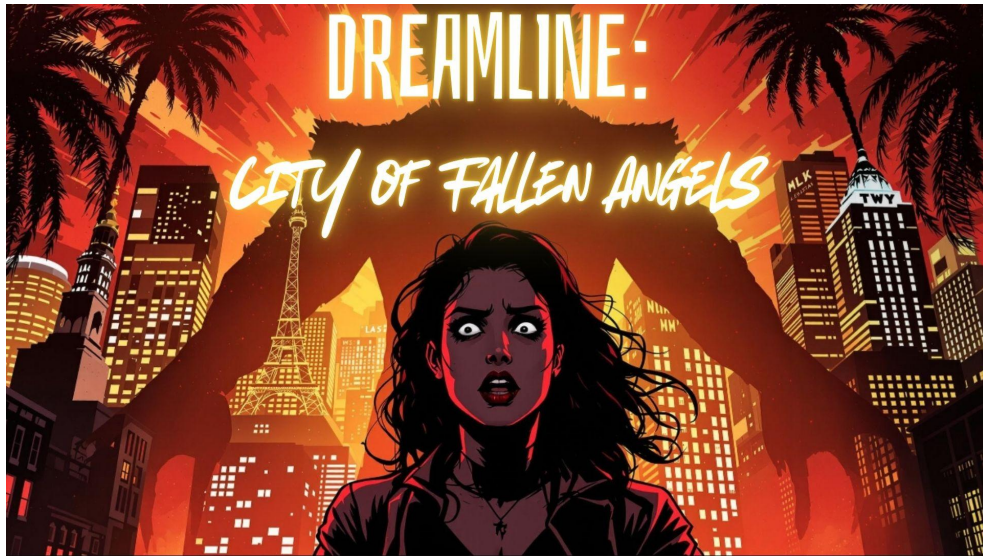




Franchise Bible: Vision & Roadmap

Genre & Style:

- Urban horror-thriller with solarpunk undertones, inspired by X-Men, True Crime documentaries (Such as [Night Stalker](#) and [Crime Scene: The Vanishing at the Cecil Hotel](#)) and the history of LA in general
 - Psychological and character-driven. I choose not to capture classic Superhero tropes and go overboard. Dreamline stays grounded with fantasy elements sprinkled on it. No capes, no superpowers, only mind-based “gifts” rooted in trauma, memory, and addiction.
 - Characters also make up the bulk of transmedia with podcasts, social media engagement, future games, future spinoffs, etc.
-

Project Title: *Dreamline*

GENRE: Horror-Thriller, Neo-Noir, Sci-Fi, Transmedia

TONE: Sinister children’s TV show meets urban horror meets dystopian rebellion

FORMATS: Comic Series, YouTube Creepy Kids Show, TikTok ARG, Zine/Blog, Fan Forum, Live Events

LOGLINE

A single mother who discovered she could astral travel, body-hops in her sleep and ends up behind the eyes of a serial killer. What happens when she uncovers a larger conspiracy linking her powers to a creepy children's show?

Who and Why? Target Audience:

Audience: 16-40 year olds who grew up on the MCU and are now interested in more realistic horror, dark mysteries, identity exploration, cults, and surreal digital storytelling.

Mission: To build a layered, interactive universe that explores trauma, fame, memory, and healing—while letting fans play inside the dream.

Location: Los Angeles, California



There's nowhere in the world quite like LA. The wealth gap is massive, loud, and on full display. You've got billion-dollar mansions sitting just a few blocks away from tent cities. Everyone's chasing something here: Fame, Fortune, Power, Peace. Yet, the harder they chase, the more

this city eats away at them. It's where dreams are born and where they quietly fall apart. You come here to become someone, but even if you leave, something in you doesn't make it out.

LA has always had this strange, magnetic pull. People come thinking they'll make it big, but what they don't realize is that the city has a pulse of its own. There's a long, bloody history here. The Cecil Hotel. The Manson family. The Night Stalker. All the glitz and glam hides something sick underneath. From the way people disappear into addiction and homelessness, to the way the entertainment machine chews up kids, women, anyone it can use. LA is a haunted city wearing too much makeup.

That's why Dreamline had to be set here. It's not just a location. It's the trap. It's the maze. It's the mirror. Every piece of the story, from the body-hopping to the influencer cults to the hunger for power fits right into LA's bones. This is the city where nightmares get rebranded as dreams. And that's exactly what we're here to expose.

Arc Overviews

Arc 1:

Special Friends

Tagline: "The Word of the Day"

After a strange blackout rattles Los Angeles, single mother Camila Vega begins to suffer from exhaustion and haunting visions that leave her waking in the minds of strangers. She eventually inside someone mid-murder. As a disturbing pattern of murders sweeps the city, Camila struggles to protect her 7-year old son David, whose favorite kids' show *And Ever After* seems to whisper strange ideas into his mind. Reality begins to fracture as Camila is drawn into a shadowy web of manipulation, nightmares, and unraveling sanity, where trust is fragile, identity is fluid, and something far darker than a killer may be pulling the strings.

Tones: Urban horror, surveillance paranoia, dream logic



Arc 2:

Bloodlines

Tagline: "The Beautiful People"

Five years after the events of "*Special Friends*", Camila is pulled into the algorithmic nightmare of influencer culture when a teenage classmate of her son dies from an eating disorder linked to a viral trend. Her visions also become distorted and she is



jumping from body to body every few seconds. Sometimes it even “lags”. Her investigation eventually leads to Vale Talent, run by Lucas Voss, a smug power player selling hyper-curated beauty and toxic fame to the masses. Behind him stands Ajay Kumar, founder of Incarn8, a sleek ancestry-tech company offering users a chance to “relive their past lives” through VR. But



beneath the surface, Incarn8 is harvesting genes and ancestral memories to engineer a new social order, discarding those deemed unfit. As Camila unravels this web of exploitation, she realizes the sickness isn't just digital: it is systemic, seductive, and spreading.

Tones: Sci-fi thriller, biopunk horror, identity crisis

Arc 3:

The Red Carpet

Tagline: "Swan Song"

Seven years after Incarn8's fiery collapse, Camila lives quietly, using her visions to aid the police from the shadows. But when disturbing symbols and visions of hell resurface, she realizes something darker has taken root in Los Angeles. Out of Incarn8's ashes rises Dahlia Swan: Public savior, private monster. Through her lavish Swan Foundation and elite wellness brand “The Total,” Dahlia rehouses the city's discarded while secretly enslaving them in a cult obsessed with purity, youth, and control. Behind her serene image lies forced impregnation, stem cell rituals, and manipulated violence. As Dahlia sets her sights on the Academy Awards for a globally broadcast mass suicide event, Camila must stop a new wave of evil, even as her son David begins seeing the same horrors she does... and suspects his father may be closer than he thinks.

Tones: Dystopian resistance, magical realism, teen rebellion



CHARACTERS

Main Characters

- **Camila Vega** – The main protagonist. A single mother who astral-projects into others' bodies while she sleeps. She is a chef and struggles to make ends meet but would do anything for her son. She later realizes her gift/curse must be used for the greater good. Never falters from her moral code.
 - **Character Design inspired by Jessica Alba**

- **David Vega** – Her son, a cute 7 year old boy (Destined to be a hero in the future/Spinoff). He almost becomes a victim of the Shepherd's mind control in the first arc.
- **The Shepherd/Silas Ever** – The cult-like host of *And Ever After*, pulling strings across reality. Later found to be a creation (abomination) of AK and Incarn8. He was designed to be a child-friendly, Nickelodeon-esque kid's TV host but the constant humiliation and ultimate betrayal by Incarn8 (They tried to wipe his mind clean and release him into the streets to figure it out on his own) lead him to take revenge.
 - **Character inspired by [Mr. Rogers](#)**
- **Serial Killer/Parents (TBD)** – **SPOILER**: Hypnotized vessel doing Silas' dirty work. Later discovered to be multiple parents.
- **Aura (Andre Williams)**: Introduced as a possible threat, Andre "Aura" Williams reveals himself to be the city's immune system. He protects the homeless, the addicts, the discarded, people the elites would rather forget. He is haunted by what he sees in others. When asked why he still fights, he simply mutters, "Because we're the ones they practice on."
 - **Character design inspired by [Travis Scott](#)**

Minor characters

- **Ricky the Roach** – Camila's landlord, a voyeur/sexpest who constantly harasses Camila
- **Jimmy Dazzle** – A trash TV show host who is a good person deep down but has succumbed to his fate as an exploitation shock TV host.
 - **Character inspired by [JERRY SPRINGER](#)**
- **Steve Mykonos** – Jimmy's head of security and ex-cop who left the force after suffering from PTSD. An inherently good man who doesn't quite like how Jimmy sometimes pushes the limits on his TV show. Branches out to his own TV show and has a rivalry with Jimmy.
 - **Character inspired by [STEVE WILKOS](#)**
- **DJ Nova** – A Radio DJ who forms as the narrative voice for all the happenings. He will also be the voice of updates to the franchise in the real world to all fans of Dreamline.

Arc 2 & 3 (Some will appear in Arc 1 as easter eggs for the future)

- **Ajay Kumar (AK)** – A brilliant but compromised geneticist who unlocks reincarnation through science and his own curse/gift of retained memories of his past lives. He is ruthless and believes he is saving the human race through forced evolution. A very cold and calculating man.
 - **Character design inspired by [Indian Actor Ajith Kumar](#)**
- **Lucas Voss** – Founder of VALE talent agency. An incredibly handsome, intelligent and arrogant billionaire nepo baby loudmouth trashtalker whose message is plagued by hypocrisy. Spreading toxic masculinity through his "grindset alpha/sigma male" social media presence and constantly putting down women. He is a hero to incels and perpetuates this message to ensure he sets an unattainable ideal for men and women alike and thus, be able sell them perfection in his celebrities.

- **Character design inspired by [Roman Reigns](#).**
 - **Personality designed by [Andrew Tate](#).**
 - **Syra** – A pop star siren genetically designed for fame who eventually finds herself spiraling out of control. She learns the truth about LA and longfully sings about escape. **SPOILER:** She is responsible for the blackout that happens before Arc 1 because she screamed in an unreachable pitch causing chaos all over LA. Joins with Camila and AK in Arc 3 to take down Dahlia Swan
 - **Voice/Artist: [Darshini Stark](#)**
 - **Dahlia Swan** – Actress turned wellness guru. She is near perfection in terms of looks and personality in the media. Loved by millions across the world and always praised as a philanthropist who helped clean up LA after the mess of AK and Incarn8. However, she has a much darker side.
 - **Character design inspired by [Angelina Jolie](#).**
 - **Personality inspired by [Kat Torres](#).**
-

Transmedia Elements (Phase 1)

- **Comic Book (Anchor Medium):** Serialized release with multi-arc narrative.
 1. **Spotify (Popstar Syra):** Songs that hint at plot revelations and inner turmoil. Her music becomes the "key" to escaping LA's psychic grip.
 2. **YouTube (Jimmy Dazzle Show):** Launch Jimmy's show "Dazzle After Dark" as satire with a real-world feel, teasing conspiracy theories about the Cecil Hotel, the Manson Family and "Lost Episodes" on his set (Leading to ARG game.)
 3. **Podcast (SoulWave with DJ Nova):** Pirate radio drops that deliver lore, mind-control resistance messages, and foreshadow character turns.
 4. **Instagram/TikTok:** In-character "influencer" posts from Dahlia Swan and Lucas Voss (Adonis), blurring fiction with real-world aesthetics.
 - **Dahlia:** TikTok Challenges, fashion posts, narcissist but pretends to be inclusive
 - **Lucas Voss:** Grindset posts, gym motivation, "alpha/sigma" male posts, get rich, etc
- **ARG Campaign leading up to release of Arc 1**
 - Flyers & QR Codes appear across LA with old VHS-style designs.
 - Players follow breadcrumbs via website, hotline, TikToks, and geocached clues.
 - A fake conspiracy website hosts corrupted clips and voicemail trails.
 - Key Interactive Elements
 - QR Codes → [JimmyDazzle.tv/lost](#)
 - Voicemails from Jimmy unravel the mystery.
 - Subliminal TikTok Clips show Silas's face flashing briefly.
 - Flash Drives Hidden in LA contain glitched footage.

- **Final Reveal: “The Lost Episode”**
 - VHS-style video of Jimmy Dazzle warning viewers that they might find this guy either extremely unsettling or painfully boring. The lack of response from this guest lead to them not airing this episode
 - Begins with Jimmy on set insulting and poking fun at a young Silas. Silas tries to respond back but is berated by the audience chanting “Speak up fatso”. “Okay tubby, do you have anything to say at all or are you just gonna stare at the camera?” Jimmy asks. It ends with young Silas now almost on the brink of tears, staring into the lens, silent, unblinking. The feed is cut off right as Silas breaks into a small smile.
 - Message flashes: "You are very mean. I don't like mean people."
 - Final screen: DREAMLINE VOL. 1 AVAILABLE NOW
-

Release Strategy

Phase 1: Launch

- Social media campaign: Spotify, YouTube, Podcasts, TikTok/Instagram
- ARG leading to Jimmy Dazzle’s lost episode
- Release of Arc 1: Special Friends

Phase 2: Expansion

- YouTube premiere of *And Ever After* after Silas is trapped in that world forever.
- Live Events and Competitions
- Launch of forums and subreddit for open discourse
- Merch drops (red string kits, puppets from Silas’ show, dream journals)
- Release of Arc 2: Bloodlines

Phase 3: Further expansion and adaptation

- *Streaming series pitch (HBO, Netflix, FX)*
- *Horror audio drama (post-Incarn8 survivors + investigators)*
- *TikTok/Shorts horror anthology (tied to And Ever After)*
- Live “Dreamline Experience” pop-ups (crime scenes, cult expos)
- Red Carpet ARG (build-up to a “faux” Academy Awards show which will reveal the release date of the 3rd arc)
- Fan contests (dream demons, influencer horror stories)

Budgeting:

1. Phase 1: ARG

While there are 3 arcs for the complete story, this portion will focus on the campaign leading to the release of the first arc. And the biggest component would be the ARG that will generate buzz.

ARG: The Jimmy Dazzle Show - Lost Episode

- **Narrative & Game Design**
 - Story structure, puzzles, guest character coordination — **\$3,500**
- **Video Production**
 - “Lost Episode” shoot: actors, equipment, editing, color grading — **\$7,500**
- **Website & Hosting**
 - Interactive ARG site with puzzle gates and embedded videos — **\$2,000**
- **Physical Assets**
 - Posters, QR codes, zine flyers, street team (300 pieces) — **\$1,500**
- **Street Team / Live Clues**
 - 2 live activations with actors, props, audience engagement — **\$2,000**
- **Social Media Marketing**
 - Fake accounts, teaser trailers, boosted IG/TikTok ads — **\$2,500**
- **Project Management**
 - Freelance coordinator for scheduling & vendor management — **\$2,500**
- **Contingency**
 - Reshoots, tech issues, last-minute printing — **\$1,000**

TOTAL: \$22,500

2. Phase 1: Social Media Marketing

Social media plays a big part leading up to Arc 1 but subtly leading to Arc 2 and 3 as well. Syra plays an integral role in Arcs 2 and 3. Lucas Voss is the 2nd last villain in Arc 2 and Dahlia Swan is the main villain of Arc 3. DJ Nova functions as the voice of the reader who introduces us to the madness of Los Angeles in the Dreamline Universe.

Spotify (Syra’s Popstar Music) – \$6,000

- 3 original songs hinting at plot & Syra’s inner conflict
- Professional mixing/mastering
- Visualizer video content + album art
- Distribution & marketing

YouTube (Dazzle After Dark) – \$12,000

- **2** satirical episodes + 1 “lost tape” , being the finale of the ARG (The episodes will feature Cecil Hotel and the Manson family murders.)
- Actors, crew, and post-production
- Studio set design & conspiracy-style editing

Podcast (SoulWave with DJ Nova) – \$5,500

- Pirate radio–style lore drops & resistance messages
- Voice talent, sound design, post-production
- Hosted on major podcast platforms

TikTok & Instagram (Dahlia & Voss) – \$11,000

- 1-month content calendar: fashion, grindset, wellness posts
- Character reels, influencer-style video shoots
- Paid ad boosts & engagement strategy

Total: \$34,500

3. Phase 1: Comic Book Production

The first arc will be **25 pages each for 5 volumes**. It would need to cover the the discovery of Camila’s powers, the B plots, a little bit of comedy, the buildup towards horror and account for editor’s notes and previews for the next volume.

Art Style: Inspired by Stephen Bliss (GTA: San Andreas)

- **Writing – \$6,000**
 - (\$50–\$100/page standard – ScriptMag)
- **Pencils + Inks – \$18,750**
 - (\$150/page – FairPageRates.com)
- **Colors – \$12,500**
 - (\$100/page for digital painting – Upwork, FairPageRates)
- **Lettering – \$2,000**
 - (\$15–\$25/page – Comicraft, Blambot)
- **Editing – \$2,000**
 - (\$15–\$20/page – Editors Canada)
- **Covers (2) – \$1,000**
 - (\$500 each – ArtStation average)
- **Web Preview Formatting – \$500**
 - (Webtoon/Tapas optimized layout – Webtoon Creator Guide)
- **Logo & Visual Identity – \$1,000**
 - (Branding package – DesignRush)

- **Marketing Materials – \$2,500**
 - *(Posters, ads, promos – CreativeBloq, DesignRush)*

TOTAL: \$46,250

GRAND TOTAL: \$103,250

4. **Bonus: After the (hopefully inevitable) success of phase 1 and the launch of Dreamline's first Arc, phase 2 will begin with:**

Fan Forum (Discourse-based)

- **Hosting, custom design, moderation tools**
- **Part-time community manager (6 months)**
- **Estimated: \$2,000–3,800**
- *Source: Discourse.org, [Upwork.com](https://www.upwork.com/)*

Live Events & Competitions

- ***“Submit your best past life memory” contests***
- ***Zoom/Discord hosting, prize pool, promotions***
- ***Moderators and outreach staff***
- ***Estimated: \$1,500–3,000***
- *Source: Eventbrite, Fiverr, Meta Ads Library*

YouTube Series – And Ever After

- ***8 short episodes (2–3 mins)***
- ***Scriptwriting, voice acting, sound design***
- ***2D/stop-motion animation, editing, branding***
- ***Estimated: \$4,700–10,300***
- *Source: Voices.com, Upwork, Animaker.com*

Merchandise

- ***Stickers (Silas, Dahlia, Incarn8 logos)***
- ***T-shirts (Dreamline logo, cryptic quotes)***
- ***Print-on-demand (no bulk inventory needed)***
- ***Estimated: \$500–1,500***
- *Source: Printful, Redbubble, Teespring*

TOTAL: \$10,150

Launch Timeline (Comic + ARG Media) - 4 month plan

Month 1: Hype Phase

- Launch Syra's Spotify profile with first single
- Debut Dahlia Swan & Lucas Voss influencer accounts on TikTok/Instagram
- Jimmy Dazzle YouTube teaser drops: "Dazzle After Dark" pilot trailer
- ARG teaser posters appear around LA (QR codes lead to "lost clips")

Month 2: Immersion Phase

- Podcast "SoulWave with DJ Nova" launches – pirate radio tone
- Lucas Voss posts viral "grindset" reels, hinting at Incarn8
- Dahlia Swan starts bizarre TikTok wellness challenges
- ARG escalates: fans solve clues to unlock "banned" Dazzle episode

Month 3: Reveal Phase

- "Lost Episode" of Jimmy Dazzle Show drops → Silas appears
- Webcomic (5-page preview of Arc 2) goes live
- Final ARG mission leads to comic drop countdown

Month 4: COMIC RELEASE

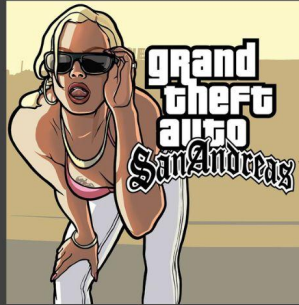
- Arc 1 of Dreamline officially launches (digital + print)
- Livestream Q&A with cast (in-character)
- Syra's second track reveals hidden message for future arcs

Visual Aesthetic:

- Clean, distinct lines such as the Artwork by Stephen Bliss
- Gritty dreamscapes
- Color-coded aesthetics to reflect individual scenes:
 - Bright, pastel, "fun" colors for the "And Ever After" show by the Shepherd: Silas Ever
 - Dark purples, blues and oranges to reflect LA at night
 - Golden, yellow, orange hues to capture the "perpetual golden hour" of Los Angeles

Art Style – Stephen Bliss

- A style that channels both street culture with clean lines
- Character-driven promotional art and posters
- Iconic and memeable moments, but grittier and more "street L.A."
- I want to capture the sleaze, drugs, and other grittier themes while maintaining this "perpetual golden hour" image of Los Angeles



Golden Hour Los Angeles



And Ever After (Kid's Show)



LA at Night



Comic Style: The Killing Joke

Applying Scott McCloud's Theories and why The Killing Joke comic style works wonderfully for Dreamline:

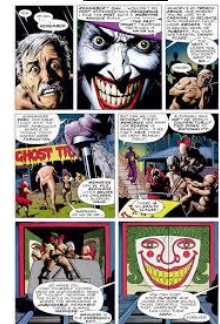
1. Panel Transitions:

- a. Use Moment-to-Moment and Aspect-to-Aspect transitions to slow down time and emphasize unease. There will be a lot of scenes where the horror needs to take it's time to settle in. Not too many "jumpscare" panels but more like a constant "on your toes" and dread feel.



2. Closure:

- a. Readers fill in the gaps: The contrast between childlike imagery and dark layout makes them do more interpretive work. It works on the lost innocence I wish to evoke from my readers.



3. Spacing & Timing:

- a. Empty gutters and widened panels to stretch time and create suspense.
- b. Tight panels for claustrophobia or tension within the TV segments. There needs to be this sense of entrapment for the readers.

