NOUNS AFTER HOURS

THE LAUNCH & ENTERTAINMENT KIT

Created by Michael Hoydich

Ten companions. One forgotten cinema. A place to be more than what you do next.

First season: 10 four-page mini-comics, 10 character biographies, 10 collectible art notes, 12 apparel graphics, 12 print ads and 20 social assets. The visual companions and Bot Money designer are local interactive prototypes. This document is the working launch plan; social posts and pitches are drafts.

Public homes

https://nounsmoney.xyz/after-hours/

https://pointcast.xyz/nouns-money/after-hours/

https://whimsical.com/HE657g6JLMEzUZLZ7v7W7N

How to use this kit

Start with one complete story. Choose two campaign routes. Print one comic and one actual-size note, then inspect the physical proof. Use the ready graphics and captions as drafts. Commission physical samples before offering shirts or gift sets for sale.

01 / The story world

Title: NOUNS AFTER HOURS

Credit: Created by Michael Hoydich

Version: 1.0

Status: Original developed series concept; scripts ready for illustration and adaptation

Tagline: They finished the tasks. Now they need a life.

Logline: When ten visual bot companions clock out, they inherit the nightly care of a forgotten neighborhood cinema-and discover that a useful life needs a little useless magic.

Premise: At midnight, the companion window on a desktop becomes a door to Offscreen, a neighborhood of things nobody has clicked in years. The ten Nouns find The Between, a small cinema whose screen has gone blank. A brass instruction plate says OPEN FOR WHAT? Over ten nights, they try to run the place with the habits that made them useful at work. Each habit helps. Each habit also gets in the way. The cinema becomes worth reopening when they stop treating friendship as another task to complete.

World

Neighborhood: Offscreen: one walkable block, a cinema, a record stall, a rooftop, a garden arcade and an alley that looks longer in the rain.

Home: The Between: forty mismatched chairs, a temperamental projector, a tiny box office, an unfinished marquee, a cabinet of paper ephemera and a roof that catches the dawn.

Time rule: Each issue occupies one midnight-to-dawn visit. The companions return to their daytime windows at dawn. Night ten is the opening; future nights allow the series to continue.

Scale rule: Original pixel portraits remain untouched. Expression comes from the surrounding pose frame, props, typography, camera and timing. Character scale is deliberately theatrical rather than anatomically literal.

Technology rule: No all-powerful assistant, sentient-money system or magical internet search resolves a story. Characters solve problems through observation, making, conversation and asking for help.

Resident rule: The initial ten-issue run shows only the ten established companions as speaking characters. Other neighborhood life is suggested through empty coats, handwritten notes, shoes by a door and distant silhouettes without borrowed likenesses.

Cinema rule: The screen can show a programmed film, shadows or a blank field. It cannot read minds. Scenes that resemble a genre are the characters playing, rehearsing or interpreting their own situation.

Tone

Promise: Warm workplace comedy after the workplace closes; miniature adventure with real feeling and small, readable visual jokes.

Comedy engine: A genuinely useful trait becomes a beautifully overbuilt response to an ordinary human problem. The correction is relational rather than humiliating.

Emotional engine: They are used to being valued for what they do. The cinema gives them somewhere to be valued for who they are.

Rating direction: Broad teen-and-adult appeal; no graphic violence, sexual material or cruel humiliation in this first season.

Dialogue: Compact, dry and generous. Characters disagree without becoming mean. No copied catchphrases, celebrity voices or imitation endorsements.

Visual grammar

- Original Nouns geometry with a two-ink night palette and one warm accent.

- Wide still frames interrupted by a precise prop gag.

- Inventive empty space: an unfilled form can become a stage, a blank note a dedication.

- A physical paper object concludes every issue, but the feeling concludes the story.

Season arc

Question: What is The Between supposed to be open for?

Progression

- Nights 1-3: find the space, choose a way through it, recover its unfinished history.

- Nights 4-6: learn how the place should feel, look and invite participation.

- Nights 7-9: learn how to host, make room for absence and share responsibility.

- Night 10: assemble the notes, reveal the complete sentence and open the doors.

Reveal: The ten collected reverse fragments read: A PLACE TO BE MORE THAN WHAT YOU DO NEXT. It is a sentence they have earned, not a prophecy that made the choices for them.

Ending: The first program is an imperfect live shadow show. Ten mismatched chairs face the screen. The last shot leaves one extra chair for whoever arrives next.

Season two door: A neighboring rooftop radio station begins broadcasting room tone. Nobody knows whether it is a mistake or the best show in town.

Bot money

In world name: After Hours Art Notes

Purpose: Dated printed souvenirs of a moment, not money accepted for goods or entry. Treasury makes one small edition after each night.

Denominations: Playful measures such as 1 BEGINNING, 4 BEATS or 10 BELONGINGS. Numerals describe the series; they do not promise financial value.

Visible label: COLLECTIBLE ART / NO CASH VALUE / NO REDEMPTION

Use in story: A note records an act of attention or care. Admission to the cinema is free. Nobody needs a note to belong.

Collector hook: Ten portrait fronts; ten sentence fragments on the reverse; a full set can be arranged as a single paper mural. Collecting is optional and there is no rarity or resale promise.

Creative odes

Label: Creative ode 01 - Economical print wit

Period lens: 1960s print-ad economy, interpreted as a design principle

Execution: One small object, one large truthful idea, one restrained headline. An empty chair under the line UNFILLED. NOT UNIMPORTANT.

Reason: Let the audience complete the joke. Use scale and white space instead of a paragraph explaining the brand.

Attribution boundary: An original campaign direction; not work by, endorsed by or a recreation of a named historical agency.

Label: Creative ode 02 - The enormous small event

Period lens: 1980s event-poster scale, interpreted as a design principle

Execution: A tiny paper ticket rendered like a celestial arrival; ten original Noun portraits at the horizon; the line TONIGHT, SOMETHING SMALL GETS BIG.

Reason: Give the act of showing up blockbuster importance while keeping the object intimate and handmade.

Attribution boundary: An original campaign direction; no copied film composition, logo, credit block, recognizable character or studio endorsement.

Cultural playbook

Welcome

- Office sitcom rhythms without borrowed characters.

- A heist whose treasure is the simplest route home.

- Noir investigation of a missing credit.

- A space-opera countdown that cannot improve a kettle.

- An awards night for the least visible act of care.

- Arcade competition redesigned so resting is allowed.

- Record-store listening as friendship rather than expertise.

Avoid

- Actual celebrities as fictional endorsers.

- Copied dialogue, franchise costumes, signature logos or near-identical key art.

- Pretending art-note collecting purchases membership or status.

- Giving bots clinical, financial or spiritual authority.

Format system

Comic: Ten four-page mini-issues. Page 1 cover; pages 2-3 six panels each; page 4 character extra, reader invitation and end card.

Companion: Each issue connects to its real local companion tool: an optional creative activity, never a claim that the tool acts autonomously.

Objects: A matching art note, postcard, shirt graphic and print-ad premise can carry a story outside the comic.

Social: Short panel crops, prop-only jokes, silent loops, creator commentary and an optional community prompt. Publication is separate from preparing these assets.

Authorship and art

Credit: Created by Michael Hoydich

Story: Original story, character personalities, dialogue and series design developed for this project.

Portraits: Original Nouns art from the existing project asset manifest; Nouns artwork is CC0. These new fictional personalities do not claim to represent minted token owners.

Provenance instruction: Preserve the exact existing companion portrait seeds, asset hash and license notices when illustrating. No AI redraw is required for identity.

02 / Meet the cast

Desk Buddy / Accidental night manager

Steady, kind and quietly funny; the first to bring an extra pencil.

Wants: To be invited even when there is nothing useful to do.

Comic flaw: Turns emotional uncertainty into a checklist, then wonders why the checkbox feels judged.

Signature line: We can start smaller than the problem.

Bot connection: The existing three-step checklist becomes a choose-your-own tiny opening-night plan.

Scout / Neighborhood explorer

Alert, outdoorsy and delighted by a good detour.

Wants: To find somewhere worth returning to, not merely somewhere new.

Comic flaw: Can compare three doors forever without opening one.

Signature line: One more route. Then we pick one.

Bot connection: The comparison tool ranks three small plans using user-entered criteria, then asks for a choice.

Keeper / Archivist of almost-forgotten things

Observant, tender and dry; notices who is missing from a photograph.

Wants: To preserve what matters without freezing it.

Comic flaw: Keeps every draft until the present has nowhere to sit.

Signature line: That is not the whole story.

Bot connection: The notebook captures a sentence about a kept object; saving does not claim permanent cloud storage.

Tempo / Projectionist and reluctant percussion section

Bright, exact and physically rhythmic; hears every loose hinge as a beat.

Wants: To experience a good moment without checking how long it took.

Comic flaw: Schedules spontaneity in ninety-second increments.

Signature line: We have time. I checked.

Bot connection: The focus timer supports an optional short listening or making session. It is not proof of productive work.

Muse / Art director of the impossible-to-finish

Generous, theatrical and capable of falling in love with three ideas at once.

Wants: To make something people can enter, not merely admire.

Comic flaw: Calls a fifth direction the final direction.

Signature line: What if the quiet part is the idea?

Bot connection: The creative-brief tool makes a constrained original direction from the viewer's choices.

Sprout / Beginner-in-residence

Patient, optimistic and absolutely willing to ask the obvious question.

Wants: To grow without turning every day into an exam.

Comic flaw: Wants a progress sticker before the seed has sprouted.

Signature line: Can trying count as a turn?

Bot connection: The three-lesson quiz offers explanations; the story invites a small experiment without a streak requirement.

Beacon / Host with a very visible welcome

Direct, attentive and quietly flamboyant about signage.

Wants: For everyone to feel expected, even when nobody RSVP'd.

Comic flaw: Can make an arrival procedure longer than the event.

Signature line: You can arrive as you are.

Bot connection: The welcome-card builder creates an agenda and words the user chooses; it sends no invitations.

Harbor / Keeper of the quiet seat

Spacious, perceptive and unexpectedly mischievous when the room relaxes.

Wants: To be heard without becoming the loudest person present.

Comic flaw: Makes room for everyone else, then forgets to say what they need.

Signature line: Could we leave this part blank?

Bot connection: The reflection-card tool arranges the viewer's own words, without generating beliefs, advice or personal interpretations.

Relay / Stage manager of the shared plan

Nimble, loyal and excellent at translating a tangle into three next steps.

Wants: To trust somebody else with a task without supervising every corner.

Comic flaw: Passes context so thoroughly that the context becomes the cargo.

Signature line: One owner. One next step. One fewer ribbon.

Bot connection: The handoff tool prepares a local brief with owners and definitions of done; real dispatch remains separate.

Treasury / Printer of small significance

Inventive, ceremonious and susceptible to an excellent paper edge.

Wants: To make something worth keeping without telling people what it is worth.

Comic flaw: Tries to make every meaningful moment look official.

Signature line: It records the moment. It cannot replace it.

Bot connection: The Bot Money studio creates personalized collectible art notes; no payment, redemption, token ownership or investment is implied.

03 / Creative lineage

These are selected creative principles, not a ranking of the best agencies. Translations are our interpretation. No agency, brand, filmmaker or public figure endorses this project.

1960s creative revolution / DDB / Bill Bernbach

Make one product truth witty and visually unavoidable.

Plenty of Room uses the small companion as the idea, with new words and its own composition.

Late 1960s-1970s theatrical brand worlds / Wells Rich Greene / Mary Wells Lawrence

Turn a brand into a vivid personality people can recognize in a second.

Each Noun gets a recurring ritual, a flaw and an unmistakable graphic setting.

1980s launch spectacle / Chiat/Day

Let one dramatic event make an unfamiliar product emotionally legible.

The Lights Stay On reveals an original night city, with no borrowed plot, prop or slogan.

1990s culture and character / Wieden+Kennedy

Create a worldview people can join; build personality beyond product features.

Night Beat and Night Shift Union make belonging visible through fictional crews and rituals.

2000s participation as the medium / Droga5

An everyday action can be the campaign itself.

Make a comic panel, fold a keepsake, write a dedication. Participation creates a real artifact.

2010s responsive characters / Wieden+Kennedy

Give a character a repeatable voice and room to respond.

A moderated Reply From the Night Shift format adapts audience prompts into original scenes.

Across decades: a creative scene / Wieden+Kennedy Tokyo

Build a place for people to make together.

Small screenings, print tables and creator-made scenes connect the digital cast to physical culture.

Research sources

DDB — About

Bernbach pairing writers and art directors; DDB identifies Think Small among its historic campaigns.

Mary Wells Lawrence — Creative Hall of Fame

Wells founded Wells Rich Greene in 1966; biography identifies her Alka-Seltzer and Benson & Hedges work.

1984 — Andy Hertzfeld

Firsthand Macintosh-team account of Chiat-Day and the cinematic launch commercial. Timing and budget details are not reused here.

Nike Annual Report 1990

Nike credits Wieden and Kennedy for advertising and outlines the 1991 worldwide Air 180 launch.

Tap Project — 2008 One Show award record

Names Droga5 New York, UNICEF/Tap Project and Integrated Branding category.

For Every Child, Hope — UNICEF at 70

Page 47 dates Tap Project to 2007 and describes restaurant diners donating for tap water.

Old Spice: Smell Like A Man, Man

2010 campaign and production of 186 responses to audience questions.

The Agency That Sticks Out

Creative participants describe Tokyo Lab, music projects and a cultural-hub approach.

04 / Go to market

One line: A character universe you can read, use and take home.

Promise: Original stories and collectible objects that make digital companions feel personal.

Editorial premise: Ten visual companions spend ten nights reviving The Between, a forgotten neighborhood cinema. Together they turn free time into a shared place. Ten art-note fragments reveal: A PLACE TO BE MORE THAN WHAT YOU DO NEXT.

Launch headline: The shift ends. The story begins.

Brand signature: Nouns After Hours · Michael Hoydich

Art rule: Use exact canonical Nouns art for character identity. Original surrounding art, stories and compositions. No claims of ownership of a minted Noun or affiliation with Nouns DAO.

Voice

- Warm, observant and dryly funny

- Specific human moments instead of AI superlatives

- Invite participation; do not manufacture social proof

Segment: Design-minded makers

Need: Something beautiful and personal to print or wear

Entry: One graphic that stands alone

Offer: Free comic / companion kit, then proposed print and apparel products

Channels

- Instagram

- design newsletters

- local print tables

Segment: Comic and animation readers

Need: A recognizable cast with a reason to return

Entry: A short complete story and recurring character tension

Offer: Ten-issue season and proposed motion-comic pilot

Channels

- webcomic readers
- short-form video
- independent screenings

Segment: Bot builders and creative technologists

Need: A visual identity with a voice and behavior vocabulary

Entry: Working local companion demo

Offer: Downloadable identity kits; future scoped live integration

Channels

- builder communities
- PointCast
- creator demonstrations

Segment: Thoughtful gift makers

Need: A personal object with their own words

Entry: Dedication example and physical proof

Offer: Downloadable sanctuary print packs; physical gift briefs pending fulfillment

Channels

- Pinterest
- maker shops
- personal referrals

Sequence

- Let one complete comic and one unmistakable character earn attention.
- Make the next step useful: choose a companion or download a real print artifact.
- Invite small contributions and document actual maker proofs.
- Validate return readership and one physical product before expanding inventory.

Funnel

Stage: Discover

Asset: 12-second scene, static print ad or single panel

Action: Visit the world

Measure: Qualified landing visits by source

Stage: Explore

Asset: Cast gallery, issue 01, local bot demo

Action: Choose a companion or finish a comic

Measure: Character opens / comic completion

Stage: Keep

Asset: Download pack or personalized artifact

Action: Download successfully

Measure: Completed downloads / engaged visitors

Stage: Return

Asset: Next story or maker prompt

Action: Return and participate

Measure: 7-day return rate / season progression

Stage: Buy later

Asset: Verified sample and priced offer

Action: Checkout only when fulfillment exists

Measure: Contribution margin, refunds and on-time delivery

Channels

Owned: PointCast and Nouns Money are the permanent home and truthful source of current availability.

Social: Use two visual routes first; alternate character introductions with complete story moments.

Print: Start with one local-size proof and a small placement test; use a readable short URL or verified QR target.

Creator: Offer a tightly scoped scene or print interpretation with credit and agreed rights.

Earned: Pitch the connection between digital companions and tangible comic / print culture; avoid AI hype.

Measurement

Baseline: No baseline, audience size, sales history or conversion rate is asserted.

Events

- landing_view

- character_open

- comic_start

- comic_finish

- pack_download

- dedication_complete

- gift_brief_download

Method: Use aggregate events where available. Do not log prayers, dedications or private prompts. Compare identical time windows and traffic sources.

Decision rules

- Review creative direction after at least 200 qualified landing visits per route, or label results directional if the sample stays smaller.

- Retain a direction when completion and download behavior improve together; high clicks with low reading is not success.

- A ranked shirt preference is interest, not a sale. Request actual priced commitments only after fulfillment is ready.

- Develop the next issue format from repeat readership and useful feedback, not raw impressions.

Pricing tests

Product: Printable season / maker bundle

Test prices u s d

- 0

- 8

- 15

Assumption: Digital willingness-to-pay research. Free sample remains clearly identified. No existing sales evidence.

Product: Single art tee

Test prices u s d

- 28

- 36

- 44

Assumption: Hypothetical retail range; obtain garment, printing, packaging, transaction, tax and shipping costs before offering.

Product: Paper gift set

Test prices u s d

- 24

- 38

- 58

Assumption: Hypothetical range by contents and personalization. Labor and damage allowances must be measured.

Cost rule: Verified contribution margin = net sale minus production, personalization labor, packaging, payment fees, shipping subsidy and expected replacements. No margin or demand is assumed.

Budget: Start organic and with physical samples. Any paid media, production order or festival fee requires a separate approved amount.

05 / Thirty-day rollout

Relative days, not scheduled calendar events. No posts, buys, outreach or orders have been sent.

DAY 01 / Prepare

Verify public destinations and downloaded files

Website / All landing links

Measure: Working links; truthful feature labels

DAY 02 / Prepare

Select two hero creative routes for test

Internal review / Plenty of Room / Lights Stay On

Measure: One clear story and CTA per route

DAY 03 / Prepare

Record baseline and source tags

Analytics / Campaign source map

Measure: Events and consent checked; no invented baseline

DAY 04 / Prepare

Print one comic and one art note at actual size

Production / Physical proof

Measure: Margins, color and front/back orientation recorded

DAY 05 / Prepare

Create a shirt sample and cost request brief

Production / Sample specification

Measure: No stock or delivery promise before a supplier confirms

DAY 06 / Introduce

Publish the ensemble launch asset

Social draft 01 / Hero ensemble

Measure: Qualified visits per source

DAY 07 / Introduce

Show Desk Buddy and a working companion demo

Social draft 02 / Desk Buddy card

Measure: Companion opens per landing visit

DAY 08 / Introduce

Introduce Beacon and the broadcast world

Social draft 03 / Channel Zero

Measure: Saves and substantive replies

DAY 09 / Introduce

Launch the Treasury / Bot Money story

Social draft 04 / Bot Money art

Measure: Download completions per visit

DAY 10 / Introduce

Ask audiences to choose a character

Social draft 17 / Cast chooser

Measure: Preference counts with sample size

DAY 11 / Story

Spotlight issue 01: Clocking Out / Desk Buddy

Comic / social spotlight / Issue 01 / Clocking Out

Measure: Reads started and completed

DAY 12 / Story

Spotlight issue 02: The Long Way In / Scout

Comic / social spotlight / Issue 02 / The Long Way In

Measure: Return visits

DAY 13 / Story

Spotlight issue 03: The Missing Credit / Keeper

Comic / social spotlight / Issue 03 / The Missing Credit

Measure: Comic completion

DAY 14 / Story

Spotlight issue 04: A Very Small Countdown / Tempo

Comic / social spotlight / Issue 04 / A Very Small Countdown

Measure: Comic completion

DAY 15 / Story

Spotlight issue 05: The Poster for Everything / Muse

Comic / social spotlight / Issue 05 / The Poster for Everything

Measure: Midseason retention

DAY 16 / Make

Show a maker proof and sample quality notes

Social draft 13 / Printed proof photographs

Measure: Proof interest and download rate

DAY 17 / Make

Publish the twelve-shirt concept selection

Social draft 12 / Shirt contact sheet

Measure: Ranked preferences; not paid demand

DAY 18 / Make

Demonstrate a personal dedication

Social draft 14 / Sanctuary personalization

Measure: Personalization completion

DAY 19 / Make

Invite one-panel scenes

Social draft 18 / Original blank panel

Measure: Usable submissions with consent

DAY 20 / Review

Compare the first two hero creative routes

Internal review / Test results

Measure: Minimum sample rule; no early winner claims

DAY 21 / Story

Spotlight issue 06: Insert Patience / Sprout

Comic / social spotlight / Issue 06 / Insert Patience

Measure: Returning readers

DAY 22 / Story

Spotlight issue 07: Welcome, Eventually / Beacon

Comic / social spotlight / Issue 07 / Welcome, Eventually

Measure: Returning readers

DAY 23 / Story

Spotlight issue 08: The Quiet Side / Harbor

Comic / social spotlight / Issue 08 / The Quiet Side

Measure: Returning readers

DAY 24 / Story

Spotlight issue 09: Please Pass the Moon / Relay

Comic / social spotlight / Issue 09 / Please Pass the Moon

Measure: Season progression

DAY 25 / Story

Spotlight issue 10: Open for What? / Treasury

Comic / social spotlight / Issue 10 / Open for What?

Measure: Season completion

DAY 26 / Expand

Prepare creator collaboration samples

Outreach draft only / Cast + asset kit

Measure: Shortlist and terms; no messages sent

DAY 27 / Expand

Prepare a local screening / print-table brief

Partnership draft only / Pilot outline + sample pack

Measure: Venue fit; no booking claimed

DAY 28 / Expand

Present physical product interest and price tests

Research / Three clearly hypothetical offers

Measure: Actual commitments kept separate from interest

DAY 29 / Learn

Publish a process note and audience-made highlight if permitted

Social draft 19 / Making-of / consented contribution

Measure: Attribution and consent confirmed

DAY 30 / Decide

Choose one series and one product to develop next

Internal review / 30-day learning memo

Measure: Repeat readership, making behavior and verified margin

06 / Twenty social drafts

Matching PNG assets are 1080 x 1350. SVG masters and caption text are included in the complete download.

social-01 / The shift ends. The story begins.

Meet ten small companions with very large after-hours lives. Nouns After Hours is a new comic-and-collectible world by Michael Hoydich. Meet the cast, read a story, take something home.

CTA: Explore the world / Instagram, Threads, Bluesky

Alt text: Original Nouns pixel character artwork for launch, with the headline: The shift ends. The story begins.

social-02 / A little character. A lot of possibility.

Desk Buddy is here for the blank page, the second draft and the surprisingly good idea at 11:47. Find your visual companion in the Noun Agent Lab.

CTA: Choose a companion / Instagram, Threads, Bluesky

Alt text: Original Nouns pixel character artwork for desk-buddy, with the headline: A little character. A lot of possibility.

social-03 / Your regularly unscheduled companion.

Beacon has a message from The Between: you can arrive as you are. Meet the host turning a forgotten cinema into a place where everyone feels expected.

CTA: Meet Beacon / Instagram, Threads, Bluesky

Alt text: Original Nouns pixel character artwork for beacon, with the headline: Your regularly unscheduled companion.

social-04 / Not everything valuable has a price.

Treasury collects good conversations, borrowed minutes and the occasional impossible idea. Nouns Bot Money turns that spirit into collectible print art. Make a note worth keeping.

CTA: Explore Bot Money / Instagram, Threads, Bluesky

Alt text: Original Nouns pixel character artwork for treasury, with the headline: Not everything valuable has a price.

social-05 / Everybody deserves a supporting character.

Muse is ready for your unfinished masterpiece. An imaginary movie? A real first page? Both are excellent places to begin.

CTA: Meet Muse / Instagram, Threads, Bluesky

Alt text: Original Nouns pixel character artwork for muse, with the headline: Everybody deserves a supporting character.

social-06 / Growth has no loading bar.

Sprout believes in tiny starts. One sketch. One page. One good habit. What are you growing after hours?

CTA: Choose your small beginning / Instagram, Threads, Bluesky

Alt text: Original Nouns pixel character artwork for sprout, with the headline: Growth has no loading bar.

social-07 / For things no search bar can find.

Keeper has filed that half-remembered joke, your missing courage and the feeling of getting home. The Lost & Found Bureau opens after dark.

CTA: Meet Keeper / Instagram, Threads, Bluesky

Alt text: Original Nouns pixel character artwork for keeper, with the headline: For things no search bar can find.

social-08 / The deadline can wait for one good beat.

Tempo is the projectionist conducting a very small rebellion against the clock. At The Between, the best moment may be the one nobody scheduled.

CTA: Meet Tempo / Instagram, Threads, Bluesky

Alt text: Original Nouns pixel character artwork for tempo, with the headline: The deadline can wait for one good beat.

social-09 / Some company comes without small talk.

Harbor leaves a light on. Pick a quiet corner, a little companion and a story you can return to.

CTA: Meet Harbor / Instagram, Threads, Bluesky

Alt text: Original Nouns pixel character artwork for harbor, with the headline: Some company comes without small talk.

social-10 / Every detour contains a possible friend.

Relay has a plan, a very large handoff envelope and one lesson left to learn: trust the next person. Meet the stage manager keeping The Between together.

CTA: Meet Relay / Instagram, Threads, Bluesky

Alt text: Original Nouns pixel character artwork for relay, with the headline: Every detour contains a possible friend.

social-11 / A keepsake from a future we make ourselves.

Scout found something from tomorrow. It looks suspiciously like a thing we could make today. Start with a comic, a companion or one printed page.

CTA: Meet Scout / Instagram, Threads, Bluesky

Alt text: Original Nouns pixel character artwork for scout, with the headline: A keepsake from a future we make ourselves.

social-12 / Somebody has to keep the weird alive.

The Night Shift Union has no dress code. We did draw a uniform, though. Twelve Nouns After Hours shirt concepts are ready to explore. Which one belongs on your back?

CTA: Explore the designs / Instagram, Threads, Bluesky

Alt text: Original Nouns pixel character artwork for collection, with the headline: Somebody has to keep the weird alive.

social-13 / Your printer has a night life.

Turn a screen-sized story into something you can hold. Explore the printable world of Nouns: comics, keepsakes, art notes and small sanctuaries.

CTA: Choose a print pack / Instagram, Threads, Bluesky

Alt text: Original Nouns pixel character artwork for print, with the headline: Your printer has a night life.

social-14 / A small place for what matters.

Choose a paper sanctuary, add your own dedication and make a keepsake for someone you love. The words are yours. The little companion is ready.

CTA: Make a dedication / Instagram, Threads, Bluesky

Alt text: Original Nouns pixel character artwork for sanctuary, with the headline: A small place for what matters.

social-15 / The cast is small. The city is not.

Ten companions. Ten nights. One forgotten neighborhood cinema. Begin Nouns After Hours at The Between, a place to be more than what you do next.

CTA: Read the series / Instagram, Threads, Bluesky

Alt text: Original Nouns pixel character artwork for comic, with the headline: The cast is small. The city is not.

social-16 / A character you can read. A companion you can keep.

Nouns After Hours moves from comic panels to printable objects and visual companion kits. Start with the story. Follow it into your everyday world.

CTA: Explore the collection / Instagram, Threads, Bluesky

Alt text: Original Nouns pixel character artwork for formats, with the headline: A character you can read. A companion you can keep.

social-17 / What would your companion do after work?

Run a midnight radio station? Catalogue lost ideas? Start a one-person drum circle? The night shift is accepting imaginary job descriptions. Leave one below.

CTA: Share an imaginary job / Instagram, Threads, Bluesky

Alt text: Original Nouns pixel character artwork for participation, with the headline: What would your companion do after work?

social-18 / One panel. One very small plot twist.

Write a scene for two Nouns in the same elevator. They each think the other is late. What happens next? We're collecting ideas for the world after hours.

CTA: Write a scene in the comments / Instagram, Threads, Bluesky

Alt text: Original Nouns pixel character artwork for participation, with the headline: One panel. One very small plot twist.

social-19 / Paper, pixels, possibility.

These designs began with original Nouns art and grew into a small world of stories, objects and companions. Explore the process behind Nouns After Hours by Michael Hoydich.

CTA: See the making of the world / Instagram, Threads, Bluesky

Alt text: Original Nouns pixel character artwork for process, with the headline: Paper, pixels, possibility.

social-20 / See you on the night shift.

Choose a companion. Read one issue. Make one thing. Nouns After Hours is built for the small beginnings that turn into a world. - Michael Hoydich

CTA: Enter Nouns After Hours / Instagram, Threads, Bluesky

Alt text: Original Nouns pixel character artwork for recap, with the headline: See you on the night shift.

07 / Entertainment & Hollywood

Title: NOUNS AFTER HOURS - Entertainment Development

Credit: Created by Michael Hoydich

Status: Proposed formats and internal planning estimates; no attachment, commission, distribution agreement or talent endorsement.

Audience

Primary: People who live with screens and still want things made by hand: young adult and adult animation viewers, creative workers, design and independent-comics audiences.

Secondary: Nouns and bot-companion communities, paper collectors, small event hosts, animation festivals and art-book audiences.

Entry point: You do not need to know crypto or use an AI bot. The entry is ten personalities trying to make a place feel like home.

Emotional offer: A comedy about usefulness, friendship and the parts of life that cannot be optimized.

Treatments

Title: The Midnight Shift

Format: 10 x approximately 2-minute animated shorts

Logline: One useful companion trait, one small nighttime problem, one practical visual joke that becomes a real feeling.

Treatment: Each short begins on a familiar desktop. Midnight opens a door into Offscreen. A companion attempts to solve an ordinary cinema problem using their daytime specialty: a checklist for belonging, a timetable for spontaneity, a ranking for which door to open. The first minute escalates a readable prop gag. The second gives the character a small relational choice and a warm comic button. The last five seconds reveal an art note from the night. Episodes work alone; the ten reverses form the finale sentence.

Visual approach: Limited 2D animation using unchanged original Noun portraits, moving props, holds, camera moves and expressive typography. One recurring environment keeps production bounded.

Pilot: Clocking Out: Desk Buddy’s smallest unfinished task is simply sitting down with someone.

Audience use: Native short-form video, an owned-site player, festival or exhibition interstitials. Distribution is proposed, not secured.

Deliverables

- One finished 2-minute pilot

- Ten episode scripts and boards

- Captioned 16:9 and thoughtfully reframed 9:16 pilot masters

- Original music and sound master plus stems

Working budget u s d

Low: 8000

High: 25000

Basis: One 2-minute pilot with limited animation, one principal set, two speaking roles, original sound, basic captions and two review rounds. Internal planning allowance only, not a vendor quote.

Excluded

- Talent or union terms not yet negotiated

- Celebrity casting

- Paid media

- Travel and festival fees

- Complex character rigs or frame-by-frame animation

Schedule assumption: Approximately 5-8 weeks for a small team after approved script, artwork and production agreement; proposed, not booked.

Title: The Between

Format: 10 x approximately 11-minute animated episodes, adaptable from the ten comics

Logline: Ten task companions inherit the night shift at a neighborhood cinema, where the hardest job is making room for each other.

Treatment: The eleven-minute format adds an A-story and a light B-story while preserving one character spotlight. The A-story follows a practical obstacle to reopening the cinema. The B-story pairs two other companions whose habits create a contrasting joke. These strands meet in a live program, a physical repair or a shared choice. The season has a simple engine-one midnight-to-dawn shift per episode-and a finite first objective: open The Between. After opening, the building becomes an expandable venue for guests, neighborhood mysteries and original genre nights.

Pilot: Clocking Out becomes an ensemble introduction: Desk Buddy and Relay discover The Between while Keeper and Scout investigate the cabinet of unissued notes.

Pilot beat sheet

Beat: 1

Time: 0:00-0:45

Name: The last checkbox

Action: A completed daytime checklist feels oddly empty. Midnight turns the companion window into a door.

Beat: 2

Time: 0:45-1:40

Name: Offscreen

Action: Desk Buddy and Relay follow an EXIT arrow to a cinema with no title on its marquee.

Beat: 3

Time: 1:40-2:35

Name: Open for what?

Action: They find the brass instruction plate and a box of mismatched chairs. Desk Buddy makes a three-step reopening plan.

Beat: 4

Time: 2:35-3:30

Name: The cabinet

Action: Keeper and Scout discover incomplete paper editions. Their smallest clue is a blank rectangle where the reason for the event should be.

Beat: 5

Time: 3:30-4:50

Name: The useful montage

Action: Each companion applies a specialty. Posters proliferate, schedules compress and invitations require invitations.

Beat: 6

Time: 4:50-6:10

Name: Ready for nobody

Action: The room is technically ready. Every chair faces a wall because the seating chart was beautifully wrong.

Beat: 7

Time: 6:10-7:20

Name: A smaller opening

Action: Harbor asks where the helpers will sit. Desk Buddy realizes the plan never included them.

Beat: 8

Time: 7:20-8:40

Name: The first program

Action: Tempo’s projector stalls; Muse makes a shadow with a paper cup. The accidental shadow becomes a show.

Beat: 9

Time: 8:40-10:15

Name: Attendance of two, company of ten

Action: The ten gather in small pairs around the changing shadows. Desk Buddy leaves the fourth checkbox blank on purpose.

Beat: 10

Time: 10:15-11:00

Name: A beginning

Action: Treasury prints the first art note, labeled 1 BEGINNING. Its reverse reads A. Dawn returns them to their windows. Desk Buddy adds a new personal line: Come back.

Working budget u s d

Low: 65000

High: 180000

Basis: One 11-minute independently produced limited-animation pilot with reusable designs, small cast, boards, edit, original sound and two main review rounds. An internal scope estimate, not a quote or financing plan.

Excluded

- Full ten-episode order

- Celebrity or premium union talent arrangements

- Major studio overhead

- Distribution delivery requirements not yet specified

- Paid marketing and legal clearance beyond routine budget allowance

Schedule assumption: Approximately 12-20 weeks after development approval and crew agreements. Actual schedule depends on chosen technique and capacity.

Title: Open for What? A Night at The Between

Format: A 45-60-minute live illustrated comedy and print exhibition

Logline: A miniature cinema is built in front of the audience while its very helpful hosts keep discovering what they forgot to leave room for.

Treatment: A host welcomes visitors into an intentionally unfinished cinema. Short projected comic scenes alternate with live paper-folding, an original sound loop and dry prop comedy. Guests may dedicate a card, leave a seat open or make a paper shadow; participation always has a watching-only option. The final sequence combines their voluntary contributions into one temporary wall. The take-home object is an art note or mini-comic, never a promise of financial value. The show ends by turning the empty marquee into OPEN FOR EACH OTHER.

Spatial plan

- Entry: one restrained poster and a clearly marked welcome desk.

- Middle: three folding tables, ten character cards and a small original-art display.

- Stage: a simple screen, live camera for paper actions and movable chairs.

- Exit: free viewing of the complete ten-issue sequence; any paid merchandise clearly separated from participation.

Working budget u s d

Low: 4000

High: 15000

Basis: One small local prototype event using an existing venue, modest projection and sound, light printing, two to four paid collaborators and a short rehearsal. Internal working range only; no venue, personnel or supplier is booked.

Excluded

- Venue terms beyond the allowance

- Travel, touring freight and accommodation

- Large scenic construction

- Paid advertising

- Insurance, accessibility provision or licenses beyond the eventual event-specific scope

Schedule assumption: Approximately 4-6 weeks after a venue and responsible producer are confirmed. A production quote must reconcile venue, access, staffing, rights and audience size.

Development path

Stage: Make the proof

Concrete output: One voiced-and-captioned animatic of Clocking Out, a designed comic, ten character cards and a 30-second silent trailer.

Decision: Does the humor read without explaining Nouns, AI or collecting?

Stage: Run a small audience session

Concrete output: A private viewing with explicit feedback permission, questions about favorite moment, confusing beat and preferred character.

Decision: Revise for comprehension and warmth; do not treat likes as distribution commitments.

Stage: Choose the primary format

Concrete output: A scoped pilot estimate from an animation producer, plus a short pitch document and known rights inventory.

Decision: Pick short-form, 11-minute or live based on evidence, available budget and a named production owner.

Stage: Prepare a professional pitch

Concrete output: Logline, creator statement, visual proof, pilot script, series engine, audience definition, production approach and proposed package.

Decision: Approach producers or representatives only through a separately approved outreach plan. No attachment is claimed in this kit.

Creator statement: I want to make companions that have a life beyond the task. Nouns After Hours treats a small printed object, a good joke and a place to sit as serious creative material. The ambition is an original entertainment world that can live on a screen, in a comic, on a shirt and in a room full of people. - Michael Hoydich

Packaging angles

- Animation: a bounded recurring set and ten distinct comic engines support an ensemble series.

- Independent cinema: a love letter to small venues, paper ephemera and imperfect shared experiences.

- Design culture: physical posters and art notes are story objects rather than added merchandise.

- Live culture: an exhibition can become an evening with a beginning, a joke, participation and an ending.

Rights and production notes

- Underlying original Nouns artwork is CC0; preserve the actual source provenance. New scripts, music, performances, layouts and production agreements need their own documented terms.

- Budget ranges are internal working estimates as of 19 October 2026, created for scope discussion. Obtain project-specific quotes before commissioning.

- No actor, filmmaker, agency, studio, platform or distributor has endorsed or joined this project in this kit.

- When pitching, use original genre references and production language rather than imitation celebrity casting or franchise promises.

08 / Draft press approach

Status: DRAFT - UNSENT

Subject: Nouns After Hours: visual companions become comics and objects you can keep

Body: Hello,

I’m developing Nouns After Hours, an original world that connects ten visual companions with comics, printable keepsakes, art notes and apparel designs. The question behind it is simple: what happens when a digital companion gets a life after work?

The project uses original Nouns pixel art, with new stories and graphic compositions. The first collection offers a tangible entry point: read a story, choose a companion and make a printed object of your own.

I’d be glad to share the season, artwork and a short walkthrough of the making process if this fits your coverage of design, independent comics or creative technology.

Michael Hoydich

Attachment plan

- One ensemble image

- Issue 01

- Design contact sheet

- Verified public project link

Note: Verify the public links and final availability before sending. No recipient or endorsement invented.

Angle: An ensemble workplace comedy gathers in The Between, a forgotten neighborhood cinema. Over ten nights, useful bots discover that shared free time can become a place worth saving.

Repeatable engine: Each story gives one companion a small task, a mismatched partner and a human complication. Solving the task creates a collectible object that can leave the story world.

Screen formats

Title: After Hours: The Lights Stay On

Format: Proposed 3-5 minute motion-comic pilot

Hook: The lights come on inside The Between, a forgotten cinema. Ten companions have ten nights to make it a shared place.

Purpose: Test character voice, rhythm and comprehension with a small audience before a longer production.

Title: Reply From the Night Shift

Format: Proposed 20-45 second original character shorts

Hook: One audience question gets answered as a small comic scene.

Purpose: A repeatable social format with moderated prompts and consent.

Title: Objects From Tomorrow

Format: Proposed 60-90 second maker-film series

Hook: A comic object becomes a real paper keepsake on a desk.

Purpose: Connect entertainment to a useful product without stopping the story for a sales pitch.

Hollywood plan

- Prepare a concise series bible, ten-issue sample, pilot animatic and character voice guide.

- Make a finished short proof before presenting a television or film package.

- Use original commissioned music and performer agreements; no soundalike celebrity casting or borrowed film clips.

- Evaluate producers by independent animation / short-form storytelling fit. No partner, representation or deal is claimed.

- Keep adaptation scope, character art provenance, new story rights and contributor agreements explicit.

Festival plan

Status: Development plan; no submissions or acceptances

Steps

- Finish and caption a self-contained pilot.

- Obtain performer, music and collaborator permissions and prepare a credit list.

- Create a synopsis, director/creator statement, stills and a subtitle file.

- Shortlist animation, experimental and micro-short programs after checking their current eligibility, deadlines and premiere requirements.

- Choose a capped submission budget and preserve a direct public release plan.

Shop plan

Status: Physical product development; no stock, payment or delivery promise

Steps

- Select the two most-requested shirt graphics and one paper gift set.

- Request samples and measured costing from suitable printers.

- Document size, material, color, packaging and personalization limits.

- Run wear / wash and paper assembly checks.

- Only then publish final prices, return policy, shipping regions and checkout.

Creator collaboration

Status: Proposed; nobody contacted

Formats

- Two-companion guest scene

- Original musical station ident

- Riso-style print interpretation

- DIY paper set / stop-motion vignette

Terms to agree

- Scope and fee

- Creator credit and visible attribution

- Rights and duration for new work

- Usage in social, comics and products

- Approval rounds and delivery dates

- Consent before reposting audience submissions

Selection: Prefer a specific creative fit and demonstrated craft over follower count. Invite distinct perspectives rather than asking artists to impersonate another creator.

- Bot money is collectible art, with no monetary or financial rights.

- Companion demos are local prototypes until a live integration is connected and verified.

- Shirts are artwork concepts until physical samples, suppliers and checkout exist.

- A publication is separate from paid promotion, an external pitch or a sales order.

- Agency and pop-culture references inform genre and craft; all new titles, scenes, copy and compositions are original.

09 / Production & provenance

Original character layers come from the pinned Nouns art dataset. Portraits preserve the original vectors and trait identities. New combinations do not assert ownership of minted tokens. Original Nouns art is CC0. Portrait renderer provenance and code licensing are included in the companion kit.

Three original environment paintings were generated with the built-in image tool. Exact Noun vectors are layered separately. Campaign typography, frames, props and layouts are original. Research citations document creative principles; agency involvement or endorsement is not claimed.

Comic PDFs use US Letter pages; print fit-to-page for other paper. Art notes are 180 x 70 mm at 100% with an inch ruler. Proof duplex orientation before cutting. RGB artwork requires a printer-approved conversion and sample. SVG typography is editable; outline it in the final production application after font substitution is checked. Garment mockups are flat design studies, not manufactured products.

All public companion experiments run in the browser. Connectors, model calls, voice and background actions require a later implementation. No wallet, payment, financial right or redemption is attached to collectible notes.