MOO FAMILY

Little Jack’s Father

Character & team guide

A playful maker who helps Jack bring his ideas to life.



Ages 2-5 Development proposal v1.0
25 October 2026

His fun-maker identity

Published role

The fun-maker

He builds blanket forts and brings playful humour to family life.

Little Jack brings questions, curiosity and his own ideas.



Proposed extension: Dad helps Jack build, test and enjoy his ideas.

Character at a glance

Field	Development direction
Story role	Affectionate father and playful making partner
Motivation	Share Jack’s excitement and take his ideas seriously
Signature talent	Turn an everyday idea into something they can make
Other strengths	Practical help, gentle humour and attentive care
Recognizable habit	Grand names for simple creations
Character principle	Help Jack bring his own idea to life.

Profile additions are proposed creative directions for the existing Dad character.

Personality in action

Trait	Visible behaviour
Affectionate	Enjoys Jack’s company and makes time to listen
Inventive	Finds possibilities in cushions and ordinary boxes
Gently funny	Invites Jack into a joke or an imaginative game
Dependable	Keeps a promise and helps finish what they begin
Attentive	Notices when Jack needs comfort or practical help
Open to learning	Welcomes a useful idea he had not considered

His choices and reactions make the personality visible.

His signature skill

He helps an idea become something they can make.

Making	Cushion houses, cardboard vehicles and pretend shops.
Trying	Test an idea, change one part and look again.
Caring	Notice what Jack needs before offering the next step.

A relatable father

His little habit

Grand names for ordinary creations.

His small weakness

Enthusiasm sometimes makes a simple idea too complicated.

“The Magnificent Castle!”
“Our cosy house.”

Dad smiles, adopts Jack’s name and simplifies the plan.

The family creates together

Character	Storytelling strength
Mum	Exploration and musical discovery
Dad	Making and testing an idea
Little Jack	Questions, choices and useful suggestions



Jack’s choices help shape the result.

Both parents share care, listening and everyday family tasks.

How he helps Jack learn

A flexible pattern for shared play and everyday discovery.

01	**Listen**	Find out what Jack wants to make or do.
02	**Choose**	Help him choose one idea to try.
03	**Make**	Work together and offer useful help.
04	**Try again**	Notice what happened and change one part.
05	**Reflect**	Describe Jack’s choice and what changed.

His voice and comic timing

“What could we try, Jack?”

Warm adult speech. Gentle comic timing. Room for Jack to answer.

“Show me your idea.”	He welcomes Jack’s contribution.
“That plan needs a change.”	He responds calmly to a setback.
“You made the door wider.”	He describes the useful action.
“I’m listening.”	He becomes quieter when Jack needs care.

His performance shows attention

Make the action clear.
Let the reaction breathe.

Get beside Jack.

Look at what he is making.

Pause for his suggestion.

Notice when his mood changes.



Original model and colours. No tails. Preserve asymmetric details.

Activities across ages 2-5

Editorial starting points to test with families.

Audience emphasis	Activity treatment	Making example
Ages 2-3	One clear action and a simple choice	Choose a cushion for the doorway
Ages 3-4	Compare two approaches	Try a wider opening
Ages 4-5	Predict, revise and explain an idea	Suggest a change, then test it

One main activity intention in each episode.

Pilot story: A Door for Dad

Activity intention: compare size and adjust a shared creation.

01 **Jack has a plan**

He wants a cosy blanket house.

02 **They build together**

Dad helps arrange the cushions.

03 **The visitor arrives**

Jack fits inside. Dad is too tall.

04 **Jack suggests a change**

“Let’s move this cushion, Dad.”

05 **They try the new door**

Dad helps. Jack tests the opening.

06 **They enjoy it together**

Jack invites Dad into their cosy house.

The first six story ideas

Working episode title	Main activity
A Door for Dad	Compare size and adjust a shared creation
Teddy’s Little Car	Make something that fits a simple purpose
The Sock Puppet Waits	Express a need and respond with care
The Box Shop	Use pretend play to communicate choices
A Gentle Ride	Change a low ramp and compare what happens
A Home for Every Toy	Group toys and finish tidying together

Original development concepts. Each story has one main activity intention.

When Jack needs him to listen

The Sock Puppet Waits

Dad’s usual puppet joke does not cheer Jack up while he gets dressed.

He notices and stops

Jack shows him a twisted sock.
Dad helps straighten it.

“Something feels wrong. Show me.”

A quieter voice. A real pause.

Dad follows Jack’s mood and responds to the practical need.

Jack chooses when their puppet game begins again.

Department handoff

Team	First deliverable	Review focus
Writing	Pilot, naming joke and a quiet care scene	Jack shapes the result
Character art	Approved model and expression references	Existing identity
Animation	Making, waiting and listening tests	Readable actions
Voice	Playful dialogue and a quiet listening scene	Warmth and timing
Music and sound	Light cues with space for dialogue	Clarity and restraint
Production	One animatic of A Door for Dad	Pacing and continuity

Shared references: this brief, approved character assets and the Moo Family brand guide.

First pilot review

Three scene tests

Making together

Jack’s idea changes the doorway.

Gentle humour

Dad accepts Jack’s simpler name.

Attentive care

He stops joking and listens to Jack.

Review questions

Does Dad feel capable and caring?

Does Jack influence what happens?

Is the activity easy to follow?

Do voice and movement feel natural?

Does their time together feel enjoyable?

Creative decisions for the team

Choice	Starting direction	Next step
Dialogue name	Use Dad consistently in the English pilot	Writing confirms usage
Voice	Warm speech with gentle comic timing	Compare voice samples
Recurring joke	Grand names, then Jack’s simpler choice	Test a short exchange
Making props	Cushions, boxes and large play objects	Choose approved props
Pilot duration	Around 2-4 minutes as a production test	Refine in the animatic

These choices develop his existing fun-maker identity through performance and story.

References and scope

Moo Family website	Existing family profiles and original character artwork
Master Brand Guidelines	Identity, palette and typography. Version 1.0, 6 October 2026
Colour Guide, Ages 2-5	Application guidance. Version 1.0, 16 October 2026
Mother’s companion guide	Musical explorer direction and shared family roles
NAEYC: teaching and guided play	Meaningful choices, adult support and descriptive feedback
Harvard: responsive interaction	Attentive exchanges between caregivers and children

The personality additions and episode concepts are creative proposals.
The references inform interaction principles. Programme outcomes require evaluation.