



Contact Paul at:
apaulo100@gmail.com

**Brotherhood
is Power**

A Short Animated Film

Paul Davidson

FRIENDS BEFORE BROS

“You’re dead if you aim only for kids. Adults are only kids grown up, anyway.”

Walt Disney

Demographics can be a strange thing. Something mainly marketed toward boys can still appeal to girls and sometimes vice versa. This phenomena is common in today’s society and no other property seemed to break the demographic boundaries quite like *My Little Pony: Friendship is Magic*. Some people know *My Little Pony* for being a girls toy from the 80s but in recent years it’s been blown up to be so much more. In 2011 a show called *My Little Pony: Friendship is Magic* aired on TV and caught the attention on not just young girls but people of all ages and genders. The animation style, the stories, and the characters intrigued multiple demographics and soon gained a cult following. I happened to get pulled into the craze and became what is known as a “Brony”. A portmanteau of “brother” and “pony”, bronies are fans of the show that create their own music, art, animations, comics, videos and other pieces of media based around the show. How do I express my admiration for th show? Welcome to *Brotherhood is Power*.

Photon the Earth Pony, Digital, 873X842, October 2, 2017

PHOTON



PHOTON

STARTING A BROTHERHOOD

“I wanted to become a cartoon artist, a portrait artist, and an illustrator. This was my first idea.”

Karl Lagerfeld

I was inspired to make this animated short film because of my deep interest for *Friendship is Magic*, FIM for short, and my love of animation. I have an interest in several mediums that I would like to try and explore including game development, comics artist and/or writer and in this case: animation. *Brotherhood is Power* started out as a simple thought that came to me while watching an episode of FIM and at the same time browsing through some fanart of the show. “Why doesn’t FIM use different themes or use more male characters since the show appeals mostly to adult males?” I continued to think and brainstorm more on the idea and eventually these ideas and thoughts snowballed into *Brotherhood is Power*. Even now I’m still thinking on how to expand on this idea and get it on paper. After about a year of drawing, writing, and storyboarding I animated *Brotherhood is Power* into a short film. I thought long and hard about what to do for my student thesis project and *Brother is Power* seemed like the best idea to go with. I’m glad to finally see my concept in motion.

Power Surge the Unicorn, digital, 873X842, October 2, 2017



POWER SURGE

PHOTON

COLOR WHEEL

PHOTON



Color Wheel the Pegasus, digital, 873X842, October 2, 2017

My idea for *Brotherhood is Power* comes from the fact that while *My Little Pony: Friendship is Magic*, despite being critically acclaimed and appealing to both boys and girls alike, is still a series meant for young girls. It limits what can be done for the show and the marketing. *Brotherhood is Power* stems from wanting to make a series of colorful talking ponies meant for the male demographic. This may sound like an odd goal but it is genuinely something I want to try and experiment with. FIM is the type of show that is episodic, fun show that usually has a “lesson of the day” message at the end. Friendship is the main theme for FIM and would want to take theme a bit further and have it be based around comradery, family, teamwork and of course brotherhood. The more continuous narrative of the series development and build up to more climatic and impressive story telling.

Fennel Hudson

“Be batty, be proud.”

FROM BROS TO PROS