

Yellowjackets

Creative Concept Development

May 14, 2021



WORK IN PROGRESS | Show is in production until 9/17 | Show Premieres: 11/7 | Key Art Shoot, Tentative Date: 7/10

Creative Strategy

What it is

An entertaining, wild ride.

Equal parts Survival Epic, Psychological Horror Story and Coming-of-Age Drama. It transcends genre.

A female-led show with broad appeal. At its core, it's a universal, human story.

A story in two parts with equal weight in the past and the present.

Haunting. Twisted. Thrilling. Nostalgic. Darkly Comedic.

CREATIVE CHALLENGE:

**How do we communicate that this series
is *all* of those things... and more?**

Creative Platform

Does darkness lie in the wilderness...or in the women?

Creative Buckets

CALL OF THE WILD

The wilderness brings out the darkness in the women. Will they ever be able to escape the darkness... and do they want to?

THE TRIBE

Forced to live in a micro-society, the women develop profound, codependent, toxic and downright tribal relationships. Will they lean on each other or turn against each other, in the past and the present?

SECRETS

Dark secrets and mysteries haunt our characters. They are left wondering what is real and what is not. Is it supernatural or psychosis?

BLURRED LINES

In the wilderness, their primal selves became their primary selves. The past collides with the present as their primal selves begin to reawaken 20 years later.

Mood Boards

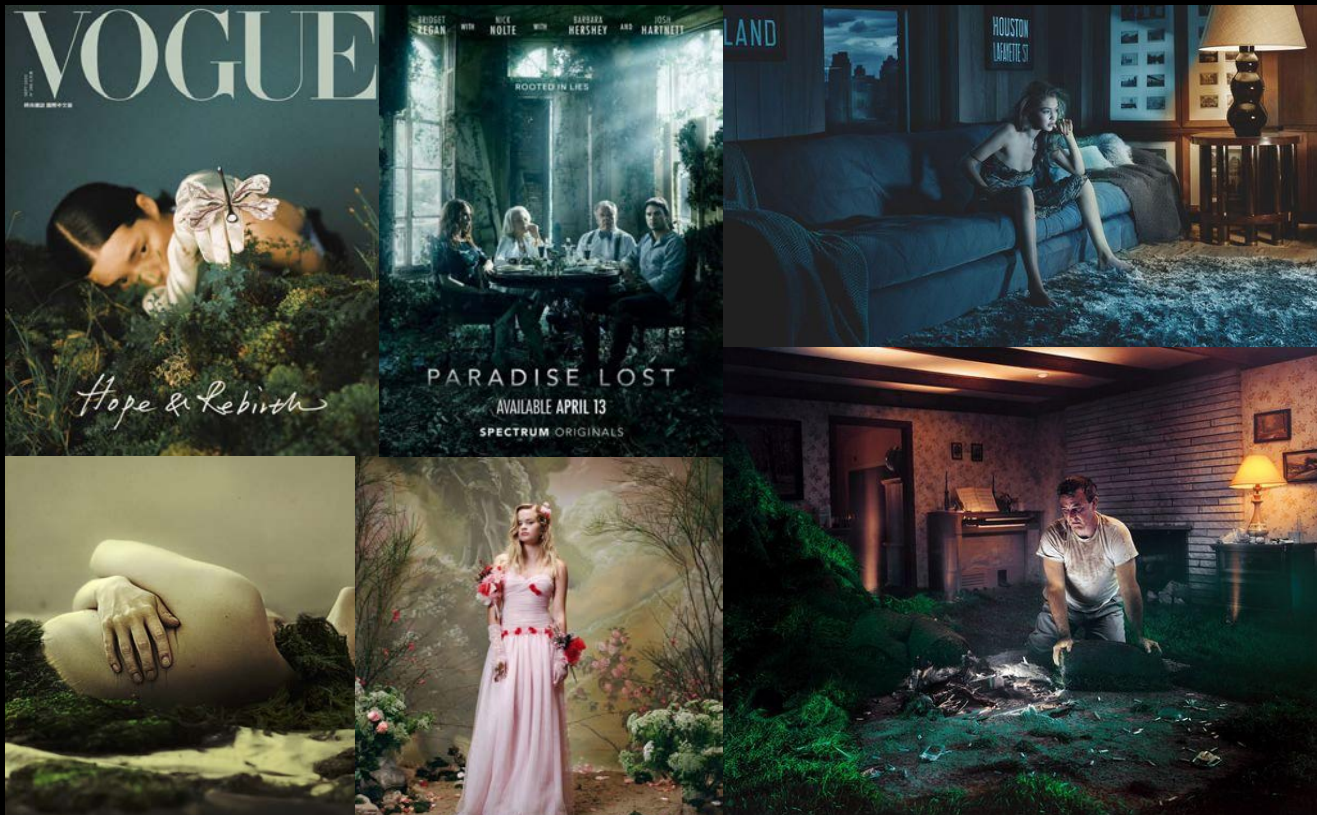


Call of the Wild:
The wilderness brings out the darkness in the women. Will they ever be able to escape the darkness... and do they want to?



GROWN

The wilderness is coming back to haunt them. Nature erupts into the present day and they can't escape the past.



WILDERNESS WITHIN

The adult cast transitions to wilderness with graphic, jagged trees. Who they were is invading who they are, bringing their past back to terrible life.



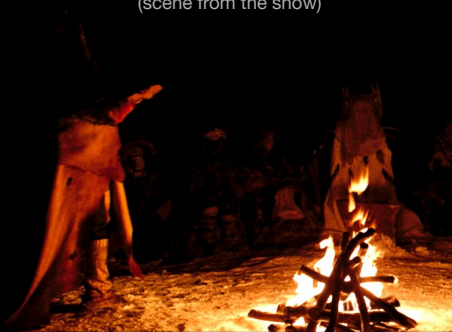
INFERNO

Raging firelight illuminates the cast, suggesting danger, wildness, temptation, hell. This is no campfire story. Option: cast stands together in a line in a way that resembles a sports team, but the light and heat of the fire take them into the realm of a far deadlier competition.



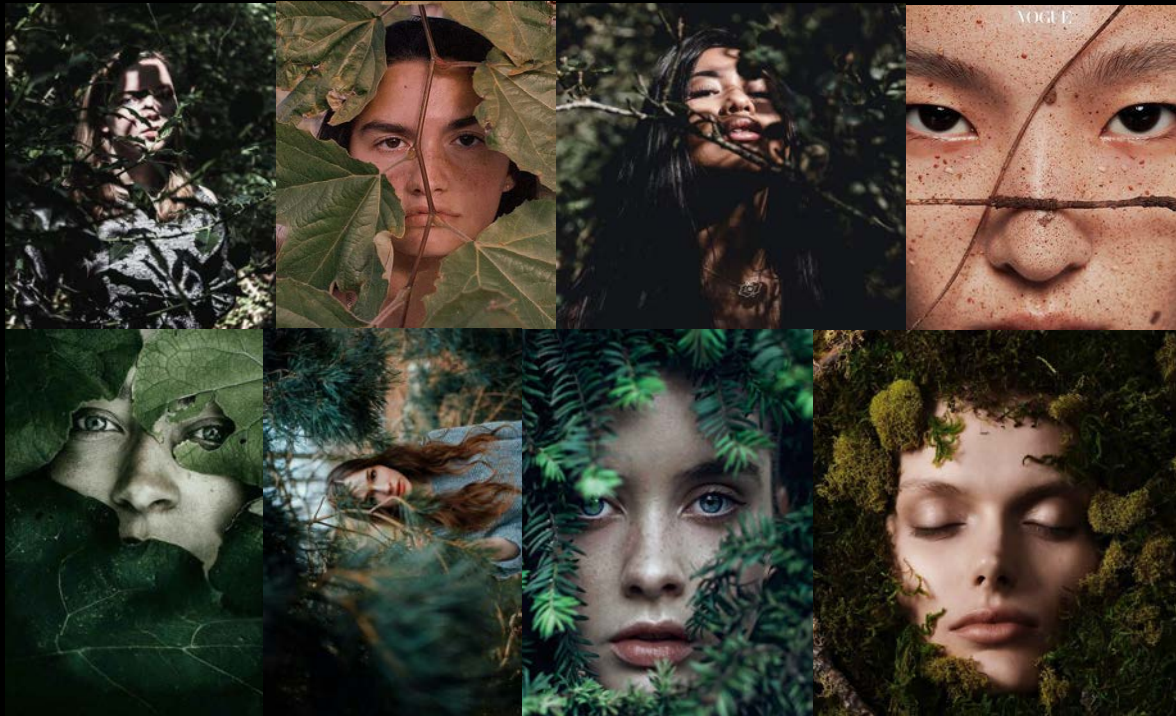
(pose reference)

(scene from the show)



CAMO

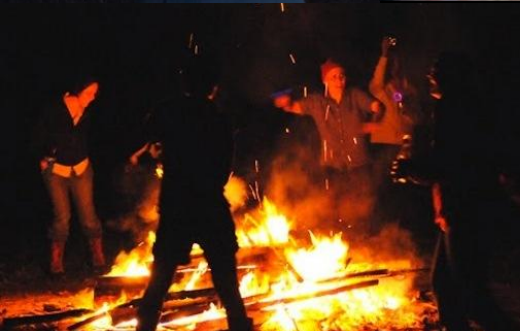
Possible character campaign – close crops on the women, partially obscured by jagged branches and leaves as if they have a kind of natural camouflage in the wild. Are they hiding from who they truly are, or are they trapped in the wilds?



LUNAR

Blurred characters with powerful poses (animalistic in nature) in the foreground and a subtle moon hanging above.
Suggesting feral wildness, kinetic violence, madness, Maenades, ancient rites. Possible non-talent approach.





The Tribe:

Forced to live in a micro-society, the women develop profound, codependent, toxic and downright tribal relationships. Will they lean on each other or turn against each other, in the past and the present?

WAR PAINT

Face painting in sports is cute. This is not that. First read is a team, but the second read is a clan, tribal, feral, bonded together by ties that run deeper than any suburban soccer team. Rune or a wasp from the show drawn on faces in paint.



WILD WOMEN

Dancing in a circle with a mysterious horned figure looming nearby. Welcome to the modern Lovecraftian nightmare of ancient cults, orgiastic rites, ritual chanting, blood and moon magic... and yet we are in the modern world with real characters who are bonded with and frightened by one another.



scene from the show

WINNING IS EVERYTHING

Recreating a victorious sports moment but instead of celebration it's a visceral, almost gruesome scene of meat, fire and chaos.



HEXACOMB

A soccer net, resembling the pattern of a wasp nest, acts as an intrusive framing device. The relatively innocent world of girls' soccer is transformed by the sinister, insectile geometry. Are they trapped in this net? Or are they trapping someone? Are they predator or prey?



(90's reference)

SWARM

Talent falls from the sky, reminding viewers of the plane crash. However, these aren't helpless women.

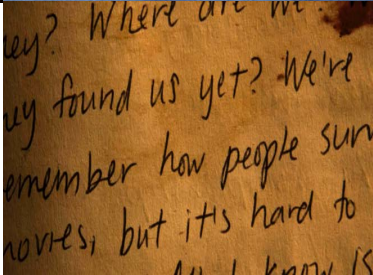
They're somehow vicious and deadly, reminiscent of a swarm of wasps. Is there some visual comparison here we can use?





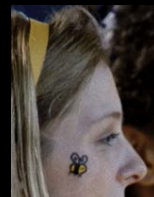
Secrets:

Dark secrets and mysteries haunt our characters. They are left wondering what is real and what is not. Is it supernatural or psychosis?

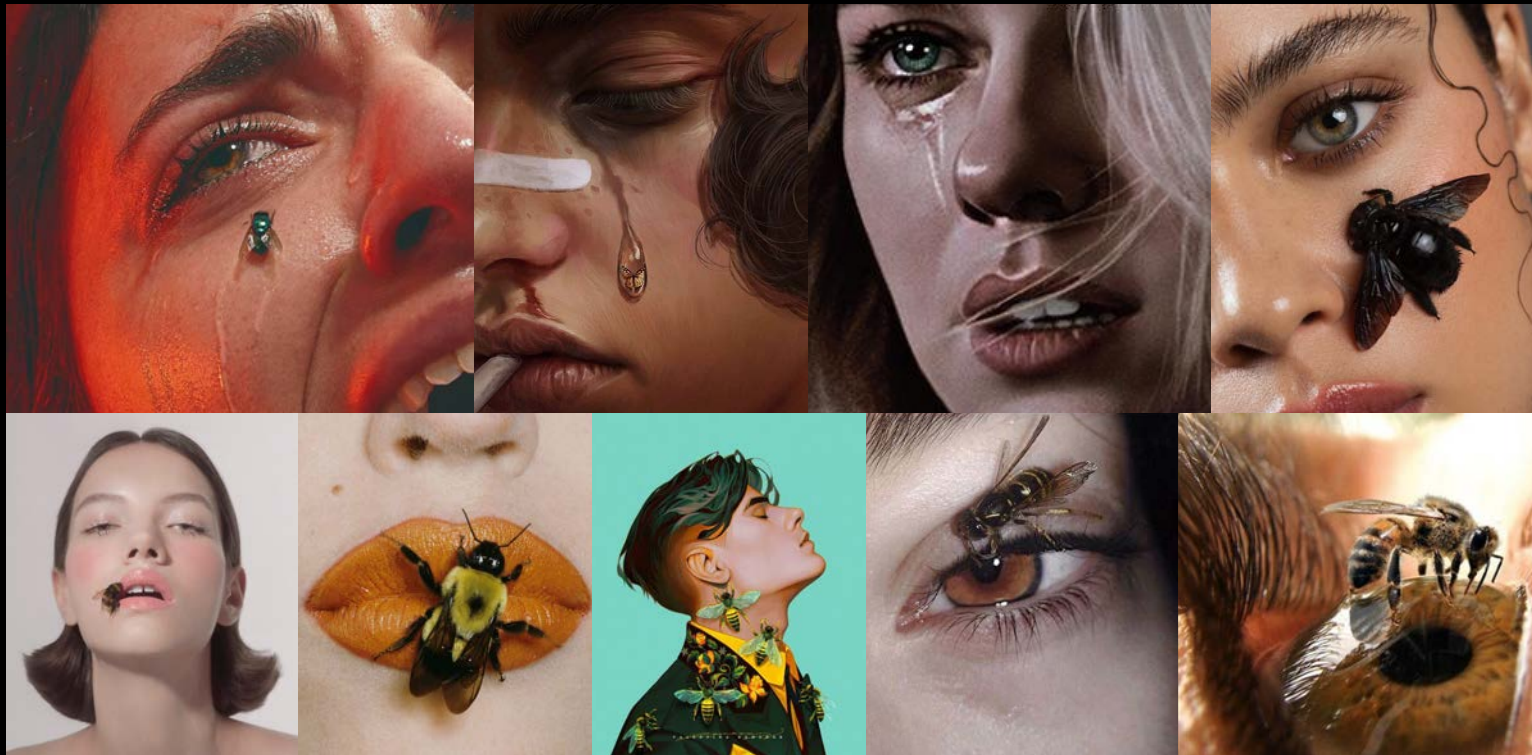


MEMENTO MORI

Yellowjackets are aggressive and sting when provoked. A tight crop on a yellowjacket within a tear or on a cheek or on another part of the face to reflect the dangerous and mysterious tone of the show.



(from the show)



NEST

Closely cropped shot of a bloodied and scuffed up soccer player. Ball has wasps buzzing about. There is danger behind the innocence.



PACK MENTALITY

Forced into a survival situation, the pressure of terror, aggression and hunger forces the characters to form a society as dangerous as it is tightly-knit.



SURVIVAL COUTURE

Possible iconic, non-talent approach. Letting the wardrobe speak for itself, emphasizing the juxtaposition of tribal and 90s attire (like a soccer shirt, pink converse, letterman jacket, etc). The surprisingly short distance between fashion and murder.



(costumes from the show)



(90's high school costumes)

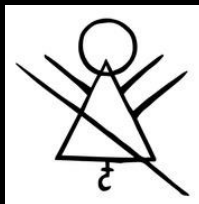
GOALS

Lone figure staring into camera on soccer field - creepy, morbid vibe balanced with fun pink cleats or pink soccer ball.

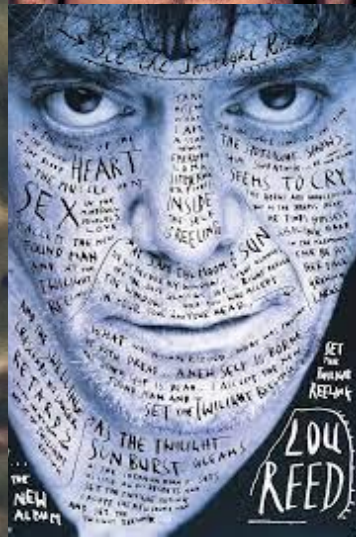
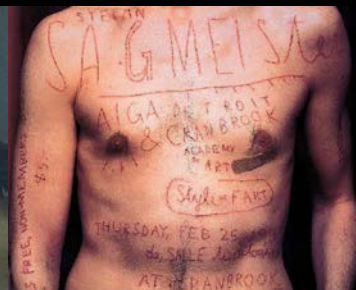


PERMANENT

Subtle etchings of the rune overlaid onto cast portraits or in the negative space.

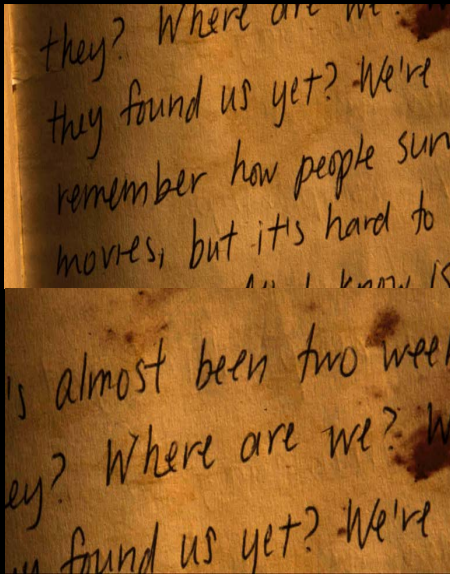


(symbol from the show)



RUNE

We use the rune as an element of mystery. Shauna's diary entries create the shape of the rune. Conversely, we could form the rune with talent or elements of wilderness. This could also be used as wild postings or in a stunt.



Shauna's diaries from series





Blurred Lines

In the wilderness, their primal selves became their primary selves. The past collides with the present as their primal selves begin to reawaken 20 years later.



VISIONS

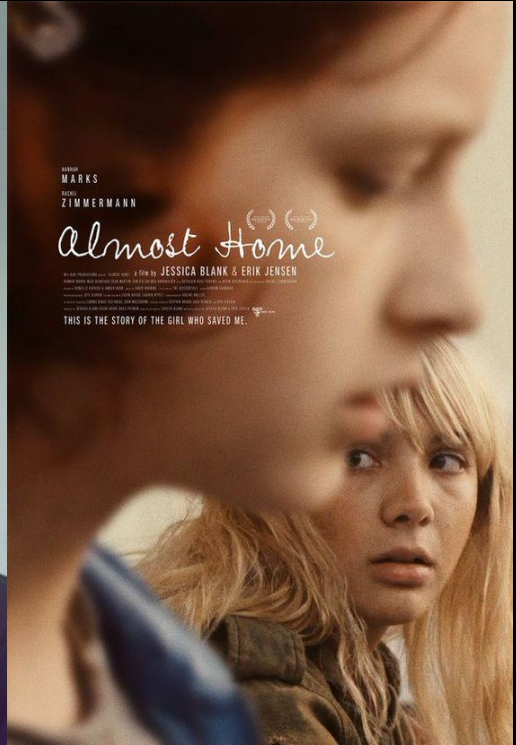
Shot through a kaleidoscope or using a texture to achieve multiple exposures, similar to a wasp's vision.

Multiple takes on one character, multiple characters or views of each character "then and now" are all opportunities.



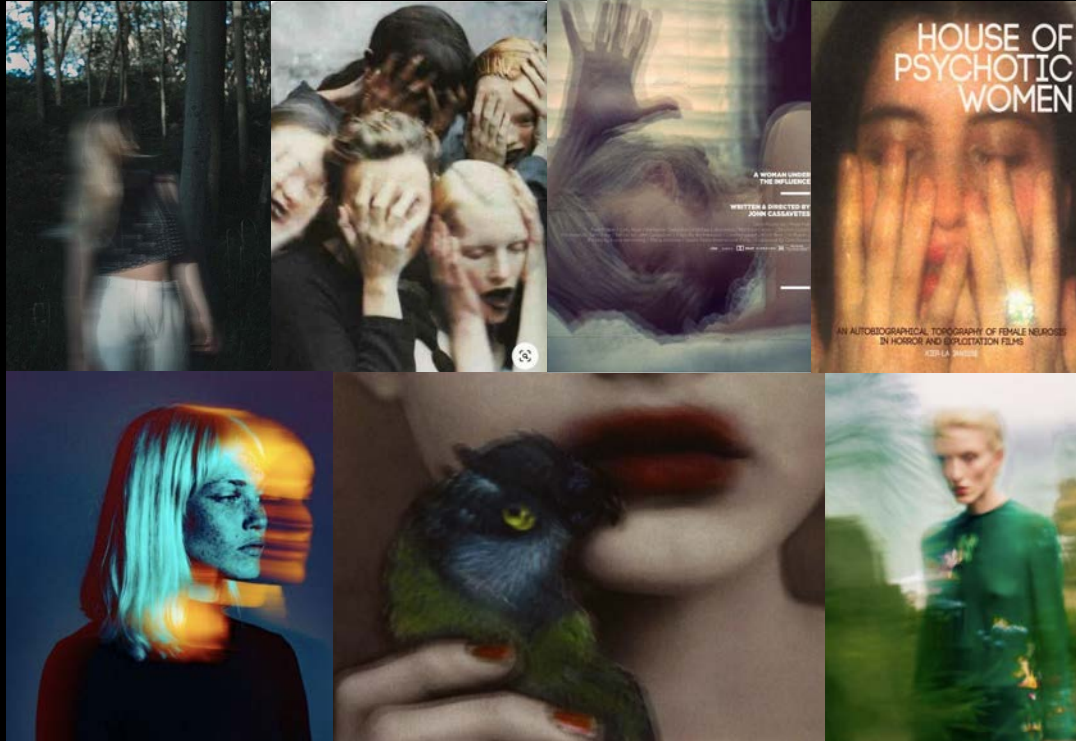
PAST & PRESENT

Mixing talent in present with masked past. The masked figure is out of focus in the foreground. Or in the reverse, the masked figure can be behind them, as though their past selves are coming back to haunt them.



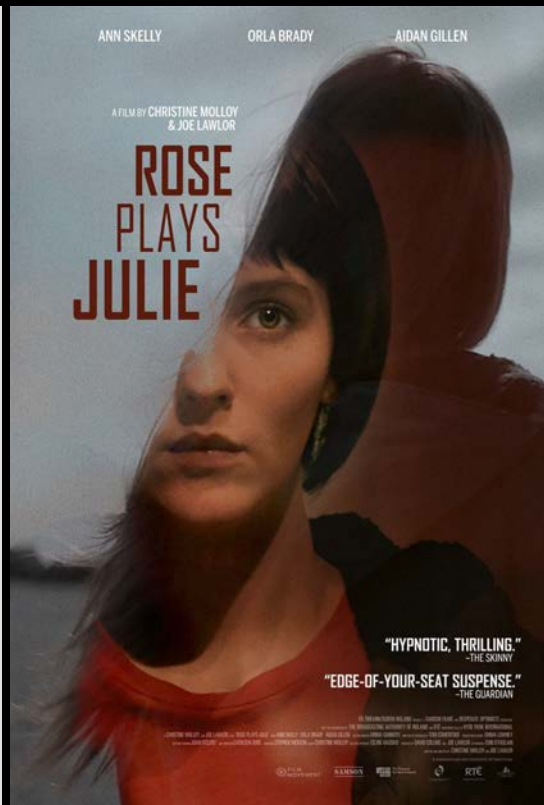
IT'S ALL A BLUR

Kinetic movement and motion blur create an impression of action, suspense, violence, the breakdown of social mores, disintegration of the psyche. Color, style and ultra-high production value distinguish this image from the horror films it is loosely inspired by.



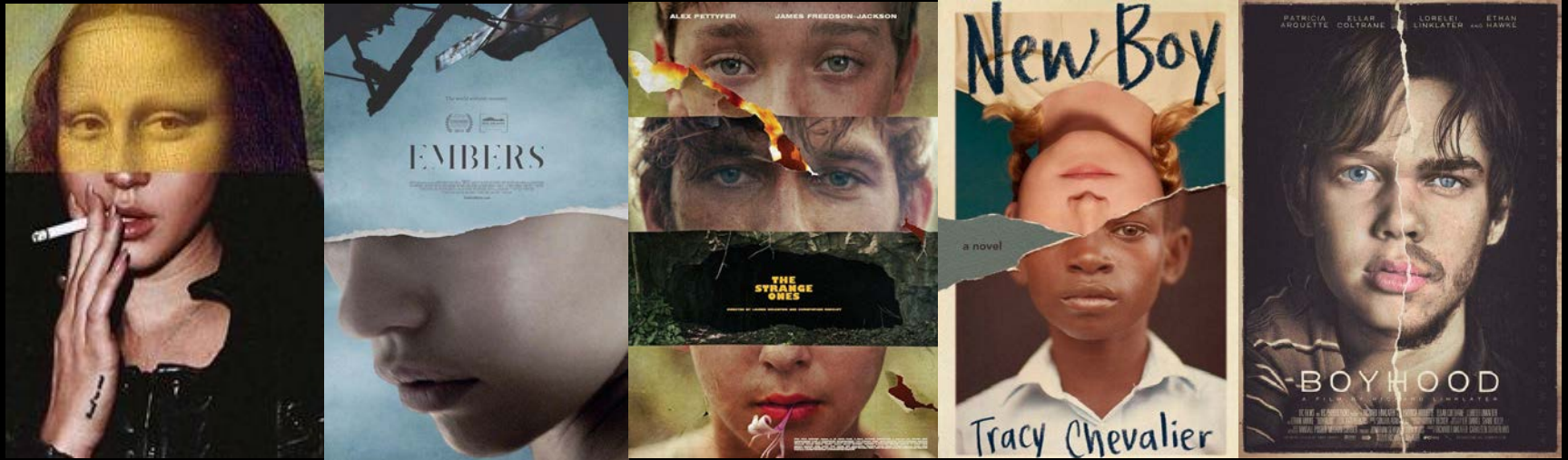
SHADOW SELVES

We see the outline of the masked figure as a reflection over talent. Their shadow selves are always there, haunting them.



THAT WAS THEN, THIS IS NOW

Split-screen showing the comparison of the women before/during and after their time in the wilderness, with wardrobe and styling playing a large role in conveying the juxtaposition.



PRIMAL vs. PRIMARY

Talent's eyes are sandwiched between an image of a haunting masked figure.



