



Zog and the Quest for the Golden Star

MERLIN ENTERTAINMENTS

FEB 2021 V15 FINAL

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Zog and the Quest for the Golden Star

CHOSEN CREATIVE SCOPE



ZOG & the Quest for the Golden Star



3D Interactive Trail

Learn all the Dragon Skills
from the Story

Meet Zog and Receive Your
Golden Star



Concept visuals - actual detailed design may differ.

ZOG & the Quest for the Golden Star



Concept visuals - actual detailed design may differ.

Principles

- Collect your stamp activity card from Madame Dragon on arrival.
- Explore the castle and discover 6 themed zones.
- Interact at each location with a new skill.
- Collect stamps at each location.
- Meet Sir Gadabout and Zog.
- Collect a souvenir pop badge prize.
- Capture your quest in a fun photo.



ZOG

& the Quest for the Golden Star

TRAIL PLAN

KEY

- (E)** ENTRANCE - PAGE 7
- 1** YEAR 1 - PAGE 11
- 2** YEAR 2 - PAGE 16
- 3** YEAR 3 - PAGE 20
- 4** YEAR 4 - PAGE 24
- 5** YEAR 5 - PAGE 28
- (F)** PHOTO - PAGE 32



ZOG & the Quest for the Golden Star



WELCOME
ADMISSIONS



“Start your
quest here.”



Welcome to Madame Dragons School For Dragons.
She will show you what you have to do to collect
your stars.

7

ZOG TRAIL_WARWICK CASTLE

27.1.2021 v14

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ZOG & the Quest for the Golden Star

WELCOME
ADMISSIONS



KEY SCOPE ITEMS

1. 2D Sign
2. 2D Characters
(Madame Dragon, Zog & Squirrel)
3. Bunting.
4. Passport holder/hand sanitizer

ZOG & the Quest for the Golden Star



Scene 2 Reference

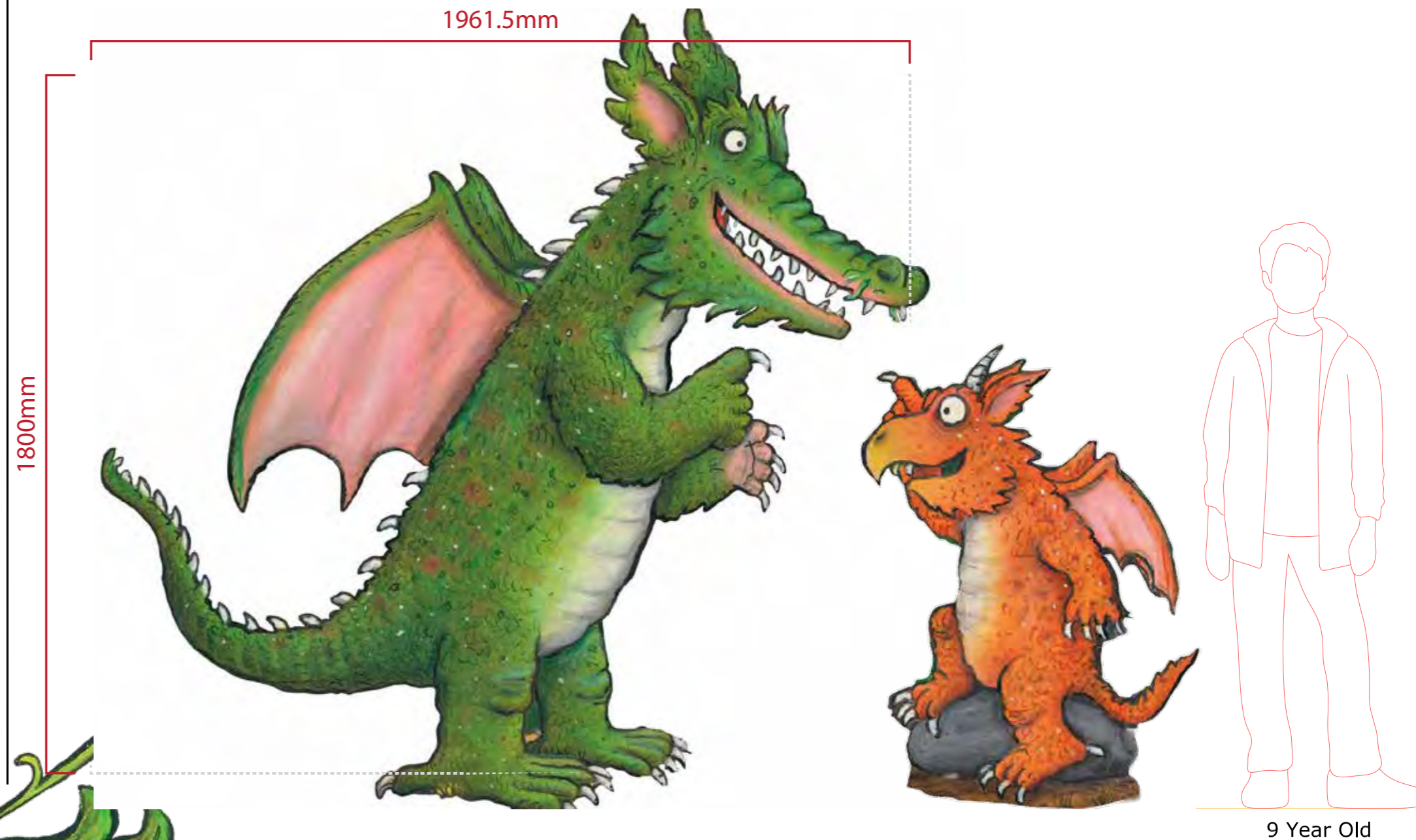
ZOG

& the Quest for the Golden Star DESIGNS

- Asset Refs & Sizes of 2D Character Signage

Madame Dragon From Scene 2

WELCOME
ADMISSIONS



ZOG & the Quest for the Golden Star

DESIGNS

- Chalkboard Sign Artwork

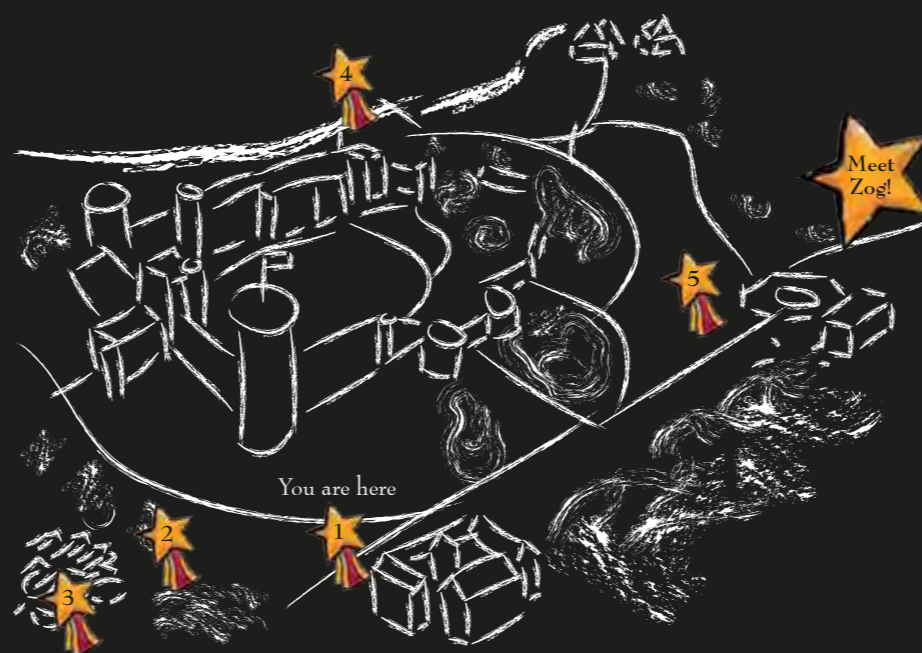


WELCOME
ADMISSIONS

1000mm

900mm

Welcome To Madame Dragon's School



Today's Activity: Quest for The Golden Star
Follow in Zog's footprints, and learn all the things that young
dragons need to know.

Collect your stamp activity card and begin your quest



(as part of chalkboard artwork)



Ref. from Zog Scene 01

ZOG & the Quest for the Golden Star

LEARN
HOW
TO FLY
WITH ZOG

“In Year One the
dragons learned
to fly.”



Stand next to Zog for a unique photo in
front of the castle's East front.

ZOG & the Quest for the Golden Star

LEARN
HOW
TO FLY
WITH ZOG



KEY SCOPE ITEMS

1. 2D Sign. Year One Banner.
2. 2D Sign. Instruction Panel.
3. 3D Zog on raised plinth (existing).
4. Manual Stamp Machine Unit **Hand Sanitizer.**
5. Bunting.
6. Vinyl Footprints on platform to show where best to stand.

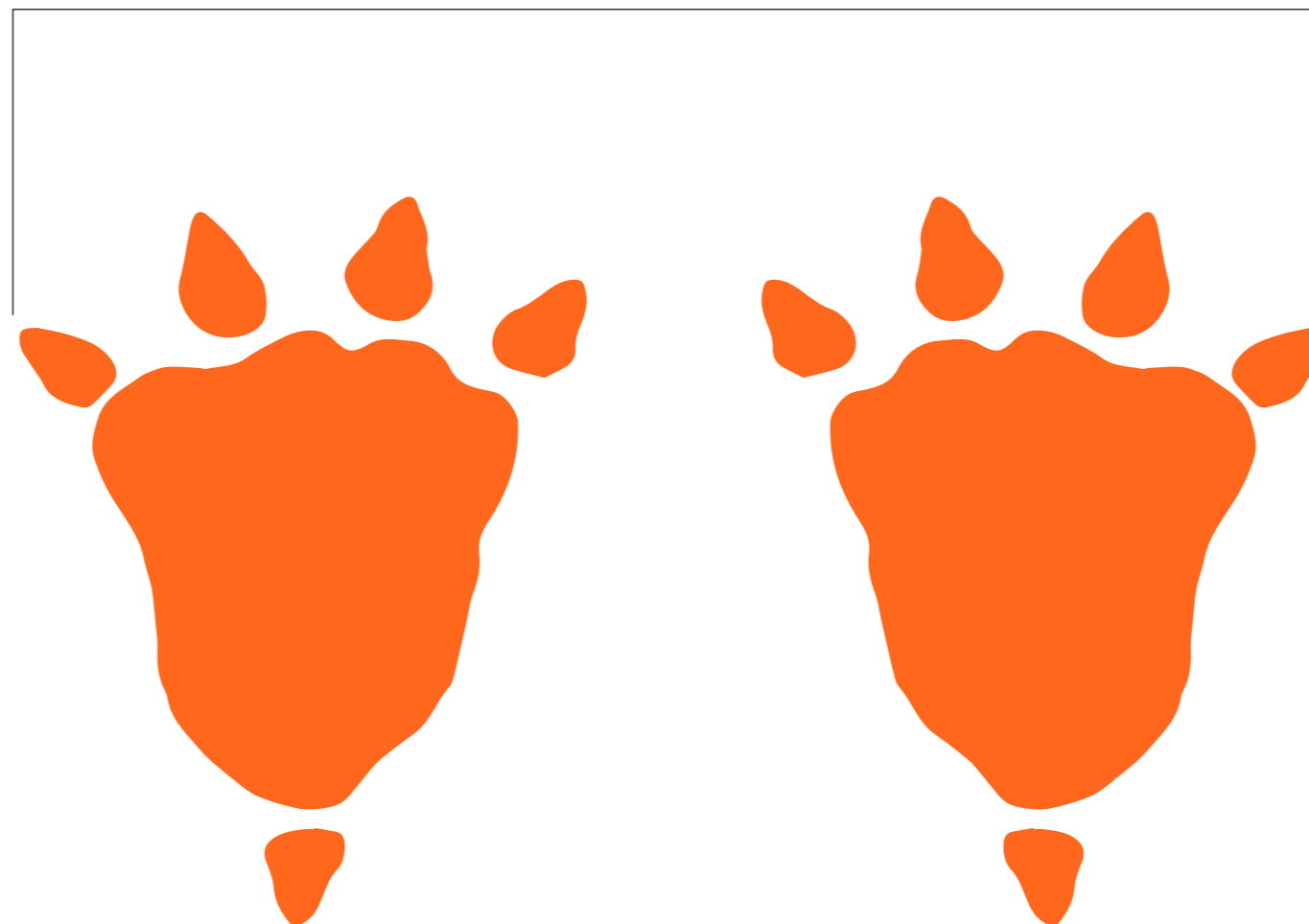
ZOG & the Quest for the Golden Star

DESIGNS_2D FOOTPRINTS



LEARN
HOW
TO FLY
WITH ZOG

400mm x 225mm



Pantone 165 c.
C0 M70 Y100 K0



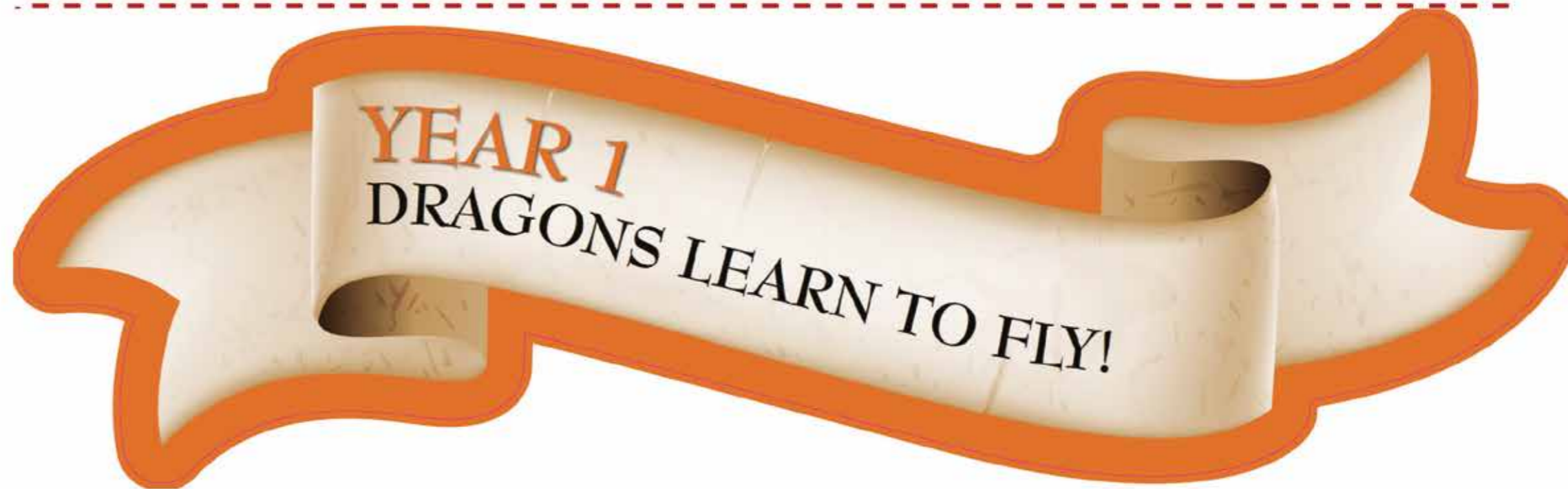
ZOG & the Quest for the Golden Star

DESIGNS_ BANNER



LEARN
HOW
TO FLY
WITH ZOG

W2000mm x H605mm



ZOG & the Quest for the Golden Star

DESIGNS_INFO SIGN



LEARN
HOW
TO FLY
WITH ZOG

W400mm x H400mm



ZOG & the Quest for the Golden Star



LEARN
TO ROAR
LIKE A
DRAGON!

“In Year Two the
dragons learned
to roar.”



Press the foot buttons to hear the
dragons practice their roars!

ZOG & the Quest for the Golden Star

LEARN
TO ROAR
LIKE A
DRAGON!



ORDER OF DISPLAY: ZOG, PINK, YELLOW, RED, BLUE.



KEY SCOPE ITEMS

1. 2D Sign. Year Two Banner.
2. 2D Sign. Instruction Panel.
3. 5x 2D profiled dibond dragons.
4. 5x Foot buttons to trigger audio*.
5. Manual Stamp Machine Unit/ Hand Sanitizer.
6. Post and bunting barrier.

ZOG & the Quest for the Golden Star DESIGNS



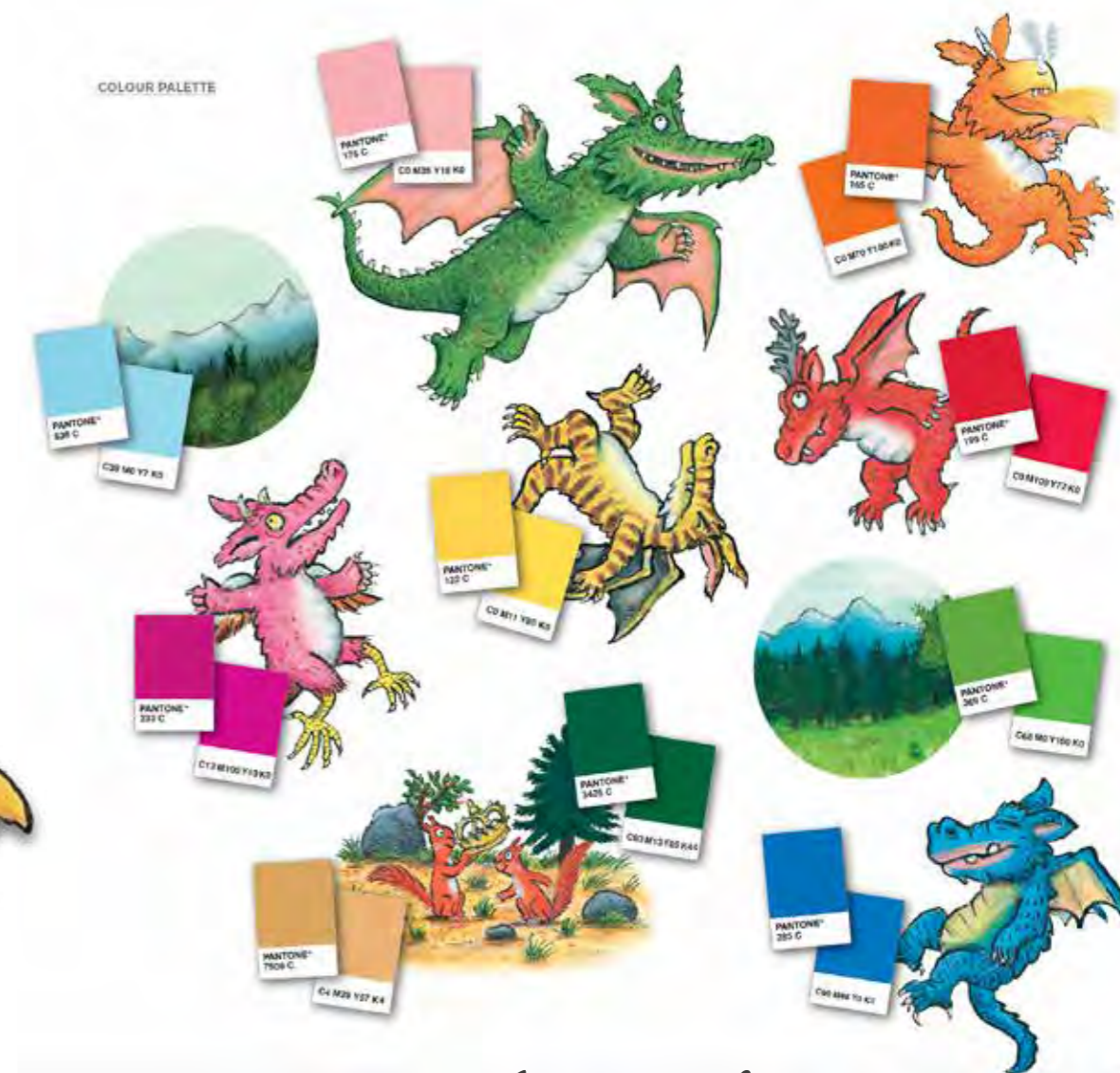
LEARN
TO ROAR
LIKE A
DRAGON!



Rock reference taken from
ASSETS SCENE 2 & 3



Button Reference



Colour Reference



Zog_04 Asset with roar lines removed

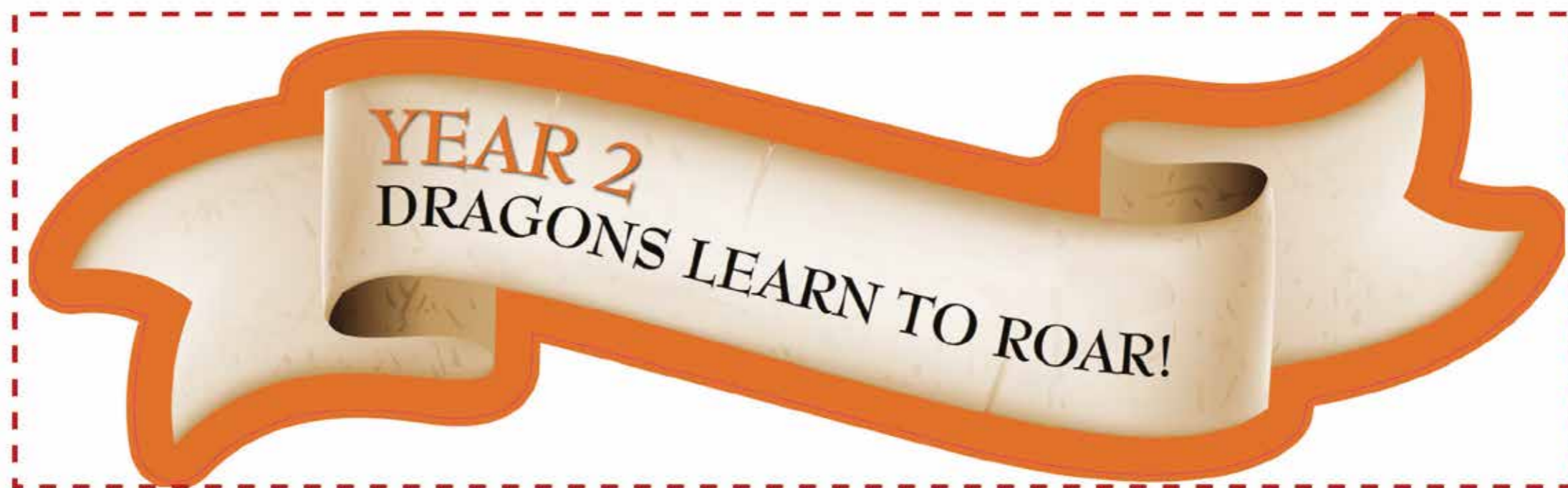
ZOG & the Quest for the Golden Star

DESIGNS_BANNER



LEARN
TO ROAR
LIKE A
DRAGON!

W2000mm x H605mm



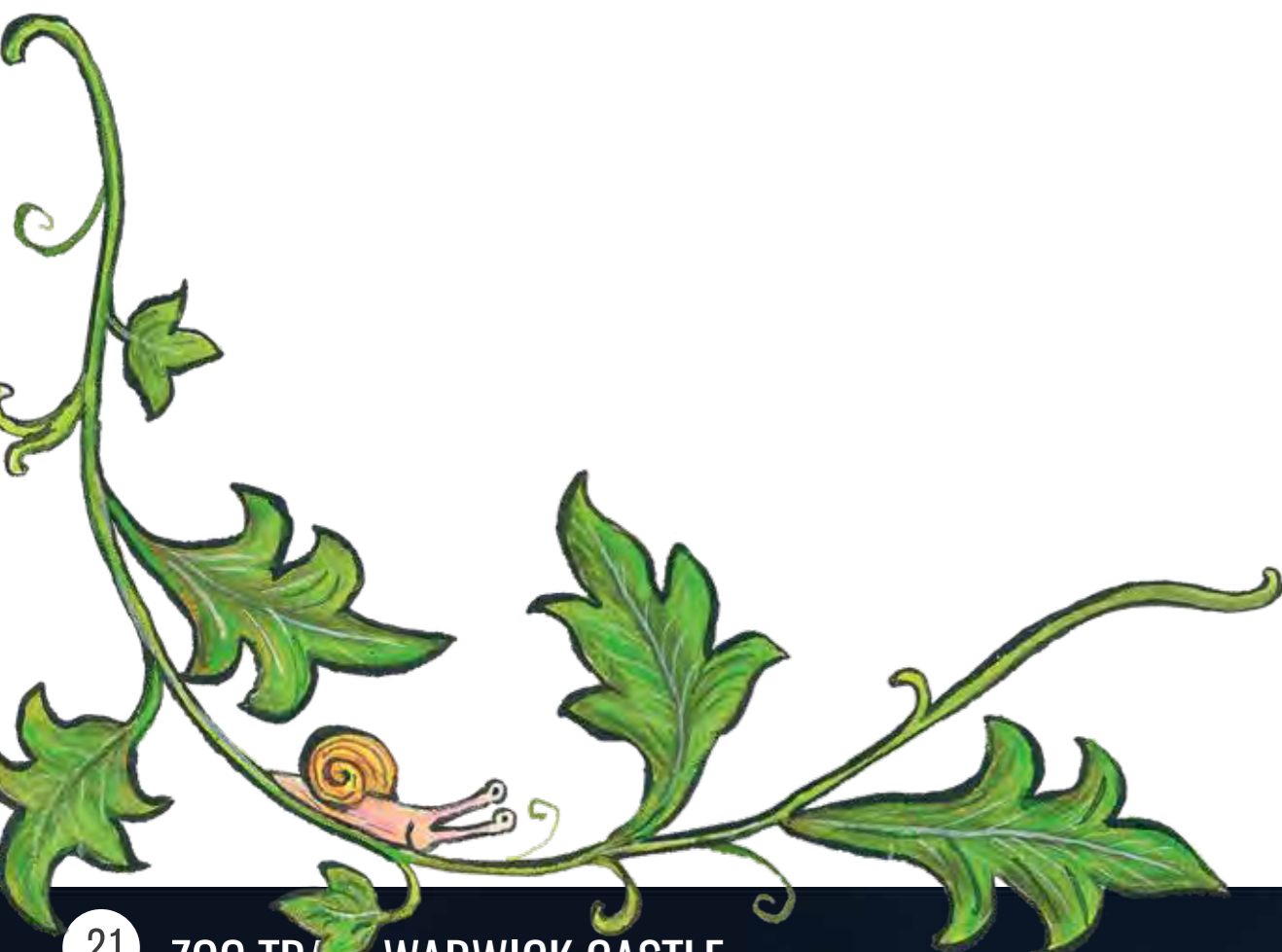
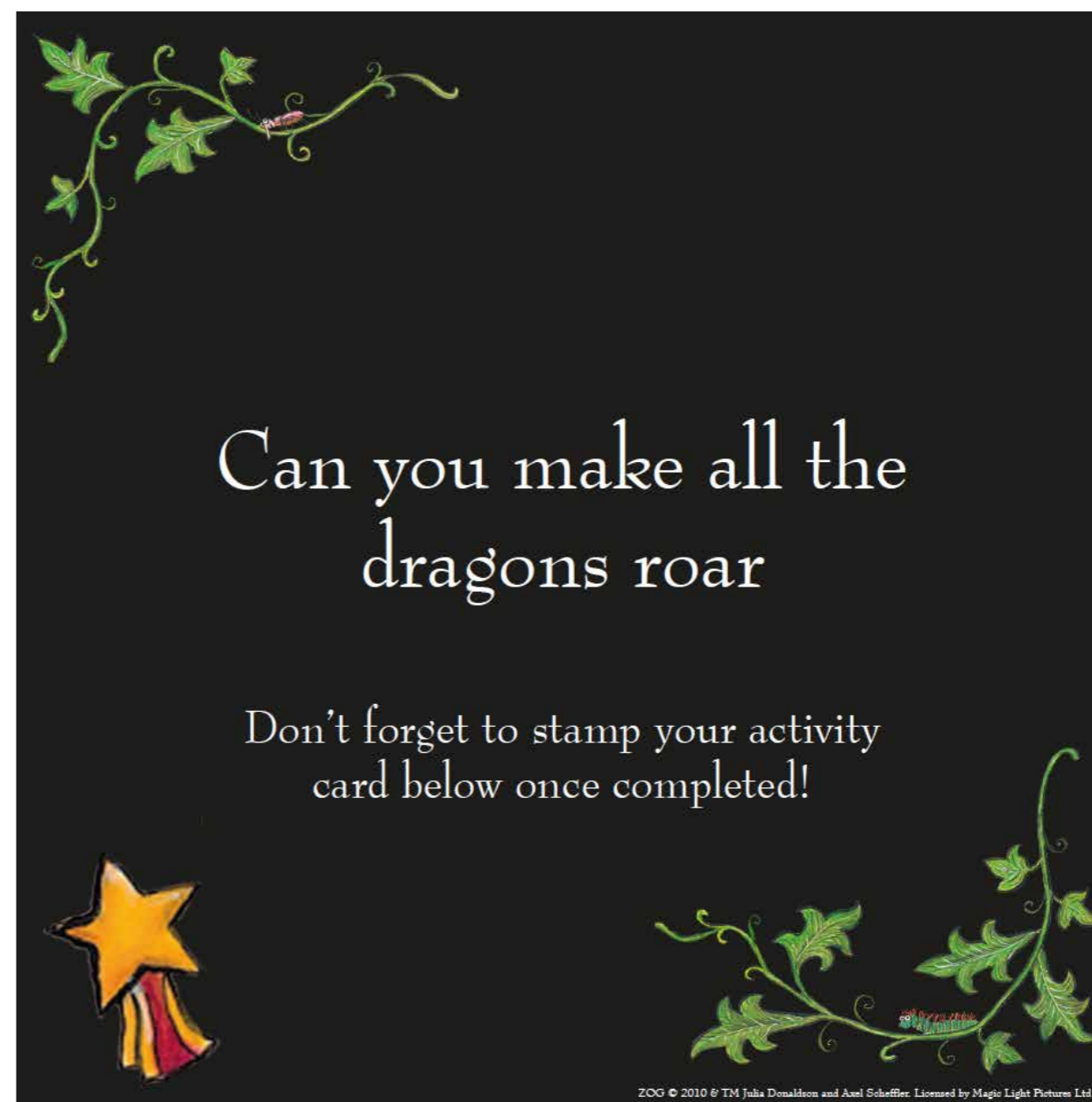
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DESIGNS_INFO SIGN



LEARN
TO ROAR
LIKE A
DRAGON!

W400mm x H400mm



ZOG & the Quest for the Golden Star

ZOG IN
THE POND



“In Year
Three the
dragons
learned to
blow - fire not
snow!”

Find Zog in the nearby pond as the steam from his
extinguished wing tips rolls around you.

ZOG & the Quest for the Golden Star

ZOG IN THE POND



Concept visuals - actual detailed design may differ.



KEY SCOPE ITEMS

1. 2D Zog in pond.
2. 2D Sign. Year Three Banner.
3. 2D Sign. Instruction Panel.
4. Railing.
5. Smoke/Steam effect from Zogs mouth.
6. Floor buttons x3 + water jets in pond.
7. Small A5 Sign - Pump info sign.
8. Bunting.
9. Manual Stamp Machine Unit/ **Hand Sanitizer.**
10. 2D Princess Pearl & Bag Cut Out.

ZOG & the Quest for the Golden Star DESIGNS



ZOG IN
THE POND

Button
Colour

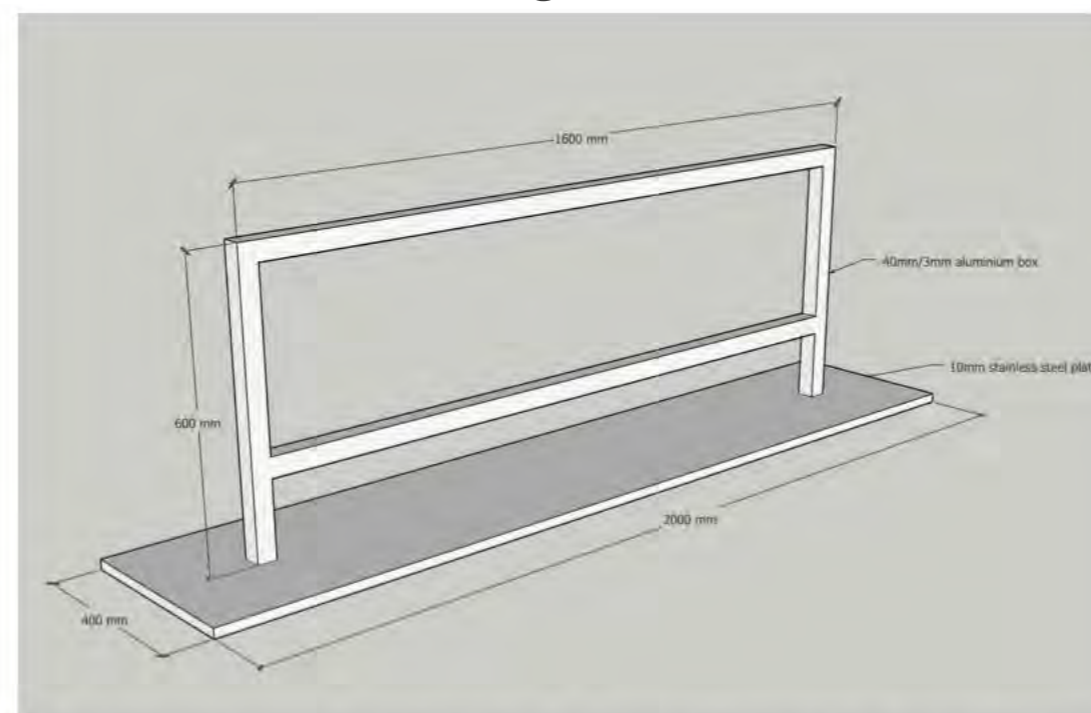


Pantone 165 c.
C0 M70 Y100 K0

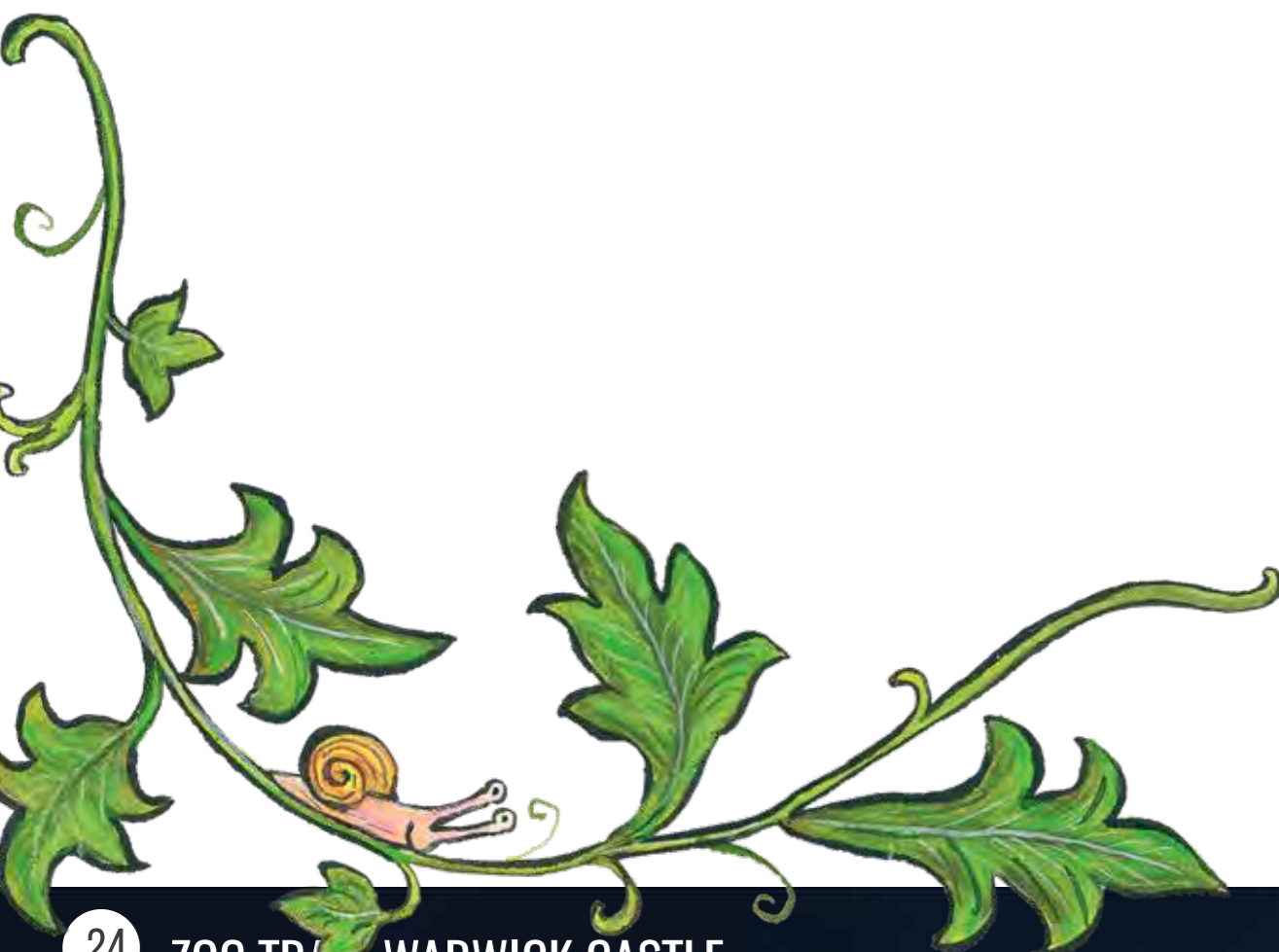


Button
Reference

- Pond Sign Frame



Stainless steel base and stainless or aluminium box frame as it will be placed in the pond water



ZOG & the Quest for the Golden Star

DESIGNS -2D Zog Artwork



W1549mm x H1485mm

ZOG IN
THE POND

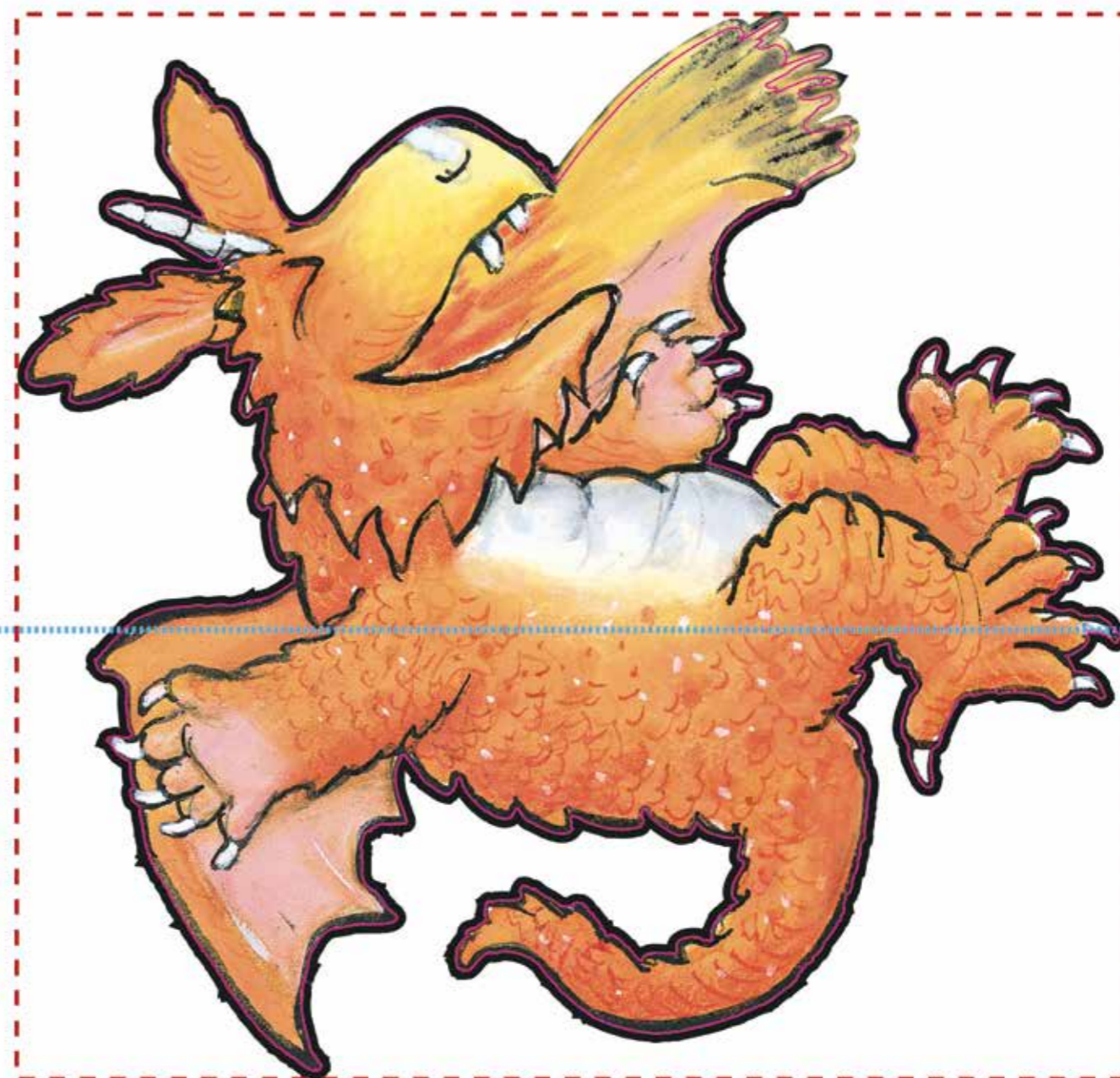
W467mm x H925mm



Princess Pearl 02 Asset Ref.

Bag Asset Ref.

Water depth 700mm



Above water
862mm

Below water
624mm

Note: Smoke will be added physically

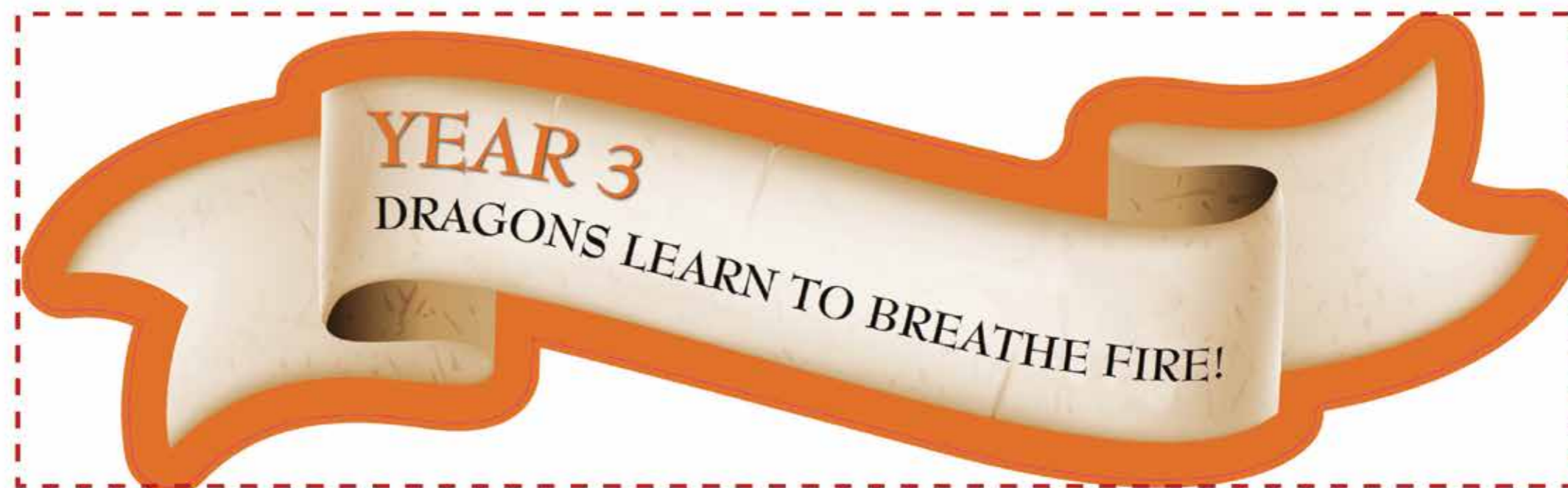
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DESIGNS - BANNER



ZOG IN
THE POND

W2000mm x H605mm



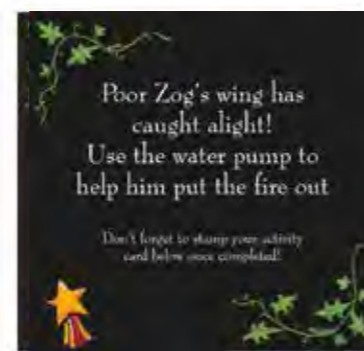
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DESIGNS - INFO SIGN



ZOG IN
THE POND

W400mm x H400mm



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ZOG & the Quest for the Golden Star

“In Year Four the dragons were learning how to capture a princess.”

LEARN
TO CAPTURE
A PRINCESS!



Help the Dragons practice capturing Princesses!

ZOG & the Quest for the Golden Star

LEARN
TO CAPTURE
A PRINCESS!



KEY SCOPE ITEMS

1. 2D Year Four Banner Sign
2. Bunting to make the two lanes and Bunting at high level to define area.
3. 3x 3D Princess training dummies.
4. 2D Princess Pearl Cut Out.
5. 2D Zog Cut Out.
6. Manual Stamp Machine Unit/ Hand Sanitizer.
7. 3D obstacles: Floor Ladder, Balance Beams and Stepping Logs.

ZOG

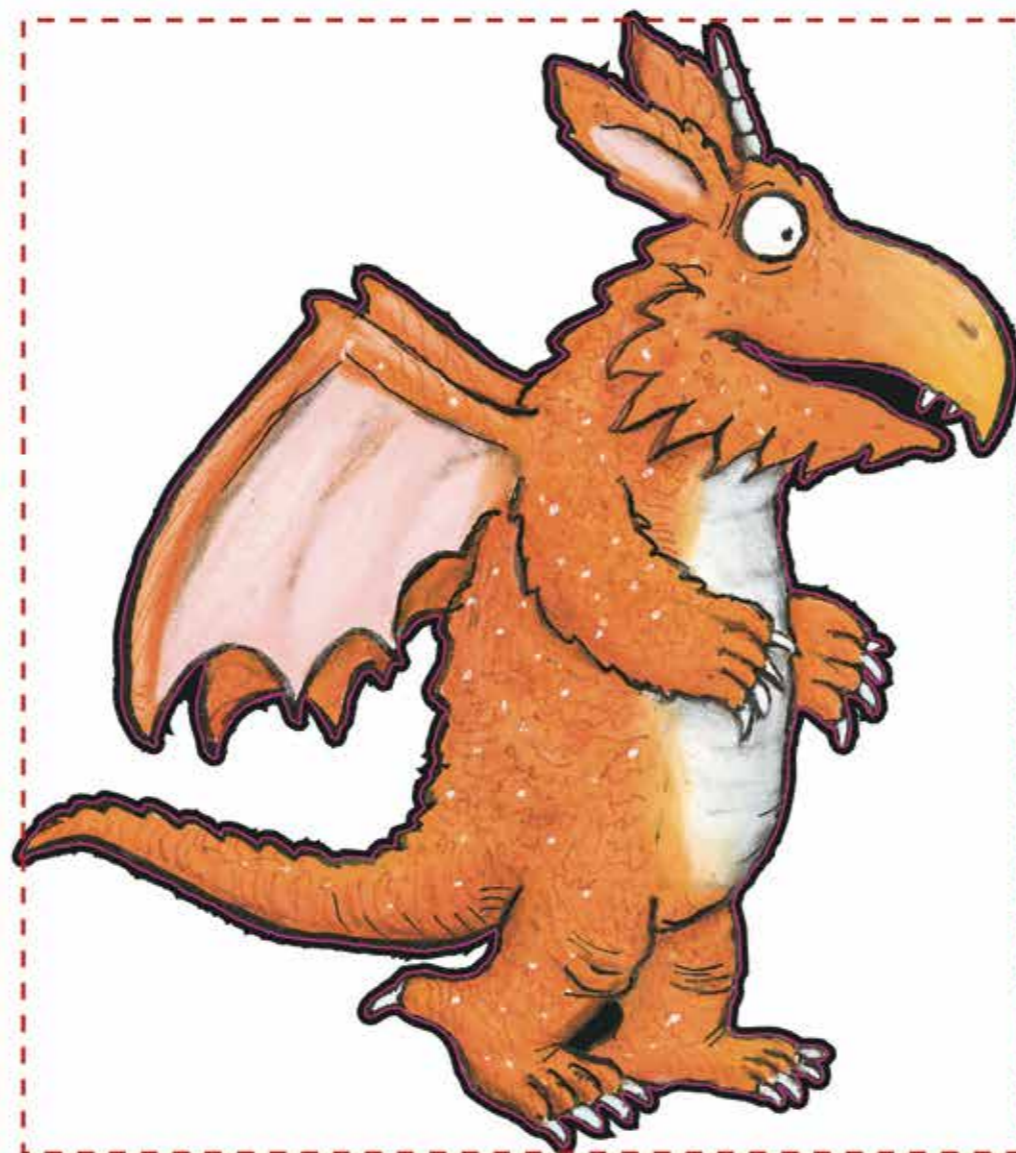
& the Quest for the Golden Star

DESIGNS_2D ZOG & PEARL CHARACTERS

W1320mm x H1497mm

W872mm x H1295mm

LEARN
TO CAPTURE
A PRINCESS!



Zog 05

Note - on actual print, black in mouth will be removed.



Princess Pearl- Asset from Scenes "VING 02.psd"



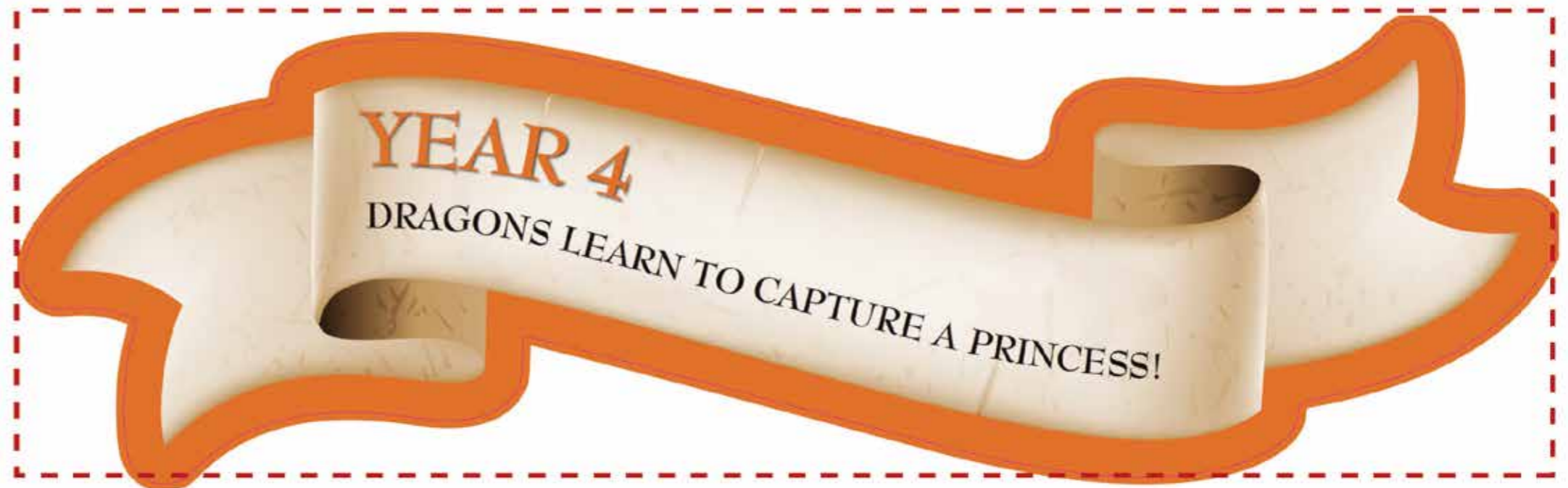
ZOG & the Quest for the Golden Star

DESIGNS_BANNER



LEARN
TO CAPTURE
A PRINCESS!

W2000mm x H605mm



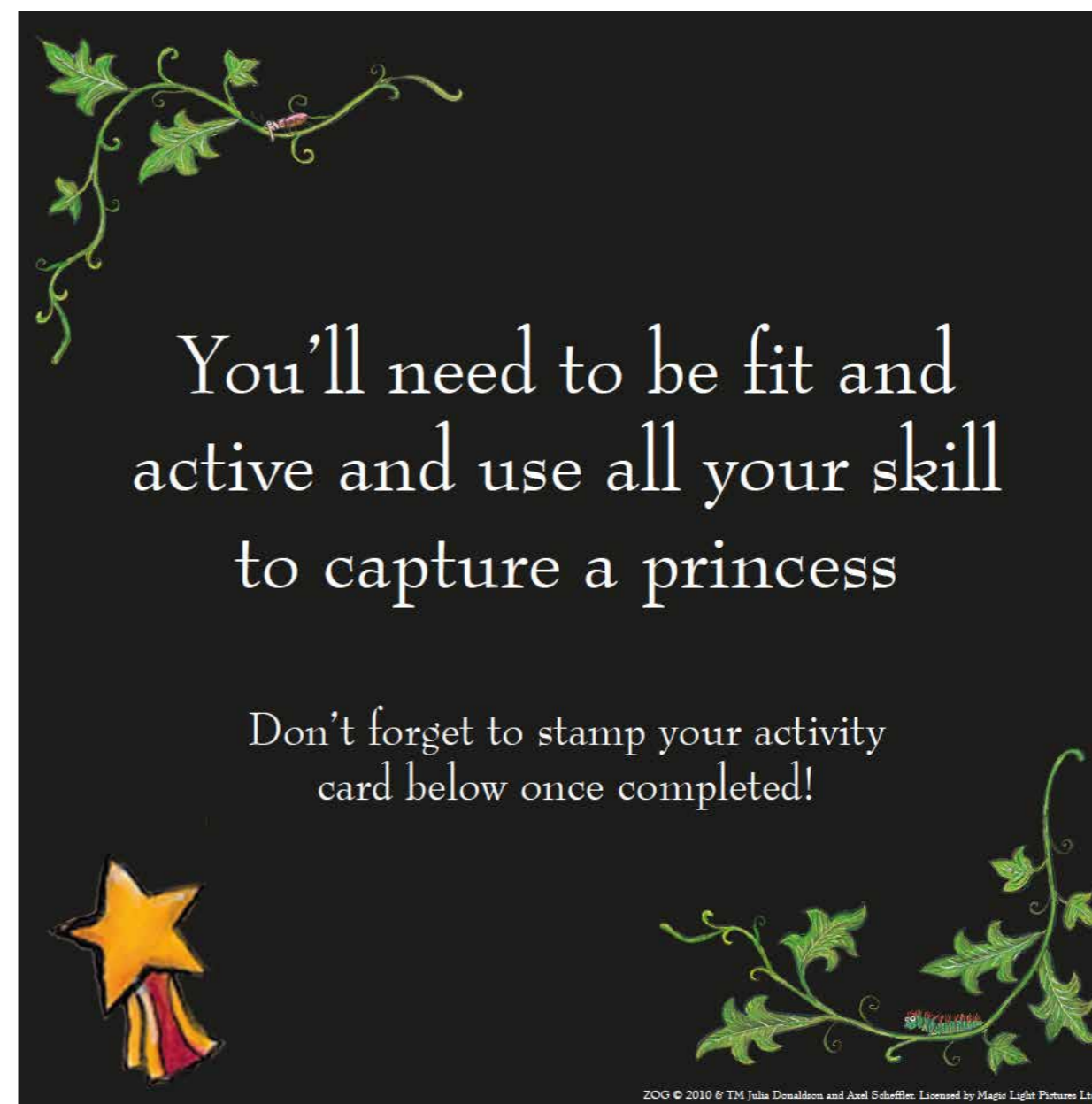
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DESIGNS_INFO SIGN



LEARN
TO CAPTURE
A PRINCESS!

W400mm x H400mm



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ZOG & the Quest for the Golden Star DESIGNS



LEARN
TO CAPTURE
A PRINCESS!



Obstacles - detailed design TBC.

Floor Ladders x2

Balance Beams x4

Balance Logs (stepping stones) x18

Natural Materials/Rustic timber to be used.



Pantone 165 c.
C0 M70 Y100 K0



Pantone 3125 c.



Princess Training Dummies -
from asset bank Scene 03.

EXISTING

ZOG & the Quest for the Golden Star

SIR
GADABOUT'S
KNIGHT
TRAINING
SCHOOL



“In Year Five the
dragons learnt
to fight.”



Learn the skills of a ‘real live knight’.

ZOG & the Quest for the Golden Star

SIR
GADABOUT'S
KNIGHT
TRAINING
SCHOOL



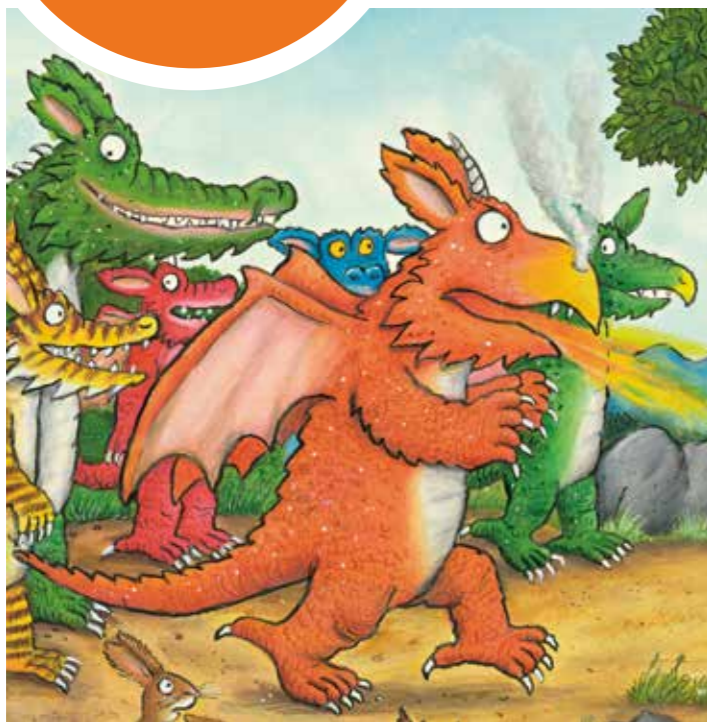
KEY SCOPE ITEMS

1. 2D Sign. Year Five Banner Signs x2 on posts into ground.
2. 2D Sign. Instruction Panel.
3. Bunting.
4. 2D Zog cut out and backdrop.
5. Manual Stamp Machine Unit/
Hand Sanitizer.
6. 2D Princess Pearl Cut Out.

ZOG & the Quest for the Golden Star

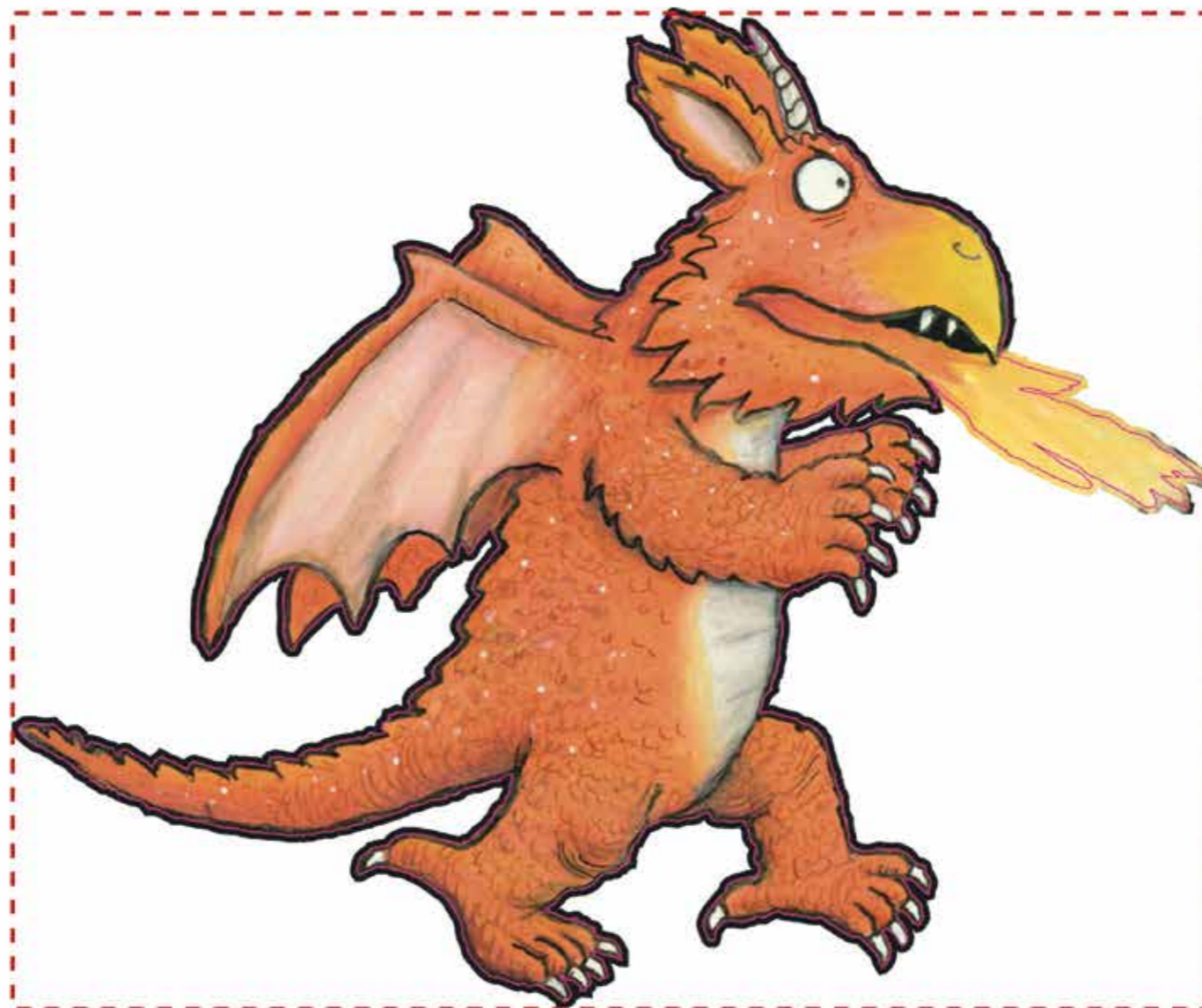
DESIGNS - 2D Zog and Princess Pearl Sizes.

SIR
GADABOUT'S
KNIGHT
TRAINING
SCHOOL



Zog - Asset Ref Scene 06

W1805mm x H1494mm



W386mm x H1275mm



Princess Pearl 01

ZOG & the Quest for the Golden Star

DESIGNS - BANNER



SIR
GADABOUT'S
KNIGHT
TRAINING
SCHOOL

W600mm x H1500mm

YEAR 5

DRAGONS
LEARN
TO
FIGHT



ZOG & the Quest for the Golden Star

DESIGNS - INFO SIGN

SIR
GADABOUT'S
KNIGHT
TRAINING
SCHOOL

W400mm x H400mm

Learn sword skills
with Sir Gadabout

Don't forget to stamp your activity
card below once completed!

Learn sword skills
with Sir Gadabout

Don't forget to stamp your activity
card below once completed!



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ZOG & the Quest for the Golden Star

PHOTO
MEET
AND
GREET



Capture a storybook photo with Zog himself.

ZOG & the Quest for the Golden Star

PHOTO
MEET
AND
GREET



Costume Character not by T3



KEY SCOPE ITEMS

1. 3D Zog costume character suit.
2. 2D Charcters.
(Zog is cut out and freestanding, the others are profiled and fixed to backdrop.)
3. Large flat backdrop.
4. 2D Sign. Warwick Castle logo.
5. Bunting.

ZOG & the Quest for the Golden Star

FINAL DESIGN



PHOTO
MEET
AND
GREET

Flat Scene, not like a book.
Flying characters arranged to break up edge of frame.



ASSET: ZOG_MOUNTAIN_BOARDER_PSD

2D PROFILED CHARACTERS AND
STAR ON A SPACER, ATTACHED
TO 2D BACKGROUND.

Sir Gadabout and Pearl Charcater as
requested.



2D ZOG CHARACTER
ON FLOOR FIXED
FRAME (SO GUESTS
CAN STAND NEXT TO
HIM FOR PHOTO.)

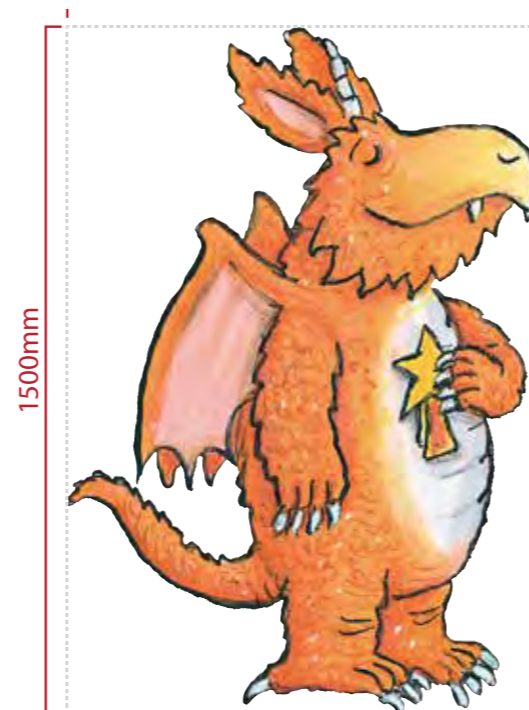
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DESIGNS

- Artwork for 2D Character Cut Outs - as per the asset refs below.

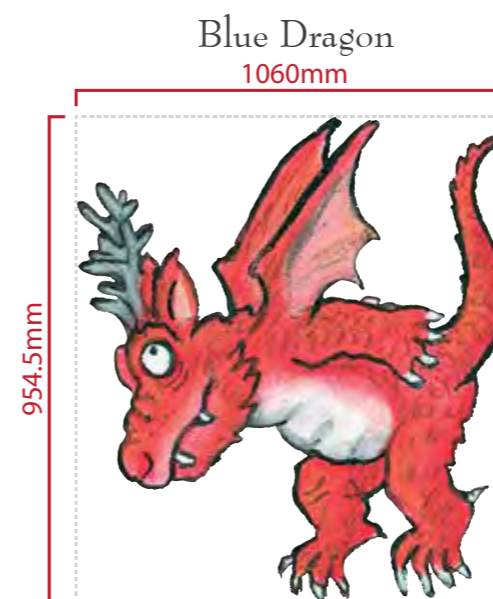


Madame
Dragon



Zog 03

Star



Red Dragon

W386mm x H1275mm



Princess Pearl 01



Sir Gadabout (flipped)



Zog and the Quest for the Golden Star

ADDITIONAL PIECES

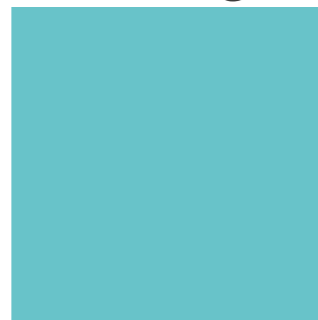


ZOG & the Quest for the Golden Star

Height of Timber Uprights for Bunting: 3000mm

Bunting Colour Reference

Pantone 3125 c. C89 M0 Y19 K0



Pantone 165 c. C0 M70 Y100 K0

Turquoise from back cover of book
(stronger than the sky blue Pantone ref in asset bank
but not as blue as the Blue Dragon Pantone ref!)



ZOG & the Quest for the Golden Star



TWO VERSIONS REQUIRED:

“YEAR 2”

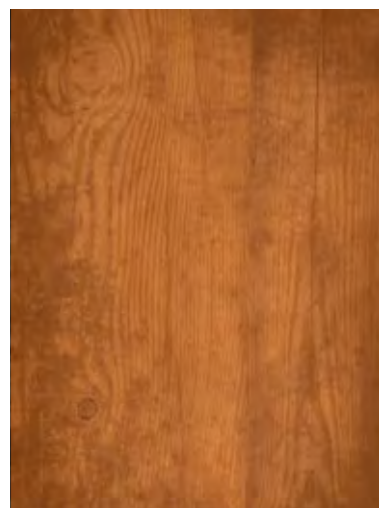
“YEAR 3”

BOTH POINTING LEFT & MATCHED TO
THE STAMP MACHINES

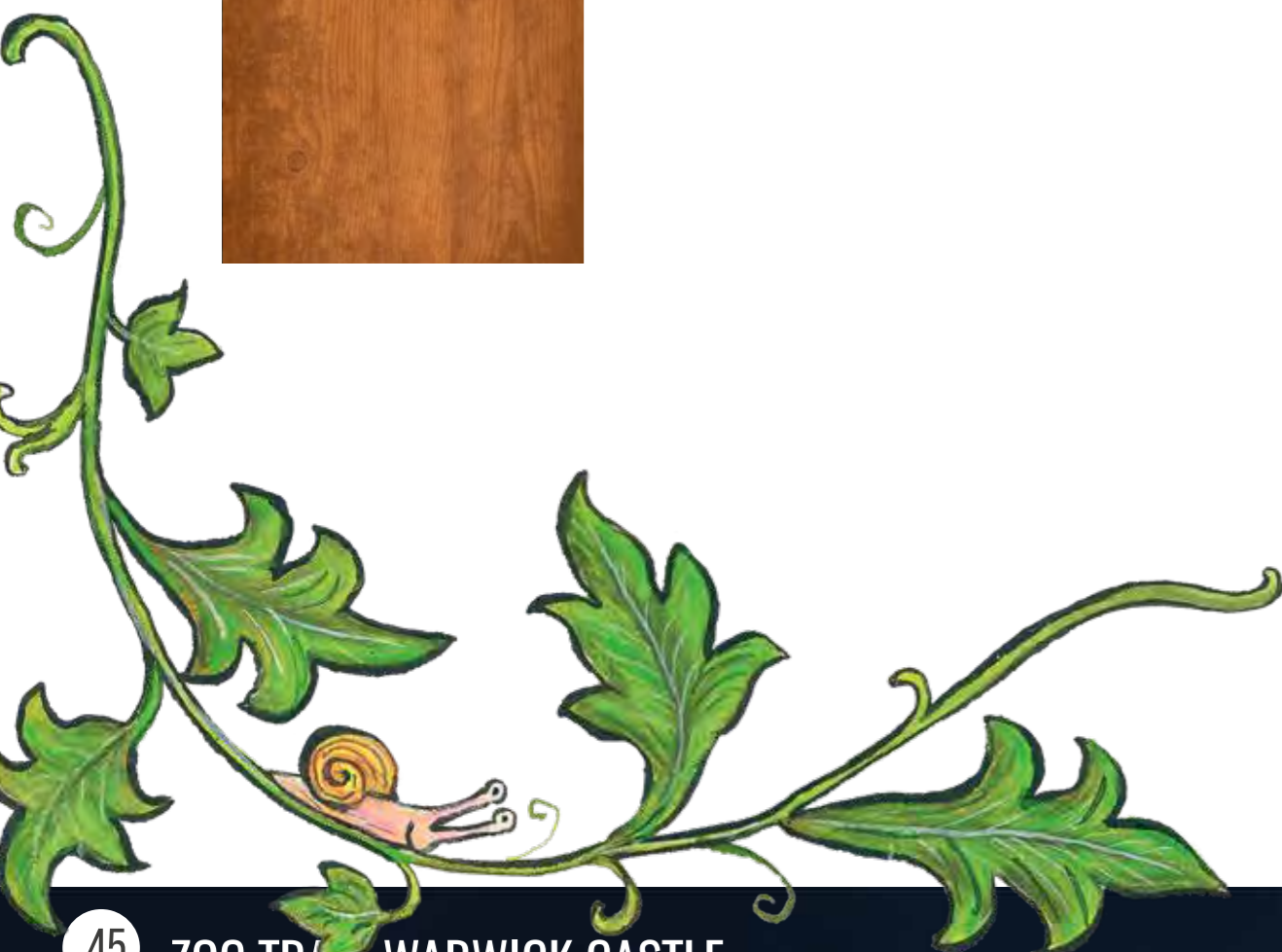


Pantone 165 c.
C0 M70 Y100 K0

Colour Ref.



Orange stain onto
rustic wood grain.



ZOG

& the Quest for the Golden Star

Stamping Machine Drawing

Colour Ref.

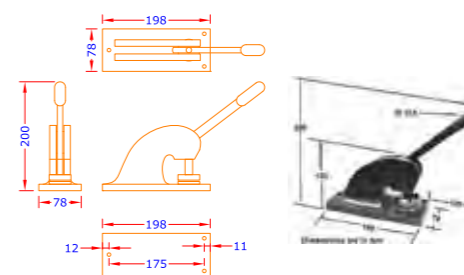
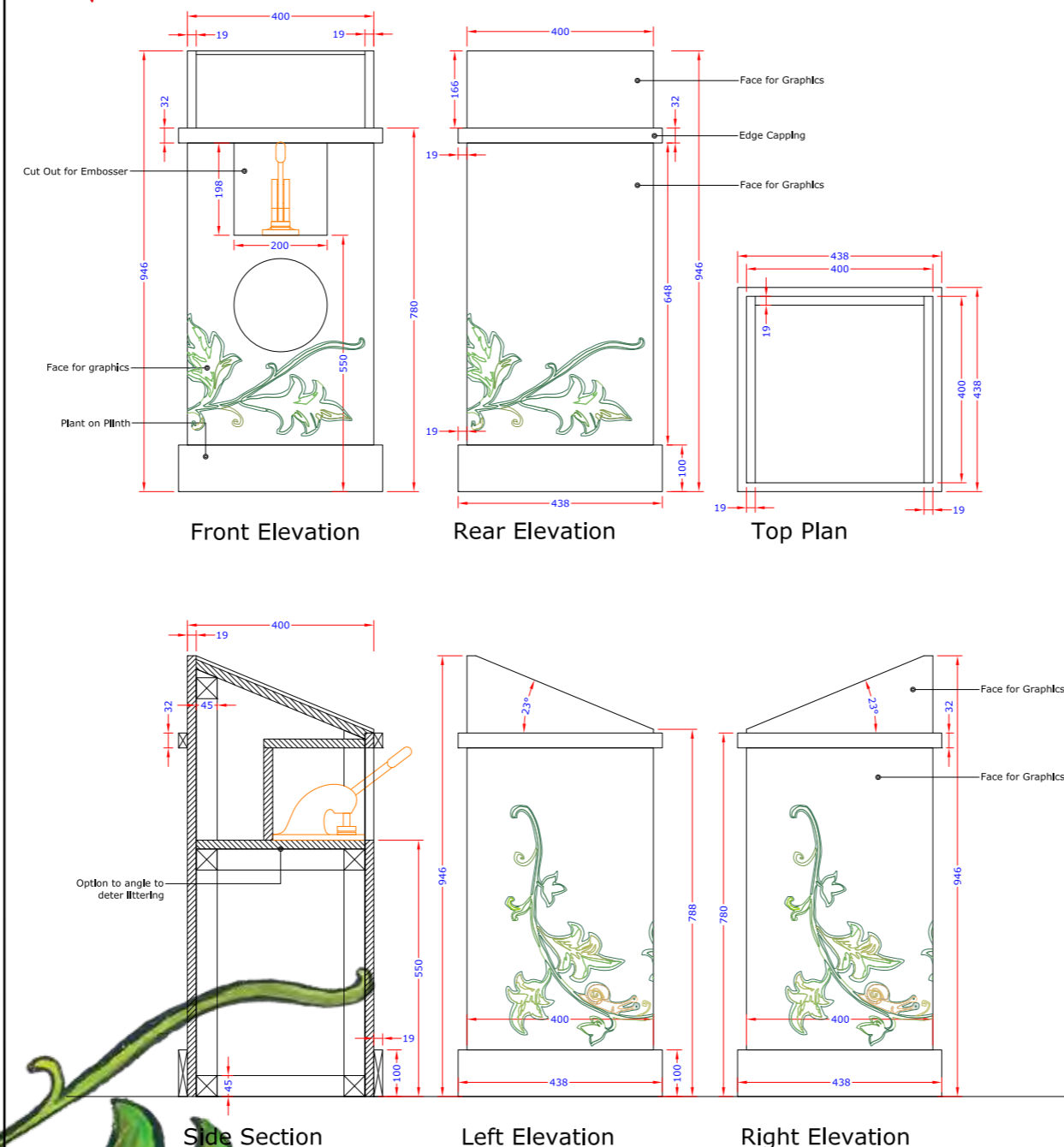


Orange stain onto rustic wood grain.
Pantone 165. C0 M70 Y100 K0

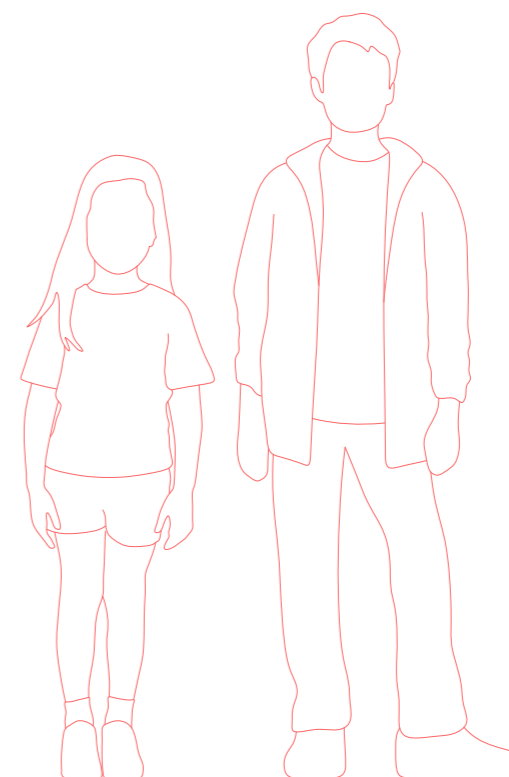
Kick plate - dark green.
Pantone 3425 c.
C93 M13 Y85 K44



**HAND SANITIZER
WILL BE ADDED**



Exhibition Embosser



6 Year Old

9 Year Old

NOTE:
This drawing is not to be scaled.
The general contractor is to notify Theme 3 of any discrepancies or omissions relating to setting out prior to manufacturing and construction.
The general contractor is to carry out check after survey to confirm that design intent can be met and is appropriate for environment in which it is to be located.
All information is subject to statutory approval & site survey.
The general contractor is to notify Theme 3 in writing of all works that are required to be carried out prior to their works.

DRAWING STATUS
PROVISIONAL

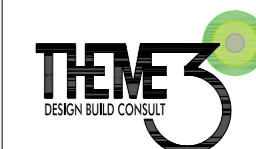
REVISIONS	
CLIENT SIGN OFF	
SIGN OFF DATE:	
CLIENT NAME:	
CLIENT SIGNATURE:	
THEME3 NAME:	
THEME3 SIGNATURE:	

01	06/02/20	Initial plan & elevations	DM
REV	DATE	DESCRIPTION	

CLIENT
MERLIN ENTERTAINMENT

PROJECT
WARWICK CASTLE

TITLE
STAMPING STATION



DATE	06.02.20	SHEET	A1	SEM
SCALE	1:5 @ A1	FILE REF.		DH
DRAWING NUMBER	3084	FLOOR/TYPE	0	001
		NUMBER		01

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ZOG & the Quest for the Golden Star

Final Stamp Design



40mm di approx



Year 1 - Fly

40mm di approx



Year 2 - Roar

40mm di approx



Year 3 - Breath Fire

40mm di approx



Year 4 - Catch a Princess

40mm di approx



Year 5 - Fight



ZOG & the Quest for the Golden Star

Stamp Activity Card

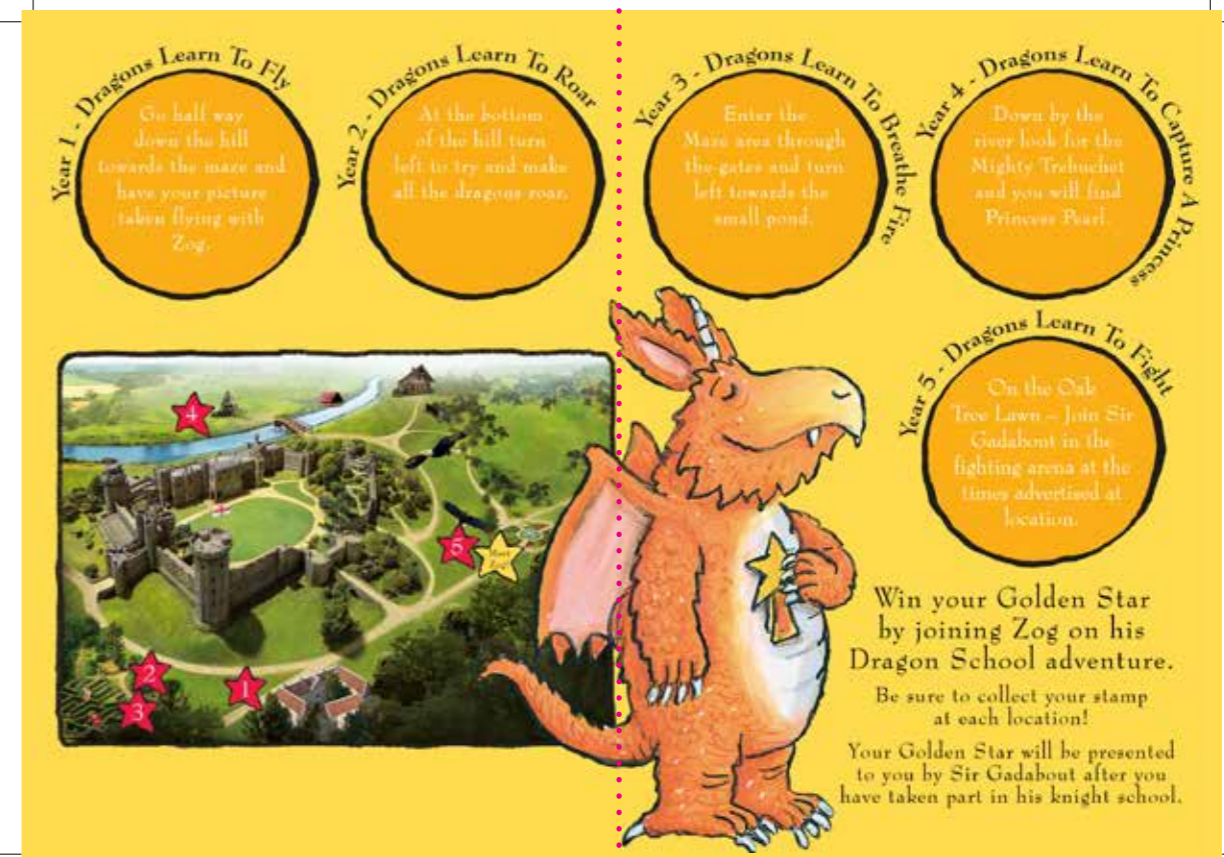
FINAL ARTWORK DESIGN



BACK

FRONT

FOLD



INSIDE

ZOG & the Quest for the Golden Star

Pop Badge Design

*you've won a
golden star!*

Pantone 122 c
C0 M11 Y80 K0



Star
from Asset Bank 'Icons'



ZOG & the Quest for the Golden Star

Proposed Fixing Methods

Admissions.

2 x posts fixed to existing fencing
2 x posts fixed with ballast weight
Characters to be fixed to fence and ballast
Chalkboard fixed with ballast

Year 1

All posts fixed with ballast
Characters fixed with ballast
Passport stamp unit fixed with ballast

Year 2

Posts fixed to existing flooring
Character fixed to flooring
Talk tube fixed to flooring

Year 3

Posts fixed into floor using steaks
Pumps fixed to base unit
Characters fixed with ballast
Passport stamp unit fixed with ballast

Year 4

Posts fixed into floor using steaks
Characters fixed into ground using spikes
Passport stamp unit fixed with ballast

Year 5

Posts fixed into floor using steaks
Characters fixed into ground using spikes
Passport stamp unit fixed with ballast

Photo Meet & Greet

Posts fixed into floor using steaks
Characters fixed into ground using spikes
Large Book unit weighted with ballast and props to rear

Script for Training Camp



ZOG & the Quest for the Golden Star

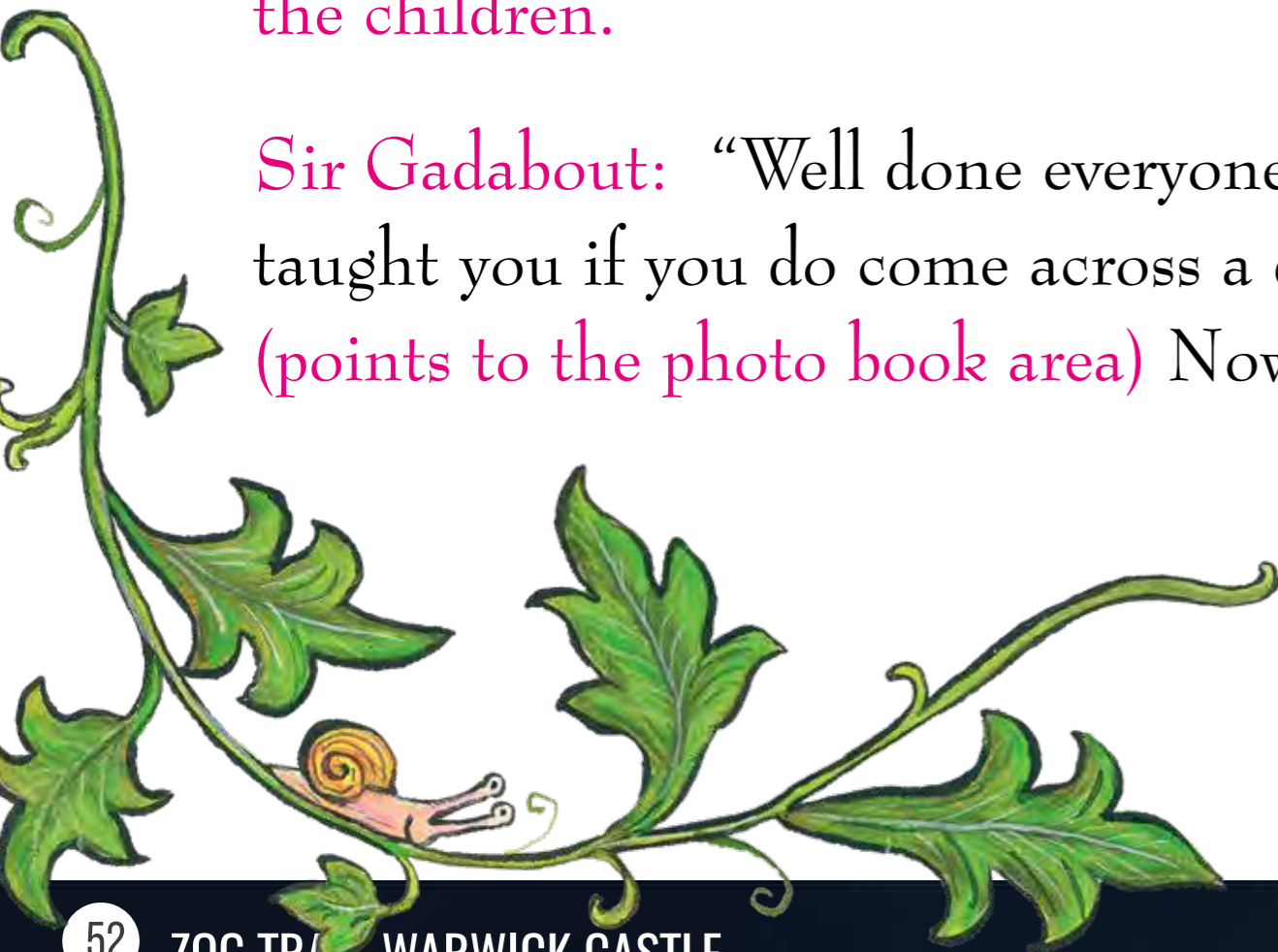
Sir Gadabout's Knight School



Sir Gadabout: “Welcome warriors. My name is Gadabout the Great and I am a real live knight. Princess Pearl is in trouble and I need to save her. Will you help me?”
“Good. Now I’m going to teach you how to battle a dragon as this year I’ve heard they’re learning how to capture a princess. So who’s ready to learn how to fight like a knight?”

Knight School commences – Series of basic sword skill movements and actions taught to the children.

Sir Gadabout: “Well done everyone, now you’re all real live knights. Remember what I’ve taught you if you do come across a dragon. I believe you’ll find some in the woods up there. (points to the photo book area) Now I’m off to rescue Princess Pearl...wish me luck!”





Thank You

