

SANTAY AND CRAIG

FUN PACK

8-28-12

The Big Idea

- Do something that Nickelodeon Animation hasn't done in a while: put kids front-and-center and show the world from their POV.
- Embrace the inspired, ridiculous, glorious way a kid looks at the world.
- Give equal weight to the big and small: from trying to create the perfect skid on your bike to eating a taco as big as a school bus.
- Tell stories where a character's emotional commitment to their kid-inspired goals is hilarious and heroic.
- Inspire the audience to get off their butts and do something legendary.

The Emotional Hook

- A show about the ultimate friendship.
- Two kids who see their friendship as worthy of a Best Friend Hall of Fame.
- More than best friends: *SOUL MATES* who see the world the same way.
- Destiny brought them together. Nothing will pull them apart.

The Setting

- A suburb just outside of a mid-sized Midwestern city. Maybe Cleveland or Cincinnati.
- A four-season place with all kinds of weather.
- Sanjay's neighborhood is very walkable and bike-able. The kids feel freedom to venture out by themselves. There is a lot of unsupervised play.
- Sanjay lives next door to Mr. Noodman. The Dicksons live down the street in the same direction as Tufflips' trailer park. Megan and Hector live across the street from each other in the opposite direction from the trailer park.
- The show largely takes place on the weekends and in the time between when school gets out and when kids have to go home for dinner.

Visual Style of the Show

- Lots of multi-plane compositing
- Never unnecessarily flat
- Lots of depth of field

Sanjay Singh

- The hero to Craig's sidekick.
- The heart of the show. The engine to the stories.
- Cool in an offbeat, irreverent way. Excitable. Passionate. Curious.
- Inspired by everything from a bottomless shrimp bowl to the smell of tape to wanting to grow a beard.
- Enthusiastic to a fault, eager and confident to take on anything, even when he clearly doesn't have the skills to follow through.
- Bites off more than he can chew.
- No sense of the impossible or what's ridiculous or un-cool.
- Has OCD qualities, but not full-blown neurotic OCD. Gets hung up on the details, such as the number of sticks of celery on a plate of hot wings or always having to use the right toggle on the Tufflips arcade game.
- Charmingly klutzy. Easily trips and falls, but he hops right back up and continues on. His klutziness never gets him down or dampens his enthusiasm.
- Thinks the Dicksons are the coolest kids around and yearns for their approval.
- Has a crush on Wicked Wendy, a teenage girl who works at the Frycade.
- Sanjay is the leader of the "gang" made up of Craig, Megan, and Hector. Sanjay lights the fire, Craig pours the gas, Megan drops napalm on... and Hector narrates the whole thing to himself as if it were a movie.

Craig

- Convinced of his coolness to the point of self-delusion. He has delusions about Sanjay's abilities. He believes that his best bud can do just about anything.
- Determined to help Sanjay achieve immortality any way he can.
- Prone to lying. Tells whoppers. His boasts get them in over their heads.
- Craig's lies aren't premeditated or malicious. They tend to come out in the moment when he's trying to pump Sanjay up or create a favorable impression.
- Sometimes Sanjay believes the lies, other times he is more dubious.
- Often affects a "been there, done that" attitude.
- Big emotions and an even bigger ego.
- Rarely thinks before he acts or considers consequences.
- Has ADD qualities. Very distractible and flits from idea to idea. His mind moves at a million miles per hour and he sometimes forgets what he just said.
- A gluttonous slob who will eat anything, at any time, anywhere.
- While in public, to keep his secret safe, he pretends to be an ordinary snake or dons a disguise.
- A master of disguise. When he puts on a costume, everyone thinks he's just an ordinary kid, albeit an extremely ugly one.
- His backstory is open-ended. No one knows his origins and he uses that to his advantage.
- The most physically comic character, with lots of potential for squash and stretch. He's very expressive with his tail. He's pliable, stretchable, and inflatable. He can stretch to be just about any size, but he feels comic pain when stretched to an extreme. He can eat or contain anything, fit through anything, and can transform into things like stairs or a lasso.
- Has the physical qualities of a reel snake; he sheds his skin, gets sluggish in the cold, has a heightened sense of smell, etc.
- Craig is the only animal who can talk.

Dynamics Between Sanjay and Craig

- They are incredibly exuberant, think everything is cool, and egg each other on.
- Their mutual love of Tufflips bonds them together.
- Craig often poses as one of Sanjay's limbs or an item of his clothing.
- Sanjay can get temporarily bummed out when he fails at a hair-brained scheme, but Craig will always pump him back up again. Between the two of them, they are completely undeterred by failure.
- Sanjay is more aware of people's feelings than Craig.
- Sanjay always tells the truth, is more aware of consequences, and has more of a moral center.
- Sanjay makes Craig think about more than himself.
- Craig's ADD makes him more impatient than Sanjay.
- Sanjay admires Craig for all the squashing and stretching that Craig can do with his body as well as for his worldliness and "experience."
- Craig often wants Sanjay to himself and has a bit of a rivalry with Megan.
- Sanjay talks about Craig as if he's human, which Sanjay's parents think is cute. There's a Calvin and Hobbes vibe to this.

Craig's origin and secret

- Contrary to the pilot, Craig was not created by a talking Ray.
- Sanjay found Craig in a pet store. It was dude-love at first sight. Craig spoke first. "Dude, what's up?!"
- No explained logic to Craig talking. Think Brian on Family Guy or Stuart Little.
- Sanjay doesn't see Craig as his pet. Craig is his best bud.
- Craig's ambiguous past gives validity to his claims of wild experiences.
- Only Sanjay, Hector, and Megan know Craig's secret.

The Threats

- The City Code (created by Noodman) against dangerous snakes is a looming threat. It's a legal mechanism that could be used to take Craig away from Sanjay.
- If Craig's secret is uncovered he'll be taken away forever. Lab. Circus. Prison.
- The biggest threats: Noodman. Baby Richard Dickson. Hector as "weak link." Their lust for risk-taking adventures.
- As long as Craig is in disguise, everyone mistakes him for a normal (but strangely ugly) kid and it's okay for him to speak openly.

Megan Sparkles

- Smart, cute, and multi-talented.
- Always wears a pageant sash as proof of her greatness. Her sashes change constantly, like Frank's trucker hats on *30 Rock*. Little Miss CPR. Little Miss Adopt A Highway. Little Miss Lactose Intolerant. Little Miss Mixed Martial Arts.
- Whether in pageant or in adventures she has a killer instinct. Uses her pageant skills to help and to screw with Sanjay and Craig.
- Megan is in a tug-of-war between her over-scheduled, beauty pageant life and her desire to break free and hang out with Sanjay and Craig.
- Has a typical Midwestern stage mom named Starla, who micro-manages her pageant career.
- Has no ability to control herself and always takes things too far. She has a temper and absolutely can't stand to lose.
- The only kid who sees Tufflips for what he really is: a bloated has-been.
- Has a secret crush on Sanjay, which is obvious to the audience. Craig also seems to have suspicions about Megan's feelings for Sanjay.

Hector Flanagan

- A gung-ho tag-along who just wants to make an impression.
- Fun-loving and loyal, but can be a little dumb.
- Husky and physically strong, he often acts as the group's mule.
- Sanjay and Craig are always happy to see him, but often their enthusiasm wanes, as Hector gets annoying.
- Sees his life as an exciting movie, which he constantly narrates to himself.
- Always wears an eye-patch. Claims his "monocular vision" makes his other senses "superhero" sharp. It's unclear whether he really needs it or not.
- He's the most excited by the secret they share about Craig's ability to talk. He always has a new nickname for the group, like "CraigForce 4."
- He's the weakest link in the group and the most likely to blow Craig's secret.
- His mom is Mexican and his dad is Irish.
- Gullible and absurdly fooled by Craig's disguises, even when he watches him put them on. Sometimes mistakes other people for Craig in disguise.
- Buddies up to adults, volunteers to help them out with stuff, and calls them by the first names as if they're his friends. "Kids these days... am I right?"
- Lives in emotional extremes. Can throw himself into things and gets caught up.

Leslie Noodman

- A “confirmed bachelor” who lives alone in the house next door to Sanjay.
- Has a pathological fear of snakes that stems from practical jokes that his father played on him as a kid.
- A running joke are the flashbacks that show the torment that Noodman’s father inflicted on him. The tricks always resulted in a barrage of snakes terrifying the unsuspecting boy. The sadistic father always laughs hysterically. The flashbacks often end with Noodman bitterly muttering, “My father...”
- A neighborhood busy-body and self-appointed enforcer of the City Code that prohibits dangerous snakes.
- He is the biggest threat to Craig’s secret and the principal antagonist in the series. The kids are aware of the threat.
- He has a strange intuition that makes him question Craig’s disguises (“That kid looks an awful lot like a snake...”), but can never quite put his finger on it.
- Noodman is retired, has a lot of spare time, which he uses for his many hobbies such as making jam, taking care of his house, and spying on Sanjay and Craig.
- His life companion is his cat, Lady Butterscotch.
- Loves blueberries and rides a Segway.
- Thinks very highly of himself and that he’s better than everyone.
- Always gets a comeuppance, even if it’s unintentional.

Remington Tufflips

- A washed up action star from the 80s whose ego and arrogance have swelled over the years (along with his waistband).
- His salad days are over, but he hasn’t noticed.
- Think Danny McBride in *Eastbound and Down* or Steven Segal.
- The ultimate inspiration to Sanjay and Craig.
- Sanjay and Craig yearn to live as large as Remington Tufflips. They don’t want to just watch Tufflips’ movies – *they want to live them*.
- He knows how enamored Sanjay and Craig are of him. Sees himself in the same starry-eyed perspective that Sanjay and Craig see himself.
- Audience will love him because he always comes through for the kids. He would never screw them over. But he’d never remember their names.
- He’s more active than he was in the pilot. Less of a sloth. More physical comedy.
- His world is shinier than it was in the pilot. He has a bad-ass 70s Trans Am. Lives in a trailer on top of another trailer. Does karate. Catches flies out of the air.
- The king of unintentional bad-assery. To Sanjay and Craig, his mishaps seem like awesome feats. He’s the kind of guy who would fall off the roof straight into a lawn chair, all while holding a drink in his hand.

Vijay Singh

- Sanjay's dad. From India.
- No longer a crazy inventor like in the pilot.
- Owns wholesale clearance store. *The Close-Out Blow-Out Depot*. High tech at low prices. Everything from TVs to weed-whackers to butt cream. He sells whatever is on the truck that other stores can't get rid of it.
- Loves to tinker and create. Always creating his own silly inventions and selling them at the store. They are harebrained, hybrid improvements on everyday items: Food-acuzi. Ka-Broom! Fish-Washer.
- Rarely sell his inventions, but like Sanjay, he never gets down. Prone to saying things like, "You'll be back! You'll see!"
- Sanjay occasionally "borrows" his dad's inventions to help him in adventures, often to disastrous and hilarious results.
- Great relationship with Sanjay because they're alike: excitable, ingenious, conscientious, dedicated, hard workers.
- Gives Sanjay more responsibility than he should. Wants him to grow up. Sanjay does it because he doesn't want to let his dad down.
- Has a weak stomach and is grossed out by Darlene's stories from the hospital.
- Sees Craig as a mechanism to teach Sanjay responsibility.
- Hard-working and proud of his independent business. He believes deeply in the American dream.

Darlene Singh

- Sanjay's mom. A nurse. Grew up in the Midwest.
- The cool mom on the block.
- Has sick sense of humor and knows that Sanjay is enamored by grossness. Bonds with Sanjay by telling him disgusting things she saw at work (puss-filled goiters, mucus transfusions, roaches in ears, butt transplants, etc).
- Supports Sanjay's plans. Trusts him.
- Unlike Vijay, she's heard of Tufflips. Was a fan. Sanjay is mortified when she talks about Tufflips because she mixes up the details.

The Dicksons

- Sandy, Scabs and Baby Richard Dickson are siblings.
- Sandy and Scabs are teenage fraternal twins. Baby Richard is a baby.
- Live down the street from Sanjay.
- Outside of Tufflips, they are the coolest people in Sanjay's world.
- Sanjay wants to be in their gang and desperately wants to impress them.
- Sandy is smarter than Scabs. She's the spokesperson of the gang.
- Scabs is slightly dim-witted and a punk-ass scum-fuck of few words. He takes his cues from Sandy and often just repeats what she says.
- Baby Richard can talk, but not even his siblings are aware of it.
- Only Craig is aware that Baby Richard can talk.
- Sandy rides a dirt bike with a sidecar for Scabs, which has an additional sidecar for Baby Richard.
- The Dicksons rarely bathe, their house is a comic dump, and they have a disgusting above-ground pool.
- They play in a Ramones-esque punk band called The Tuff Skullz. Sandy sings and plays lead guitar, Scabs plays bass, and Baby Richard is on drums.
- Their mother, Brenda, is rumored to have once dated Tufflips. She's rarely around and the kids seem to be constantly unsupervised.
- Brenda is an aged groupie who thinks she's still hot. She's like Amy Sedaris in Strangers With Candy, minus the whore part.
- Baby Richard has secret war with Craig. They both know the other can talk.
- Can sometimes be antagonistic toward Sanjay, but can also team up with him if they get sufficiently bored or intrigued.
- They aren't bullies and would never go out of their way to taunt or mess with Sanjay. Sanjay brings on any punishment himself by vying for their attention.

The Frycade

- A late-80s-era, out-of-the-way arcade that serves fried food and hot wings.
- Sanjay and Craig's hangout. The place where they feel most comfortable. This is their turf and when there, the boys are totally in their element.
- Owned by Penny and run by Penny's daughter, Wicked Wendy.
- Penny is abrasive and rough to all customers, but extremely sweet to Wendy.
- Sees himself as a master chef and is sensitive to criticism about his cooking.
- Penny won't let the Dicksons come inside so they hang out by the dumpster.
- Sanjay rules at *Thumbs-Up Karate*, an old arcade game with a Remington Tufflips theme. Sanjay prides himself on always having the highest score.
- Home to other games like Skee-Ball, Whack-a-Mole, and Dance Dance Execution.
- Sanjay can eat a lot of hot wings, but aspires to be able to eat spicier wings than he can currently handle. Craig, on the other hand, can eat anything, including Wendy's special Wicked Nuclear Wings.

Wicked Wendy

- The sweet, smart, indie-rock girl who works in the Frycade. Around 16. A Zoey Deschanel type. Wears tights and Doc Martens. Off-beat and awesome.
- Sanjay's unrequited crush. She's totally out of his league.
- Wields power by controlling the sound system and tokens at the Frycade. If you want to hear a song, get tokens, or claim a prize, you go through her.
- Unlike most girls, she loves snakes and takes a special interest in Craig, which \ makes Craig even more enamored with her.
- Sanjay and Craig often argue over who Wendy likes more.