

FOX

MONARCH main title concept

2.28.22

We're happy once again to present Lava's main title concept and design for **Monarch**. With the additional direction, we have designed a memorable and iconic main title animation that will capture the essence of the show and set up the narrative with a strong visual metaphor.

Concept

We have evolved our design to feature one of **Monarch's** defining symbols.

"There can only be one Queen of Country music," and the passing of Dottie's cowboy hat to Nicky is a powerful moment. This becomes the metaphorical "Queen's crown" that Nicky and Gigi will compete for.

We will use the details of the cowboy hat as our device to show the building of the music empire. Gold records, stars, jewels, and fire all play a role in defining the narrative in a **subtle but powerful symbolic style**.





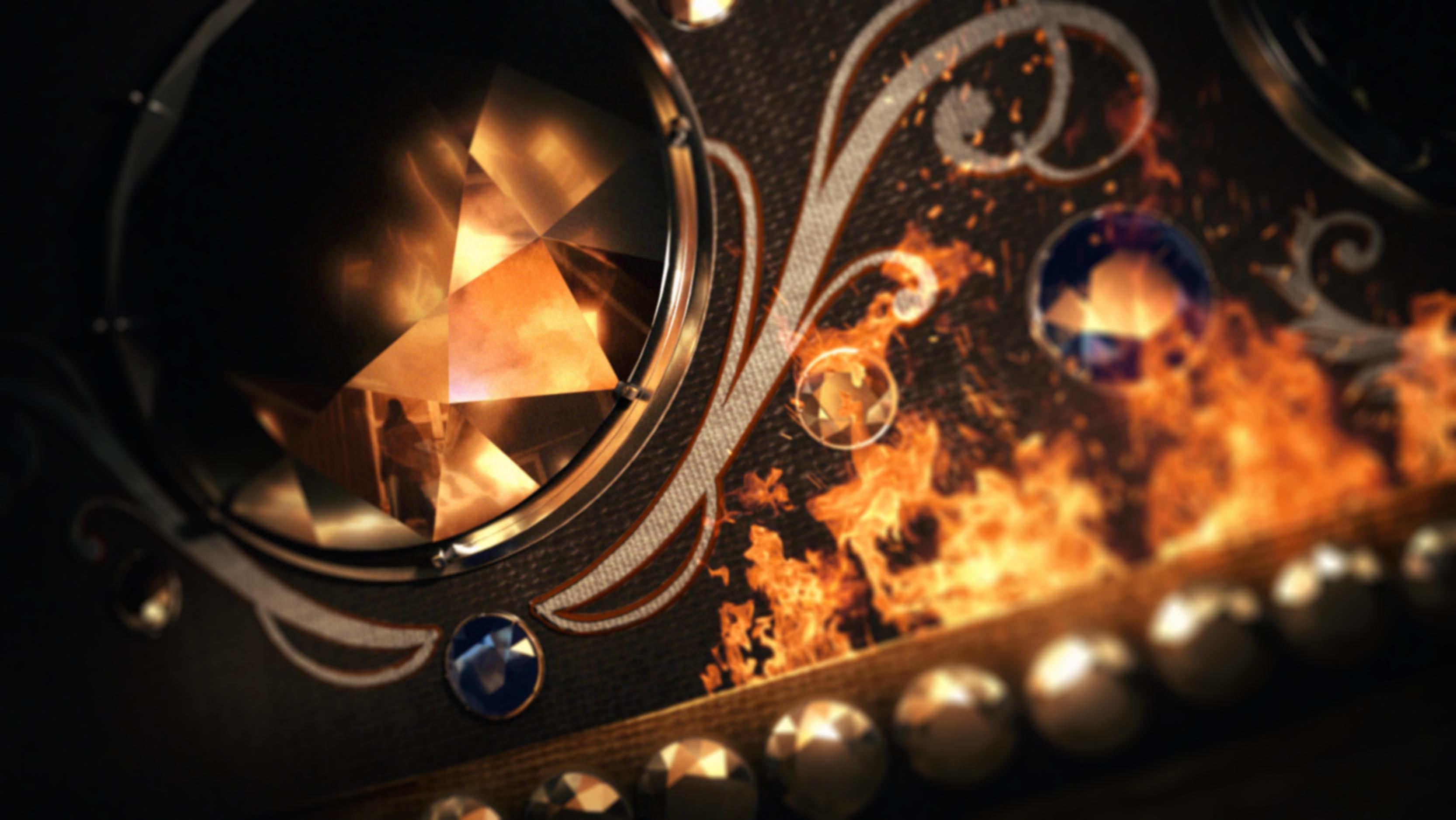
Treatment

We move through these scenes in a macro camera view. The intimate view of these elements builds mystery as to what we are witnessing and constructing. *The gold records become the settings for the jewels, symbolizing the wealth being built on the musical empire. We see a large star indicating both status and the state of Texas. A fire reflecting in a jewel, hints at a dark Roman family moment and a hidden skull in the hat band design motif signals an ominous evil side.*



The look is cinematic, with an execution using *stylized photoreal CGI*, with shallow depth of field. The camera moves over the surface as the cowboy hat maintains a clockwise rotation until its dramatic reveal and resolve into the **Monarch** title. Our color palette will match the existing cowboy hat but also contain the *rich oranges, golds and black* that reflect the monarch butterfly's coloring, giving a subconscious branding connection to the show's title and royalty.

These following style frames give you a sense of the look and aesthetic we have developed for the main title.





MONARCH



The following storyboard illustrates the narrative built into the main title design. The goal is to have *strong imagery* but maintain a degree of *subtle beauty* that preserves the strength of Dottie's cowboy hat as a metaphor for the **“Queen of Country Music's crown.”**



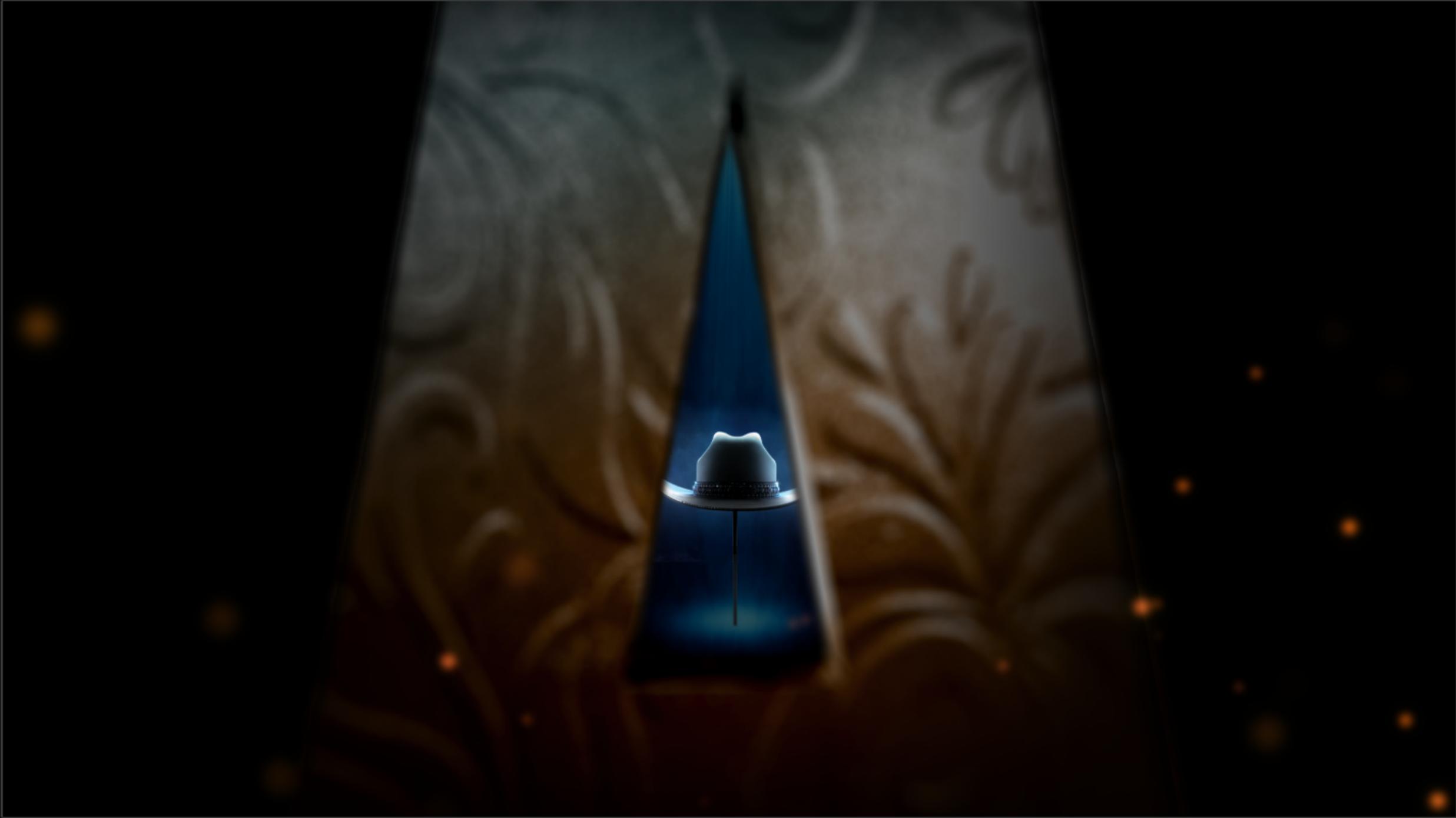
Dramatic light shifts and illuminates macro close up view of deep orange and black animated details of a stitched Monarch butterfly. With shallow focus, the camera moves across the surface as details of the swirl pattern animate and build on.



Camera rotates over a jewel as the setting holders latch down. The jewel reflects flames as we see a distorted abstract view of the burning barn. Flames ignite on the base of the evolving and forming structure.



The camera quickly jump cuts back as the hat rotates in to front view. The cowboy hat is dramatically top and back lit with stage lights to reveal the full silhouette and structure of the Queen of Country’s symbolic crown.



The camera continues its flash jump cut wider and pulls back to feel the cowboy hat pedestal inside the “A” for a brief moment. The stage lights turn off of the hat...



...to reveal the full Monarch main title as it becomes fully illuminated and ember-like particles float up.



Thanks