

LES' COPAQUE
PRODUCTION SDN BHD

DONGENG
SANG KANCIL

PITCH DECK

A folklore to inspire the world



DONGENG SANG KANCIL

A Folklore To Inspire The World

MOVIE DETAILS

Title	: Dongeng Sang Kancil (Tale Of The Mousedeer)
Running Time	: 90 minutes
Format	: HD 1080
Language	: Bahasa Malaysia
Subtitles	: English
Produced By	: Hj. Burhanuddin Bin Md Radzi
Directed By	: Ahmad Razuri Bin Roseli
Written By	: Hjh. Ainon Binti Ariff Nur Naquyah Binti Burhanuddin Nor Aizan Binti Embong

Malaysia Leading Animation Studio

Les' Copaque Production Sdn. Bhd. (LCP) was established in December 2005 to spearhead Malaysia's Animation industry and providing opportunities for local graduates to showcase their talent. The company specializes in producing high-quality 3D animation with local images but have global appeal. Les' Copaque currently owns 4 different intellectual properties (IP) which have won local and international awards.



LES' COPAQUE[®]
PRODUCTION SDN. BHD
(718084-T)



Producer's Note

It has been over 10 years since we released our first highly successful, full 3D-animated feature film in 2009 "Geng: The Adventure Begins", featuring Upin & Ipin for the first time. After the release of our first film, we have been concentrating on producing television series. At the same time, we are building our manpower strength and developing their technical skills. To date, the LCP manpower strength stands at 200 personnel.

In 2013, the company decided to produce its second film, "Upin & Ipin: The Lone Gibbon Kris". It was decided that the second film must set the benchmark in terms of storytelling, animation quality and overall quality for the local animation industry to follow and uplift the standards of the local film industry. LCP is well-known in producing original works that promote good morale values and local culture with global appeal. The script team and the conceptual team were challenged to create a new characters and environment from our many folklores to complement the story similar to what established western studios had done.

Therefore now, we have decided to embark on another movie journey by taking south east asia most popular and brilliant animal, the mousedeer and create a movie title "Dongeng Sang Kancil" (Tale Of the Mousedeer). We hope to join force with a reliable partner to make this an original content for the viewers.

Director's Note

The story of Sang Kancil as a clever animal has been told across ages and it is widely known in South East Asia. This film however, does not retell its story nor is it an adaptation of existing fables; but the origin of how a mousedeer becomes clever and praised by the animals of the jungle.

Making the jungle as the main set helps audiences see the tropical rainforest full of greenery and all sorts of plants and animals. The interaction of Kancil with the environment will be a form of its own unique story as Kancil uses its ingenuity and utilizing the environment to help face every obstacle. It is my hope that the Tale of Sang kancil will be a folklore that inspires the whole world.



Producer

HJ BURHANUDDIN MD RADZI

Hj. Burhanuddin is the Managing Director and founder of Les' Copaque Production Sdn. Bhd., the leading 3D animation studio in Malaysia. A petroleum engineer by qualification, he has worked in Petronas before venturing into a highly successful service company in the oil & gas industry. In 2005, he ventured into the film industry with his wife Hjh. Ainon Ariff, and together, they formed Les' Copaque. At their inception, the company decided that their business model is focusing on being an Intellectual Property (IP) creator, one of the strongest being the ever-popular 3D-animated series 'Upin & Ipin' that is still running to this very day.



PRODUCTION TEAM



AHMAD RAZURI ROSELI DIRECTOR

Ahmad Razuri is currently a Creative Director in Les' Copaque Production Sdn. Bhd., directing 'Pada Zaman Dahulu' series. Starting off as an intern in 2007, he worked on becoming a Render Artist and was given the responsibility to lead the Rendering department in 2011. In 2013, he was appointed as Assistant Art Director and subsequently in 2014, he was entrusted with leading the 'Pada Zaman Dahulu' series. In 2015, he had the opportunity to become one of 3 directors for the film 'Upin & Ipin: Keris Siamang Tunggal'. He is a graduate from MIIT University Kuala Lumpur, with a diploma in Animation.



NIK AHMAD RASYIDI NIK OTHMAN ASSISTANT DIRECTOR / ANIMATION DIRECTOR

Nik Ahmad Rasyidi began as an Animator and has participated in most major IPs produced by Les' Copaque Production Sdn. Bhd. such as the 'Upin & Ipin' series, 'Pada Zaman Dahulu', 'Puteri', and took the helm as Project Lead for 'DaDuDiDo' Season 1. He was later involved in the company's animated feature film 'Upin & Ipin: Keris Siamang Tunggal' as an Animation Director to its completion. He also co-directs the company's first English-based IP 'Upin & Ipin: The Helping Heroes'. He is a holder of a Bachelor's degree in Computer Graphics Design from Whanganui School of Design, New Zealand.





HAJAH AINON BINTI ARIFF **CHIEF WRITER**

Hjh. Aion is the Chief Content Director for Les' Copaque Production Sdn. Bhd. Her involvement as Co-director and Scriptwriter for Les' Copaque's first 3D animated feature film, 'Geng: Pengembaraan Bermula' is only the first stepping stone into what is now a global phenomenon, namely the 'Upin & Ipin' series, the content of which she oversees. She also has Les' Copaque's other IPs – 'Pada Zaman Dahulu', 'Puteri', and 'DaDuDiDo' under her wing. She loves children, and having four of her own, she injects the essence of childlike innocence that is shown especially in the 'Upin & Ipin' series. Combined with her passion for local tales and folklore, she lends an expert eye to develop the story for Les' Copaque's second animated film 'Upin & Ipin: Keris Siamang Tunggal'.



NUR NAQUYAH BURHANUDDIN **LEAD WRITER**

Nur Naquyah graduated from Universiti Malaya with a major in real estate. Upon graduation in 2012, she joined Les' Copaque Production Sdn. Bhd. as a Scriptwriter due to her deep interest in scriptwriting. Working under the number 1 animation company in Malaysia, she has the opportunity to write various genres of the animation category. She is currently the Creative Content Director. Throughout 8 years, she has written almost 400 scripts for 'Upin & Ipin', 'Pada Zaman Dahulu', and 'Puteri'. Among her biggest achievements is writing for the 'Upin & Ipin: Keris Siamang Tunggal' film, which has won best film in ANIMAZE 2019 with a special mention on script. The film has also been shortlisted for a nomination at the 92nd Academy Awards (The Oscars).





NOR AIZAN BINTI EMBONG **WRITER**

Nor Aizan binti Embong graduated in Art and Design from Universiti Teknologi Mara back in 2011. Later, she worked as a full-time lecturer in UiTM for two years. Then, she stepped into a new environment by working as a scriptwriter in the number 1 animation company on 1st of March 2013 namely Les' Copaque Production Sdn. Bhd. She is involved in writing the popular Upin and Ipin series as well as other IPs. At the same time, she also gets the chance to write dramas such as "Maaf Zahir Batin Tak Jadi" and "Makcik Bawang". Both dramas are produced by Les' Copaque Production and aired on RTM.



ZULHILMI MD ROZALI **ART DIRECTOR**

Zulhilmi is a visual development artist working in Les' Copaque Production Sdn. Bhd., well-known for his work on the company's second animated feature film 'Upin & Ipin: Keris Siamang Tunggal'. Prior to the film, he has worked on various more IPs from the company such as 'Puteri' and 'Pada Zaman Dahulu'. He is a Civil Engineering graduate who chose a different career path to be a full-time digital artist. He is also an art teacher and has been involved in many local art exhibitions.





LOGLINE

The story of Sang Kancil who unites the forest dwellers with its wisdom to fight evil and solve the mystery of its mother's death.

SYNOPSIS

Sang Kancil who had lost its mother when he was a child became the defender of weaker animals that falls prey to sly predators like the Tiger, Eagle and Crocodile. Even though bestowed with wisdom, it still can't solve the mystery of its mother's death that was eaten by a dark shadow. When it knew that the dark shadow was the Black Panther, it started scheming ways to get it revenge. Moreover, it heard the Black Panther and his claw of panther evil plan to devour all of the forest inhabitants. Kancil started planning ways to save the jungle dwellers. But to do this, it needed the cooperation of all the forest residents, including the predators and preys, to ensure the strategy succeeded.

PROTAGONIST

SANG KANCIL *(Mouse Deer)*

Sang Kancil who grows up alone in the jungle has several tricks up its sleeve when facing predators. Kancil's wit and ingenuity make it well known amongst jungle animals that need its help. Despite Kancil's cleverness, the mysterious black figure who caused its mother's death remains unsolved.



ANTAGONIST



HARIMAU KUMBANG
(The Black Panther)

A fierce predator who has a secret agenda. The Harimau Kumbang is cunning and constantly acting behind the scene. Though it is wary that Kancil can prevent its plans from becoming to fruition.



GAJAH BELUKAR
(The Fierce Elephant)

Gajah Belukar is the king of the land because of its colossal size. An animal that is selfish and ignores small animals, it bullies others by destroying the habitats of small animals to prove its strength.



HELANG PERKASA
(The Mighty Eagle)

The mighty eagle lives on a high mountain. When bored, it flies and disturbs other jungle dwellers; along with viewing those without wings as weak and useless.

HARIMAU BELANG
(The Tiger)

Harimau Belang is the one with a scary appearance but holds a witless mind. It is the arch-enemy of Kancil. Harimau Belang holds cruel ambitions of wiping out the tricky Kancil, despite constantly becoming a victim of Kancil's tricks.



BUJANG SENANG
(The Saltwater Crocodile)

Bujang Senang rules the river. It refuses other animals to drink or cross the river peacefully. The cruel and inconsiderate, Bujang Senang always asks for the toll from animals who wish to cross the river.



THE ART PERSPECTIVE

The incorporation of visual storytelling and design language principles would considerably enhance the projected imagery, which heightens the visual experience for the audience. Thus, our team is determined to look into every single shot to ensure that the cinematography, color scheme, lighting, and mood are already visualized during the storyboard process.

Accompanied with rich colors and visuals, the exaggerated movement of the characters with well-staged and clear poses, harmonize well in order to convey the story, mood, and entertainment.

DSK characters are essentially animals, which require a lot of research to imitate their behavior and motion to achieve believability, but not at the cost of enjoyment of the limitless possibilities in animation. Snappy timings specifically utilized for crucial moments also provide the delivery of humor and action sequences.





Concept Art

Concept mood & colour for the tropical
rainforest in Dongeng Sang Kancil world.

Bright



Morning



Dapple Light



Night



Mad



Light Study

A variation of light study experimented in the scene.





DONGENG
**SANG
KANCIL**

Tropical Rainforest Concept

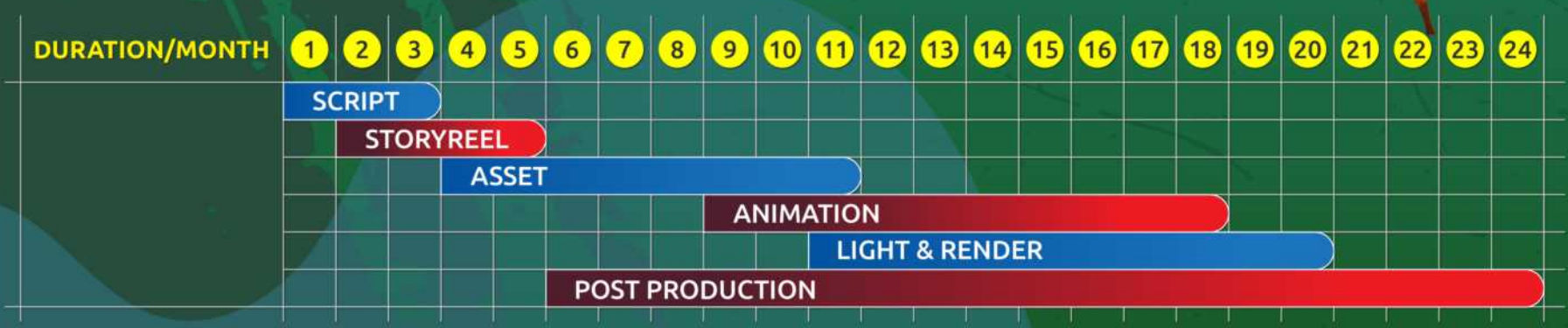
A study on variation of tropical rainforest flora and fauna, sizes and colour palettes.

Shot Visualization



Milestones

Production timeframe





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