
RULES OF DEKI

pronounced "dah-ki"

“In a universe where what you are determines what you owe — one girl discovers she was made to be everything. The question is whether anything she is still belongs to her.”

3

Season Arc

13

Episodes Per Season

7

Worlds

YA

Audience

An Animated Space Opera Series

Solarpunk Aesthetic · Hyper-Stylized Realism · Original Universe

Series Overview

Rules of DEKI is a solarpunk space opera animated series following Amaya New — a seventeen-year-old fighter living on the luminous world of Arlo who discovers, in the most public way possible, that she is not what she thought she was. In a universe where every being is classified by what they're made of, her reclassification sets three forces in motion: an institution that needs to contain her, an ancient order that needs to understand her, and something vast and dying inside the universe's living energy that has been waiting for her specifically.

THE TONE

Starts luminous and utopian. Darkens through revelation, not violence. The world the characters love slowly shows them what it was always capable of becoming. By the finale the audience has lost something they didn't know they were holding.

THE AUDIENCE

Young adult and older. The generation raised on Avatar, watching Arcane now. Underserved by solarpunk aesthetics. Hungry for a space opera that isn't grimdark. Global format — the DEKI taxonomy and found family translate across cultures.

COMPARABLE TITLES

Arcane — visual ambition and emotional depth · Avatar — world-building and found family · Dune — mythic scale · Spider-Verse — animation innovation · Firefly — crew dynamics · Blue Eye Samurai — hyper-stylized realism

Rules of DEKI occupies entirely original territory — visually, thematically, and in its core premise — while in conversation with the best of these.

The Universe

THE BLOOM — The Fundamental Force

A living energy that flows through all things — planets, people, animals, stars. Technology and magic are not separate disciplines in this universe. They are the same thing understood differently depending on where you were born and what you are. Civilizations that work with the Bloom thrive. It is simultaneously energy source, ecosystem, nervous system, and something that occasionally, unmistakably, has intentions of its own.

THE DIASPORA

Thousands of years ago humanity scattered across hundreds of worlds. Each developed differently — some utopian, some lost, some so changed they barely recognize each other as the same species. No single civilization speaks for all of them. The Bureau tries anyway.

THE RETURN

A pre-human civilization that seeded the Bloom is returning. They didn't leave instructions for what happens when they find someone else living in what they made. Their taxonomy for life doesn't match DEKI. That's the problem.

THE MISSION

The Bloom is sending a distress signal. Something — or someone — is dying inside it. The crew is sent to find it. The signal leads them world to world through seven Bloom nodes that together form a map to something buried before the ancient civilization left — something the Return is coming back to reclaim.

SECTION 03

Geography

Every level of Amaya’s address means something. Her geography is her foreshadowing.

The galaxy	The Long Moss	Vast, mostly uncharted, ancient. Named for how it looks from inside — slow, living, spreading across the dark.
The known region	The Arcana	22 zones named after the Major Arcana — nobody living there knows why. The names are a map left by the ancient civilization. The crew figures this out mid-season two.
The zone	The Tower	Sudden disruption. The structure that looked stable cracking open. Amaya lives in The Tower before she knows what that means.
The star system	The Siren System	The call. The thing that draws you toward something you can’t resist. She was always going to answer a signal. She comes from a star named for the act of calling.
The home world	Arlo	A solarpunk utopia. Luminous, living architecture, Bloom-integrated technology. A city that got it right — on the surface. Season one is set entirely here.

Amaya New. Born in The Tower. In the Siren System. On Arlo. Her entire address is foreshadowing.

The DEKI Taxonomy

Every sentient being is classified under four categories. Not a hierarchy — officially. The show disagrees.

<h2>D</h2> <p>DESIGNED</p> <p>Genetically engineered. Made by architects with intentions built in. Applied — you can become one. The institutional majority.</p>	<h2>E</h2> <p>ENGINEERED</p> <p>Tech-human integration. Modified, augmented. Applied. The line between person and machine is a design choice.</p>	<h2>K</h2> <p>KHARMED</p> <p>Bloom-sensitive. Born, not made. You don't choose it, it chooses you. Rarer. Harder to regulate. Makes institutions uncomfortable.</p>	<h2>I</h2> <p>IMAGINED</p> <p>What the taxonomy can't classify. Officially very rare. Unofficially the records are sealed.</p>
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RELICS — Outside the System

Unmodified humans who never entered the DEKI classification system. The word carries condescension baked in — remnants of what humanity used to be before it started improving itself. Some worlds, like Veth Mara, built entire civilizations around refusing classification. The Relic on the crew sees the DEKI system entirely from the outside — and catches things the others normalize.

D and E are applied — you can become them. K and I choose you. That distinction is the world's quiet fault line.

The Central Question

“What do we owe the people who made us?”

Every layer of the story asks this simultaneously. Personally, through the order, and cosmically. Belonging lives inside this question — you can only feel you belong somewhere once you’ve answered what you owe the place you came from.

PERSONAL

Amaya was built by someone she’s never met for a purpose she didn’t consent to. Everything that feels like her might have been placed there. Is any of it still hers?

THE ORDER

The Deki were scattered and shaped by a hundred different worlds. Do you owe loyalty to the tradition that formed you, or to the order you’re only just finding?

THE UNIVERSE

The Return seeded life itself. Do civilizations that grew from that seeding owe anything? Or has independent becoming earned the right to say: we are not what you made us.

Protagonist

[PROTAGONIST] Amaya New

Classified D/E — awakening Kharmed — Imagined (unrevealed) — Arlo, The Siren System, The Tower

Who they are Seventeen. Designed and Engineered — made, modified, and completely fine with it. A fighter. Comfortable in her own skin. Then the Bloom touches her in public and none of it makes sense anymore.

Their debt Everything she thought was hers — her Bloom sensitivity, her instincts, even her name — may have been placed there. If you were made to feel like yourself, does that make the feeling less real?

Their role Season one — she doesn't know. Season two — she suspects. Season three — she knows and has to decide. Her answer redefines what Imagined means for every being in the universe.

“New” isn't just a surname. Whoever made her named her for what she is — the first of something. She'll spend three seasons deciding if that's a gift or a sentence.

SECTION 07

The Crew

Six around Amaya. Each from a different world. Each one a portal — when they join they bring a whole world with them.

[E] Ro

Engineered — Ossian — already on Arlo

Who they are Left Ossian voluntarily — almost nobody does. Precise, dry, quietly funny. Has been rebuilding a Bloom-grown ship on Arlo for two years without knowing why.

Their debt Modifications applied at birth they didn't choose. Left to find out who they'd be without them. The answer so far: still this.

Their role Technical lead. Reads Bloom infrastructure like text. Figures out what the nodes actually are — and sits on the information until the crew is ready.

[K] Tae

Kharmed — The Drift — arrives on Arlo for Amaya

Who they are Deki practitioner, a decade older than the rest. Warm, principled, has an answer for everything until they meet Amaya.

Their debt The order gave them everything — purpose, identity, belonging. The cost: never stayed anywhere long enough to build something real.

Their role Guide. Knowledge of Bloom pathways, Deki history, the worlds ahead. Has to reconcile what the order told them the mission is with what it turns out to be.

[D] Zara

Designed — Kaen — found at node 5, season two

Who they are From Kaen where purpose is encoded at birth. Her family passed down an unreadable modification for forty generations. Amaya reads it. Zara leaves because staying means pretending she didn't hear it.

Their debt Forty generations trusted her with something they didn't understand. She was made to protect it. Now she's helping use it for something those ancestors couldn't have imagined.

Their role Fighter. Combat is literally in her genetics. Most recently destabilized, which makes her both asset and liability.

[RELIC] Olan

Relic — Veth Mara — found at node 3, season two

Who they are From a world that rejected DEKI classification entirely. Never modified. Deeply suspicious of the crew on first meeting.

Their debt Veth Mara's community trusted Olan to represent them. Leaving feels like abandonment. Their debt is to a people, not a person. That's harder to negotiate.

Their role Conscience and blind spot simultaneously. The only one who sees the DEKI system from outside. Their ordinariness turns out to matter most.

[I] Syne

Imagined — origin unknown — already on Arlo, watching

Who they are Has been on Arlo three years. Nobody knows where they came from. Says to Amaya after the awakening: I know what you are. I've been waiting for you to happen.

Their debt Unknown. That's the point. What Syne owes and to whom is a season-long mystery. What's clear is they chose to be here before the awakening.

Their role The unknown variable. The one Amaya trusts least and needs most. The audience understands Syne at the end of season two. Amaya finds out in season three.

The Antagonists

VISIBLE

Director Solen Vare

Bureau Director for Arlo's classification division. Not a villain — a true believer. She doesn't want to harm Amaya. She wants to contain her. Intelligent, careful, genuinely thinks she's doing the right thing. That's what makes her dangerous.

HIDDEN

The Precursor

Already on Arlo for years. Watching the Bloom infrastructure for this exact activation event. Not attacking — observing and occasionally accelerating. By the time Amaya realizes they exist they're standing very close to someone she trusts.

THE ARCHITECT — The Long Game

Someone made Amaya. Not the Bureau. Not the Deki. Someone with access to all four DEKI traditions simultaneously and knowledge of the Return's timeline. Present in season one as an absence — in the gaps of her file, in her modifications, in the frequency that triggered her awakening. We don't meet them directly until late season two. Season three is when Amaya decides what she owes them.

SECTION 09

Season One — “New”

Set entirely on Arlo. One world. Everything cracking open. 13 episodes.

Ep 1–2 “Bloom”	Amaya’s ordinary life. Fighter. D/E. Comfortable in herself. A Bloom event in the city’s infrastructure — something impossible comes out of her publicly. She runs. End of episode two: reclassified as Kharmed by the Bureau. She walks out a different legal person.
Ep 3–4 “Filed”	The Bureau’s process begins. Amaya cooperates — no reason not to yet. Tests are thorough and increasingly strange. Tae arrives and makes contact. Amaya isn’t sure which of them she trusts less.
Ep 5–6 “Frequency”	The ability surfaces again — she can almost feel it coming. The Bureau moves her to supervised living. Tae shows her a recording: the Bloom frequency that triggered her matches something very old. She starts asking about her file. They tell her it’s restricted.
Ep 7–8 “Order”	Amaya goes with the Deki — not from commitment, from the Bureau stopping answering her questions. Her ability doesn’t behave like other Kharmed practitioners. The first crew member joins here. Syne is always slightly nearby.
Ep 9–10 “Designed”	Amaya accesses part of her file. Her Engineered modifications are more extensive than she was told. Some have never activated. Tae recognizes one signature — it matches a world that went silent around the time the Return’s signal first appeared in historical Bloom records. She stops asking what she is. She starts asking who made her.
Ep 11–12 “Rules”	Director Vare makes her move. Sits across from Amaya. Offers two options — voluntary containment or Imagined reclassification with its legal implications. Not a threat. An ultimatum dressed as bureaucracy. The precursor makes their first visible move against someone close to Amaya.
Ep 13 “New”	Amaya refuses both options. She reclassifies herself publicly as Imagined — not as defeat, as a statement. The system glitches. The Deki order fractures. The Return’s signal spikes across Arlo’s Bloom infrastructure for six seconds. The crew is complete. She stops being someone things happen to. She becomes someone who moves toward something.

Season one is thirteen episodes of Amaya being chased. The finale is the first episode where she chooses to move toward something instead.

SECTION 10

Three Season Arc

Season 1 "New"	One world. Everything cracking open. Amaya's reclassification, the crew assembling, the Bureau closing in, the precursor revealed. The solarpunk utopia shows its fault lines. The space opera is the door that opens in the finale.
Season 2 "Made"	Seven worlds. The mission in full. The crew travels the Arcana node by node. The Architect is revealed. Each crew member confronts their own maker. Midpoint: Solenne's Wake — the dead world, the episode that recontextualizes everything. Finale: the crew reaches the center.
Season 3 "Chosen"	The Return arrives in full. Amaya faces what she was built to do. Does choosing something you were made for still count as a choice? Her answer becomes the universe's answer. New → Made → Chosen: each title reframes what the previous one meant.

SECTION 11

The Seven Worlds

Each world carries a node, a new crew member or ally, and a different face of the DEKI question.

Arlo Node 1 — Season 1	Home world. Solarpunk utopia. The Bureau. The awakening. Season one is set entirely here.
Ossian Node 2 — Season 2	Fully Engineered civilization. Technology and biology completely merged. Ro's home world. Relic population vanishingly small.
Veth Mara Node 3 — Season 2	Rejected DEKI classification entirely. A Relic world by choice. The node is inside a Bloom grove the Unclassified community has tended for generations. Olan's world.
The Drift Node 4 — Season 2	Not a planet — a massive Bloom-powered station moving between systems. The Deki's closest thing to a hub. The order fractures over Amaya here. Tae's home.
Kaen Node 5 — Season 2	Designed world. Purpose encoded at birth. The node is inside a family lineage passing down an unreadable modification for forty generations. Amaya reads it. Zara joins.
Solenne's Wake Node 6 — Season 2 midpoint	A dead world. The Bloom still runs faintly. The last Blooming pointed here two hundred years ago. Nobody who investigated came back. The episode that recontextualizes everything before it.
Unknown Node 7 — Season 2 finale	Coordinates only readable after the first six nodes. Not in the known Arcana. Where the Bloom is oldest. Where the Architect has been waiting.

Visual Direction

Hyper-Stylized Realism

Characters slightly taller and more angular than real humans — longer necks, sharper jaw lines, expressive hands. Not anime-elongated, not western-stocky. Between high-fashion illustration and a detailed game cinematic. Every character reads as designed — intentional silhouettes you'd recognize in shadow. CGI base with a hand-drawn illustration pass on every frame. Feels tactile. Feels expensive.

PALETTE EVOLUTION

EARLY — UTOPIAN

Sky blue, sage green, warm ivory. Soft natural light from above. White and glass architecture. Everything breathes. The world looks designed to make people feel safe.

MID — FRACTURE

Whites cool to lavender-grey. Small cracks appear. The world is the same. Something underneath it isn't.

LATE — DEEP

First dark colors pulled from underground. By the finale the characters are literally the light source. The world's ambient light is nearly gone.

ART DIRECTION REFERENCES

The visual direction draws from five aesthetic registers simultaneously: the hand-drawn emotional line quality of Makoto Shinkai (intimate, painterly, deeply human) · the smooth 3D character clarity of Ghibli-style CGI (readable silhouettes, expressive proportions) · the saturated fashion-forward color and tech-as-accessory aesthetic of hyper-stylized 3D (K-pop visual energy, chromatic signature per character) · the sketchy kinetic line quality of illustrated anime (chaotic, alive, fast) · clean Xianxia-style 3D (character legibility, world texture).

The synthesis: solarpunk palette that starts luminous and cools over the season, CGI base with hand-drawn illustration pass per frame, each character's Kharm'd ability expressed as a unique color signature and geometric language visible in combat.

The darkness seeps, not strikes. Viewers who rewatch season one will see it everywhere. First watch: it snuck up on them.

SECTION 13

The Deki Order

Not a single institution — a convergence. Bloom practitioners emerged independently across hundreds of Diaspora worlds, each developing different traditions. The Deki is the ongoing effort to find each other and build common cause. No single school, no single leader, no unified doctrine.

HOW THEY TRAVEL

Ancient Bloom pathways seeded across the Arcana — routes traveled for centuries. Not instant teleportation. More like sailing specific currents. Season one: pathways. Season two: Ro's Bloom-grown ship, built before they knew why. The moment they board it is the moment the crew stops being members of the order and becomes something the universe doesn't have a classification for yet.

THE BLOOMWALKERS

Practitioners who went fully into the wild Bloom rather than the organized order. Older, stranger, less legible. The Deki find them unsettling. The Bloomwalkers find the Deki incomplete. They matter more as the series expands — a second thread running parallel to the order, following different rules.

The Franchise

The DEKI taxonomy is the IP

Rules of DEKI isn't just a show — it's a classification system for all sentient life that generates infinite stories across infinite worlds. Every Diaspora world has its own relationship to D, E, K, and I. Every new character fits somewhere in it — or doesn't, which is the most interesting stories. The taxonomy is the franchise concept and the story concept simultaneously.

SPINOFF POTENTIAL

Each crew member's world is a spinoff waiting to happen. Ossian (Engineered civilization). Veth Mara (Relic political drama). The Drift (Deki order politics). Each has its own tone, visual identity, audience.

EXPANDED UNIVERSE

22 Arcana zones. Hundreds of Diaspora worlds. The Long Moss mostly uncharted. The Bloomwalkers as a separate thread. Rules of DEKI is the entry point into something much larger.

IP & AUDIENCE

The DEKI classification as interactive engagement — which type are you? Amaya New as a character with strong visual franchise potential. The Arcana world map as collectible artifact.

Why This Show, Why Now

THE MARKET CASE

Arcane, Blue Eye Samurai, and Spider-Verse prove animation buyers are actively looking for properties with a distinctive visual identity that couldn't work in live action. Rules of DEKI has that. The solarpunk palette, the Bloom visual language, the DEKI type signatures are animation-native ideas. That's a selling point, not a limitation.

THE CULTURAL MOMENT

Solarpunk is the aesthetic of a generation that grew up with climate anxiety and wants to imagine getting it right. Space opera is the genre of a generation that wants a universe worth living in. Rules of DEKI is the first property to put those two things together seriously.

THE GAP IN THE MARKET

Almost every space opera picks one of two moods: humanity barely surviving a hostile universe, or scrappy underdogs vs. empire. Neither is solarpunk. Solarpunk asks a different question: what if we got it right? What does a spacefaring civilization look like when it didn't have to conquer its way to the stars? Rules of DEKI owns that territory completely.

Rules of DEKI is the animated space opera that the generation raised on Avatar has been waiting for — original, solarpunk, visually unlike anything in the market, built on a franchise concept that generates stories for decades.

RULES OF DEKI

New. Made. Chosen.

Confidential Pitch Document