

Look Up Melvin



10 MINUTE SHORT ANIMATED FILM
+ ANIMATED CHILDREN'S MEDIA SERIES

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LOOK UP MELVIN

Animated | 2D | 11 minutes

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Animated Short Film | 8–12 minutes | Family / Social-Emotional Learning

Logline

After a devastating coastal storm destroys her beloved art shed, a young girl must confront her fear of the ocean and rediscover her creative voice—learning that healing doesn't follow a straight line.

Overview

Look Up Melvin is a family oriented animated short about grief, creativity, and resilience. Set in a coastal Florida town, the film follows Melvin, a thoughtful and imaginative 10-year-old who finds joy and identity through painting. When a storm floods her cherished art shed, Melvin's sense of safety—and her connection to both art and the ocean—are shattered. In the aftermath, she withdraws from the very things that once brought her comfort. Through the steady, compassionate support of her family, Melvin slowly begins to navigate her fear, reconnect with her creativity, and reimagine her relationship to loss. This is a story about what happens after the storm—about the quiet, nonlinear journey of healing, and the courage it takes to begin again.

Themes

- Healing is nonlinear
- Creativity as emotional expression
- Fear, loss, and resilience
- Family as a support system
- Reconnecting with nature after trauma

Grounded in social-emotional learning principles, the film supports:

- Emotional literacy (recognizing and naming feelings)
- Self-regulation (coping with fear and overwhelm)
- Resilience & growth mindset
- Empathy & family connection
- Creative expression as communication
- Environmental awareness and connection to nature



DR. NICOLE JOHNSON



About Me

I am a multi-sensorial artist with a doctorate in Educational Theater whose work centers storytelling as a tool for emotional learning, healing, and systems change. My creative practice blends research-based pedagogy, playmaking methodologies, and lived experience to support people of all ages in navigating complexity with imagination and care. Look Up Melvin is an extension of my personal soul driven work—translating educational theory and emotional literacy into accessible, beautiful storytelling that helps children and the inner child of adults. .

Why me?

This project is rooted in my lived experience as a creative child and adult who has used art, imagination, and nature to process change and loss. The emotional tools Melvin models—reflection, creativity, noticing beauty—are the same methodologies I teach and practice. This allows me to tell this story with authenticity, emotional precision, and deep respect for children’s inner lives.

Vision

My vision is to create a short film that functions as both mirror and refuge—offering children and families, language for their emotions, permission to slow down, and models for healing that are gentle and non-linear. Look Up Melvin prioritizes emotional truth, creativity, and care, inviting viewers to see their feelings as valuable sources of insight and strength.

Why this idea?

Children regularly experience fear, loss, and disruption, but few stories show what healthy emotional processing looks like in real time. Look Up Melvin addresses this gap by centering creativity, mindfulness, and communal support as tools for resilience. The series reframes emotional growth not as something to fix, but something to tend—through story, imagination, and connection.

We are all navigating unprecedented levels of uncertainty, emotional overload, and environmental change these days. Look Up Melvin offers a necessary counterbalance—modeling presence, reflection, and emotional literacy in a developmentally appropriate way. At a time when much children’s media prioritizes speed and spectacle, this series affirms that slowing down, feeling deeply, and creating meaning are essential life skills.

BUDGET

Total Estimated Budget Year 1

\$122,000 – \$147,000

1. Development & Creative Leadership – \$39,000

- Creator/Director/Executive Director Fee – \$10,000
- Executive Producer (Project Oversight) – \$10,000
- Animation Production Supervisor – \$15,000
- Writing & Directing Consultation – \$4,000

2. Pre-Production & Outreach – \$10,000 – \$35,000

- Storyboard & Animatic – \$4,000–\$5,000
- Talent – \$3,000–\$25,000

3. Production – \$45,000

- 2D Animators – \$35,000
- Backgrounds & Assets – \$10,000

4. Post-Production – \$23,000

- Sound Design & Mix – \$5,000
- Original Music – \$12,000
- Color & Finishing – \$3,000
- Lighting – \$3,000

5. Operations & Contingency – \$5,000

- Insurance, Accounting, Legal – \$3,000
- Contingency – \$2,000

Project Note

This budget supports the creation of a cinematic animated short film serving as a proof of concept and pilot for a larger series intended for television and streaming.