

Wibbly Pig

Wibbly Pig was produced by 9 Story Entertainment in Canada. Wibbly Pig is a brand new animated preschool comedy series that takes the daily routine of a young child and finds humor and fun in every part of it. Wibbly simply does what children do. From day to day activities like getting into bed, wrapping a present or climbing a tree, to fantasy play like meeting a giant or going to the moon. Wibbly moves seamlessly in and out of fantasy play echoing the way children really interact and play. Wibbly turns the simplest tasks into a comedy routine, sharing it with his very best friend – the viewer.

Wibbly Pig was one of the PRIX JEUNESSE INTERNATIONALE 2010 finalists in the up to 6 fiction category.

International experts' opinions



Figure 1: Wibbly drags a play house kit to an open ground.



Figure 2: His friends offers help to put the play house together.

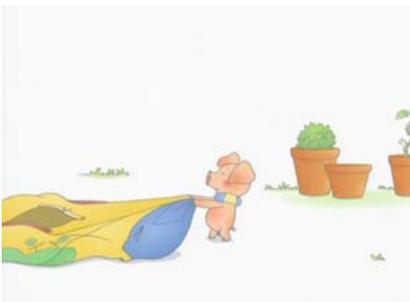


Figure 3: His friends mess up with play house building.

Many international experts loved the program. “I think it is a fabulous show, it looks wonderful, and kids do respond well to it” (female expert, Canada). They also admired the simplicity that was shown in the program. “I thought it was very simple, but it contains lots of things to learn from their own experience. I think that everyone in the world can learn from his own relation to his or her own experience. I thought it was good” (female expert, Japan). They appreciated the fact that the program was appropriate for the target audience. “I think it was a very positive story with the right pace for small children and good educational content” (female expert, Germany).

There were discussions about the style of dialogue delivery of the characters in the program. Some found the style confusing to understand. “I noticed that sometimes Wibbly would look at the camera, so to speak. And another child pig-type voice would ask a question. Then, Wibbly would answer directly back to the camera again. I think if the other voice had been a real child or something I wouldn’t have been confused. Or, I thought that was very clever. I don’t know that we had entered into the world to such an extent that we become another little pig” (female expert, New Zealand). Other experts agreed with this observation. “It was a little bit confusing. I guess if you saw it over and over again, you would get used to that vehicle. But, I think it was this sort of reinforcement when it came” (female expert, USA).

A female expert from Canada tried clarifying the confusion. “But, I do think the child is trying to engage the audience. I think if there was a child off the top where you could connect to the actual



Figure 4: Seeing the mess, Wobbly gets angry and asks them to leave.



Figure 5: Wobbly decides to build the play house on his own.



Figure 6: After a few failed attempts, Wobbly realizes that he needs his friends' help to put the house together.

child and then the voice would have made a little bit more sense. I think it works well as a tool, but I think it could have worked a bit better" (female expert, Canada). Yet there was another explanation. "I think it was a dialogue with yourself inside, maybe. We always think: *is this a good idea or not*; it is inside of you, maybe. It is just an idea. I don't know, but could be" (female expert, Japan).

Some international experts found little details missing in the program. "One is: if some of the little piglets are wearing clothes and others don't, then it looks as if the others are naked or so. Also, I thought that Wiggly is a child; There was one very small child. I didn't know: are they grown up those, or are these children? I wasn't sure" (female expert, Germany). However, there was at least one issue resolved: "Some of the questions that you brought up are examples of co-productions – and also working with an author: the books are based on naked pigs; so therefore, they don't have clothes on" (female expert, Canada).



Figure 7: Wobbly's friends come back and offer help.



Figure 8: Wobbly and his friends finally put the play house together and they play happily.

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