



# BOB'S BURGERS

Show Title Mood Board, Concepts & Styleframes  
Giselle Hogg

MOME 120  
Concepts & Storyboarding  
Prof. Patricia Smith

# THE SHOW

## What's the show about?

Bob Belcher is a third-generation restaurateur who runs Bob's Burgers with his loving wife and their three children. Bob believes his burgers speak for themselves and isn't afraid to offer a variety of off-beat creations. Bob's wife, Linda, supports his dream but is becoming sick of the slow times, as the restaurant is constantly in danger of going out of business. Despite the challenges, which includes consistent harassment from Linda's ex -- a health inspector -- Bob tries to keep the grill sizzling.

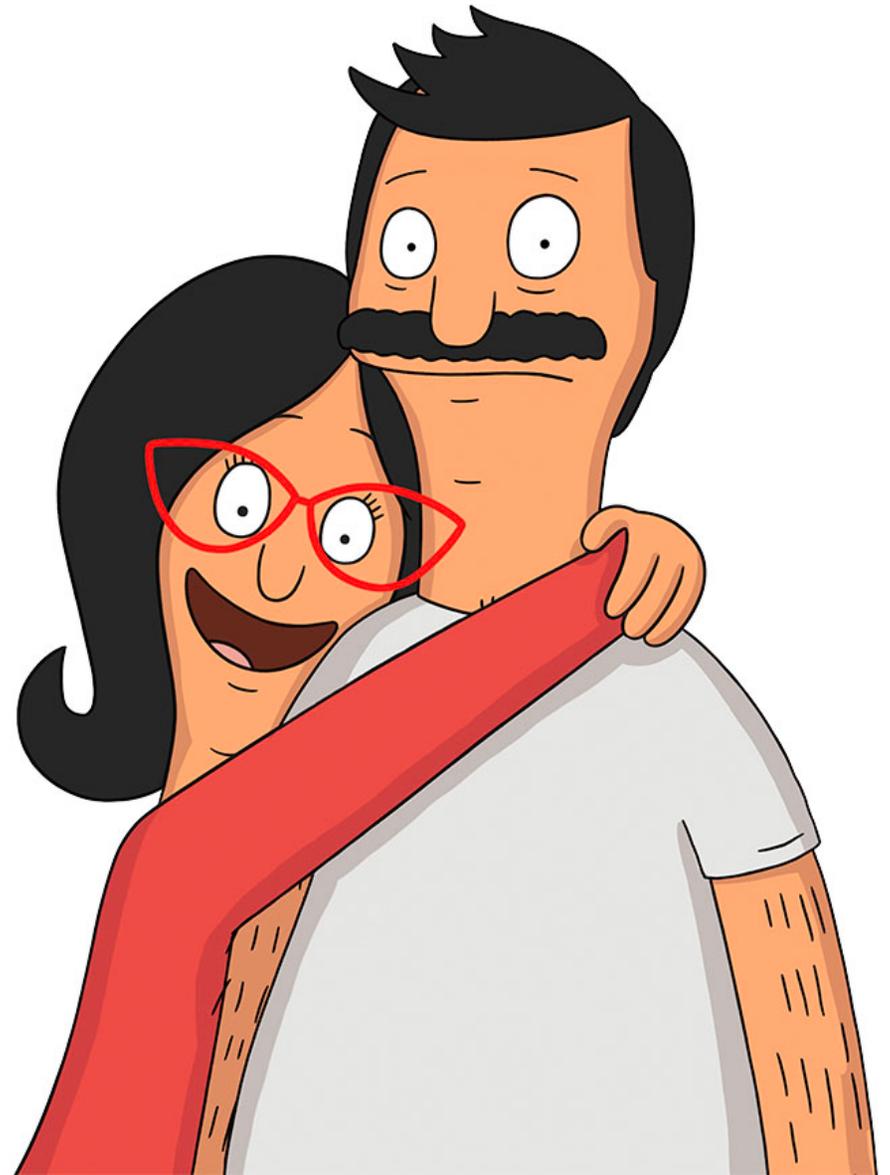
## Reception

Bob's Burgers has a current 89% rating on Rotten Tomatoes. Initially the show received a low 58% percent, claiming that the show had potential and it just needed to find it's "rhythm". The Washington Post, Reuters, USA Today and the New York Times also gave the initial release of the show harsh reviews, claiming it was lesser value Family Guy, saying the humor "slides by with a deadpanned monotone".

As the far season came to a close, the ratings grew. It seemed the show found it's footing. The show now gets associated with phrases like "wicked funny" & "one of the best television comedies".

## Target Audience

The show is targeted towards males and females aged 14+ who enjoy adult cartoons and dry humor. The show offers a comedic relief whilst not being as crude as some of the more adult cartoons out there eg. Family Guy. The show is accessible by anyone with access to cable or a streaming service online.



# THE BRIEF

## Brief description of show:

Bob's Burger's is a show about a family running a restaurant. The show follows the family as they go about their daily life running a restaurant.

## Key insight:

Every episode of Bob's Burger's is completely different, as wildly different as each one of the burger's of the day. Bob is inspired by his love for food and cooking. Even though the restaurant is doing too good, Bob still takes pride in his burgers and his cooking.

## Tone:

The tone of the piece will be light and playful. The show is very rarely ever serious, more often than not it's humorous. It will be upbeat and lighthearted, preparing you for the extremely comedic show.

## Concept:

### The Episode of The Day

One of the most favored Easter eggs of the show is the burgers of the day. The opening will highlight this usually hard to notice aspect of the show. We get up close & personal with the chalkboard that features our revered Burgers of the Day.

POPPY

FUN

YUMMY

UPBEAT

WHIMSY

COLORFUL

# MOOD BOARD

## FRESH TOMATO Salsa

3/4 POUND TOMATOES seeded & diced

1 finely CHOPPED PEPPER

1/3 CUP chopped CILANTRO

1/4 CUP finely chopped Red onion

JUICE OF 1 lime

SALT & PEPPER to taste

## MEAT CUT CHARTS

Free! Editable! Vector!

# PASTA

WHAT YOU LIKE?

- Fusilli
- Spaghetti
- Gomiti rigati
- Farfalle
- Rigatoni
- Tagliatelle spinaci
- Fettuccine
- Ravioli
- Fortiglioni
- Cellentani
- Penne
- Conchiglie rigate

CREATED BY  
**LOREN BOUCHARD**

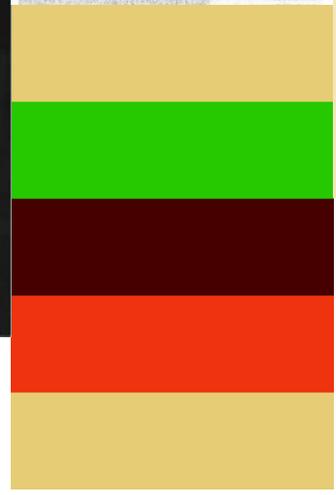
COFFEE  
is ALWAYS  
a GOOD IDEA

## BURGER OF THE DAY

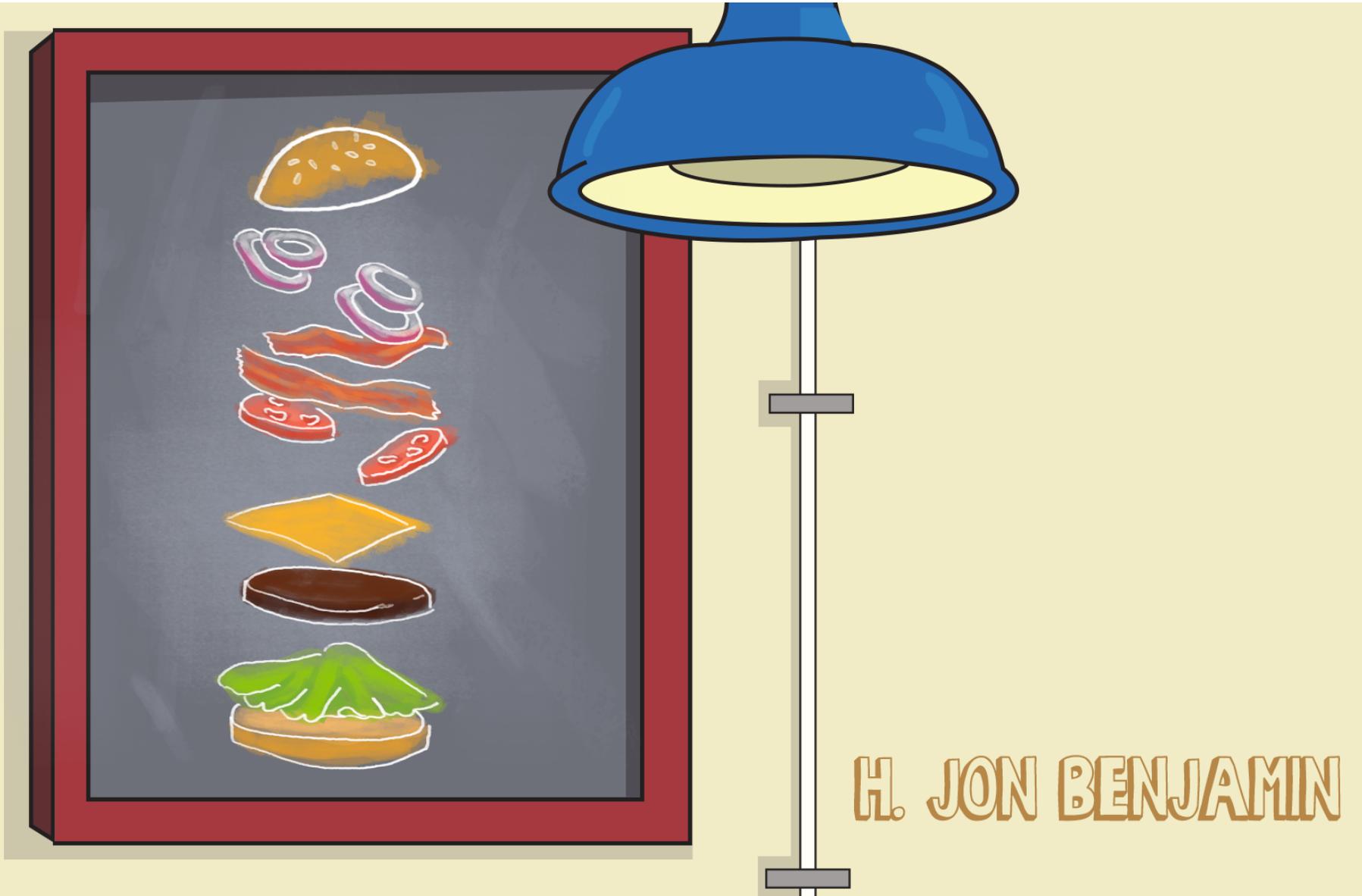
SHE'S A SUPER  
LEEK BURGER

(comes with braised leeks)

\$5.95



# STYLE FRAME



H. JON BENJAMIN

# DESIGN BOARDS

Wide shot of building exterior. Frontal. Establishing shot. Smash zoom & pan to interior. Show logo is in this frame.



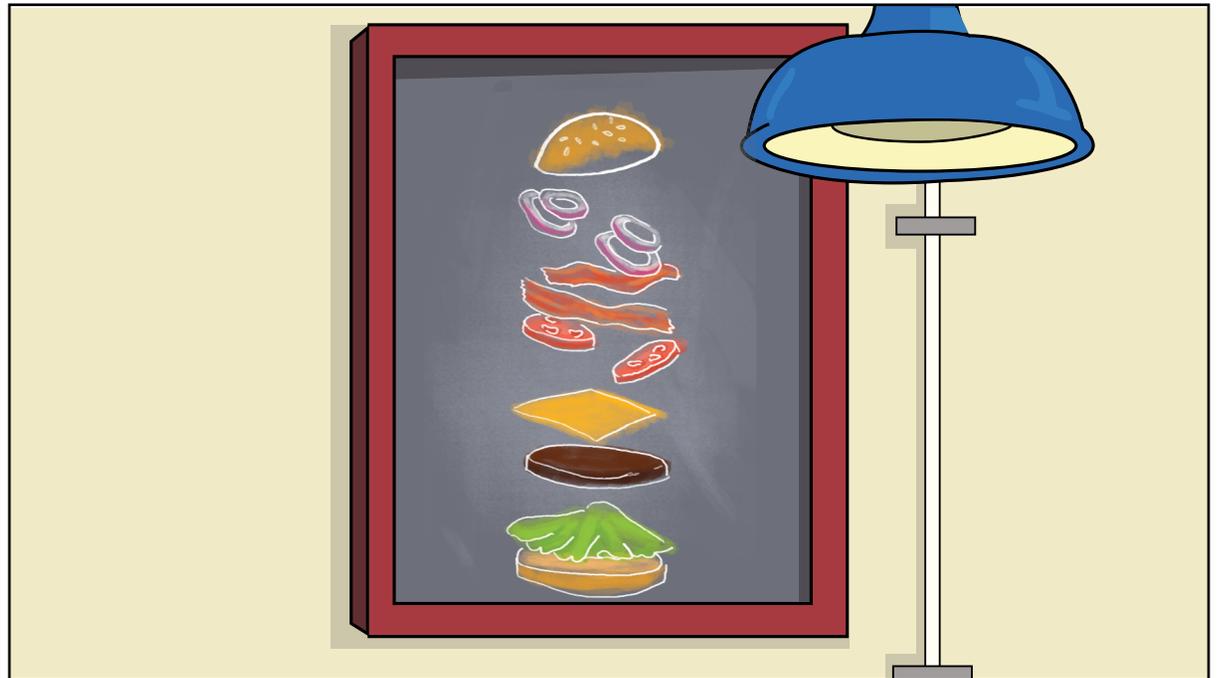
# DESIGN BOARDS

Wide shot of restaurant counter area. Frontal view. Smash zooms to frame chalkboard.



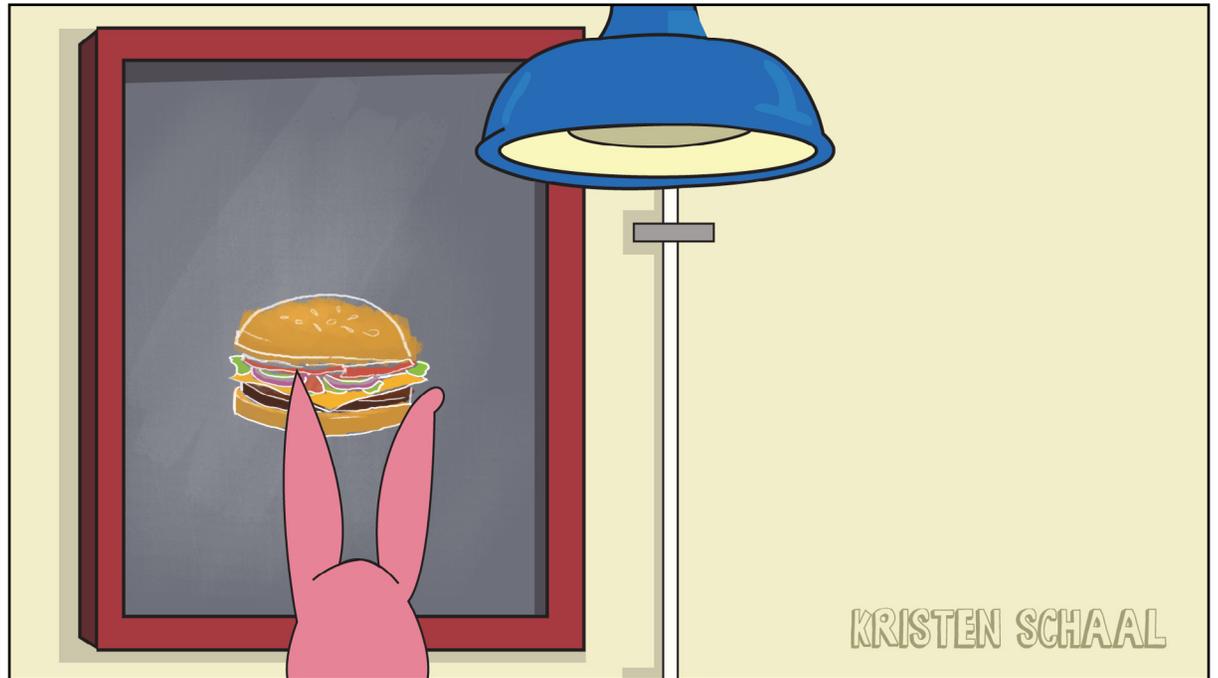
# DESIGN BOARDS

Over shoulder view of chalkboard. Camera Block. Frontal. Burger drops into place in chalkboard.



# DESIGN BOARDS

Camera tracks character as she walks in from right side. As character walks over type, it is revealed. Burger is completely in place.



# DESIGN BOARDS

Character erases chalkboard. Frontal. Over shoulder view. Camera Block.



# DESIGN BOARDS

Burger falls into place on chalkboard. New character enters scene revealing type. Over Shoulder view. Camera Block. Frontal.



# DESIGN BOARDS

Burger is now assembled. Character reach up to chalkboard to begin erasing. Over shoulder view. Camera Block. Frontal.



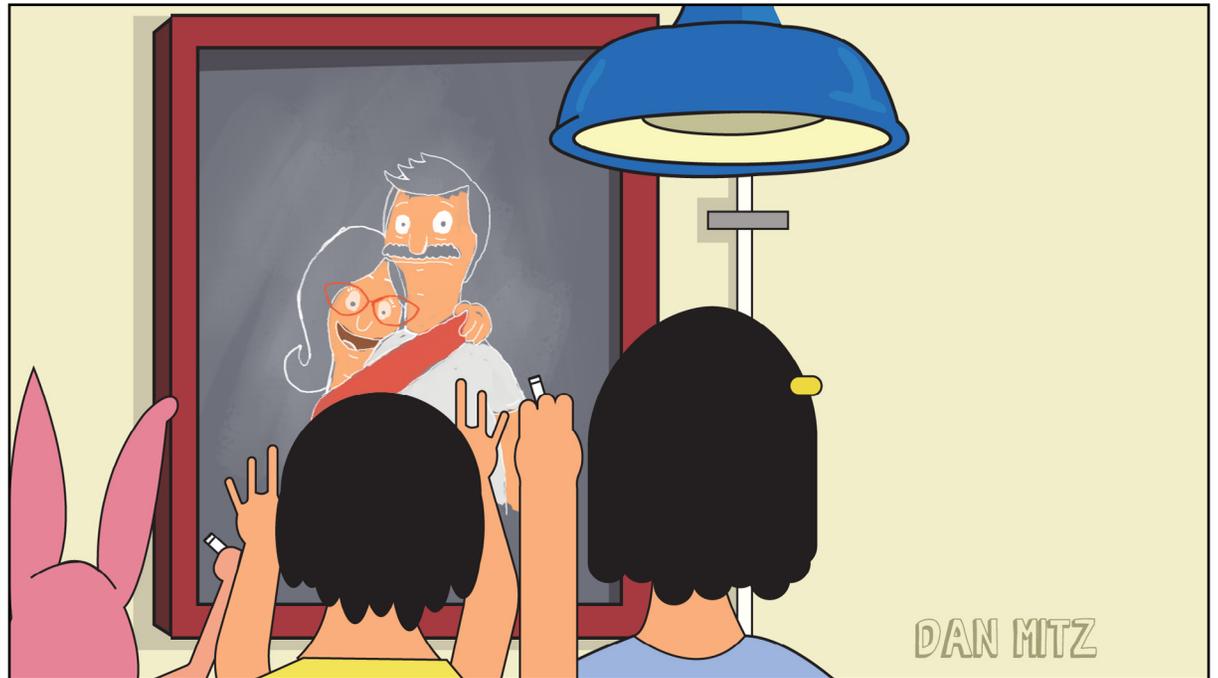
# DESIGN BOARDS

Camera tracks to the left and follows new character to the right as they walk in. Type is revealed. Frontal. Over Shoulder view.



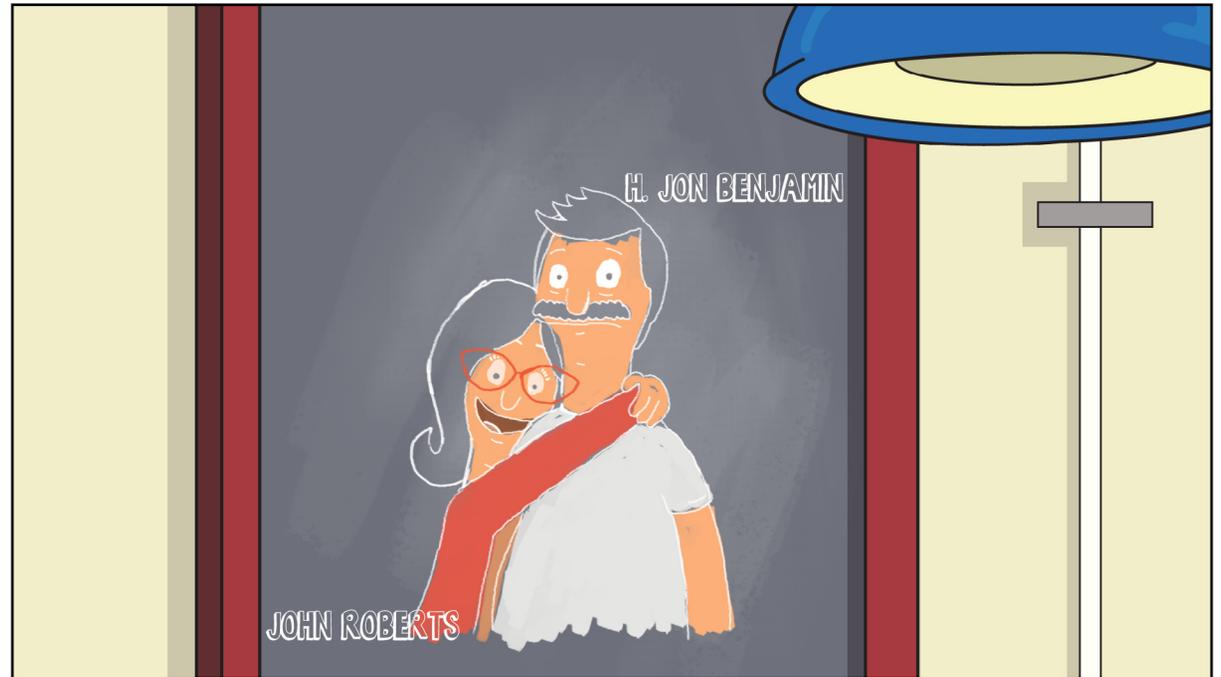
# DESIGN BOARDS

Character lands in place on the right side of frame. Portrait of characters is drawn in chalkboard. Camera Block. Frontal. Over shoulder view.

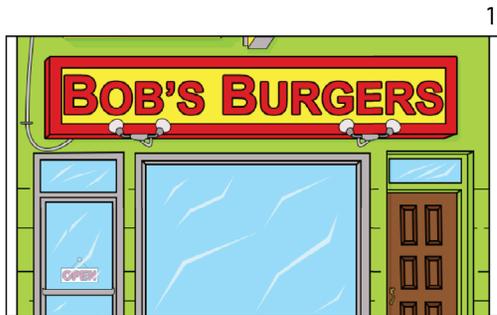


# DESIGN BOARDS

Camera pulls the chalkboard into focus. Type comes into focus as the camera does. Frontal. Fades to white.



# STORY BOARDS



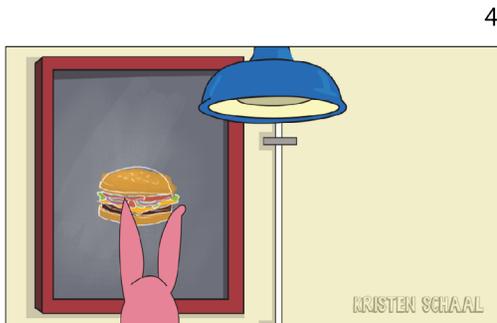
1  
Wide shot of building exterior. Frontal. Establishing shot. Smash zoom & pan to interior. Show logo is in this frame.



2  
Wide shot of restaurant counter area. Frontal view. Smash zooms to frame chalkboard.



3  
Over shoulder view of chalkboard. Camera Block. Frontal. Burger drops into place in chalkboard.



4  
Camera tracks character as she walks in from right side. As character walks over type, it is revealed. Burger is completely in place.



5  
Character erases chalkboard. Frontal. Over shoulder view. Camera Block.



6  
Burger falls into place on chalkboard. New character enters scene revealing type. Over Shoulder view. Camera Block. Frontal.

# STORY BOARDS

7



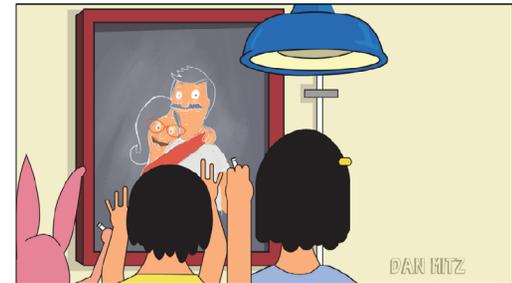
Burger is now assembled. Character reach up to chalkboard to begin erasing. Over shoulder view. Camera Block. Frontal.

8



Camera tracks to the left and follows new character to the right as they walk in. Type is revealed. Frontal. Over Shoulder view.

9



Character lands in place on the right side of frame. Portrait of characters is drawn in chalkboard. Camera Block. Frontal. Over shoulder view.

10



Camera pulls the chalkboard into focus. Type comes into focus as the camera does. Frontal. Fades to white.

# THANK YOU!

Questions?

