



THE  
LEGEND OF  
SEPEHR



## Representative Image of the Project

### ▶ Film identity

- ▶ Original title: The Legend of Sepehr
- ▶ Directed by: Emad Rahmani . Mehrdad Mehrabi
- ▶ Country: Turkey -Iran
- ▶ Year of production: 2022-2024
- ▶ Running time: 01 h 38 min

### ▶ Technique

- ▶ Category: Feature film
- ▶ Techniques used: 3D and 2D computer
- ▶ Version: English Dubbing and French Subtitle
- ▶ Process: Colour
- ▶ Target public: Kids, Teens, Young adults
- ▶ Looking for distributor(s), sales agent(s), investor(s)

### ▶ Credits

- ▶ Directed by: Emad Rahmani . Mehrdad Mehrabi
- ▶ Production: Permanent Way Entertainment
- ▶ Production Manager: Moien Karimi
- ▶ HRD Manager: Soheila Saeed
- ▶ Artistic direction: Benyamin Shojaei . Armin Rangani
- ▶ Technical Director: Milad Aligholia
- ▶ 2D Art Supervisor: Deniz Samadi
- ▶ Script: Emad Rahmani
- ▶ Songwriter: Adeleh Rahmani
- ▶ 3D Modeling: Mohsen Dehnavi . Abtin Khaleghi . Behzad Jenabzadeh . Mohsen Shokouh
- ▶ Environment Artist: Ali niki . Mahsa Ahadi . Behzad Jenabzadeh
- ▶ Character Designer: Amin Qaraie
- ▶ 3D Character Modeling: Benyamin Shojaei . Mobin Hivechi . Ahmad Dashti
- ▶ Rig and Skin: Mosayeb Abbasi
- ▶ Storyboard: Bahman Nejati
- ▶ Layout: Maryam Asadi
- ▶ Sets: Mahdieh Zare
- ▶ Animation: Iman Karimi . Navid Tanzifian . Mohammad Tahani . Elena Sepahyar . Leyla Shabani
- ▶ Camera: Milad Aligholia
- ▶ Compositing: Behdad Bagheri
- ▶ Music: Arash Aqababaie
- ▶ Sound: Shahin Pejhan
- ▶ Editing: Mohammad mostafavi
- ▶ Voice: Hesam Sadeghi . Maryam Choobdar . Meysam Niknam
- ▶ Business Manager: Safura Seyedi

## Format

The Legend of Sepehr is an Action-Comedy 3D animated fantasy movie with a magical atmosphere aimed at a target audience of children, teenagers, and adolescents using a 35mm camera with 4K resolution.

## Target Audience

The audiences of the cinematic animation, The Legend of Sepehr, fall into three categories:

- ▶ First, we have child and teenage audiences expecting cinematic animation to have a proper and fast-paced rhythm with a compelling narrative of the character's heroic journey. This can be seen in most modern and popular works, such as *Raya and the Last Dragon*, one of Disney's recent works. The Legend of Sepehr meets the demands of the audience by relying on an ancient Iranian legend, an engaging atmosphere, and the main character's many reactions within the story, which is sure to place this animation on their watch list.
- ▶ The comic atmosphere, musical scenes, and deep and lovely concepts such as friendship, loyalty, kindness, excitement, and family have always been interesting and of priority to the audience of long cinematic animations. The Legend of Sepehr portrays this deep connection and the main scheme of its story, which is based on the friendship between Sepehr, a 10-year-old kid, and his cute 4-year-old cheetah, Baboo, which can entertain the audience while watching a magical and legendary story. Further, it can invoke beautiful emotions in the audience, bringing a smile to their face, exciting them, and of course, astonishing them at times. Thus, The Legend of Sepehr will also be on the watch list of this group of audiences.
- ▶ New atmospheres, unheard stories, and Eastern culture have always captivated audiences across the world. Even though big American and European companies produce unmatched works with captivating stories, The Legend of Sepehr has the capacity to attract the audience looking for high-quality stories and appeal to younger audiences with its unique take on an ancient Iranian legend, diverse atmospheres, and high quality.



## Short Summary of the Story

In a race against time itself, the brave young Sepehr and his loyal cheetah, Baboo, are thrust into a legend as old as the stars. According to ancient lore, the god Zurvān was tricked by his evil son, Ahriman, into promising him an era of dark reign. Now, as Ahriman's time wanes and he schemes for perpetual darkness, Sepehr's tranquil island life is shattered.

A monstrous sea creature, acting on Ahriman's behalf, descends upon Sepehr's home, leaving destruction and his loved ones in chains. Guided by the flickering hope that the powers of good, embodied by Ahura Mazda, might yet prevail, Sepehr and Baboo set off across mystical lands. Their mission? To uncover a magical force potent enough to shatter Ahriman's aspirations and free their world from the looming shadow of his tyranny.

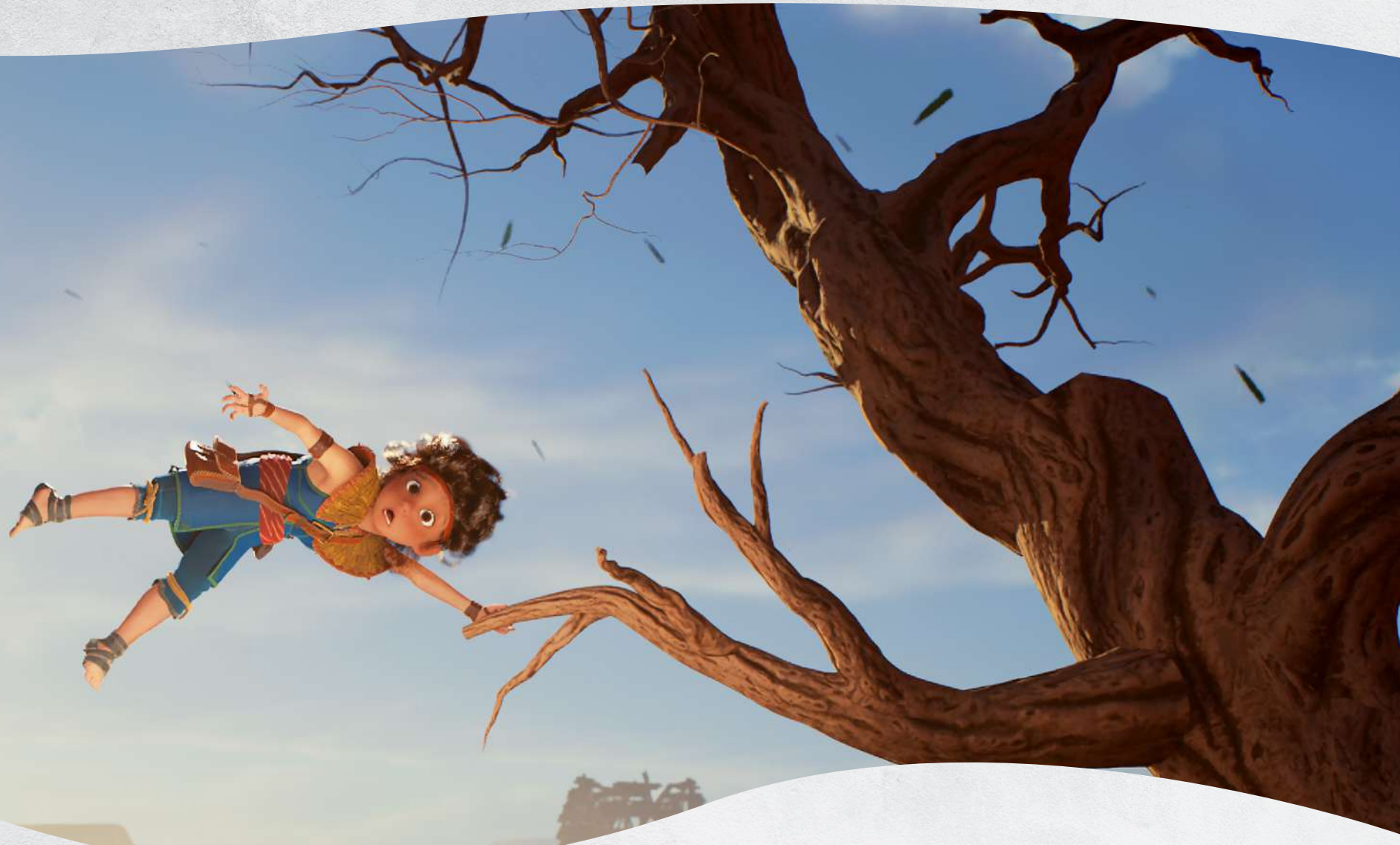
Prepare for a rollercoaster ride of heroics, heart, and heaps of laughter. Can Sepehr and Baboo outsmart Ahriman, save Sepehr's family, and perhaps most importantly, do so without tripping over their own feet? Buckle up for a magical journey where the power of laughter might be the brightest light in the darkness.





## Logline

Join Sepehr and Baboo, the dynamic duo of laughter and courage, on a thrilling quest against the nefarious Ahriman. It's not just about saving the day—it's about doing it with a smile and maybe tripping over a few magical mishaps along the way!





## Characters

**Sepehr:** Sepehr is the firstborn of a kind family living on a coastal island. During peacetime, his father goes fishing, and Sepehr loves accompanying him on sea journeys, blessing him with an athletic body despite his immaturity! His mother is a housewife and the village teacher, so Sepehr has learned to speak eloquently from his mother, making him very lovable. He is of average build with long wavy hair, and despite his playful and troublesome (but cute nonetheless) character, innocence and kindness are evident in his expression. His big hazel eyes and dimpled cheeks create a lovely and cute combination. He always smiles, and his first hobby (except for messing with their pet) is shooting. His mother always sews his beautifully bordered clothes. He always wears a straw bag his father gave him as a gift around his neck when he ventures out.

**Baboo:** A 4-year-old cheetah who lives with Sepehr and his parents. He lost his family during the attack of evil creatures on his village when he was a cub, and was saved by Sepehr's father. He is Sepehr's playmate and close friend, and they understand each other perfectly. Baboo is kind, friendly, and very humorous; however, he is fast and rough against enemies like a real cheetah. When he has to embark on a long journey to faraway lands to save the village people with Sepehr, Baboo helps in any way he can to ensure Sepehr's protection and success.

**Arad (Sepehr's father):** The skilled fisherman of the town is a 48-year-old man who was once one of the warriors and guards of the island, but gave it up for the love of the beautiful island girl and took up fishing. Sweet Sepehr is the fruit of the beautiful love between Arad and Armaiti, and he has learned many lessons from his wise and brave father. Arad is the symbol of tranquility and dignity in Sepehr's life.



**Armiti (Sepehr's mother):** Armiti learned how to write and read from her old and kind grandmother and has always been inspired by her grandmother's stories! Therefore, she vowed to become the best storyteller in the village and teach children as well when she was just a young girl. Her teen years were filled with zeal, and during her young adulthood, she fell in love with Arad at first sight. This beautiful and tender love turned into a warm cottage filled with kindness. As a mother, Armiti is strict and disciplined despite her affection, and everyone says that she doesn't discriminate between Sepehr and Baboo! This precision has made Sepehr and Baboo into respectful, well-spoken, and responsible children.

**Ra'nâ:** Love knows no age (in a childish tone)! This was the motto of Sepehr and Baboo when they met Ra'nâ, or rather saw her as a kind friend for the first time in the village! The adorable and playful neighbor girl, Ra'nâ with her curly hair and her floral-print skirt is the epitome of beauty to Sepehr. The affection between them is no less than that of siblings. Ra'nâ and Sepehr always play together and mess with Baboo. Ra'nâ is someone who inspires confidence in Sepehr and applauds him even when he loses.

**Bardiya:** He is an unrivaled warrior and one of the guards of the holy temple on the mountain trained in swordsmanship by his dad. He joined the adversaries when Ahriman ruled the world and was one of the people to possess the entry seal into The Dark Realm! Although his large frame and long ruffled beard may evoke an image of roughness at first glance, his kind heart and generous nature are the qualities his friends remember most about Bardiya.

**Mahan:** A wise old man and the high priest of the holy temple. He is a kind, intellectual, tall man with a white, clean, combed beard that has grown down to his hands. He was the first to confront Ahriman and form a group of guards. After successfully sending Ahriman back to the Dark Realm and imprisoning him there, he took care of the people and restored the ruins. Humor, kindness, and wisdom are some of Mahan's most prominent moral characteristics.



**Ahriman:** Nobody knows whether fate has driven him to this or it was an act of himself! His stubbornness towards the merciful god and insistence on the wrong and dark path has made him turn into the scariest creature in the world! A dark creature with a cold soul and terrible behavior whose only desire is for his dark power to reign the world forever. He regards goodness as his biggest enemy.

**The Sea Monster:** The sea monster was once a mere wave; however, the curse of Ahriman turned it into an eerie swirling whirlpool that is capable of destroying everything! It has no thoughts of its own and has been mesmerized into only submitting to the commands of Ahriman and making every effort for hideousness, destruction, and darkness.

**The Snow Monster:** Just like the sea monster, the Snow monster was a beautiful patch of snow that created a beautiful combination as it lay on stone and wood. However, looking for an obedient, powerful, and dark army, Ahriman cursed it into the biggest monster in the world that can throw snowballs kilometers away and shake the ground with every step.



**The Curse of the Forest:** Every single tree in the forest loathes Ahriman and the dark. The biggest of them all was a tree named Atena, who considered it its duty to protect the forest and became the leading opponent of Ahriman at some point! However, the dark Ahriman cursed the tree and wiped its memories, turning Atena into a tamed and submissive servant of darkness, 50-meter-tall tree that regards destruction as the sole purpose of its wood limbs.

**Anna:** A kind old woman who serves as the chef at the holy temple. After losing her family during the goblins' attack on the village, she was brought to the temple, grew up there, and became in charge of its internal affairs. A kind, lovely, rather fat, well-spoken woman with excellent cooking skills.

**The Cat:** A kind and lonely cat whose only wish is to jump about. He was captured during the goblin attack on the village and decided to live with Bardiya after being saved by him. Bardiya named him Babri, which started a deep friendship between the two.




## Story

The Legend of Sepehr feature animation begins with an ancient story narrated in the warm voice of the mother. This narration is depicted in a 2D combined atmosphere (motion illustration): according to ancient legends, Zurvān, the god of time, makes a promise to grant his offspring the kingship of the world should he be blessed by any. However, in absolute timelessness, it takes so long that Zurvān starts doubting if he will ever have an offspring, leading to the conception of Ahriman from this ominous doubt! Aware of his father's promise, he rips open the womb and comes out. Surprised by how dark and hideous Ahriman is, Zurvān suspects the origin of Ahriman, declaring he could not have such an ugly and malevolent offspring and thus breaks his promise. At that moment, the beautiful and benevolent Ahura Mazda comes out of the womb. Zurvān declares him as his true offspring; however, Ahriman reminds his father of his promise that the first offspring is to be the heir! Hence, Zurvān concedes to grant the kingship of the world to Ahriman for over 9000 years and to his benevolent offspring, Ahura Mazda, for another 9000 years. Only then the immortality of their kingship will be decided through a final battle where humans choose between good and evil. As the final days of Ahura Mazda's sovereignty drew closer, Ahriman began making efforts to dominate the world.

In a beautiful village in the heart of a lovely island with pleasant weather, there is a boy named Sepehr with his inseparable friend Baboo, a 4-year-old cheetah in a kind family. As the mother's story ends, we enter the main visual atmosphere of the work, which is a 3D animated fantasy movie, where the mother (Armaiti) loses track of her words as the father (Arad) makes a joke. Further, the warm environment of the house is illustrated. 5-year-old Sepehr and the 4-month-old playful Baboo start playing. Unhappy that all her efforts to make them fall asleep were in vain, the mother starts talking to her spouse and finds out Baboo (the 4-month-old cheetah) was saved by Arad from the evil hunters who killed its family.





Arad shows his concern regarding the expansion of the activities of evil creatures in the region. Hoping for a deep friendship between Sepehr and Baboo, the mother gets up to force them to sleep! During the mother's lullaby, a musical scene in the form of several combined shots depicts how they grow to be 10 and 4 years old. It is a cute and diverse story including Sepehr's efforts to learn how to shoot, Baboo's growth, and of course, the two kind, yet playful friends messing up the town. As the music ends, the family is displayed to have gathered again on a rainy night in the house. Arad mentions he is going to the sea for fishing as there are no supplies left in town. Sepehr and Baboo beg to accompany their father and, despite their mother's disagreement, the three set off for the sea the next day thanks to their father's intervention.

The next morning, a dark cloud is roaring far away although it is no longer stormy. Sepehr and Baboo continue to play unaware of the conditions. They jump around, help the neighbors, and mess around with young girls their age on their way from home at the top of a hill to the coast. All their love can be summed up in Sepehr's interest in shooting with the arrow and bow his grandfather gave him and running for Baboo. Both try to attract the attention of neighbors, particularly the village girls, by doing so.

By the coast, the father is talking to another fisherman named Fereydun, who warns him the weather will get stormy. However, the father stresses that the weather has been unpleasant for the past couple of days. Finally, Sepehr, Baboo, and their father head out to sea. Eerie lighting and thunder indicate an ominous event to come as the storm intensifies in the middle of the sea. Suddenly, a massive whirlpool is formed, the boat starts twirling, and a giant sea monster emerges from the water. Trying to save Sepehr and Baboo, the father sends both of them to the cabin and tries to control the boat; however, a massive wave is formed as the sea monster punches the water. Before Sepehr can reach his father, he is hit by a wave and falls unconscious. Sepehr opens his eyes on the beach after Baboo continuously licks him. Worried about what has happened to his family and his dad, he looks around and realizes they are on another side of the island. From afar, Sepehr and Baboo can see the chimney of the village, so they run to the forest to reach their house. On the way, however, a short earthquake causes subsidence, causing Sepehr and Baboo to fall into the entrance of an ancient cave (like a slide) and fall hard. Upon reaching the cave's bottom, they begin exploring its surroundings. They come across ancient drawings on a wall, telling a story of the time Ahriman ruled the earth and his atrocities. It also mentions a group of pure-natured guards who joined their magical power to save the world. (This story will be laid out in 2D on the wall of the wall as if the drawings come to life on the wall.) The rest of the drawings on the wall are wiped off due to the passing of time and water leakage. Excited by the story of the drawing, Sepehr and Baboo look for a way to escape the cave when a cat jumping around gets their attention.

They quickly follow the cat until they reach the back of a waterfall overlooking the village. The cat separates from them and heads towards the village. The village, however, is muddled due to a tsunami caused by the sea monster, and goblins roam the village. Shocked and scared by the state of the village, Sepehr and Baboo find out the cat is in trouble when they hear it scream. First Baboo and then Sepehr start running to the cat's aid and manage to not only save the cat but also force the three goblins away. Sepehr asks the cat and Baboo to follow him silently to his house on the hill. On the way, however, the cat accidentally breaks an urn, giving them away. Sepehr, Baboo, and the cat start running as the goblins chase them. Finally, a hand drags them through a door of one of the allies, causing the goblins to lose them. Inside the house, he sees a kind yet athletic-looking man in a cape petting the cat! He criticizes the cat (Babri Khan) for being careless and asks Sepehr and Baboo what they are doing at night in a dangerous village. Sepehr explains the situation, and the athletic man (Bardiya) tells him he is heading to the holy temple on top of the White Mountain to give something to the high priest (Mahan) and that he will take them home. Bardiya leaves the cat at home with water and food and heads to Sepehr's and Baboo's house; however, they find the house in flames upon their arrival. Baboo and Sepehr watch the burning house in shock when Baboo suddenly heads to the house! Sepehr yells for him to stop. Moments later, Baboo comes back with Sepehr's favorite bow and arrow. Relieved to see Baboo, he hugs him. Bardiya asks them to come to the temple so that Mahan may be able to do something for them. Before Sepehr can answer, the goblins attack them due to the noises made. This forces them to run to the mountain, where a green hill is separated from a mountain by a suspension bridge. Although they manage to protect themselves, Bardiya learns that not all of them will be able to escape the goblins; therefore, he entrusts an ancient seal to Sepehr and asks him to take it to the holy temple. Sepehr and Baboo refuse to leave Bardiya alone; however, he cuts off the rope of the bridge. A musical scene portrays the struggles of Bardiya and the efforts of Sepehr and Baboo to pass through the snowy mountain with extreme difficulty. In the final moments, Bardiya joins a grand light that appears in the sky as Sepehr and Baboo reach the temple's entrance on the verge of freezing and introduce themselves to the soldiers. Sepehr falls unconscious and finds himself in a soft and warm bed in a beautiful room with unusual and ancient arrangements when he wakes up.

A wise old man with a long white beard is beside him. Mahan, the wise elderly, shows his contentment as Sepehr wakes up. Baboo and Sepehr hug each other. Then, Mahan asks them to take their medicine and rest; however, Sepehr begs him to help them find their loved ones, and Mahan promises to talk to them the next day when they feel better. The next morning, Sepehr and Baboo go to the kitchen with Mahan to talk about the situation as they eat breakfast. As Mahan tells the rest of the story they find in the cave, he mentions guards who trapped Ahriman and his monsters in The Dark Realm with their power and sealed off the entrance so that no grown creature would be able to cross between the world of humans and Ahriman. Despite the portals opened by evil humans at times, the guards' efforts have prevented Ahriman from forming an army for 9000 years in hopes that one day the promised will attack those realms and destroy the kingship of Ahriman forever with the help of benevolent humans. The only way to enter the realm of Ahriman is through the seven seals of the guards. Hopeful, Sepehr and Baboo ask Mahan whether his parents, friends, and the village people may be trapped in that realm to which Mahan responds yes. Sepehr and Baboo insist on traveling to the realm of Ahriman to save their loved ones, and Mahan knows this is the only way. Therefore, Mahan takes Sepehr and Baboo to a private room, places the seals on a gate hidden in the room, and a portal to The Dark Realm opens, sucking Baboo and Sepehr in.




After a few moments, they find themselves at the foot of a mountain in a realm covered in snow. Before they come to their senses, a giant snow monster sees them and tries to push them off into the valley by throwing snowballs at them. Sepehr and Baboo use their wits to reach a cave by sliding off the foot of the mountain. The snow monster blocks the entrance to the cave by throwing a giant snowball. They continue their way inside the cave. In the deepest part of the cave, the water current is intense and a whirlpool has been formed that rushes to the opening of the cave (as if it's a waterfall). Pieces of wood and broken boats indicate many have tried to cross this wild water with boats and barks to escape the cave but failed. Sepehr and Baboo hesitate for a moment and finally decide to build a raft to try their luck. After finishing the raft, they place it in the water and slowly head towards the entrance of the cave. Suddenly, the sea monster that tore apart the island village apart earlier covers the cave entrance and tries to drown them by forming waves. The sea monster is made of water and, thus transparent. First, Sepehr and Baboo try to get away from the opening of the cave. Seeing the boards pass through the water-made body of the sea monster, Sepehr realizes the only way to pass the entrance of the cave and defeat the sea monster is to enter it (daringly) rather than run from it. They quickly head towards it, pass through, and cause the sea monster to fall apart, which leaves them suspended in the air for a moment until they fall to the waterfall. This time, Sepehr saves Baboo from the water, and they grab onto the board as the water current takes them. Sepehr and Baboo gradually close their eyes.

As they wake up, Sepehr finds himself locked in a wooden cage hanging from a tree while Baboo is tied to another tree, and three goblins are asleep next to a fire with a strange creature resembling a sinister dog standing guard. Sepehr opens the cage with the help of Baboo and drops a beehive on the dog-like creature with a piece of wood. The bee attack makes the goblins and the evil dog escape, allowing Sepehr and Baboo to continue their journey. They are in a dark forest with intertwined trees, which is rather terrifying. At last, as they near the foot of a mountain, they are faced with a giant tree monster (an extremely tall tree with branches for hands and a trunk for legs). The giant tree monster tries to block their way and smash them by thumping its legs and hands; but Sepehr and Baboo make a trap using a rope, climb its branches together, and distract the tree monster, making him get his leg stuck in the rope and fall to the ground. Due to the ergonomics of its body, the tree monster cannot get up (is defeated), making the path clear, and allowing them to continue their way towards the treeless region.

At noon, tired and thirsty, Sepehr and Baboo seek an oasis in the middle of the arid desert; however, there is nothing but sand, desert, and heat as far as the eye can see. Suddenly, they see two lush regions in two different directions and thus turn to the opposite direction from each other. However, everything disappears and appears somewhere else (a mirage) as they approach the greenery. This happens several times for both Baboo and Sepehr until they both stumble upon an unusual building. The building Sepehr sees looks like a giant baby, and the building Baboo sees looks like a giant cheetah. Each enters their building and ascends the stairs. In a place with a door opening to water and greenery they are confronted by their evil version with a horn speaking in a similar voice to their own, but with a different tone of voice. The evil doppelgängers of Baboo and Sepehr encourage them to leave their friend behind and enter the prosperous realm alone. However, neither Sepehr nor Baboo are willing to betray each other and leave. By doing so, the buildings fall like sand, and Baboo and Sepehr find themselves next to each other in a green space with a picturesque lake ahead.

They dip in the water, they continue the path that ends at the volcanic mountain happy to have found shelter and water that saved their lives. Sepehr and Baboo have now entered purgatory with a fire roaring on both sides as they continue their path to the foot of the volcanic mountain. Finally, in an open space at the foot of the mountain, massive rocks emerge from the ground and block their way ahead and back as Ahriman comes out of a dark cave. Surprised that they have set foot in the realm of destruction, Ahriman mocks Sepehr and Baboo, telling them there is no way back. Sepehr, however, lets him know he is there to save his family and that he will not return without them. Ahriman orders the mother to be brought. Sepehr runs to his mother once he sees her; but an obstacle emerges in front of him with a gesture by Ahriman. Sepehr and Baboo start their battle with Ahriman. There comes a moment when Ahriman attempts to hurt Baboo, but Sepehr sacrifices himself by jumping in the middle, getting hit by the fiery arrow Ahriman shot at Baboo. Baboo howls and goes to Sepehr while Ahriman laughs evilly. However, a massive light stops him from laughing, and within the light, Bardiya - the warrior who once sacrificed himself- emerges, reminding Ahriman that one who sacrifices himself for love will become immortal. A battle breaks out between Bardiya and Ahriman and Sepehr cries for Baboo to help Bardiya. At last, Ahriman is defeated with Bardiya's strike and Baboo's final move. Sepehr's mother approaches Sepehr and tightly embraces him once she is released.



The screen turns black, and we hear a story of peace in the world, the defeat of Ahriman, purity, eternal goodness, and the happiness of humans in the voice of the wise Mahan. Suddenly, Mahan is interrupted by the voice of a little girl who has met several acquaintances. The screen brightens up, and we see Mahan and several children reading stories on the coast of the village as the little girl points at the people of the village, in front of whom Sepehr, Baboo, and their parents are standing. They all go towards them, and Sepehr and Baboo approach Mahan as he thanks them.

Dancing and singing begin in the village, and Mahan asks Sepehr and Baboo to join the people in their happiness. After the musical scene ends, the camera pans towards the sun, and the story ends as a quote by Dostoevsky appears: "The soul is healed by being with children."

## Graphical Treatment

The Legend of Sepehr is a 3D animated fantasy movie in a colorful and happy atmosphere centered on ancient legends with an attempt at presenting a happy, exciting, and pleasant visual narration of the work to child, teenage, and young audiences. Although the Legend of Sepehr is set in an imaginary world and at an unknown time, Eastern elements are incorporated into the environment to make it more unique and create a different feeling.

Some of the most significant graphical features of The Legend of Sepehr are as follows:

- ▶ Utilizing an array of fantasy and appealing characters (including ordinary people, evil creatures, ghouls, animals, etc. with a focus on the relationship between Sepehr and Baboo as the main characters) with ancient eastern clothing and following modern standards in facial and body rigging to better convey the feeling of the animation and the stylish behavior of the characters.
- ▶ Utilizing Alembic files based on the development of XGen tools in the Unreal Engine to enhance the rendering quality and use physics for the hair of the characters and animals.
- ▶ Utilizing the programming of Engine to create environmental tools for easy access to the layout and variety in the environments.
- ▶ Utilizing real-time rendering with a corresponding quality with same-level offline renders by following the fantasy styles and magical setting of the work, as well as a unique form of lighting.
- ▶ Increasing the ability to modify the work due to the rendering speed.
- ▶ Utilizing a system such as Niagara in Unreal Engine to enhance the behavior of the masses and the dynamics of the environment.
- ▶ Utilizing different rendering layers in the composite without reducing the production speed.
- ▶ The ability to simultaneously use special effects in the composite and the layout in the engine, which results in easy modification and the possibility of directing the effects.
- ▶ Syncing 3D software parallel with rendering for ease and increase in modification.



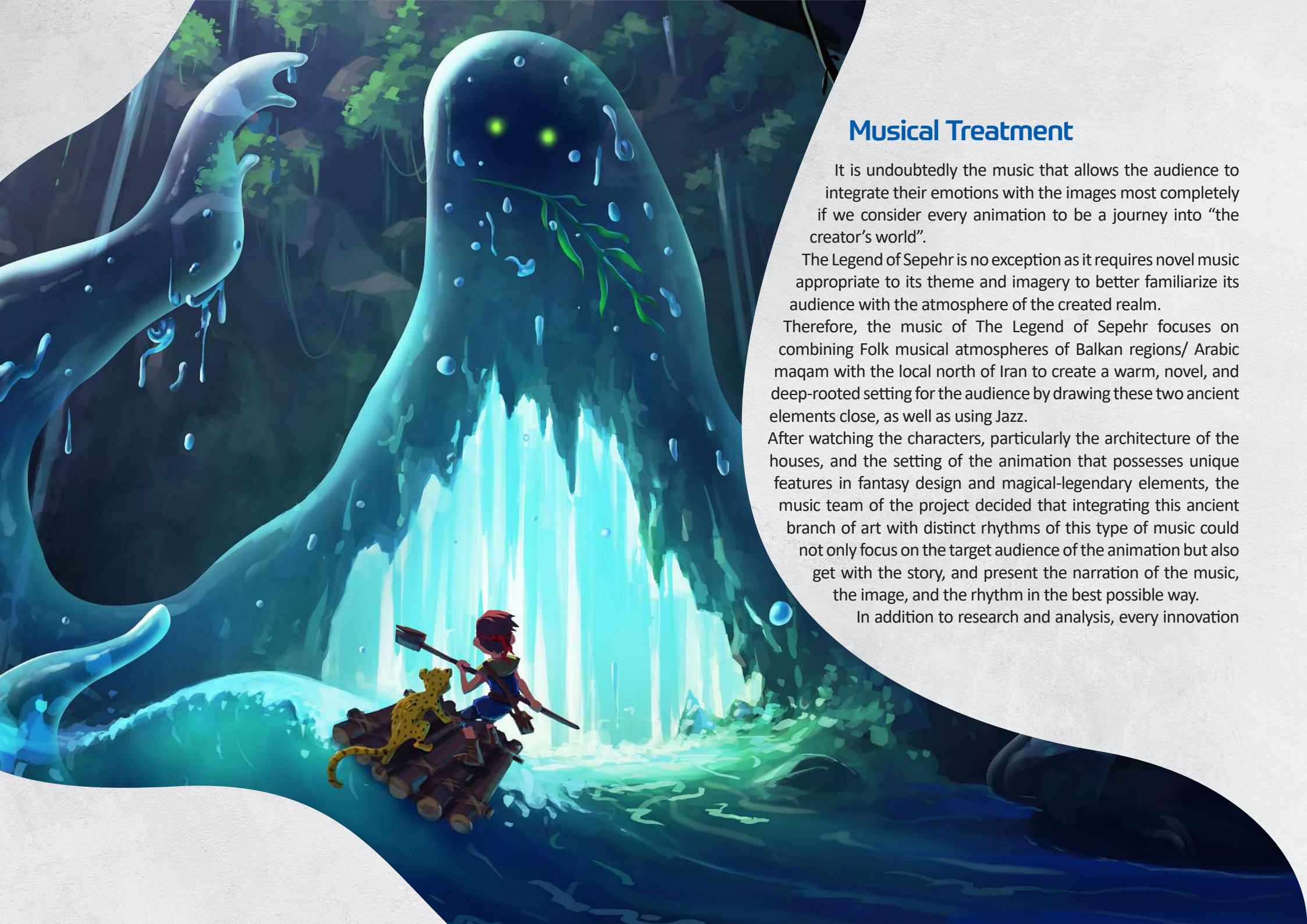
## Atmosphere

The Legend of Sepehr is a folkloric story revolving around ancient Iranian legends based on drama. It's a story about the intimate relationship between a boy and his cheetah. Although they embark on a heroic journey to save their family and face sinister creatures on their path, the happy, fantasy, and sometimes comic atmosphere between these two friends makes this form of narration tender, suitable, and engaging for child, teenage, and young audiences.

We used modern standards of popular animations to create a maximum connection with the target population while creating a unique atmosphere in the Legend of Sepehr, both in terms of narration (the Eastern origin) and imagery (the unique visual genetics of the work).

Although there have been numerous instances with an outlook on folklore across the world both in the form of cinematic films and TV animations, the unique setting of The Legend of Sepehr and the familiarity of the production team with the geography of the region has led to the unprecedented creation of an original atmosphere in the form of a Drama-Action Fantasy. This can be a strong point both in terms of graphics (art) and the narrative atmosphere of The Legend of Sepehr.





## Musical Treatment

It is undoubtedly the music that allows the audience to integrate their emotions with the images most completely if we consider every animation to be a journey into “the creator’s world”.

The Legend of Sepehr is no exception as it requires novel music appropriate to its theme and imagery to better familiarize its audience with the atmosphere of the created realm.

Therefore, the music of The Legend of Sepehr focuses on combining Folk musical atmospheres of Balkan regions/ Arabic maqam with the local north of Iran to create a warm, novel, and deep-rooted setting for the audience by drawing these two ancient elements close, as well as using Jazz.

After watching the characters, particularly the architecture of the houses, and the setting of the animation that possesses unique features in fantasy design and magical-legendary elements, the music team of the project decided that integrating this ancient branch of art with distinct rhythms of this type of music could not only focus on the target audience of the animation but also get with the story, and present the narration of the music, the image, and the rhythm in the best possible way.

In addition to research and analysis, every innovation

requires tools. Therefore, the music team decided to make innovations and modifications in terms of creating the musical instruments, instrumentation, and sound palette for the animation to sound more innovative yet intimate to the ears of the audience.

Musical instruments used in the entire collection is as follows:

▶ **Percussion**

Daf/ Dâyere/ Bendir/ Udu/ Drums

▶ **String Instruments**

Kamancheh/ Kamancheh Alto/ Violin

▶ **Plucked String Instruments  
(Classic Eastern Instruments)**

Setar/ Guitar/ Bağlama/ Shurangiz/ Mandolin/ Qanun

▶ **Classic Western Instruments**

Piano/ Double Bass/ Hang

▶ **Wind Instruments**

Ney/ Duduk/ Dozaleh/ Balaban/ Ney-anbān

▶ **Sounds and Singers**

Female/ Male Choir

Iranian Folk Music Singer

Notably, the composition team was assembled with an attempt to use the finest musicians and orchestra so that the sound standard of the work will not only satisfy the critics but will also take a step in promoting the national and historical art of Iran and the Middle East.



## References

Legend of Sepehr's story is derived from Iranian culture and history. Therefore, extensive research needed to be conducted on the story's characters, types of clothing and weapons, the setting and the environment, and most importantly, the story's narration in the form of modern cinematic animation. This was carried out with high precision and in consultation with professors of Persian Literature and History for a well-founded and correct narration with no flaws.

Further, many of the objects used during that era, conceptual designs, and most importantly, the clothing of the characters and materials used in making their weapons were simulated to create an ancient atmosphere with the cooperation of The National Museum of Iran. As a result, the art team began working on the conceptual design after preparing the necessary documents, paying close attention to the historical and ancient aspects of the setting, clothing, weaponry, etc. The fantasy and comic style of the work were also appropriate to create adequate homogeneity for the target audience.

Further, for child, teenage, and young audiences to better connect with The Legend of Sepehr and follow its vicissitudinous story, we took a look at successful titles in the international market (both from the viewpoint of critics and the audience) and found the narrative structure of works such as Luca, Kubo and the Two Strings, and Encanto to be inspiring, while Raya and the Last Dragon was considered as a reference regarding the technical aspect.



## Origin of the Project

The story of good and evil and the contrast of this eternal struggle are the basis of all successful cinematic movies, popular TV shows, and cinematic and TV animations. A hero-centered story and the step-by-step ascent of a hero are so appealing to the audience that no other storyline may be as enjoyable since this experience is accompanied by a sense of identification, which gives the audience a taste of the joy of transcendence.

By emphasizing the story of good versus evil, relying on ancient Iranian legends, and creating the characters of Sepehr and Baboo as two adventurous friends who face danger to save their loved ones despite their immaturity and inexperience, *The Legend of Sepehr* entertains the idea of attracting the audience.

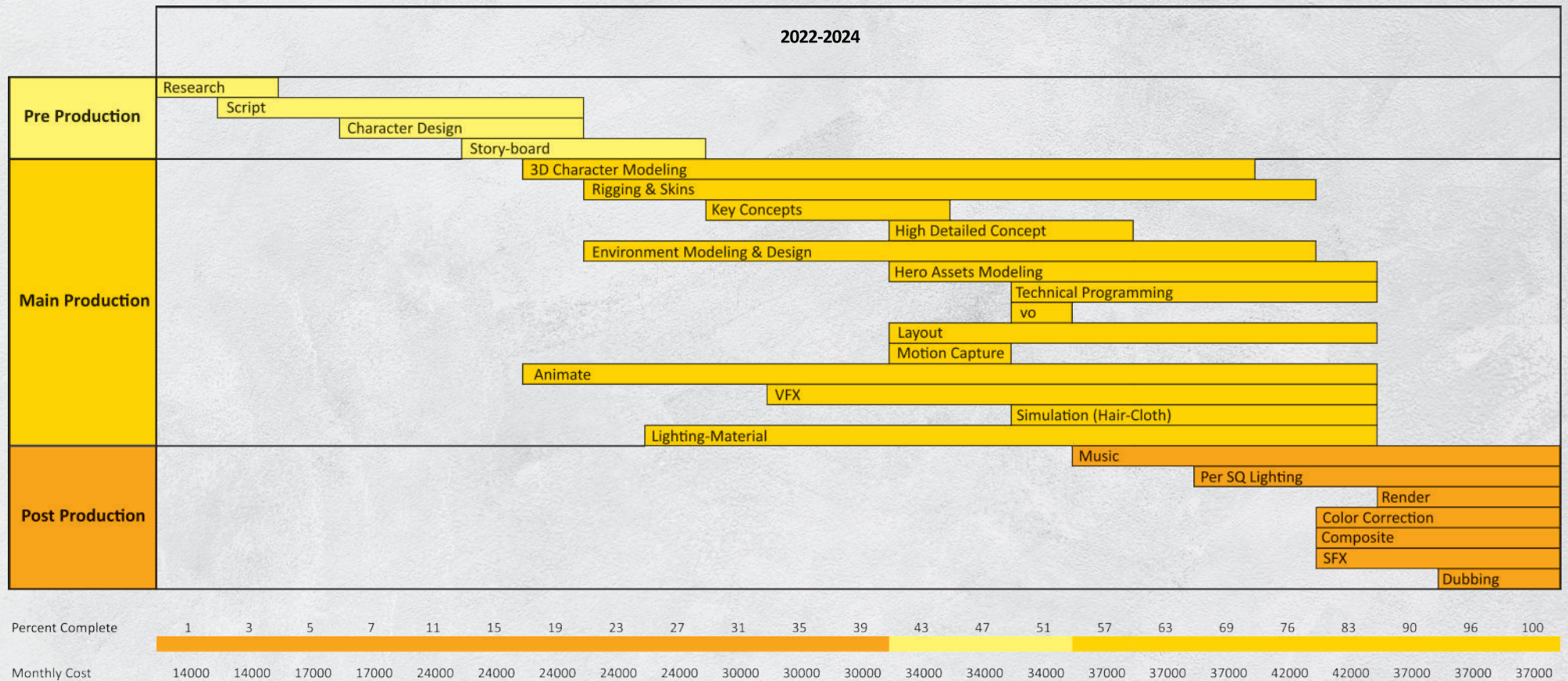
Another significant matter in the production of *The Legend of Sepehr* is the adapted atmosphere, derived from ancient Iranian legends, that takes place in various environments (village, ancient caves, the holy temple, the realm of Ahriman, the snow mountain, the dark forest, the mysterious desert, etc.) in interaction with numerous evil characters. This inner cohesion is considered one of the significant characteristics of *The Legend of Sepehr*.





## Current Phase and Forthcoming Stages, Aims, Eventual Contracted Commitments

The production stages of The Legend of Sepehr project began at Permanent Way Entertainment in mid-February of 2022 as fully private equity and, according to the schedule, will end in late September of 2024. Overall, this project has been scheduled in three phases: pre-production, main production, and post-production. The timing of the relevant tasks will be as follows. Currently, at a proper speed, the project is progressing 6% ahead of the initial schedule.



## The Provisional Budget, the Percentage Secured in Advance, and the Ongoing Funding Research

The Legend of Sepehr is under production, and the expense is 860,000 euros divided into monthly installments. By supplying 70% of the essential costs, Permanent Way Entertainment has made 85% progress in production, roughly €600,000. Financing of €260,000 is needed until the end of production. Most of these expenses will be spent on post-production.

Costs of advertisement and marketing will also be included in the project's investment costs. Considering approximate costs of €100,000 and predicting a minimum revenue of €1.6 million, this project is economically feasible. The agile management method's definition of a project and the previous experiences of the production team in producing cinematic works suggest that production time will decrease. Consequently, the return on investment will improve, adding to its financial attractiveness. Given this project's relatively low production costs and technical production capacity, achieving a 45-60% return on investment (IRR) appears highly likely.



## KEY PLAYERS



**Emad Rahmani**  
Writer and Director



**Mehrdad Mehrabi**  
Director



**Moien Karimi**  
Production Manager



**Soheila Saeed**  
HRD Manager



**Milad Aligholia**  
Technical Director/VFX Artist



**Benyamin Shojaei**  
Art Dir./Character Supv.



**Abtin Khaleghi**  
3D Modeling Supervisor



**Deniz Samadi**  
2D Animation Supv.



**Iman Karimi**  
Animation & Rigging Supv.



**Adeleh Rahmani**  
Song writer



**Behzad Jenabzadeh**  
Environment Art Supervisor



**Bahman Nejati**  
Storyboard



**Arash Aqababae**  
Music Supervisor



**Safura Seyedi**  
Business Manager



**Mahdieh Zare**  
Content Specialist



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