



Monkey See Monkey Do™

26 x 7 minutes

Audience: Preschool

Format: Children, 3D Animation

Available Languages: English, French, Spanish, Portuguese, Hebrew

This ain't your Great Grand-Pop's Passive TV. **Monkey See Monkey Do** will have the tykes at home wagging their tails and flapping their wings all over the TV room. Animated animals and live-action children groove together in this boogying game. Each episode features our monkey host who invites children to discover, imitate and then dance along with the animal guest of the day. This fun and game will take place in one of five different environments. At the end of each episode everyone sings and dances to the sound of the special environment song. And just when you think the fun is over. Monkey and the animal reappear to a final unexpected funny final gag.

Warning: Grown-ups are not immune to these highly infectious rhythms.

Format:

26 Episodes of 7 minutes each, a combination of live action and CGI.

Full HD format.

Target Audience:

Preschoolers and children up to 7 years old.

The simple and fun game that is the core of the show presents a physical challenge the children want to master. They all want to experience the great feeling of accomplishment by succeeding in imitation and learning dance movements.

Encouraging healthy life style habits

Health life style includes healthy nutrition and physical activities. One of the biggest concerns with children around the world today is children's obesity. It is assumed that one of the reasons for this phenomenon is the fact that children spend more time in front of the screen and less time in physical activity. The Monkey show was especially developed to offer children a more active and participatory experience while viewing television. In order to assure that the viewers' actively participate, the monkey offers many warm hearted invitations all through out the program encouraging the viewers to join in the fun. In addition, each episode starts with a "warm up song"- a short set of exercise to warm the muscle. This song educates children that before engaging in a physical activity it is important to prepare the body.

The concept from a developmental point of view:

The concept for "Monkey See Monkey Do" was developed by a team of designers, script writers, animators, art director, choreographers and child development specialist. In each episode a different animal programs up as a guest. The monkey first instructs the children to watch and observe the animal's movements and then proceeds to invite them to actually move about in a similar manner. The monkey will guide the children to imitate the animal according to different body part and thereby creating a sequence of movements. All the movements are then combined to create a unique animal dance.

A great emphasis was given to make the show developmentally appropriate in more than one way:

Early cognitive Development –learning through imitation:

The in studio children in the "Monkey See Monkey Do" show are from a wide age range, from 3- 7 years old, and from different nationalities. The live action children serve as an inspiration for the viewers to get up and join them. Children have a natural tendency to imitate and learn from other children. When playing children will often imitate one another, and this is what they will

do when watching the show. Children learn a lot by imitating; in fact this is the earliest method of learning children use. "Monkey see Monkey do" takes this natural way of learning to the screen. The viewers imitating the in studio children will feel as if they are playing with their friends. The wide range of ages allows each child to find an on screen friend to identify with and imitate. The wide range of ages allows also a wide range of accuracy in movement- the older the child the more accurate he is. This help in fostering the children's self esteem by delivering the message that it is not important to be accurate it is important to try, do your best and enjoy. Ultimately, every child no matter how accurate they were will be applauded.

Motivating children in a positive way

"Monkey see Monkey do" demonstrates who fun and exacting moving around can be. Research has shown that children respond better to positive encouragement then to negative criticism. The show does not tell the children what they should not do, rather offers them to join alone.

Family quality time

Parents today have a lot on their plate; statistically parents spend less time with their children, and they want it to be quality time. Quality time is defined as a time in which the parent is utterly focused on his child. "Monkey see Monkey do" can turn in to family game in which parents and children play together imitating one another, enjoying good physical indoor exercise and spending quality time with each other. All the lyrics and melodies of the show's songs, are easily remembered at can be taken of screen to create some more family fun.

Routine and familiarity - giving a sense of security

"Monkey See Monkey Do" has the right balance between re appearing elements and novelty in each episode. Each episode is built on repetitive motifs so that the young viewers will gain a sense of familiarity and comfort in the surroundings which will enable them to feel secure when offered to join along.

On the other hand the episodes do vary from one another to keep the viewers surprised and interested. The variation is in the animal that teaches the dance, the way it comes to the screen, its interaction with the Monkey, the final gag and the movement being taught.

Taking the time- learning in stages:

In order to make it easy for the viewers to learn the animal dance, each animal presents its dance in three parts which are learned separately. Just before the actual dance, the monkey and the viewers run through the steps once again.

Getting to know the world- an ongoing developmental task:

The world of animals is usually one of the first worlds children are introduced to..Parents will often teach their young children about animals, their appearance and what sounds they make. Children find animals fascinating and fun. The intention of the program is to build upon children's love of animals and offer them a fun and active way of learning more about them; now, they'll not only be able to distinguish their look and sound, but they will also know about each animals unique mannerisms and movements.

Engaging the children through humor:

Young children love to laugh; they especially enjoy slapstick kind of humor. In the environment of play and laughter children are much more inclined to show interest and to learn new things. Therefore the existent of slapstick humor is an important component of the success of this show. Monkey is truly a comic character, more then he himself knows.

The movements from a developmental point of view:

All the movements of all the animals in the show are simple to fallow and imitate based on the children's age appropriate motor skills.

The choreography is inline with early childhood motor skills. The movements are kept simple to insure that the viewers have an experience of success. The movements are safe to do at home even with out direct parental supervision.

Creating a safe and friendly environment animation and design:

Special attention was placed on designing the main characters, and especially their faces. This will be the first feature children look at and the one that effects the most on their like or dislike of the character. Each character has exaggerated yet friendly facial features that easily convey the full spectrum of emotions. The face is one of the main visual stimulants of a baby and continues to be so, as the child grows and develops. Much time and resources were put into making sure that the design of the characters in the series was just right; all the characters in "monkey" have big warm eyes and expressive facial features.

The show takes place in a colorful environment. The colors are soft and lively chosen to appeal to the young viewers' eyes; and the contrast of colors between the background and the main characters, enables them to stand out. The show features three different backgrounds – three different habitats: a jungle like surroundings, a farm like and a pond. All habitats are created in CGI to give them a more lively feeling and more depth.

The music from a developmental point of view:

Children love songs; they enjoy the lyric, the rhymes and the music. "Monkey see Monkey do" has seven original songs (opening theme song and "warm up" song and five songs one for each of the five different surroundings) all very catchy because of their up tempo rhythms and easy to learn rhyme and lyrics. All songs have simple and lyrics, and written in rhymes. Children will be humming and singing the tunes long after the program has ended.

Following Episodes:

The monkey will continue to meet different animal friends and go through different adventures encouraging the viewers to join in the fun!

Links:

Monkey's website: <http://monkeyseemonkeydo.co>

Monkey's youtube channel: <http://youtube.com/user/MSMDshow>

Monkey's facebook page: <https://facebook.com/MonkeySeeYou>

Monkey's App: <http://itunes.apple.com/app/id418137429>





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