The image features two black silhouettes of human profiles facing each other against a dark blue background. The silhouette on the left is a man's head and shoulders, while the one on the right is a woman's head wearing a hat. The background is a gradient of dark blue, and the bottom portion is filled with a stylized city skyline of various blue and purple rectangular buildings.

HOPE

VS

HOLMES

Hope VS Holmes: Concept Book

Concept

Hope VS Holmes is a Neo-Noir graphic motion novel based around Arthur Conan Doyle's short story A Study in Scarlet. It follows the story of Lucy Farrier-Hope, Sherlock Holmes and John Watson through a cyberpunk-inspired Neo-Noir version of London, set in the near future, where a powerful company is exploiting the working class in the development of a new implant. Lucy works to expose the company and its powerful CEO for their crimes, while John and Sherlock investigate her activity and come to two very different conclusions.

The narrative of Hope VS Holmes is original to the project, but the concept of a motion graphic novel is not. Motion graphic novels typically take elements from existing comics or graphic novels and add motion or animated elements. The team behind Hope VS Holmes has worked hard to adapt elements from the original story to the Neo-Noir genre, both visually and narratively.

Target audience

Hope VS Holmes is intended to appeal to an adult audience due to the inclusion of violent or otherwise distressing scenes and should appeal to those both interested in cyberpunk and science fiction as well as those interested in Noir and crime dramas. While Sherlock Holmes is a recognisable name, it was decided not to lean too heavily on Sherlock's reputation during development.

Themes

The story in Hope VS Holmes touches on many of the themes mentioned in the original story while adapting them to the Neo-Noir genre and the futuristic setting. The team focused on translating the themes around the ineffectiveness of the police, deception and hypocrisy, the advancement of science and modernism, oppression and justice, while working in themes of moral ambiguity and inequality, corruption, obsession and self-destruction – themes often seen in Noir and its subgenres.

Technical Detail

Hope VS Holmes would be available online in 8 separate episodes, each being 60 minutes long. The assets for the final product as well as the pitch video the team has created were made in Adobe Illustrator and animated in Adobe After Effects. The music featured in the pitch video was created by a member of the team.

Available along side the episodes would be three blogs, one for each of the main characters Lucy, John, and Sherlock. These blogs would feature in-world "behind the scenes" style blogs and video clips, accessible for viewing via a password hidden in each of the episodes. These would be additional content for fans of the series, and not keeping up with the blogs would not impact a viewer's experience in a negative way.

Characters

SHERLOCK HOLMES

Egotistic



Resilient

Manipulative

Obsessive

Sherlock is a well-known investigator within the city of London, seen at most crime scenes inside or outside the slums.

He is also a scientific researcher, working within the labs of Drebber Corp late into the night to develop a new implant that he believes will change the world.

Charismatic and smooth talking, Sherlock has a way of getting what he wants from people.

MOOD BOARD



JOHN WATSON

A retired military doctor, John was discharged due to injury. After reluctantly taking a job at Drebbler Corp and receiving a robotic arm to help him perform his work, John took to the slums to investigate what Drebbler Corp were actually doing to the people living there.

Fearless but cautious, John's investigation runs throughout Hope VS Holmes, and leads him to conclude that maybe Drebbler Corp aren't as well meaning as they may appear on the surface.

Intelligent

Courageous



Pragmatic

Empathetic



MOOD BOARD

LUCY FARRIER- HOPE



MOOD BOARD

The leader of a group working to expose Enoch Drebber and his associates, Lucy is both well-known and respected throughout the slums. Married to Jefferson Hope, she has a reputation of defending those around her and for making on the spot decisions – for better or for worse.

Having personally shunned Enoch's romantic advances in the past, Lucy is particularly resentful towards him, and is considered one of his biggest threats from within the slums.

Passionate

Impulsive

Loyal

Determined



ENOCH DREBBER

Considered by many – including himself – to be the most powerful man in London, Enoch is the CEO of Drebber Corp. Rich and with notable influence on just about anything going on in the city, Enoch's only interest is in keeping that power and in making himself richer – no matter the human cost.

Selfless

Dedicated



Hot-Headed

Self-Confident

JEFFERSON FARRIER-HOPE

Husband to Lucy and some of the muscle of the resistance against Drebber, Jefferson is even more impulsive than Lucy – known for his short temper with those who would work to stop them taking down Enoch and his friends. Jefferson is both dedicated to his work and selfless; confident in his abilities, and willing to put himself at risk in the name of progress and justice.

Selfish

Arrogant



Assertive

Cruel

Location Design

London

A deeply divided city, London has both soaring skyscrapers and neon lit slums within a few minutes walking distance. Inequality is entrenched in the city but is most clearly visible in the difference between “the city” and the slums.



The Crime Scene

All is not well within the city of London, and despite the strong police presence in the slums, crime is still common. In a city that never sleeps, police tape isn't an uncommon sight – and neither is the apathy, incompetence and inaction of the police officers conducting the investigation.

The Prison Cell

A worse place to find yourself than a crime scene is in a prison cell. With a crack-down on “undesirable” behaviour from those protesting Drebber Corp's actions, many find themselves in a dark cell, facing an uphill battle against an unjust system to negotiate their release.





The City

The city is clean and well kept, made up largely of steel and glass office buildings and expensive apartments to house those who work for big companies like Drebber Corp. Seemingly peaceful, the tidy streets and manicured green spaces allow those living there to lead comfortable, sometimes even luxurious lives – all but unaware of those who live just a few miles away in the slums.

The Slums

The slums are more crowded and messy, with houses piled in on top of each other to make space for those who can't afford to live in the city proper. Dirty and chaotic, the slums are heavily policed, and home to much resentment towards Enoch and Drebber Corp. Lucy and her friends are based in the slums, and John spends much of his time exploring the slums in his search to find out what Drebber Corp are really up to.



Drebber Corp

Drebber Corp have a hand in almost anything that goes on within the city and are seen by many as a dangerous power that has nothing but Enoch's own gain in mind.

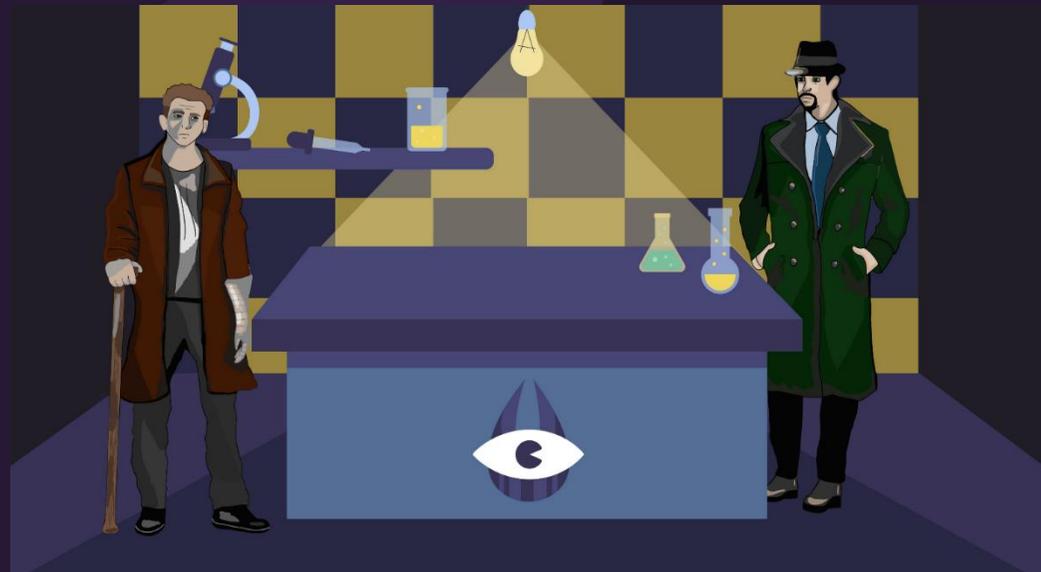


The Office

Enoch's personal office is where he makes things happen – the heart of his operation. From meetings and phone calls to interrogations and bribes, any and all negotiations made go through Enoch's office. Unbelievably lavish and decadent, he commands the city in both style and comfort from this room.

The Lab

Drebber Corp labs are at the cutting edge of technology and are used to create the newest tech for the consumer market. Filled with industry leading scientists by day and by Sherlock's research by night, the lab holds the key to great power, and isn't always used for the greater good.



Prop Design



When designing the characters, the team wanted to give them props that helped add to their story, not distract from it. Giving John Watson a robotic arm and a cane helps show that he was injured in combat, and that it was Drebbler Corp who helped him when he got home. Sherlock wears a trilby hat because of its connotations with the Noir genre and as a throw back to the original character's deer stalker – iconic, but out of place in a Neo Noir setting.

Enoch is seen with a cigar and a glass of whiskey to indicate his wealth, both being associated with luxury price tags and high end businessmen trying to make a statement. They reinforce the irony and disconnect between the “real world” outside of Drebbler Corp, where people are struggling to make ends meet, and Enoch, who spends unthinkable amounts of money on these commodities.

PLOT

The story of Hope VS Holmes is told through the perspective of John Watson, much like the original stories. The portions of the story that John narrates in the “current day” will be mixed with extended “real time” sequences, in which the story is told by following the characters through the events with minimal narration. In these sections, the story will follow either Lucy and Jefferson, Sherlock, or John himself in the past. Both these sections – those set in the past and the sections of John’s narration – come together towards the end of the story, where Lucy meets John for the first time, and proceeds in real time from that point on, following the characters as it did before.

Lucy and Jefferson’s storyline follows them as they work towards exposing Enoch – showing the work they put in over the course of the story and the sacrifices they have to make as they try to bring him to justice in a corrupt and apathetic system. John’s story follows him exploring the world that Lucy and Jefferson come from, coming to terms with what Drebber Corp are doing to the people living in the slums, and trying to get those around him in Drebber Corp to see the truth. Sherlock’s storyline focuses on his work and his dedication to it – following him as he becomes increasingly obsessive over his research and shows the impact this obsession has on his work as a detective, and on his relationship with John.

PLATFORMS

Alongside the episodic video content, the team has planned to create some additional content for keen-eyed fans to enjoy as the story of Hope VS Holmes progresses. Viewers won’t have to find this content to understand or enjoy the episodes, but should they choose to seek them out, it should add some extra depth and interest to the world of Hope Vs Holmes and to the characters while providing an interesting way to engage with the show.

All three of the main characters – Lucy, John and Sherlock – will have blogs that can be accessed with passwords hidden in each of the episodes. The blogs will feature in-world “behind the scenes” content, blog posts and video clips of the characters creating plans, having discussions, or taking time out from the events shown in the show to hang out with friends and relax. The goal with this content is to make the characters seem more like real people with real lives, who happen to run a blog documenting said lives.

Hope in the Dark



Home By Any Other Name...

Even with all the problems in London, on nights like this, it still feels like home. I really believe that the work we're doing could change everything in the city. I think we could turn it around, make it somewhere you could live safely. My father always said it used to be something to be proud of, to say you lived in London. I like to think we could

[READ MORE]



LUCY'S BLOG

The Team

Clare Crookston

Alynnna Aquino

Silas Manvell

Ben Perenon

Enyo Markov

