

# A Study on Application Animation Technique Related to Anti-racism Animation Process Production

인드라, Saputro Indra Kurniawan

A Graduate School of Dongseo University

## I. Introduction

### 1.1 Background and Purpose of Project

Racism is prejudice, discrimination, or antagonism directed against someone of a different race based on the belief that one's own race is superior<sup>1</sup>. Even this problem still happen in a big country which has better idea or perspective about racism issue. It has been an issue for more than decades and still happens. Data from survey noted the least racially tolerant countries 40%+ are India, Jordan. 30-39.9% are Egypt, Saudi Arabia, Iran, Vietnam, Indonesia, South Korea. 20-39.9% are France, Turkey, Bulgaria, Algeria, Morocco, Mali, Zambia, Thailand, Malaysia, The Philippines, Bangladesh, Hong Kong said that individuals surveyed would not want a person of another race as a neighbor<sup>2</sup>. Polling conducted by CNN and the Kaiser Family Foundation, roughly half of Americans say racism is a big problem is about 49%<sup>3</sup>. As a designer that wants to fight against racism issue make a public service announcement or PSA. A lot of printed media used for delivering a message about the fight against racism. Uniqueness, creativity from printed media have the capability to make audience stop and think for a while about the issue, but its lack of storyline, hence sometimes it can be difficult to understand. In the other hand, audiovisual media have more advantage because if storyline, and have been proved in delivering the message. audiovisual media including a short movie about the fight against racism and some video explainer about racism awareness can persuade audience even further. Using animation as a media to deliver a message is something common, and sometimes not enough to attract interest from the audience. Therefore using the technique, including storytelling will help the audience to understand the message, attract interest and effectively achieve the goal.

## II. Theoretical Background

### 2.1 Understanding Storytelling

Before everything begins, the genesis of the whole animation process is storytelling. John Lasseter of Pixar, responsible for such great films as *Toys Story* (1995) and *Monster Inc.* (2001), said that there are three important aspects of a film: the script, the script and the script<sup>4</sup>. Storytelling itself have 2 story progress. A linear and non-linear storytelling. A Linear story progresses from A (beginning) to B (middle) to C(resolution) in sequential time. A situation is established at the start, a complication arises in the middle section, and resolution of some kind comes at the end<sup>5</sup>. Non-linear animation concentrates on creating an effect or mood rather than telling a carefully plotted story<sup>6</sup>.

### 2.2 Understanding Storyboard

Before start an animation project, the story need to be converted into the visual layout. Storyboard process is an important first step of the full project. The storyboard is an illustrated view, like a comic book, of how the producer or director envisions the final edited version of a production will look. Nina Elias Bamberger, executive producer for *Sesame Workshop* animation, has said: Storyboards are the blueprint for the series. They convey the emotions; they convey the creative direction of the series. Since oftentimes, like in *Dragon Tales*, we ship to several studios in order to get the work done on time. The Storyboards are what will guarantee uniformity through-out the series and its quality control. And it also gives the producers the opportunity to fine-tune what they want the series to look like before it's out of their hands for a while.

## III. Realization Plan

### 3.1 Brainstorming and Reference Image

In this process, several reference image is needed to get a unique idea that can bring the issue and convey the message effectively. The word “You are What You Eat” comes from a philosopher named Anthelme Brillat-Savarin from France. In the original translation said: “Dis-moi ce que tu manges, je te dirai ce que tu es.” (Tell me what you eat and I will tell you what you are). Works as well as “You are What You See”, or “You are What You Think”. In this case, as a designer, need to see another work as inspiration like human eat another type of food. In this project, another type of design can be an inspiration and it's very helpful to achieve the goal, which is creative and unique. From the audience perspective, to see an advertisement about the result about racism, without knowing it, make them do the same things. The message is to persuade the audience to have good attitude against racism issue. Instead of showing bad attitude about racism, it should show how we fight against racism. From the image reference and brainstorming process, comes with the idea to get along although have the difference between the human races.

### 3.2 Story

A character named In-gan, live alone feels lonely, and sad he asks God to give him friends. One by one of In-gan's friends come, they are looks, all the same, they can get along together in peace. One day, they realize that they are not the same, hence they feel angry, afraid, and start to fight. Until one day, they did not mind all the difference between them, and able to get along together although they have a difference.

### 3.3 Character Design

The first step is to search and collect image reference for character design. It should be a stylized human character, not realistic. From image below, can be concluded that stylized human character has their own unique characteristic. In shape, measurement of a body part, and have cartoony feels on it. In this project, the character does not need a particular face, the motive behind it is because in the story does not have a conversation, hence the head part is designed without eyes, nose, and lips. Therefore the movement of the body or body language is utilized for expressing the emotion of the character.

## IV. Project Production

### 4.1 Animation

Since the goal of this animating process is to bring out the utilize of body language to express an emotion, the reference of the movement is by observing lots of theatrical show and contemporary dance choreography.

### ■ References ■

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