

EMMY® NOMINEE OUTSTANDING ANIMATED PROGRAM

"THE 21ST CENTURY'S BEST ANIMATION."
BBC

BoJACK HORSEMAN

LEARN MORE >

HOME NEWS BLOGS ANIMATIONWORLD VFXWORLD EVENTS FORUMS JOBS MORE

Quibi's 'Your Daily Horoscope' Delivers Zodiac Wit in 2-Minute 'Bites'

ATTN's Taye Shuayb discusses the rigors of producing and delivering episodes of the adult animated series every weekday while working remotely and safely during the pandemic.

By [Victoria Davis](#) | Friday, August 14, 2020 at 11:35am

In [2D](#), [Business](#), [Cartoons](#), [CG](#), [Digital Media](#), [People](#), [Television](#) | [ANIMATIONWorld](#) | Geographic Region: [All](#)



Born out of the humorous imagination of *Hot Date's* and *The Marriage Ref's* Jessie Surovell, *Your Daily Horoscope*, which launched last month, was one of the first adult animation series to debut on new mobile content platform Quibi. Each day, the 2D animated show offers viewers both much-needed comedy as well as astrological guidance.

"People love horoscopes because they can provide certainty and validation, especially when our collective realities are so uncertain this year with COVID," says Taye Shuayb, VP of Production at ATTN;. Quibi's production partner on the show. "And animation allows us to escape that reality, even for just 90 seconds."

EMMY® NOMINEE
OUTSTANDING ANIMATED PROGRAM

"THE BEST SHOW
OF THE DECADE."
VANITY FAIR

"A BEAUTIFUL, LIFE-AFFIRMING END TO
ONE OF THE GREATEST TV SHOWS
OF OUR TIME."
IGN

BoJACK
HORSEMAN



Get AWN delivered to your inbox!
Never miss an important article again!

Latest AWN Must Reads

- » 'Hoops': From Doomed R-Rated Pitch to New Netflix Animated Series
- » 'Promare': Hiroyuki Imaishi and Hiromi Wakabayashi's Vivid Depiction of Racism and Unity



Starring *Aggretsuk's* Griffin Burns and *The Legend of Korra's* Janet Varney, *Your Daily Horoscope* follows the everyday lives of the 12 Zodiacs, personified as talking humanoid animals, who all work together at a start-up technology company called Estrella. There are 12 two-minute episodes released every weekday on Quibi, one for each Zodiac sign; over 60 people work on the show, including expert astrologer Aliza Kelly and executive producer Will Arnett, one of comedy's own kings.

"When you take on an ambitious project like this, you need validation that you're not out of your mind," says Shuayb, whose team works on upwards of 20 different episodes each day, which represents 240 separate videos, 480 exports and 120 scripts. "Will's support and shared interest in the show was that validation. His track record of executive producing great animation was the perfect match for us, and we were all excited about the opportunity to design a character and personality for each sign."

Shuayb says the series has seen tremendous success on Quibi, "consistently coming in as their most-watched daily show." A big factor is the relatability of the characters. "There was a lot of thought put into the quirky design of the characters," Shuayb shares. "Visual development began with an amalgamation of all the pose-to-pose animation and illustration ATTN's in-house Art Director, Evan McEaney, loved as a kid. Our animation team looked at the traits of each horoscope sign, asking, 'Who is this character? What are they about?' And of course, they wanted to make them relatable. The result is a group of fun characters who match perfectly with their quirky signs and storylines."

But while a defensive Cancer crab, a frantic Virgo feline and a sassy Scorpio scorpion emphasize the show's wit and humor, Shuayb believes the animation's daily horoscope predictions and Zodiac characters also provide viewers with a sense of structure and consistency, a desirable feature amidst this year's devastating COVID-19 pandemic. Quibi also provides users with the chance to read their personal daily horoscope while watching the show.

"The marriage of animation and horoscopes is a perfect union for what 2020 has brought us," Shuayb notes. "All of us at ATTN: enjoy creating content targeted towards younger people, but that also appeals broadly, based on the issues going on in our world today."

Some members of the *Your Daily Horoscope* creative team, who were horoscope skeptics, gained a newfound appreciation for astrology and the way the show has positively affected viewers. "At the start, some folks on the team were not initially into horoscopes but have been drawn into the experiences of the characters we've created," Shuayb says. "No matter how strongly you believe in astrology, there is an innate curiosity to hear your own horoscope, whether we are ultimately dismissive or encouraged by what we hear. We all can glean something from the series, be it the astrology or the appreciation for the show from a creative perspective. It has something for everyone. It's the perfect show for this crazy year, and it is why we are all hooked."

Your Daily Horoscope is a triumph for ATTN: and Quibi on many levels, not only in the escape it gives viewers from this year's pandemic, but also as a testament to the creative team's determination to bring this show to fruition despite the pandemic.

» Quibi's 'Your Daily Horoscope' Delivers Zodiac Wit in 2-Minute 'Bites'

» The Winning Animated Re-Creations of Netflix's 'Losers' Docu-Series

» Different Day, Different Doomsday in 'The Umbrella Academy' Season 2

» Titmouse Shoots for the Nebulas in 'Star Trek: Lower Decks'

» Guillermo del Toro's 'Wizards' Brings His 'Tales of Arcadia' Trilogy to a Close

[See More »](#)

Top Headline News

» Lost 'Doctor Who' Footage Reborn as Animated Serial

» MCU ROUNDUP: Olivia Wilde and Nia DaCosta to Direct Female-Led Films

» SYFY Originals 'Magical Girl Friendship Squad' and 'Wild Life' Coming to TZGZ in September

» All Star Cast Revealed for Guillermo del Toro's Stop-Motion 'Pinocchio'

» 'Squidbillies' Actor Stuart Baker Fired for Offensive Facebook Posts

» LAIKA Hit with Layoffs

» Unconventional A24 Picks Up Controversial 'Hazbin Hotel'

» 'My Better World' Helps to Educate Kids in Sub-Saharan Africa

[See More »](#)



Career Connections

» Graphic Designer
[Heartland Family Service](#)

» Graphic Designer
[Confidential](#)

» Multimedia Specialist
[The University of South Carolina](#)

» Video Producer



Taye Shuayb



"It was tough in the beginning," Shuayb recalls. "The show was specifically designed to be produced on-site to increase the speed of production. But, unfortunately, we went into production just before the pandemic hit."

Due to the tight turnarounds of *Your Daily Horoscope*, which, as the name suggests, is a daily show, Shuayb and the team had to modify their pipeline to make the project flow as seamlessly as possible without sacrificing quality or the safety of the crew. Voice actors pivoted from recording in a booth to recording at home with a remote audio engineer, radio play phases were fused with animatic phases during editing, and the editing team took on rough comping in lieu of a storyboarding phase. The animation is produced using Adobe Character Animator, now being used on a number of animated series where fast turnaround times, such as daily broadcasts, are required.

"In the early stages, there were communication challenges, asset handling challenges, and networking issues related to the team working at home," says Shuayb. "But it was especially impressive how our entire crew all came together to sort out these issues during all the stress the pandemic inflicted on the world. And it paid off."

[Rice University](#)

» [Graphic Designer](#)
[Florida Gulf Coast University](#)

» [Digital Graphic Design Intern - Graham Media Group](#)
[WJXT](#)


» [CONTRACT - Sr. Software Tester \(NTD\)](#)
[Nintendo of America, Inc.](#)


» [Art Director](#)
[Red Horse Strategies](#)

[See More »](#)


Recent Comments


 **garbage**
'Hoops': From Doomed R-Rated Pitch to New Netflix Animated Series


 **Edward** Residents of hell being discriminatory? Wow, its almost as if THEY R IN FUCKING HELL FOR A REASON!!! Seriously, if anyone actually Hazbin Hotel to not b offensive in any way is a fucking retard. IT...
[Unconventional A24 Picks Up Controversial 'Hazbin Hotel'](#)

 "Kicking a guy while he's down"? If he was "down", it's because he put himself there. He received in kind what he put out there. It's called Karma. Dumbass.

['Squidbillies' Actor Stuart Baker Fired for Offensive Facebook Posts](#)

 **Satansnatsack** Good thing the PoCs can keep their jobs no matter their racist tweets.
['Squidbillies' Actor Stuart Baker Fired for Offensive Facebook Posts](#)

 **Satansnatsack** I guess you can't be redeemed these days. Unless you're a racist PoC
['Squidbillies' Actor Stuart Baker Fired for Offensive Facebook Posts](#)

 **Blackestaddar** Well as long as they are white, Black Twitter is still as super racist as ever.
['Squidbillies' Actor Stuart Baker Fired for Offensive Facebook Posts](#)



Most Popular

"I've enjoyed being one of the first shows to navigate the Quibi platform, pushing the boundaries of storytelling with its ability to flip from vertical to horizontal seamlessly," Shuayb concludes. "Revealing more of the details in each scene allowed our team to get really creative with subtle 'Easter eggs' from the characters' personalities that are both funny and insightful."



Victoria Davis is a full-time, freelance journalist and part-time Otaku with an affinity for all things anime. She's reported on numerous stories from activist news to entertainment. Find more about her work at victoriadavisdepiction.com.

Tags [SVOD](#) [VOD](#) [streaming entertainment](#) [Streaming Media](#) [Your Daily Horoscope](#) [Quibi](#) [mobile-first entertainment platform](#) [mobile entertainment](#) [Mobile](#) [2D](#) [2D animation](#) [Animated TV Series](#) [TV series animation](#) [TV Animation](#) [Taye Shuayb](#) [ATTN:](#) [Griffin Burns](#) [Janet Varney](#) [Aliza Kelly](#) [Will Arnett](#) [Evan McEaney](#) [Horoscopes](#) [Zodiac](#) [Covid-19](#) [pandemic](#) [coronavirus](#) [remote production](#) [work from home](#)

More From ANIMATIONWorld:

Next Post		Previous Post	
←	'Promare': Hiroyuki Imaishi and Hiromi Wakabayashi's Vivid Depiction of Racism and Unity	The Winning Animated Re-Creations of Netflix's 'Losers' Docu-Series	→

Related Content

- [Samuel L. Jackson and Ryan Reynolds' Animated 'Futha Mucka' Set at Quibi](#)
- [Quibi Orders 'Doomland' Adult Animated Comedy](#)
- [Quibi Greenlights 'Filthy Animals' Animated Series from Stoopid Buddy Stoodios](#)
- [Quibi Greenlights Stoopid Buddy Stoodios' 'Micro Mayhem' Stop-Motion Series](#)
- [Quibi Greenlights Justin Roiland and Stoopid Buddy Stoodios' 'Gloop World'](#)

[Unconventional A24 Picks Up Controversial 'Hazbin Hotel'](#)

27 comments · 1 day ago

['Squidbillies' Actor Stuart Baker Fired for Offensive Facebook Posts](#)

12 comments · 1 day ago

[Marge Simpson Shares a Profound Message for Trump Campaign Advisor Jenna Ellis](#)

2 comments · 3 days ago

[Titmouse Shoots for the Nebulas in 'Star Trek: Lower Decks'](#)

1 comment · 1 week ago

['Mulan' Heading Straight to Disney+ with Premium Priced Release](#)

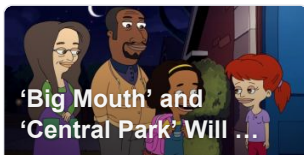
1 comment · 1 week ago

[CTN Webinar with Vani Balgam Coming August 4](#)

1 comment · 2 weeks ago



ALSO ON ANIMATION WORLD NETWORK



2 months ago • 6 comments

Creators of both animated comedies apologize for casting white actors in ...



4 days ago • 12 comments

Series creators Jim Fortier and Dave Willis announce the move on Twitter in ...



2 months ago • 1 comment

French owner of key creative studios and VFX brands including MPC, ...

0 Comments

Animation World Network

Disqus' Privacy Policy

Login

Recommend

Tweet

Share

Sort by Best



Start the discussion...

LOG IN WITH



OR SIGN UP WITH DISQUS

Name

Email

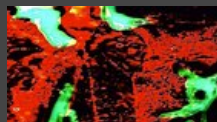
Password

☐ I agree to Disqus' [Terms of Service](#)

☐ I agree to Disqus' processing of email and IP address, and the use of cookies, to facilitate my authentication and posting of comments, explained further in the [Privacy Policy](#)

☐ I agree to additional processing of my information, including first and third party cookies, for personalized content and advertising as outlined in our [Data Sharing Policy](#)

Elsewhere on AWN



Free Download: Special Annecy 2018 Edition of ANIMATIONWorld Magazine!	The Burden of Other People's Thoughts: Don Hertzfeldt Talks 'World of Tomorrow Episode Two'	A Candid Talk with Scratch Film Master Steven Woloshen	Marcy Page Leaves Her Mark on the NFB	Hayao Miyazaki – The Interview	Chris Landreth Talks 'Subconscious Password'
---	---	--	--	-----------------------------------	--

Animation World Network

[Contact Us](#) | [About Us](#) | [Terms Of Service](#) | [Privacy Policy](#) | [Media Kit](#)

More Animation World Network Sites

[AWNtv.com: AWN Television](#) | [Videos](#) | [Channels](#) | [Categories](#) | [Playlists](#) | [Submit Your Films](#)

[AIDB.com: Animation Industry Database](#) | [Production Companies](#) | [VFX Houses](#) | [Schools](#)

© 2017 AWN, Inc. AWN.com - Part of the Animation World Network - 13300 Victory Blvd. Suite 365 Van Nuys, CA 91401

