



MEDIA KIT for
The Herd
Written and Illustrated by Ryan Poirier



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ABOUT THE BOOK

The Herd Volume 1 Part 1 – Written and Illustrated by Ryan Poirier

Set in an anthropomorphic world, The Herd is an ongoing super hero comedy that equally focuses on the characters regular lives as well as their super hero alter egos. Fox Canidae (a fox) runs a family business that's been the foundation for Maple City's development for generations. Partnering with his best friend, Jack LePori (a jack rabbit), the Foxy Fruits company continues to be the backbone of Maple City's economy. Foxy Fruits provides a range of natural products based on fruit and vegetables such as healthy foods, beauty and hygiene products, edible furniture, but most of all, exceptionally delicious juice beverages.

Fox lives with his wife, Dr. Vixie Canidae, PhD (also a fox) and their adopted son Kit (an arctic fox and a student). Life in the sprawling forest metropolis of Maple City is good and peaceful. Outside of Maple City, however, is the desolate and dangerous Preylands. A desert wasteland no one dares to venture out to. These lands belong to a criminal gang known as The Pack. Lead by the evil criminal mastermind, Count Cromwell Von Vultra McDoom (a vulture), they're notorious for trying to gain territory in Maple City through diabolical means.

Their most recent plot has their brilliant scientist Professor Doctor Monkey-Shine (a baboon) working for Foxy Fruits' research and development department. After a few years of establishing trust within the company, he gained access to the Foxy Fruits' secret recipe. This recipe is what gives Foxy Fruits their signature flavor and has been kept a secret from anyone outside the Canidae bloodline. Monkey-Shine developed a formula that requires the Foxy Fruits' secret recipe as the active ingredient which turns his formula into a Super Serum. When consumed, it will give The Pack powerful abilities that will enable them to invade and take control of Maple City.

Later that evening while a new limited edition juice product is being bottled, Monkey-Shine is forced by The Pack to test the Super Serum on himself first. After it causes an unexpected reaction, Monkey-Shine accidentally drops the vile of the Super Serum into the vat of new juice product; causing the entire line to be contaminated. Gone mad with powers he doesn't understand how to control, Monkey-Shine disappears into the night leaving the factory destroyed.

The next morning, Fox and Jack learn of the damage to the factory and that Professor Doctor Monkey-Shine is missing; but are unaware of their contaminated juice product. Adding insult to injury, a launch event for the new juice is held later that day; quickly spreading the juice throughout the city. The following morning symptoms take hold and cause every citizen that drank the juice to have weird supernatural abilities. Maple City is never the same again.



MORE ABOUT THE BOOK

This first volume is part 1 of 3 in a six volume story arch. In the following two parts of this first volume we'll see how the pandemic affects Maple City's citizens, how The Pack plans to pick up where Monkey-Shine left off, and how Fox feels morally responsible to fix his company's screw up. Fox, his family and friends soon learn they too have new weird abilities. They decide to become a team of super heroes called "*The Herd*", after a new threat falls upon the city as a result of this outbreak.

This story is meant to be an ongoing franchise. It's a superhero story that focuses on the character's regular identities just as much as it focuses on their alter egos. The idea of their team being called "*The Herd*" is so that future volumes will have new heroes joining their team (new animals joining the herd). It's an action comedy that pokes fun at current media and pop culture. Characters are all based on animals; their names based on specie class/type i.e. Fox Canidae – The biological family *Canidae* (from Latin, canis, "dog") is a lineage of canine carnivores. Some of the powers the citizens acquire are completely useless adding a comedic element, i.e. one passive character can only make ice cubes.

The illustrations are all done in vector images giving it a more classic 2D animation look versus your typical gritty realistic comic art. The characters are drawn in an art style that reflects cartoons from the 80s and 90s.

FOX CANIDAE / FANTASTIC FOX



Age: 37

Occupation: Fifth generation CEO of the Foxy Fruit Company

Abilities: Fox is Fantastic at everything!

- Obtains the physical attributes and logic to that of a cartoon character. Allowing him to defy physics and real world properties.
- Can instantly obtain knowledge and skill set of anything he witnesses and be FANTASTIC at it.
- Infinite endurance, enhanced senses and agility
- Cannot be killed because he's FANTASTIC at living.

Weapon: The Foxhound

- An all-in-one blaster pistol complete with energy blasts, energy bombs, grapnel hook, cell phone and MP3 player.



VIXIE CANIDAE / ENERGY



Age: 35

Occupation: Doctor

Abilities: Energy Manipulation

- Can manipulate surrounding energy to create energy based objects and projectiles
- Can create energy force fields
- Levitation

Weapon: Concentrated energy



KIT CANIDAE / VORTEX



Age: 18

Occupation: College student majoring in film production, costume and makeup design.

Abilities: Teleportation

- Can create portals that allow Kit to teleport to any location he can see or think of
- Can temporarily jump to different moments in time

Weapon: The Nano-bo

- A nanobot infused staff with multiple weaponized functions and gadgets



JACK LEPORI / VORTEX



Age: 36

Occupation: Co-CEO of The Foxy Fruits Company

Abilities: Super Strength, speed, near invulnerability, can leap great distances
- Can grow fruits and vegetables out of his body

Weapon: Projectile vegetation, super strength



MAX DRAKE / NANO-DUCK



Age: 34

Occupation: Owner of Max-imum Duck Tech and Roti Café

- A computer and technology genius

Abilities: Body is infused with nano-bots that can form into a suit of weaponized, transforming armor

- Can communicate with electronics

- Powers are also his curse as anything living that he touches is consumed by nanobots, turning them into metal

- The suit he forms from his body can also shape shift his appearance into those he's come in contact with.

Weapon: Weaponized armored suit





ABOUT THE AUTHOR/ILLUSTRATOR

Ryan Poirier is an artist, illustrator, and writer with a lifelong passion for art. He graduated with a degree in Multimedia Design in 2002 and has produced work for major media companies, including Corus Entertainment (YTV/Tree House/W Network/Q107). Today he lives with his wife in Ontario, Canada and while he pays his bills by working in the IT field; his passion continues in entrepreneurship.

Writing/illustrating comics based on the many stories he's created under his registered business title "Accidental Creations".

QUESTIONS & ANSWERS

How did my art career start?

All my life I've always had a fascination and love of cartoon animation. Around age 9, I discovered my passion for drawing and what would quickly become my obsession. Around age 11, I began creating my own characters and would just write them in comic strips. From there I began writing full comic books, developing these characters and stories into their own universes; but always just kept them to myself and would only show them to friends and family. It was at that point, a dream to one day work in animation and to hopefully one day bring these ideas to life and share with the world came to be. I went to Durham College and got an associate's degree in Multimedia Design. After college I worked at Corus Entertainment doing projects for YTV, Tree house, Women's Network, Crayola and Kraft. After my contract ended with Corus, finding any work in the media field that was more stable than short contract positions wasn't producing results or helping my financial situation. I always wanted to create my own work and tell my own stories, rather than working on someone else's anyway. So after finding a more stable career in the IT field, I began to focus on developing my different story franchises under my label Accidental Creations. The Herd was my favorite of my story lines and after years of work and determination, is my now my first publication.

How did this project start?

The Herd started back when I was in college. One of our projects was to create an animated short in Flash - a program I instantly fell in love with.....R.I.P. Flash. My characters I've created already at this point were a lot more complex to animate quickly in Flash; given that we had a tight deadline. I'd always wanted to create my own super hero, as many artists do; but one that stood out to be different from the rest. So that sparked my inspiration to create something totally new for this project. Then one night I was at a party when I suddenly had the image of a super hero fox in my head (the red fox is my favorite animal). I quickly drew on a napkin an early sketch of what would end up being Fantastic Fox - the lead character in The Herd.

He was drawn in a way that would be easy to animate in Flash, which also gave him the crisp edge look I envisioned due to the vector images. From there I created a few animated shorts with Fantastic Fox while gradually creating his extended family/hero team, villains and their universe. To animate all the stories I wanted to tell with these characters however, would've taken FOREVER. So I decided to go back to where my passion for art and story telling all started and tell The Herd's story in graphic novel form. Ironically using Flash to create it.

What genre is the book?

The Herd is a graphic novel super hero comedy with a traditional anthropomorphic cartoon twist on it. A story told with multiple moving parts across a wide universe of characters, locations and life styles. It's a book for anyone who likes super heroes, comic books, cartoons and an easy read.

Why is volume 1 in 3 parts?

Ultimately, this book just would've been too long to be one book. To tell the full story I have planned for the next five volumes, there was a lot that needed to be set up in this first book; on top of being an origin story. Some of these story threads take place in part 1 and will come full circle in part 3, where as some will be touched on/resolved throughout the remaining volumes. For marketing reasons as well, breaking up this first book enables me to release each part in a timely manner.





MARKETING PLAN

Overall Strategy: As mentioned, this first volume is in three parts. Part one now published, part two is completed and ready for publishing once finances are in place. That book is targeted to be released within the next six months. While working on the marketing for these first 2 books, I'm still currently finishing part 3 and plan to have that completed and ready for publishing by the end of the first quarter of 2018. From there I will be going right into Volume 2 with intentions on completing a volume a year until volume 6 is completed. At that point I might switch directions to work on another one of my stories before returning back to The Herd for new story arch.

Target Audience: The Herd is meant to be a franchise suited for all ages. The artwork and light heartedness is fitting for an audience of ages ten and up. However the intricate story line, pop culture references/parodies and subtle adult humor is there to attract an older audience.

Competition: In the world of super heroes and comic books, The Herd is just another minnow in an ocean of competition. Where this story may stand out from others is it's a super hero story where the costumed identity part of it falls second to its focus on the character's regular lives. The artwork for this book is typically the kind of art associated with a cartoon with a simpler story arch, targeted for a young audience. Where as the characters in The Herd connect through many threaded story arches, and although cartoon heavy, have real world references and situations. Within this story, there are also moments of flashbacks to when the characters were babies - as seen in a panel in this first book. This is a sub story called Fox 'n Tots that not only has its part in telling this story, would also be appealing for a younger audience if told in their own separate stories. This is of course, all thinking outside the box and dreaming big (lassoing a star, if you will), but an edge The Herd has is franchise potential: As a cartoon series (I always wished to tell this story as an animated cartoon) and the potential for toys and merchandise (whether for kids or collectors).

Media Kit: This media kit will be made available to radio, TV, and printed media outlets. A PDF copy can be found on my website.

Online Presence: A strong online presence is already active through Facebook, Twitter, Instagram, LinkedIn, Good Reads and my website.



ORDERING INFORMATION

• Print Specifications

- 128 pages
- Standard Color - Paperback
- 7 x 10 - White Paper

Bisac Categories

Comics & Graphic Novels, Crime & Mystery
Comics & Graphic Novels, Fantasy Comics
&Graphic Novels

Search Keywords

fox, cartoon, super hero, satire, fruit juice, animals,
herd

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