MAKE A MOVE

ENTITY

Graduation project

REPORT

2D ANIMATION

SHORT FILM

GRAPHIC DESIGN

STARS RATED FOR EXCELLENCE 2012

FPT Education

FPT UNIVERSITY

MAKE A MOVE

FPT Education
FPT UNIVERSITY

MENTOR
_ NGUYEN DUC SON

OUR TEAM
NGUYEN KHANH QUYNH
LE THANH TRUC

2D ANIMATION

GRAPHIC DESIGN

ABSTRACT

“
Being alone has a power over me that never fails. My interior dissolves (for the time being only superficially) and is ready to release what lies deeper. When I am willfully alone, a slight ordering of my interior begins to take place and I need nothing more.

_Franz Kafka

Table of

CONTENT

ABSTRACT

01 PROPOSAL

INTRODUCTION

Define the problem.
What is lonely?

GOAL OF PROJECT

Project goal.
Target audiences.

RESEARCH

Case study.
Research.
Competitor.

DESIGN STRATEGY

Define idea.
Art direction.
Competitor.

02 ANIMATION

CHARACTER DESIGN

Astronaut.
God of fear.

DESIGN PROPOSAL

Script.
Storyboard.

BACKGROUND DESIGN

Outer space.
The city.
Lonely space.

PRODUCT

Animation.
Media plan.

03 REFERENCES

1. PROPOSAL NO

INTRODUCTION
GOAL OF PROJECT
RESEARCH
DESIGN STRATEGY

DEFINE THE PROBLEM

"We're born alone, we live alone, we die alone.
Only through love and friendship can we create the illusion for the moment that we're not alone".

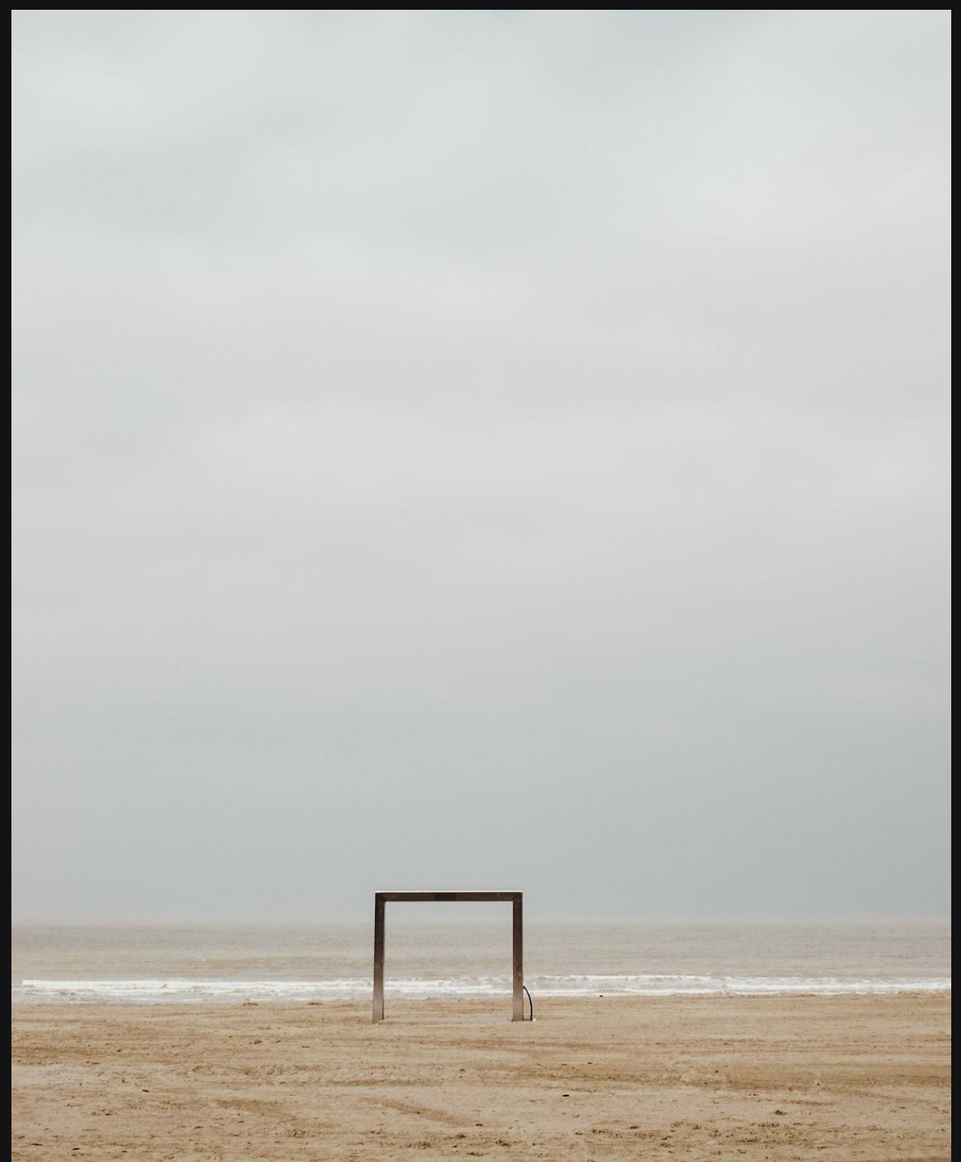
_Orson Welles

WHAT IS LONELY ?

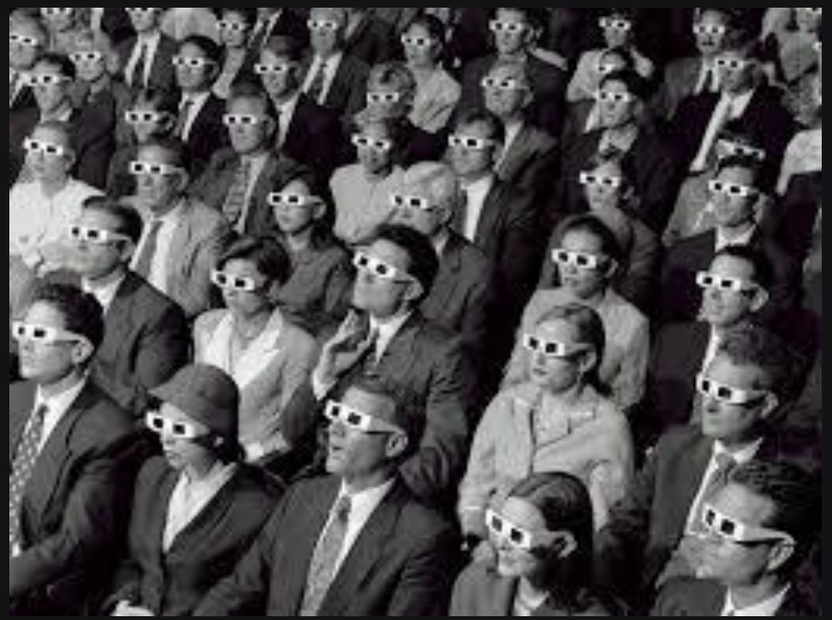
“First, loneliness results from deficiencies in a person's social relationships. Second, loneliness is a subjective experience; it is not synonymous with objective social isolation. People can be alone without being lonely, or lonely in a crowd. Third, the experience of loneliness is unpleasant and distressing.”

GOAL OF PROJECT

The time of our life is limited therefore stop being stuck in the loneliness and step forward.



AUDIENCES TARGET



TARGET AUDIENCES

AUDIENCES TARGET

18 - 23

potential audience
group in ages between

Young people across cultures, countries, and genders.

TARGET AUDIENCES

AUDIENCES TARGET

Demographic

All genders

18-23 yrs old

University, college student

Psychographic

Develop in mind

Independent

Freedom

Curious about themself

Easily influenced by the social media

Geographic

High school, University, College in Vietnam particularly

And global

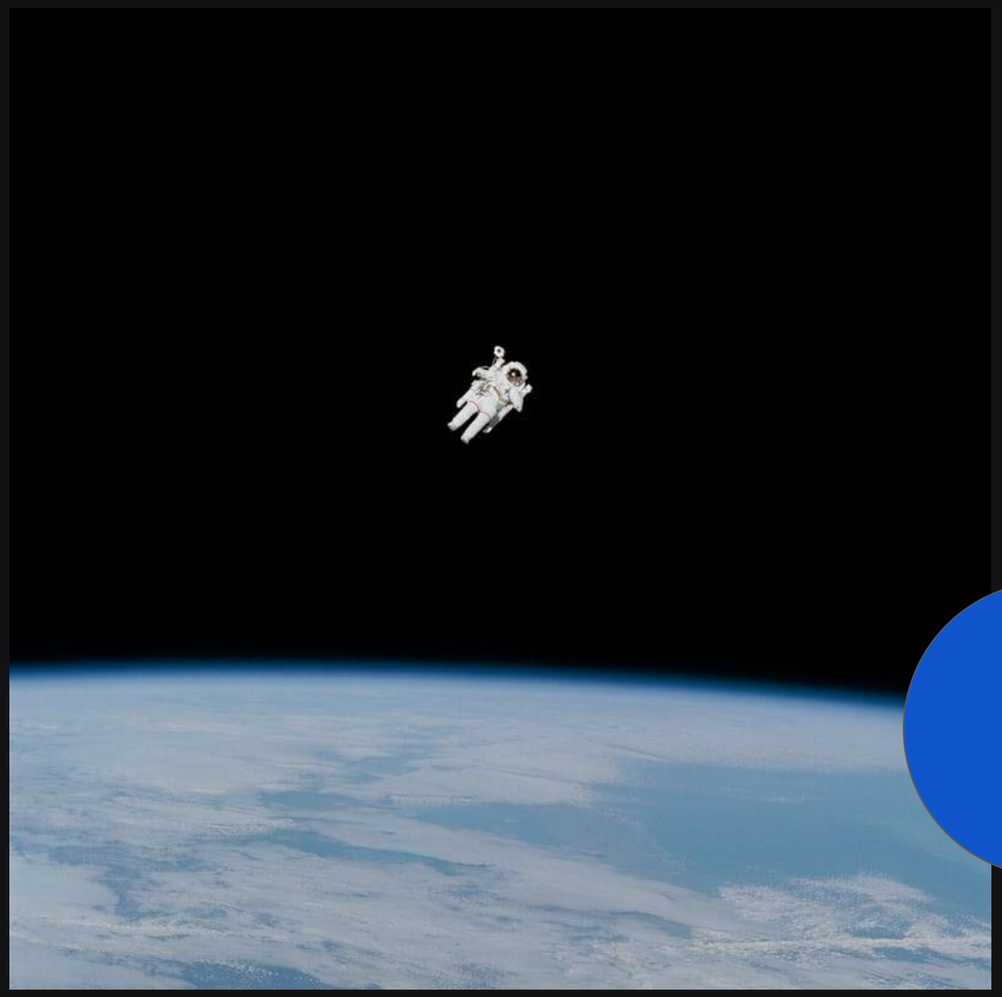
Behavioral

Frequently use social network

Tend to decide everything on their own

Start to have a career

CAUSES OF LONELINESS



What is the reasons that we feel lonely?

CASE STUDY

ALONE VS LONELINESS

Alone means there is no other people with you, you are by yourself.

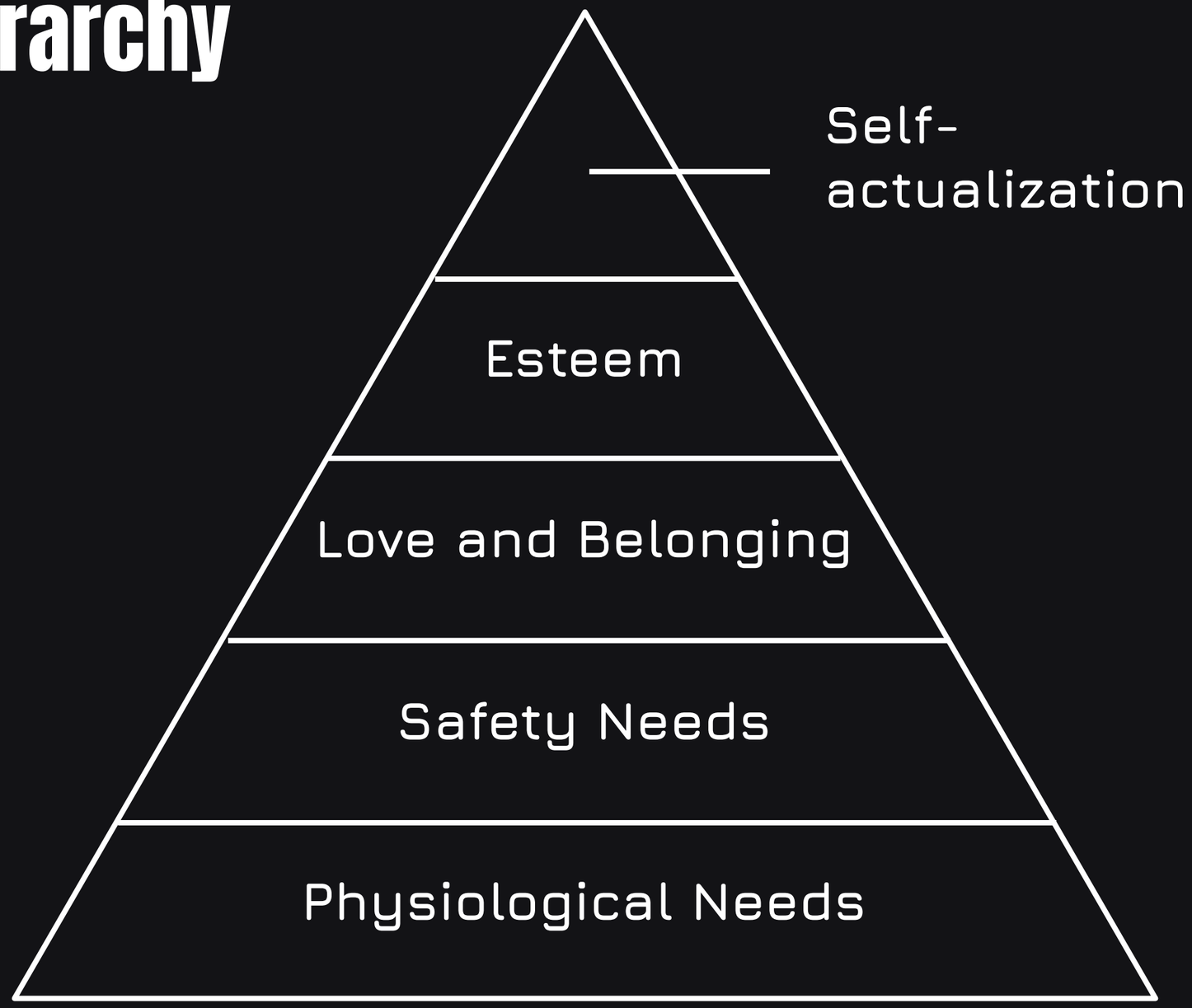
CASE STUDY

ALONE VS LONELINESS

In most research on loneliness, being alone and being lonely are not synonymous, but a lack of social contact and support are key antecedents that can lead to loneliness.

Maslow's hierarchy of needs

About Connection.



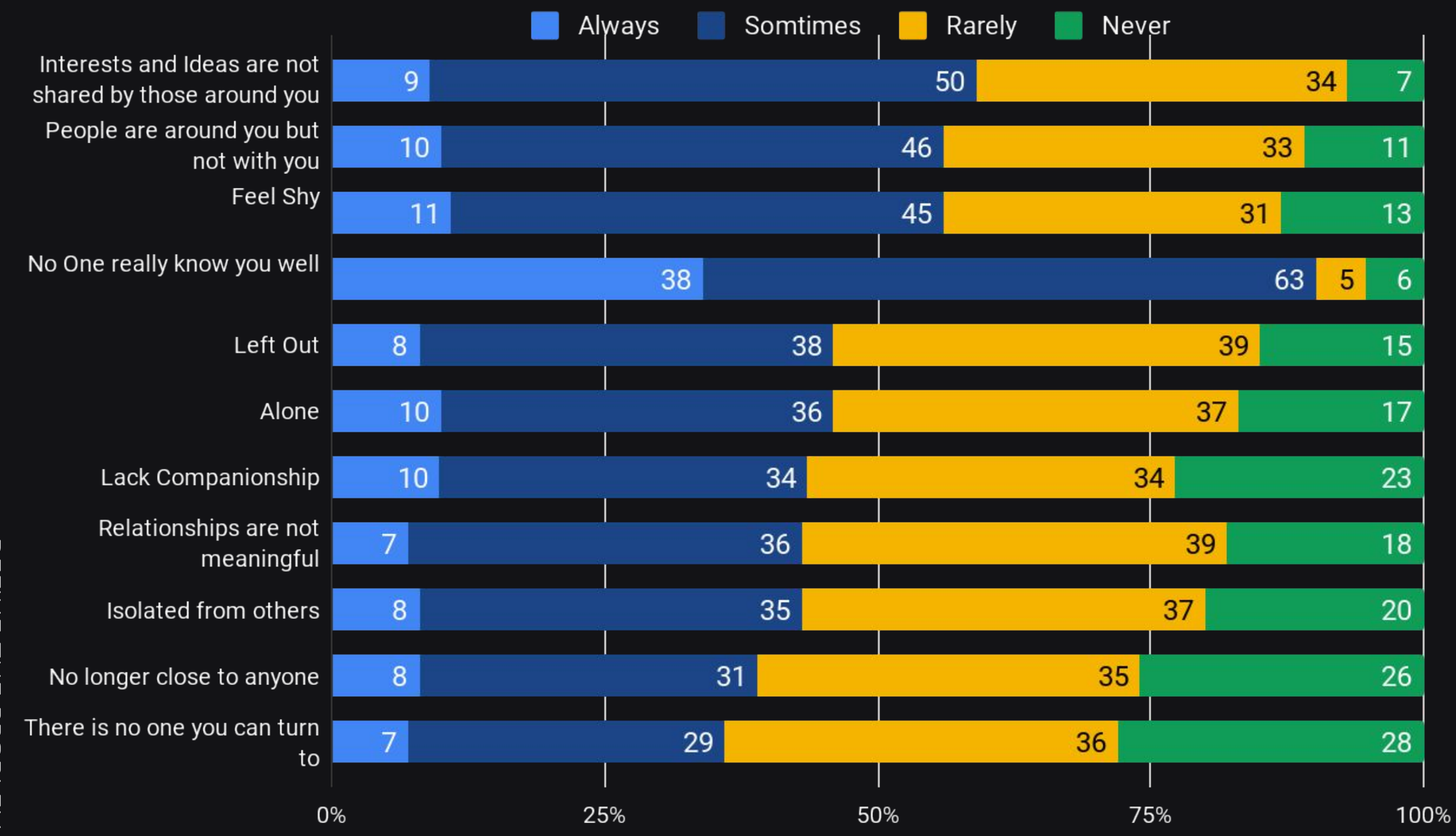
THE FACTOR

Contributing factors to loneliness include situational variables, such as physical isolation, moving to a new location, and divorce. The death of someone significant in a person's life can also lead to feelings of loneliness. Additionally, it can be a symptom of a psychological disorder such as depression.

Loneliness can also be attributed to internal factors such as low self-esteem. People who lack confidence in themselves often believe that they are unworthy of the attention or regard of other people. This can lead to isolation and chronic loneliness.

NEGATIVE AFFECT

What’s it harm you?


Always
Somtimes
Rarely
Never
Interests and Ideas are not shared by those around you
9
50
34
7
People are around you but not with you
10
46
33
11
Feel Shy
11
45
31
13
No One really know you well
38
63
5
6
Left Out
8
38
39
15
Alone
10
36
37
17
Lack Companionship
10
34
34
23
Relationships are not meaningful
7
36
39
18
Isolated from others
8
35
37
20
No longer close to anyone
8
31
35
26
There is no one you can turn to
7
29
36
28
0%
25%
50%
75%
100%

	Adolescent (12-17 years)	Young adult (18- 25 years)	Young people (Overall)
Loneliness			
Problematic loneliness	16%	37%	28%
Feel lonely three or more times a week	13%	35%	26%
Feel alone sometimes or always	43%	64%	55%
Feel they have no one to turn to sometimes always	36%	55%	47%
Lack companionship sometimes or always	50%	62%	57%
Feel left out sometimes or always	48%	61%	55%
Mental health outcomes			
Problematic social anxiety symptoms	32%	58%	47%
Problematic depressive symptoms	31%	64%	50%

18% Depression
12% Social Anxiety

DEFINE THE PROBLEM

Young people across cultures, countries, and genders.

“Solitude is fine but you need someone to tell that solitude is fine.”

Honoré de Balzac

SECONDARY RESEARCH

BBC’s Loneliness Experiment

55,000 people took part in over the world

Cigna study

more than 20,000 U.S. adults 18 years and older in America

40%

of 16 to 24-year-olds.

Young people are the group who feel loneliest

The most accessed site in Vietnam

with a user ratio of

61%

59%

According to a 2018 report by We Are Social.

Vietnamese people spend much of their time online

Hours per day

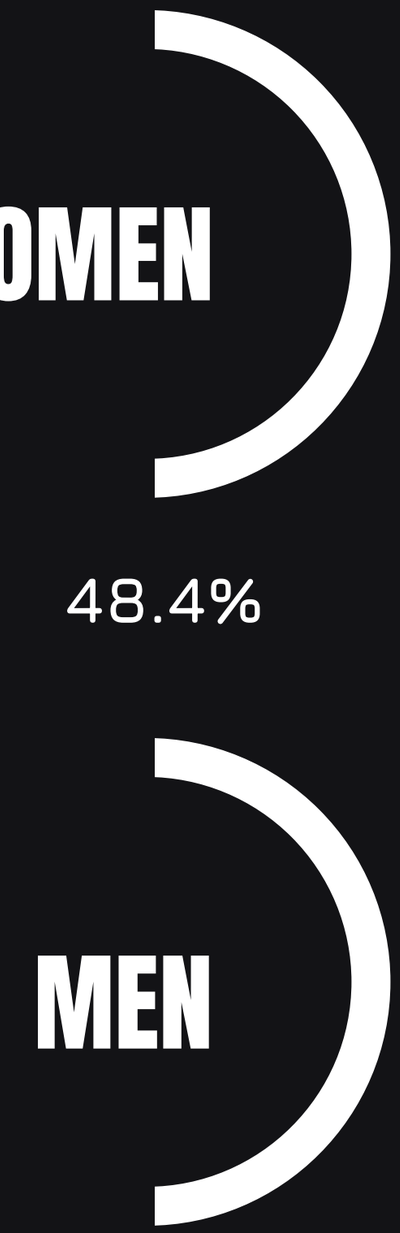
3.55

—

2.65

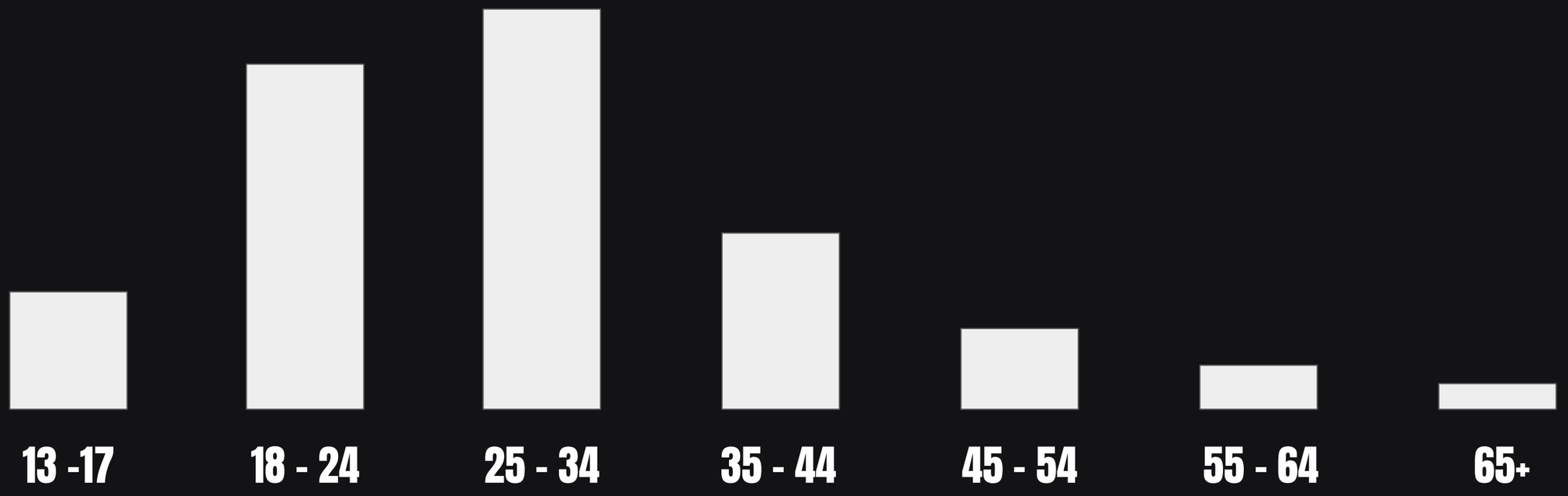
According to the Ministry of Information and Communications.

Facebook usage among genders



Source: NapoleonCat.com

Facebook usage among genders



Source: NapoleonCat.com

Youtube usage among age

Millennials (18-35) prefer YouTube

2D Animation Short Film?

Budget:

The cost of making 2D animated films is cheaper than others films.

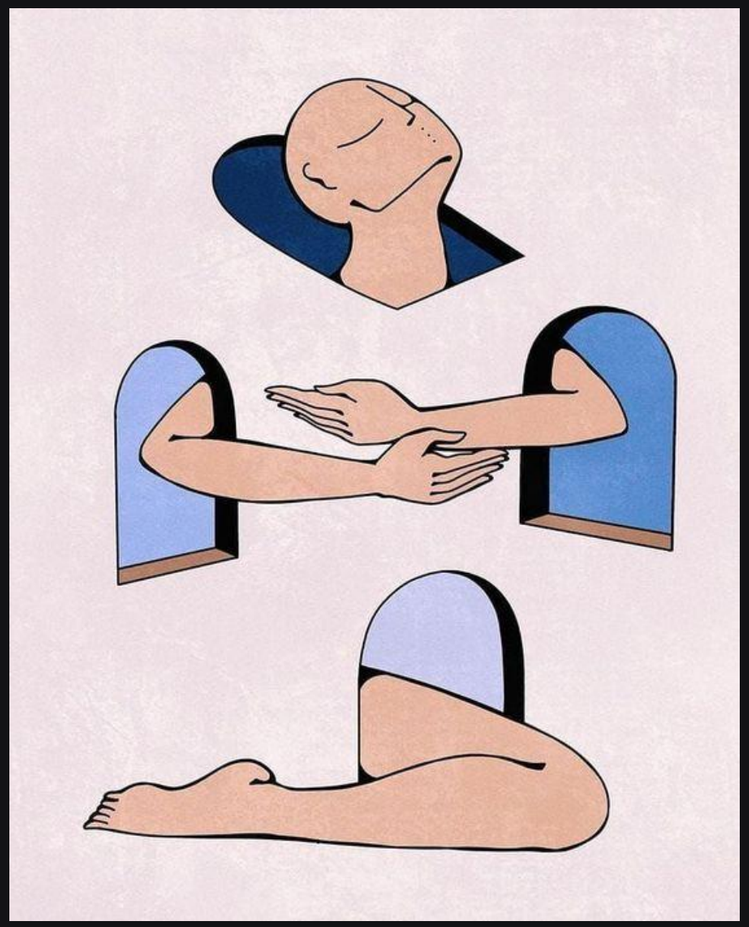
Social Media Platform:

YouTube is filled with independent creators, and they are mostly 2D animators (Big mouth).

COMPETITOR

animated short film

social Media Platform:
Facebook & Youtube



Entity

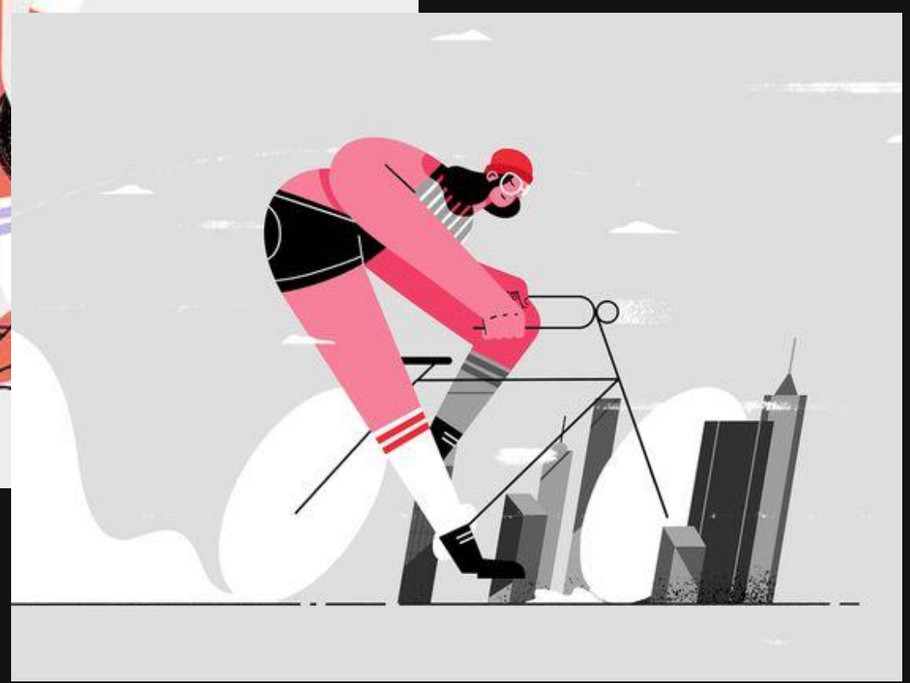
“Make a move”

4 minutes short animated film

An astronaut wander over the universe. He found the Earth and decided to visit. He found out the difference between him and the human is the Connection among people. One day on his travel on the Earth, he cross over a “lonely” gate which protected by a Fear God. He stucked before the gate because of fearness entire his life. As dying he realized “ Life is limited, he should get out of the fearness at the first place.”

Theme color

To create a sense of peaceful, charming and dreamy.

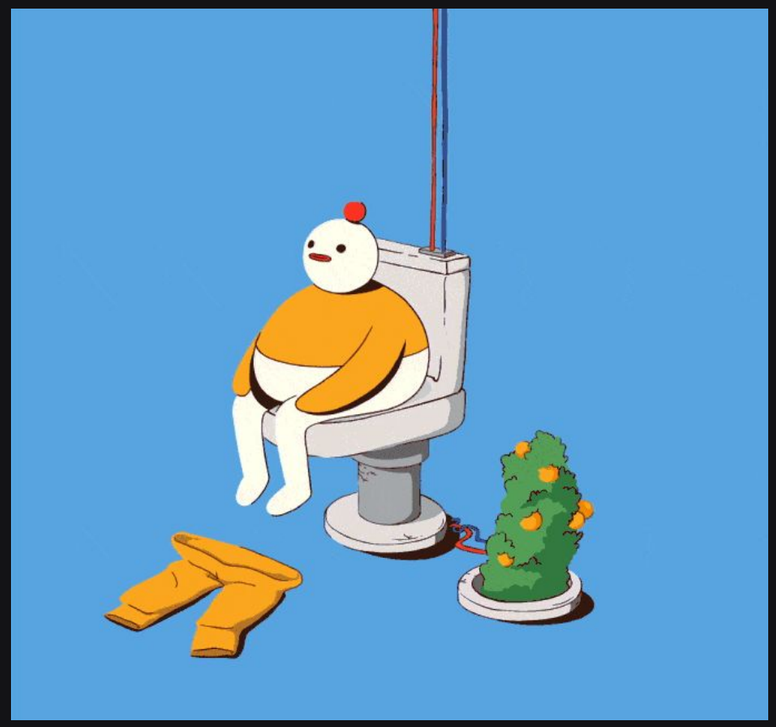


Character reference

Unisex characters create a sense of mystery and feeling of containing a lot.

Animation techniques

About 60% frame by frame and key frame for the rest.



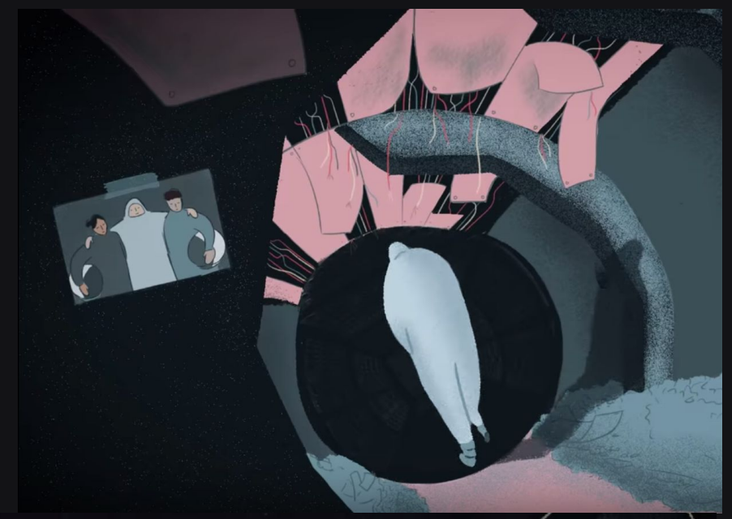
2D Short Animated

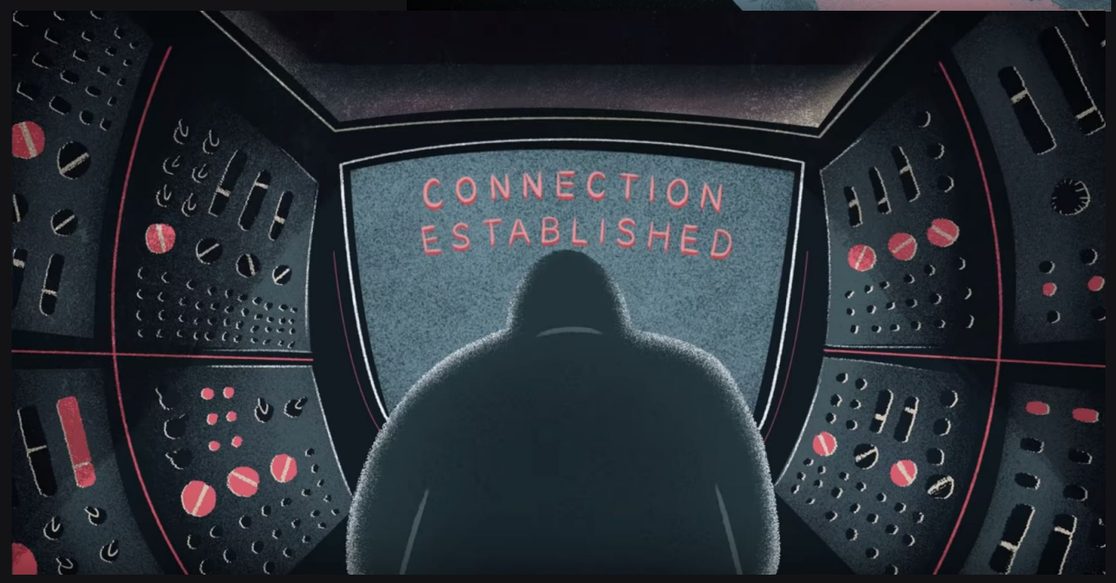
Best friend

A lonely man is addicted to a product called ”Best Friend” which offers him perfect virtual friends.

2D Short Animated

Contact

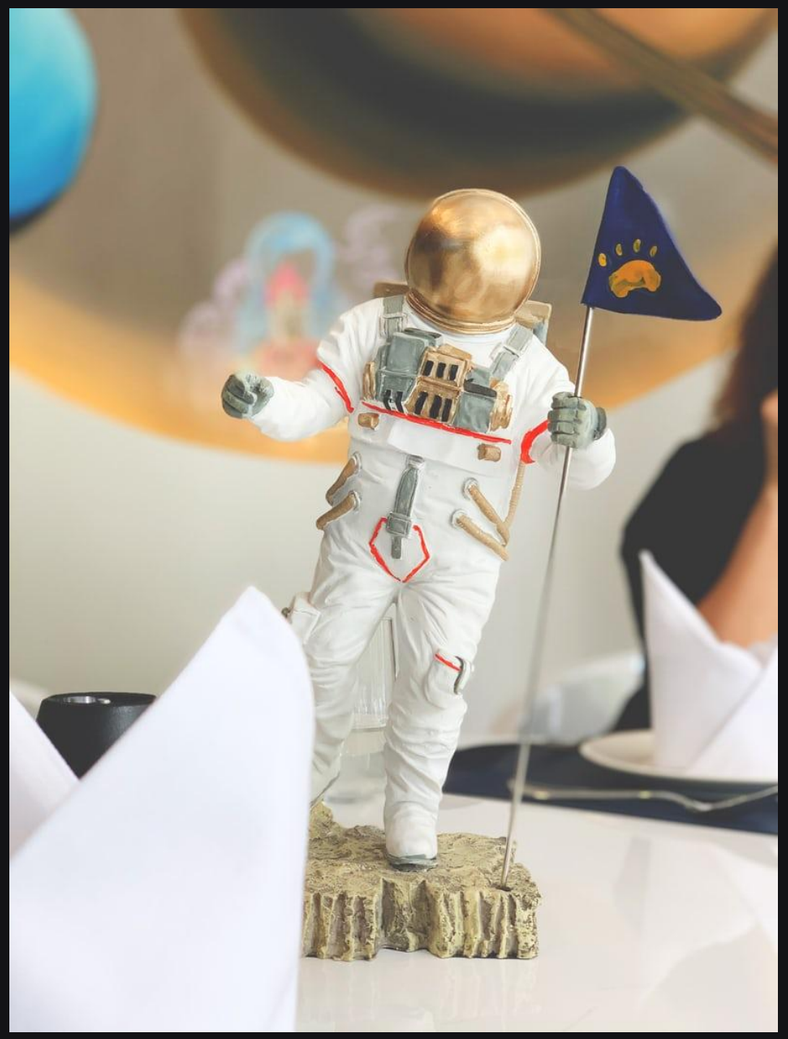




Stranded on a distant planet, a lonely astronaut sends out a signal in search of human contact.

2 ANIMATION NO

CHARACTER DESIGN
BACKGROUND DESIGN
DESIGN PROPOSAL
PRODUCT



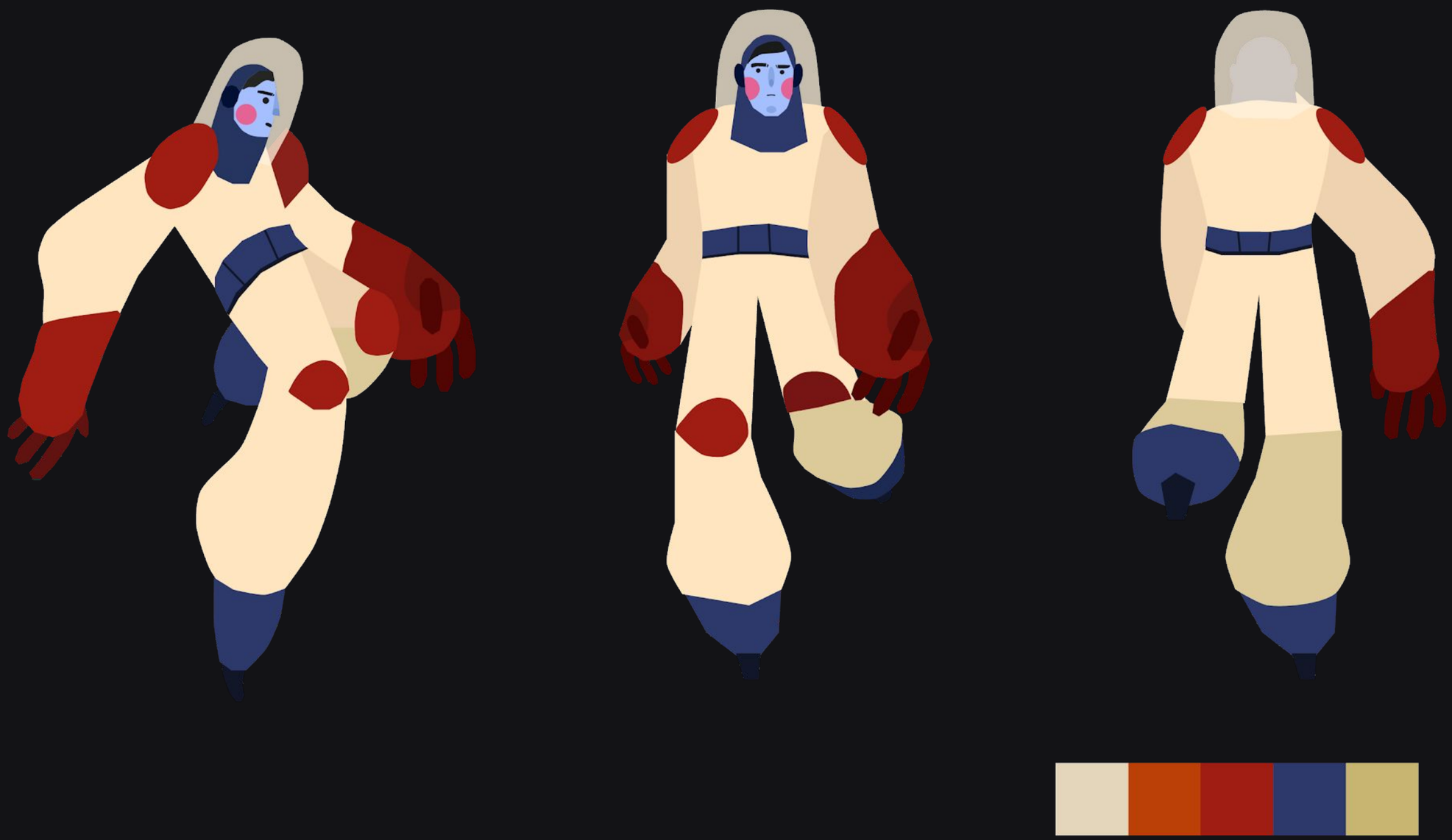
A man wander over the universe who cross over the Earth.

THE ASTRONAUT

SKETCH

FINAL OPTION

COLOR OPTION

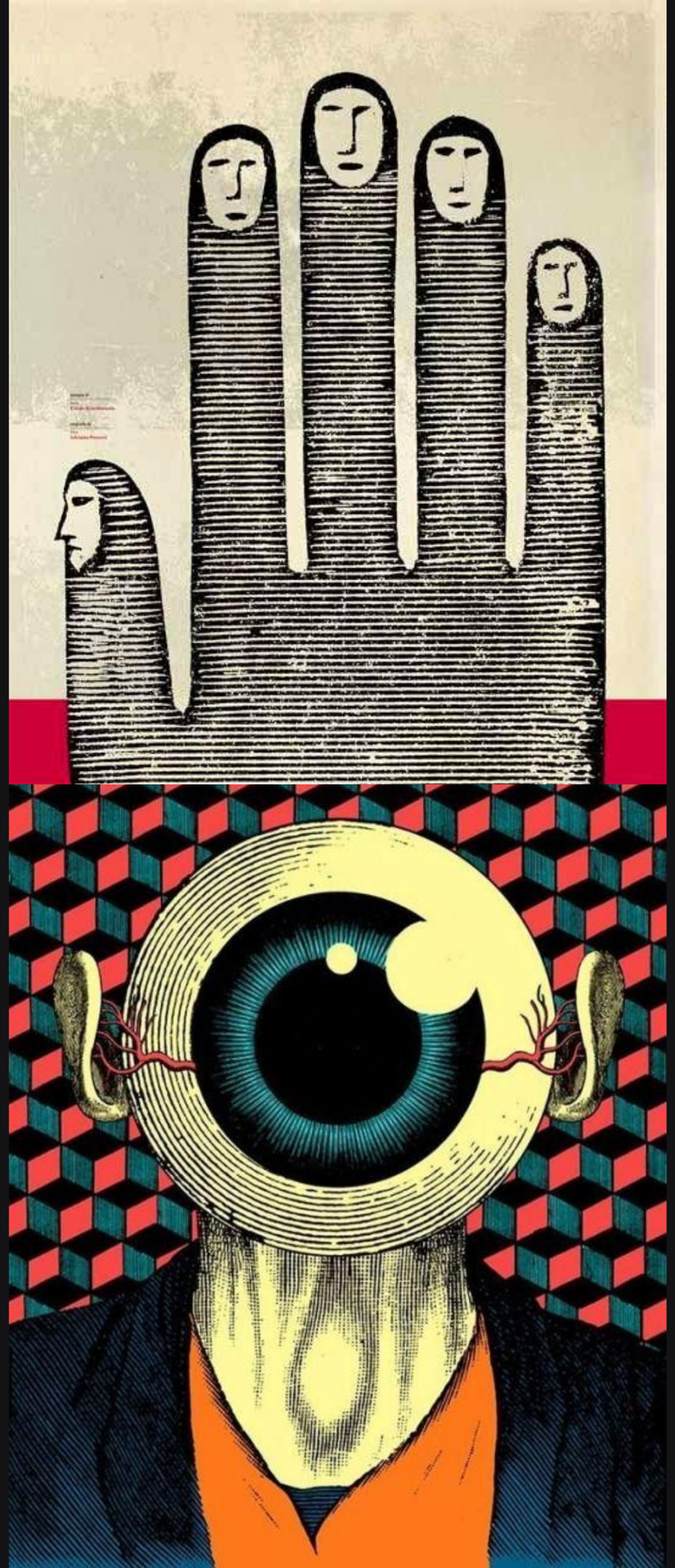


ANIMATION

The God of Fear-
mysterious, powerful,
who can read your
mind and soul.

CHARACTER DESIGN

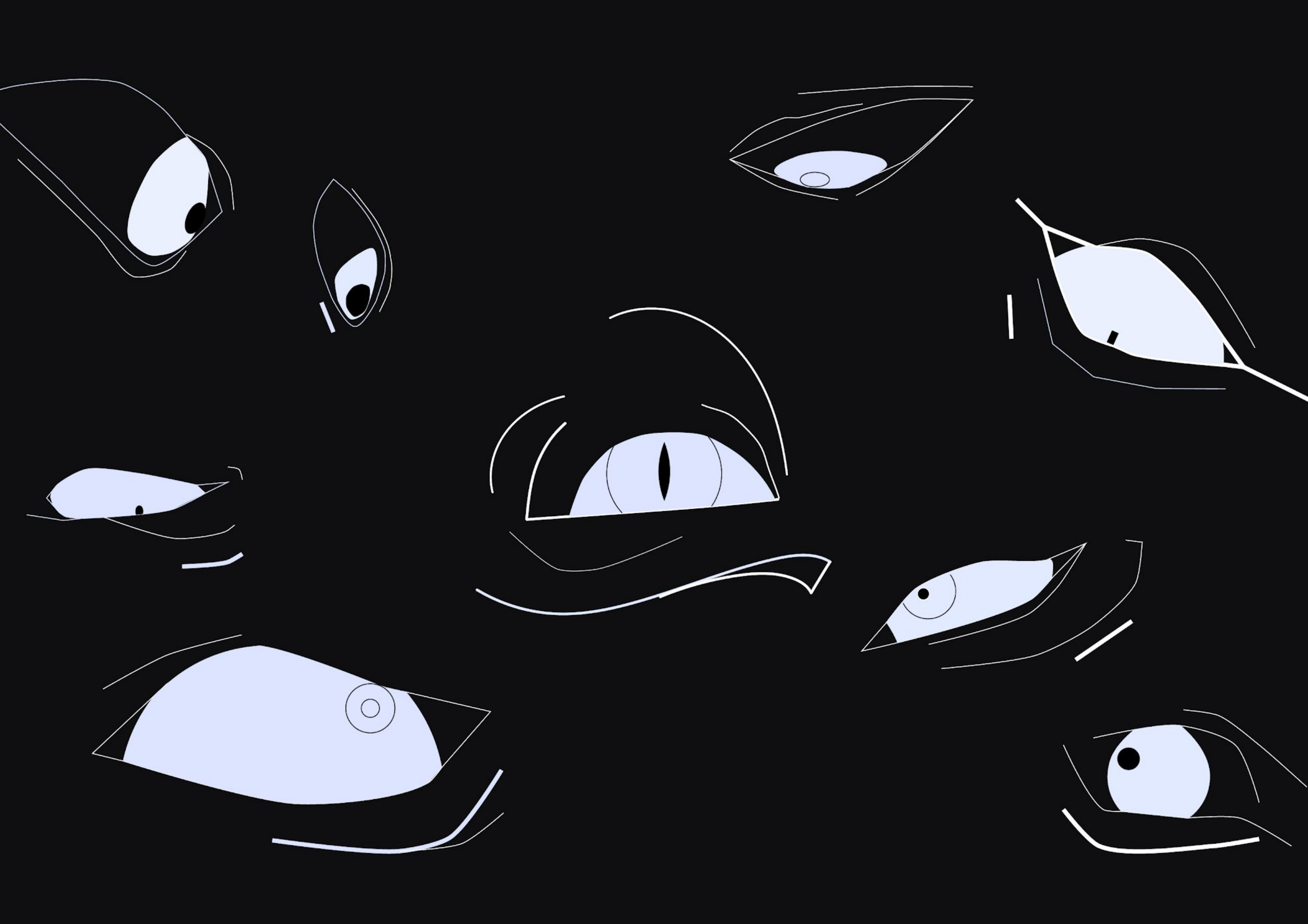
THE GOD

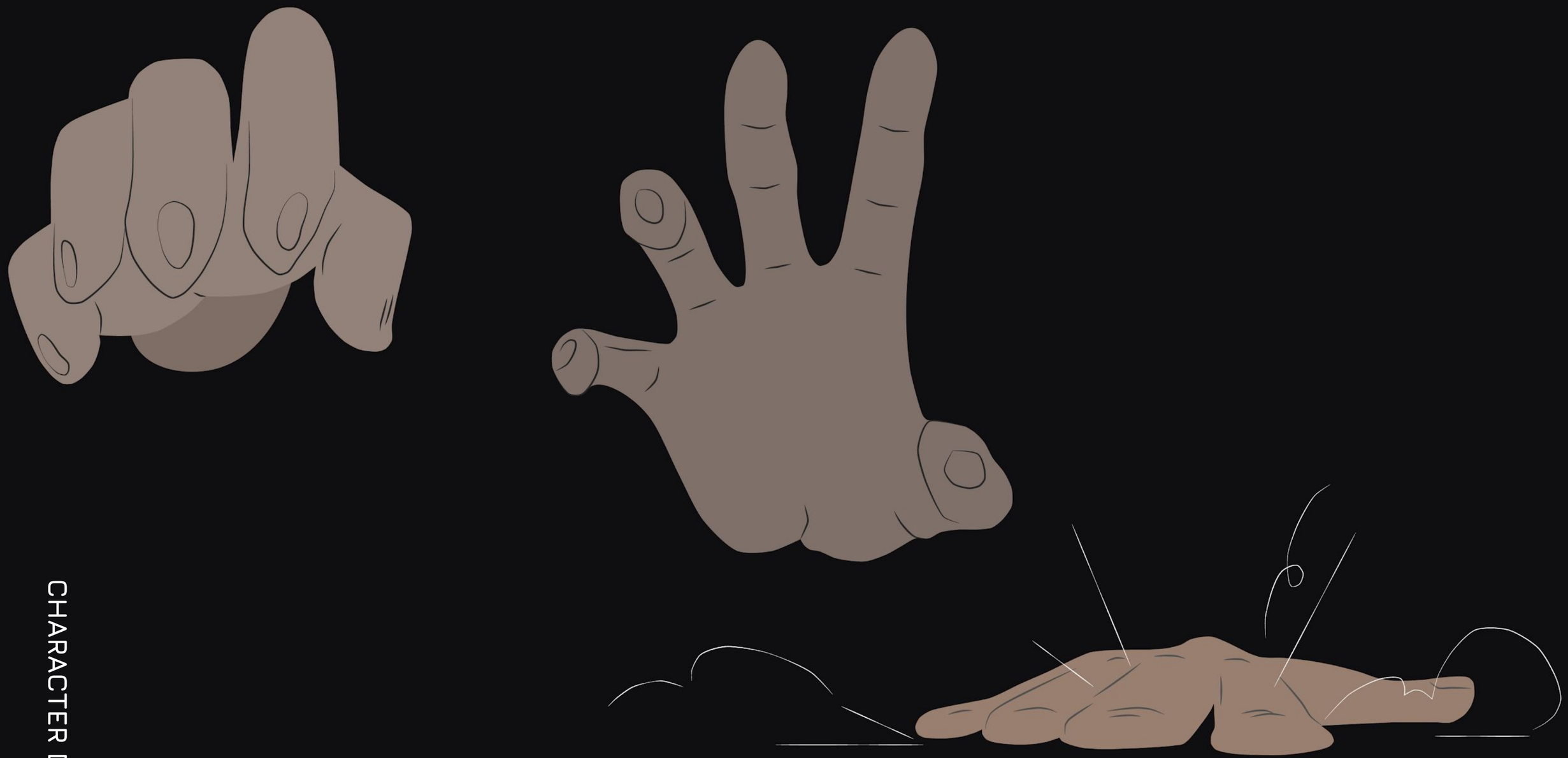


INTRODUCTION

GOD OF FEAR

CHARACTER DESIGN





OUTER SPACE

The galaxy and the Earth from outside.

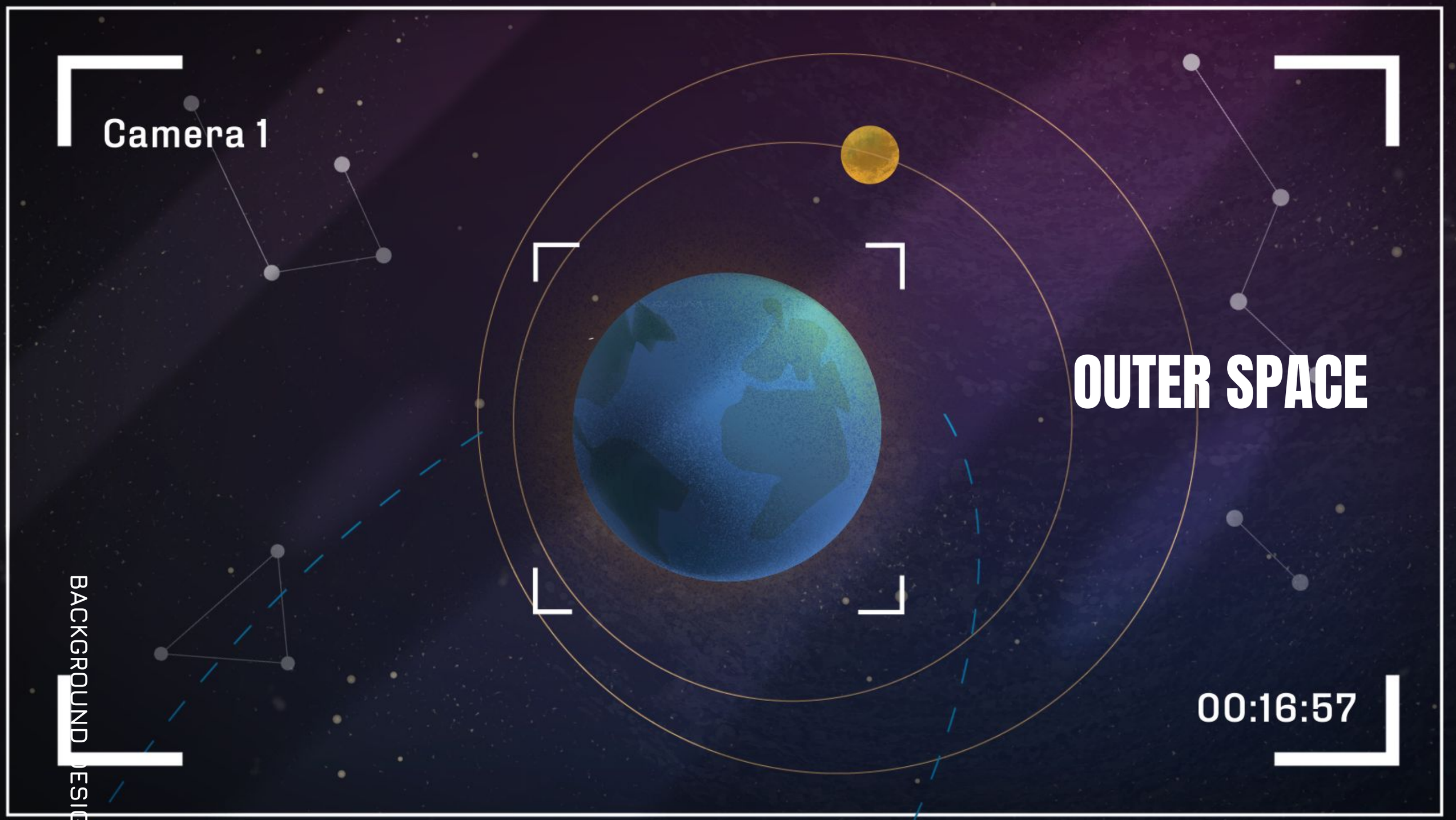
CONCEPT FOR BACKGROUND

THE DOOR

The door is a partition between
“outside-inside" worlds.
stepping through the door is a step to another world.

The door frames save variety of moments.

OUTER SPACE


Camera 1
OUTER SPACE
00:16:57
BACKGROUND DESIGN

OUTER SPACE

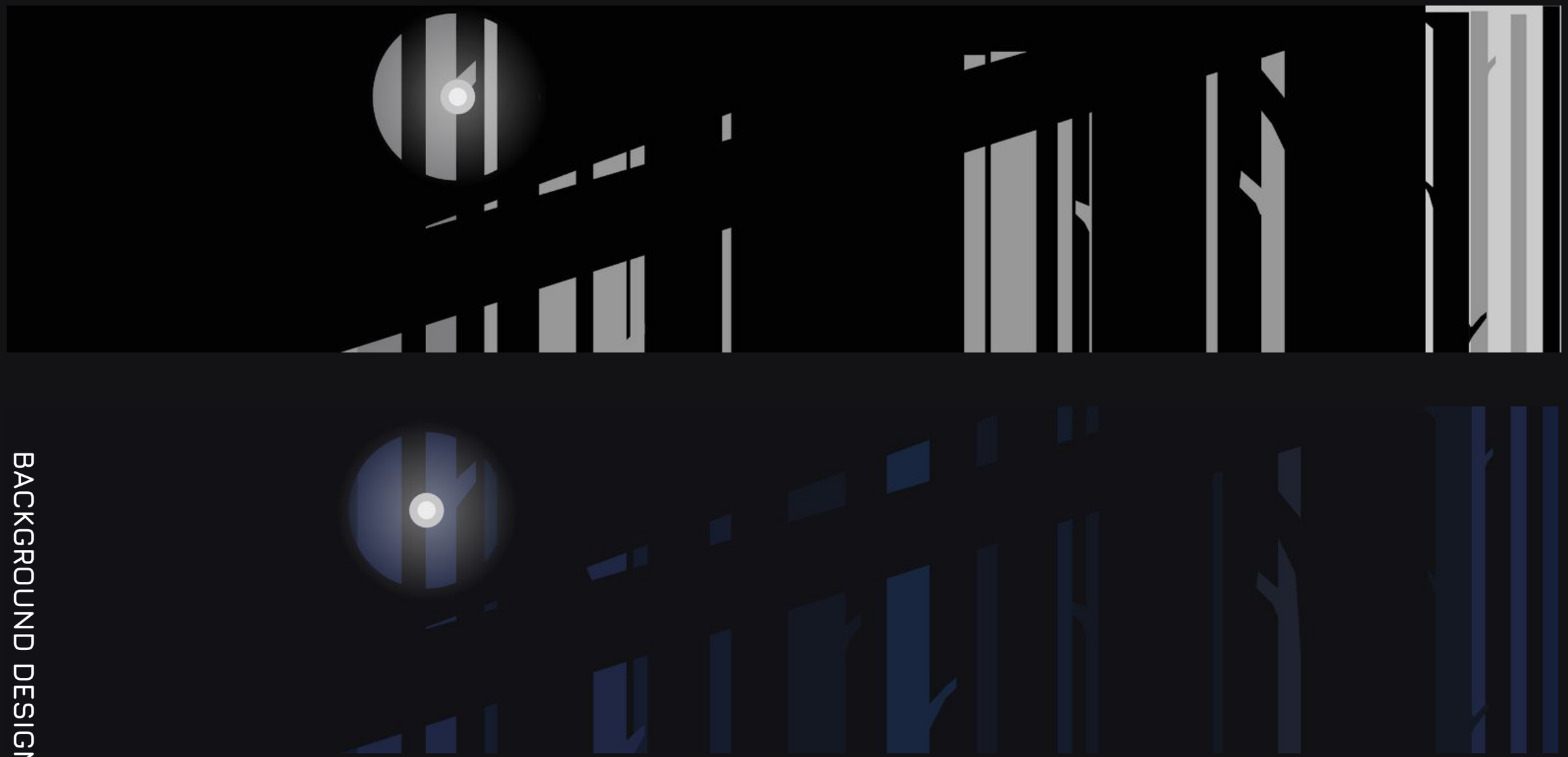
ANIMATION

THE CITY

A specie of variety life
on the Earth.

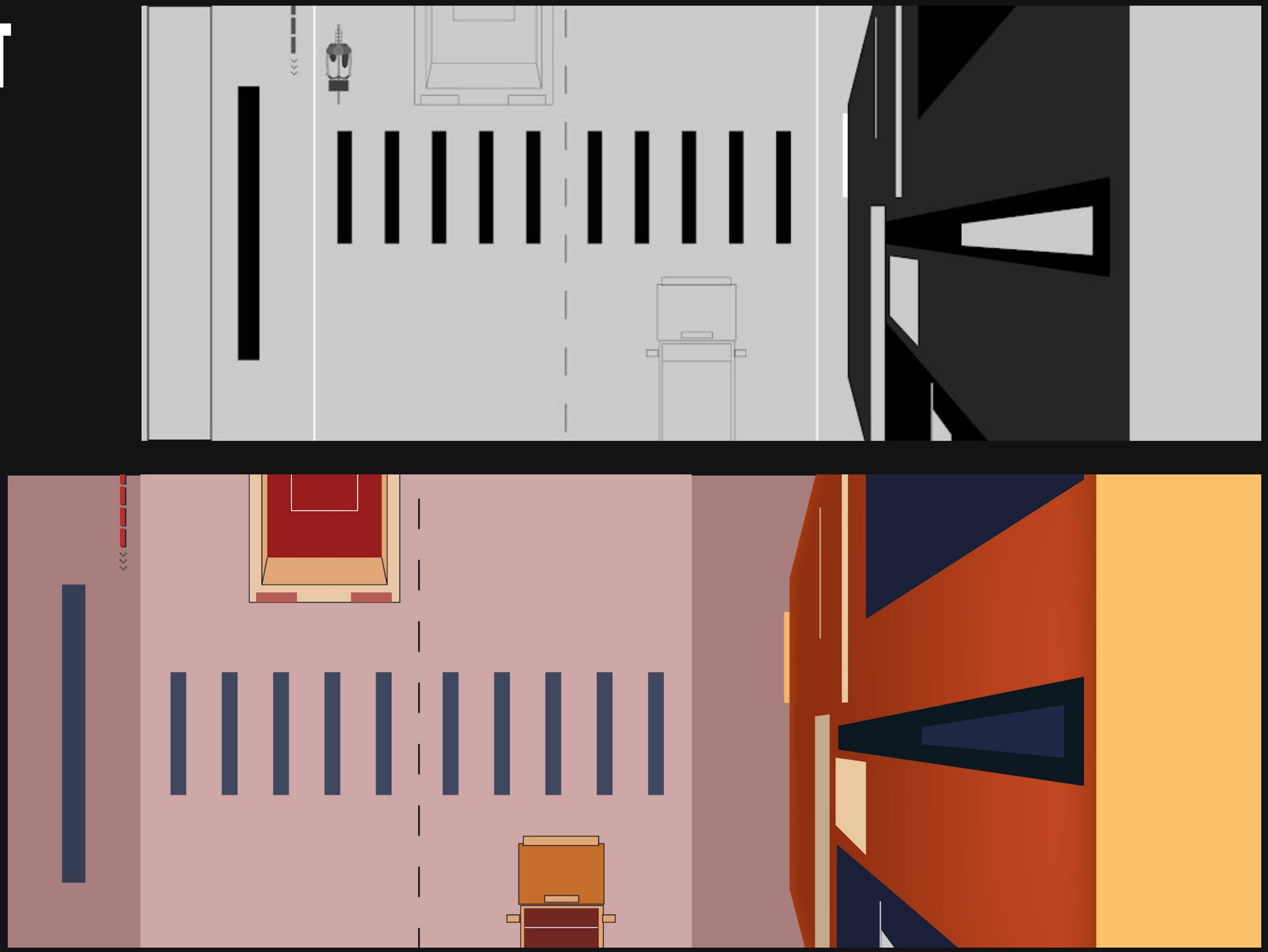
BACKGROUND DESIGN

THE FOREST



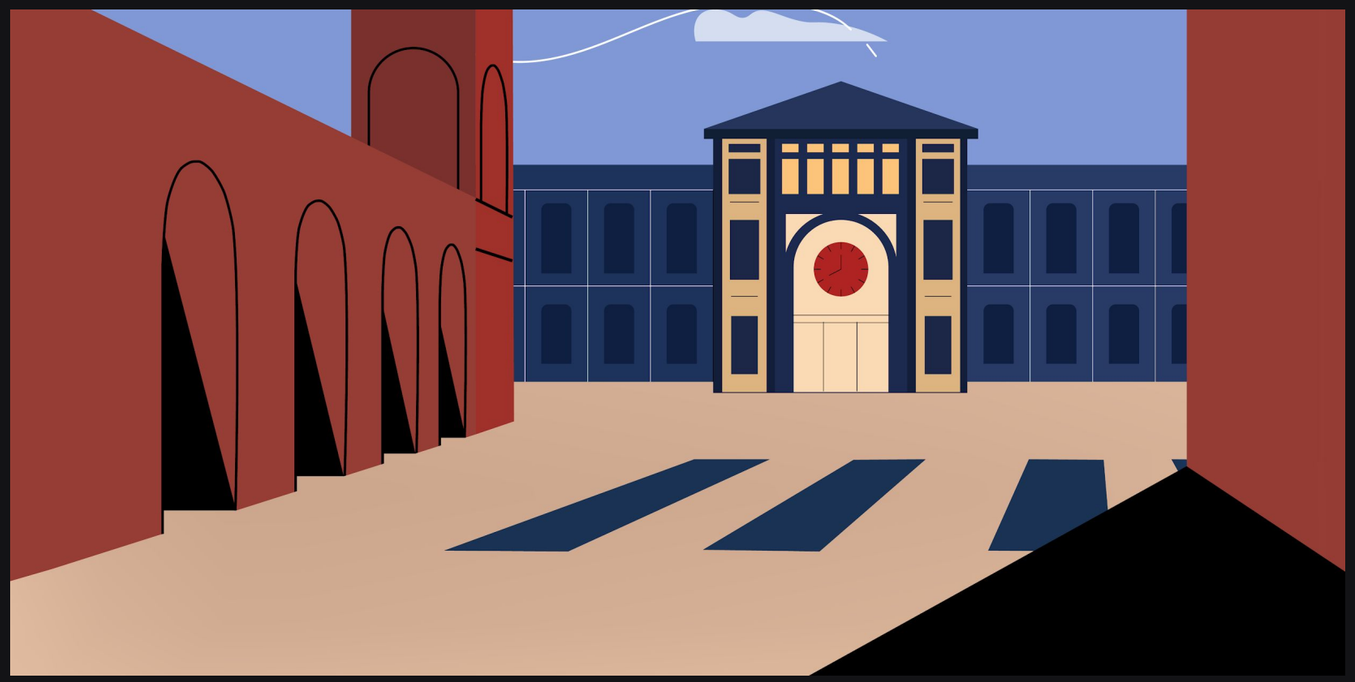
BACKGROUND DESIGN

THE STREET

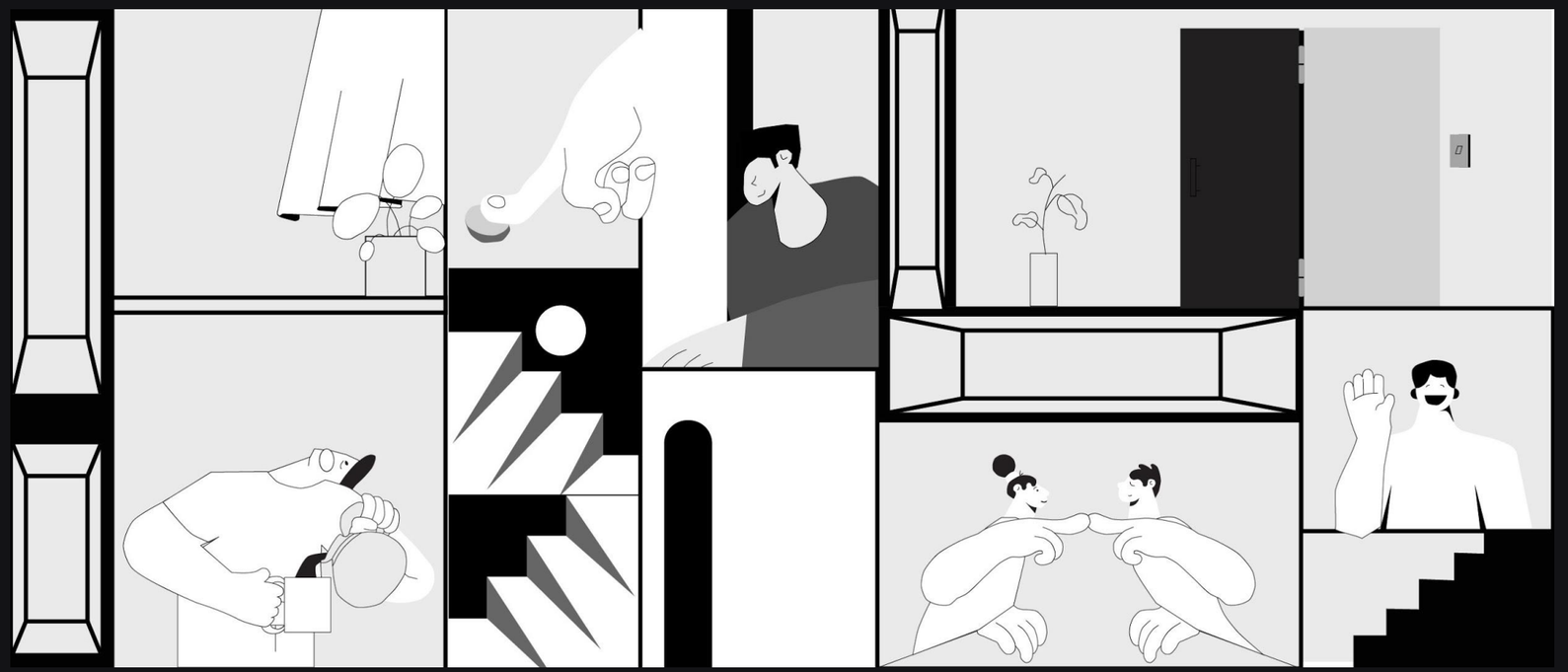


THE STREET

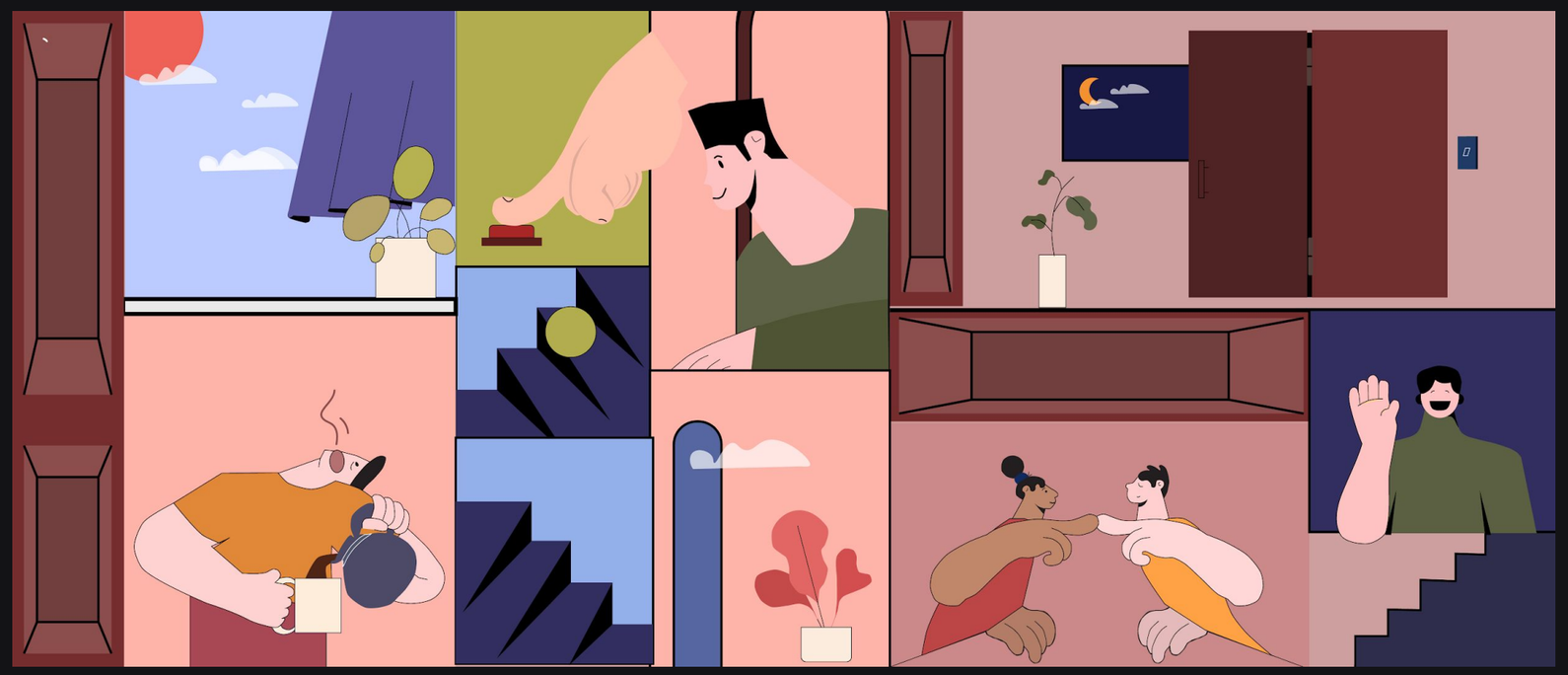
BACKGROUND DESIGN



THE STREET



BACKGROUND DESIGN

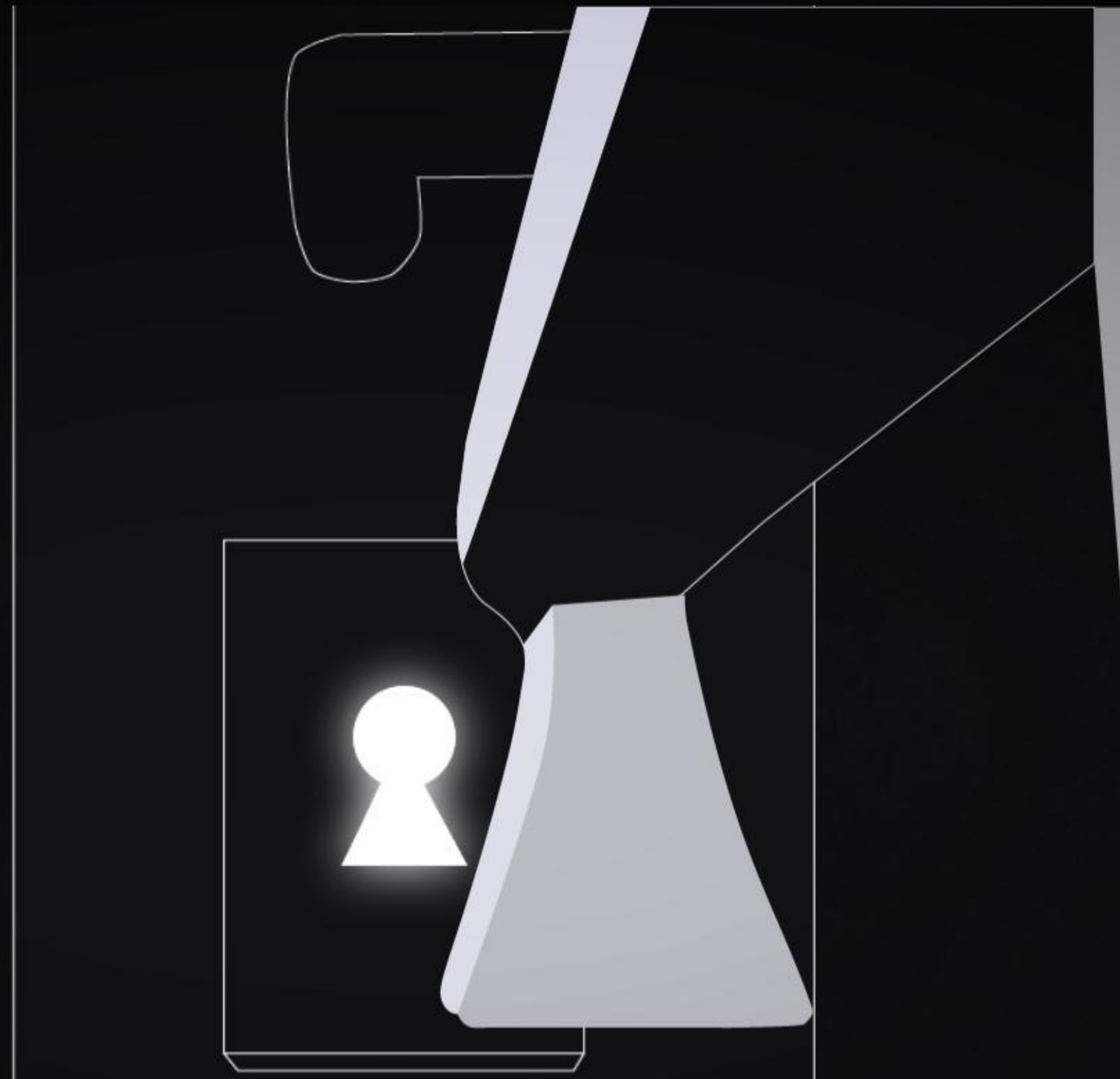


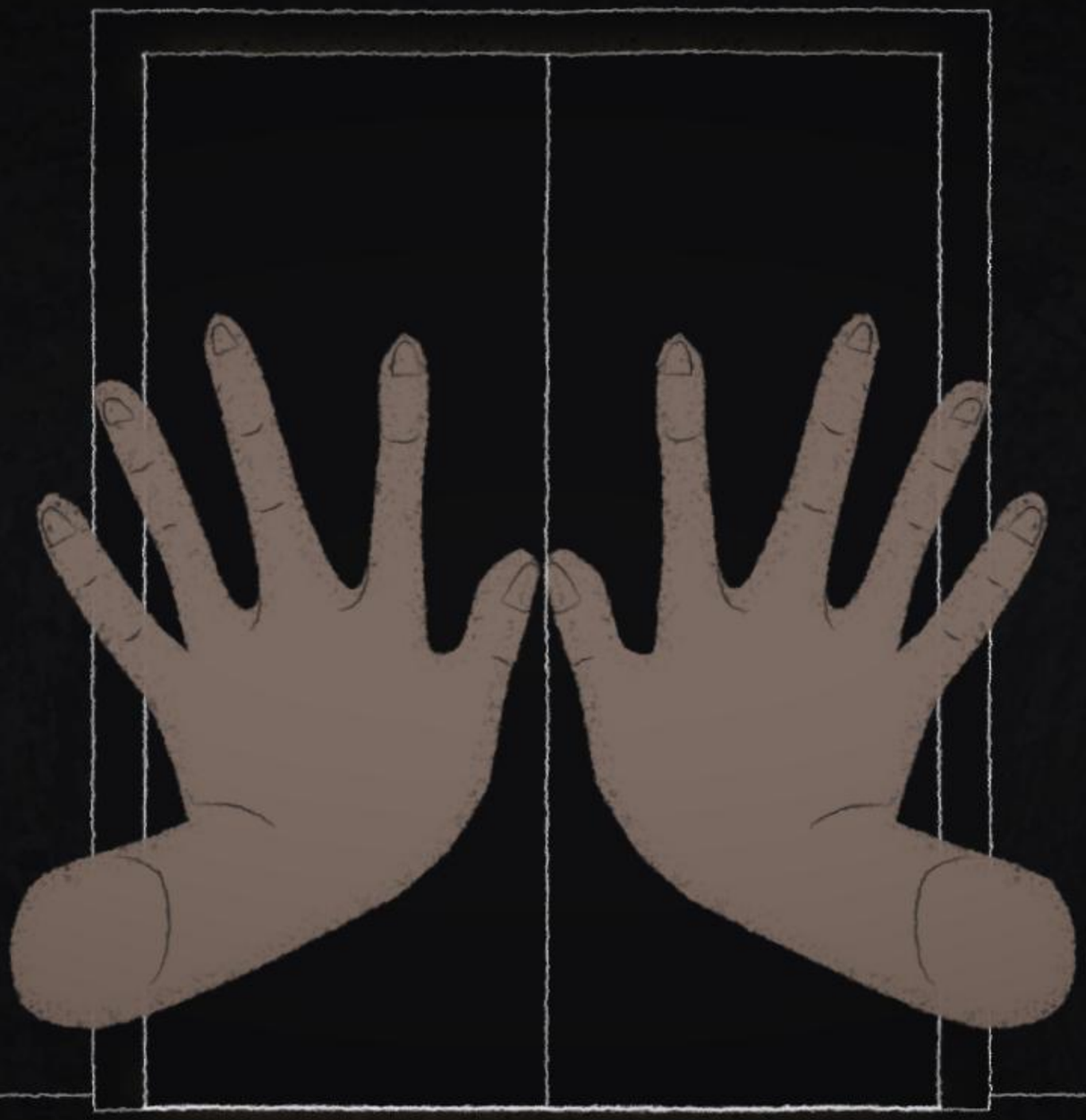
ANIMATION

LONELY SPACE

A space that everyone face with the lonliness

BACKGROUND DESIGN

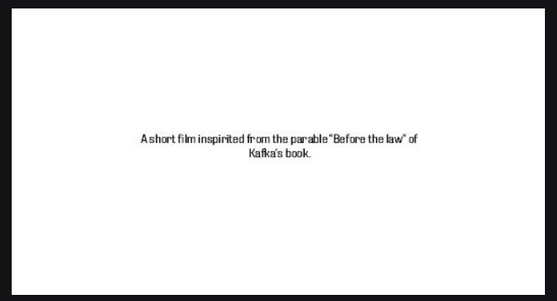


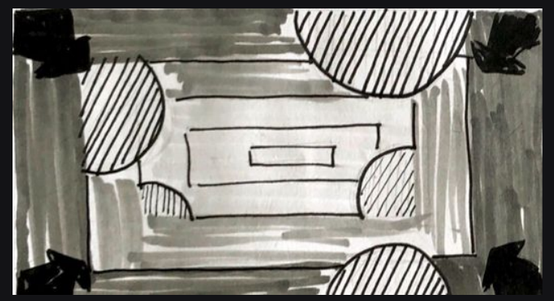


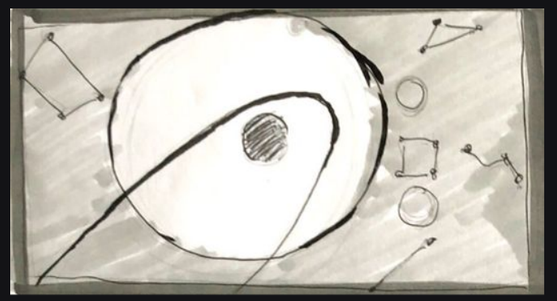
ANIMATION

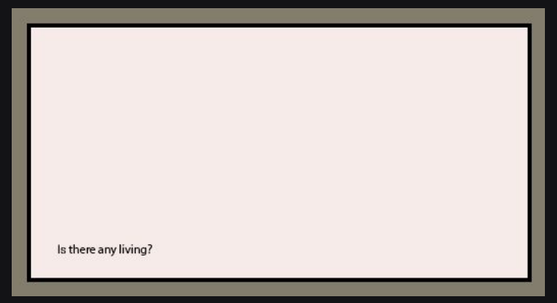
STORYBOARD

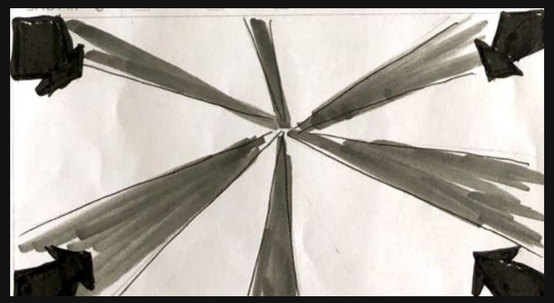
DESIGN PROPOSAL

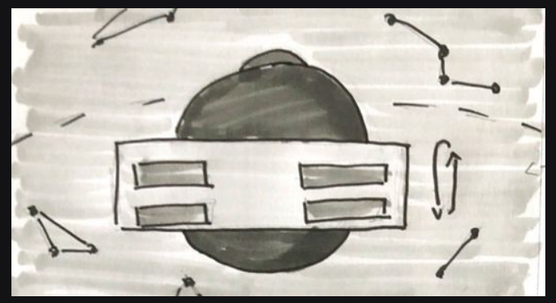

A short film inspirited from the parable "Before the law" of
Kafka's book.

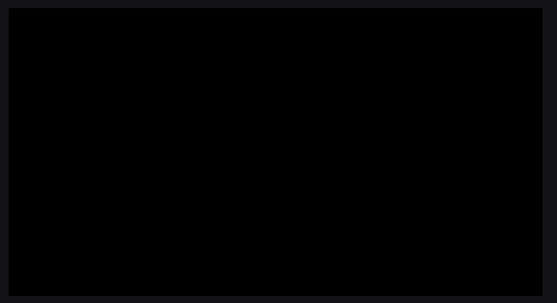


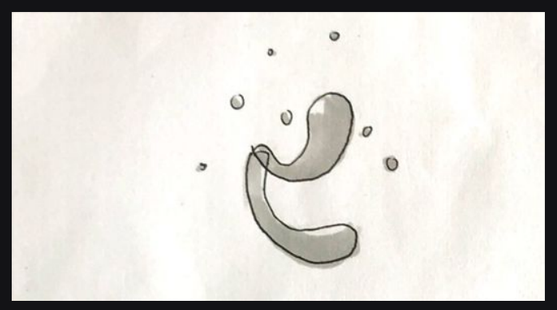


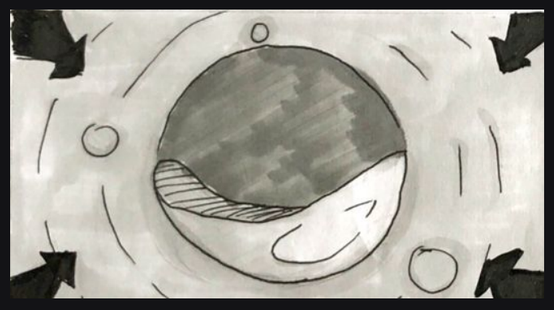

Is there any living?

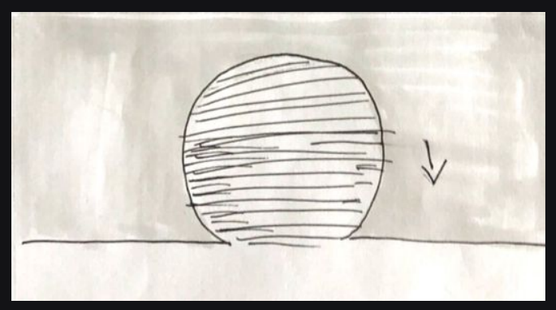


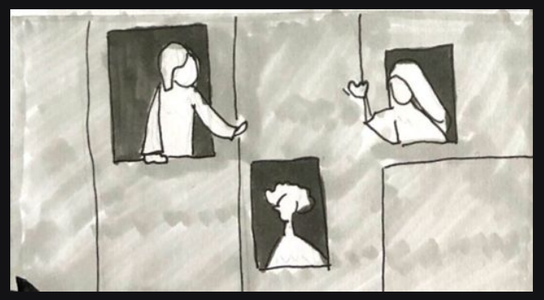


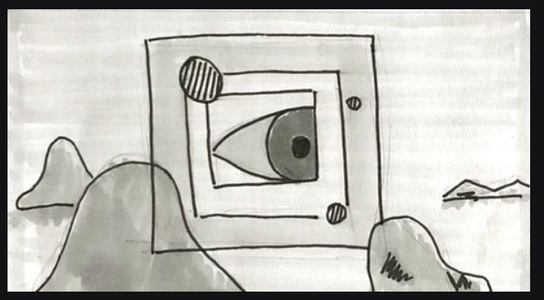
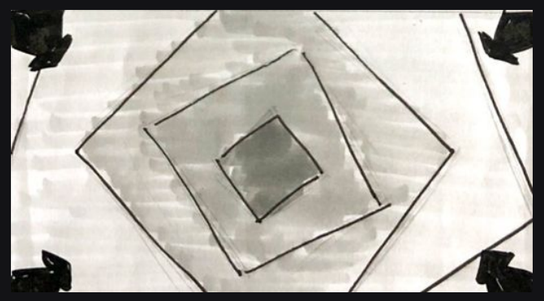
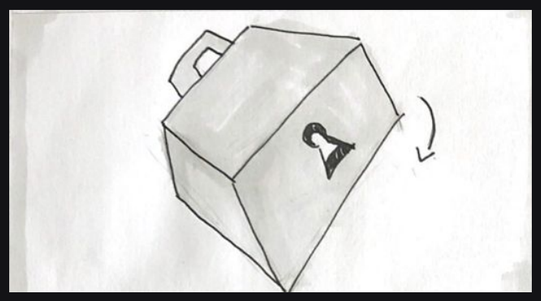


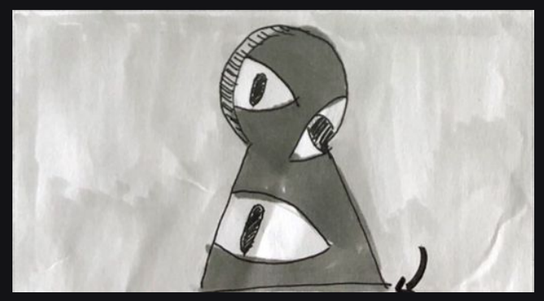


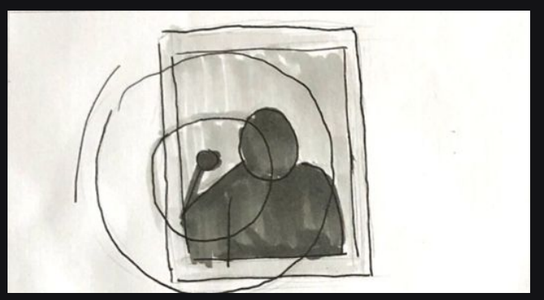
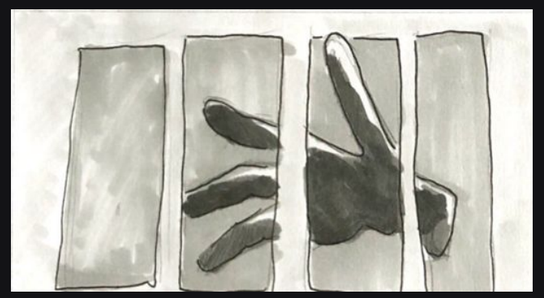
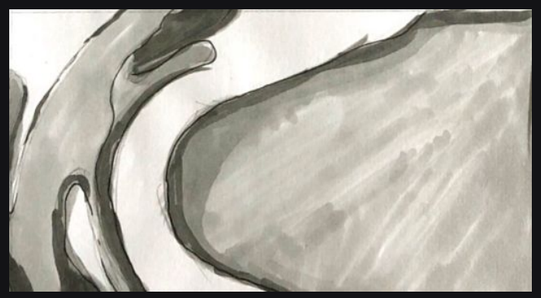
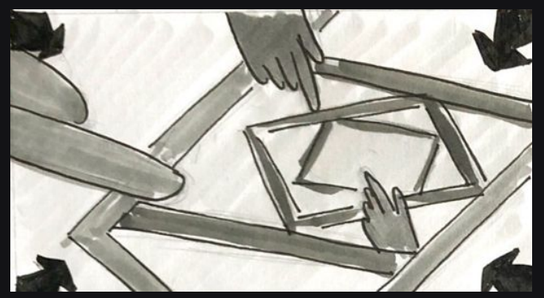
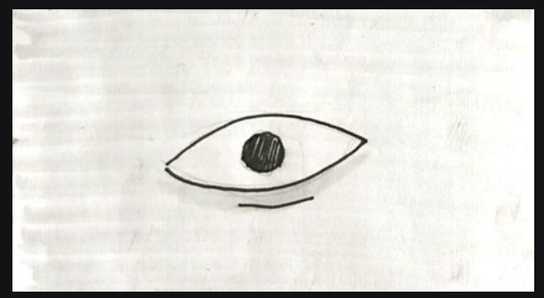


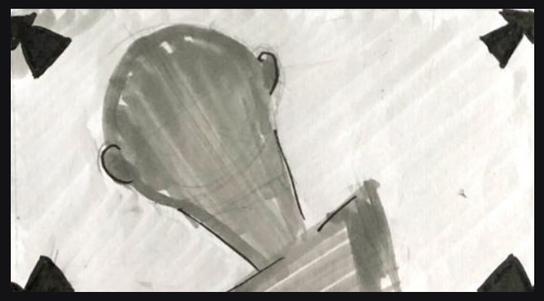


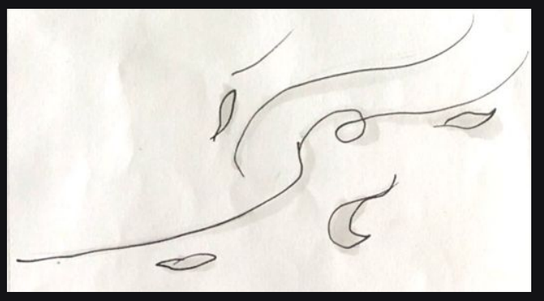
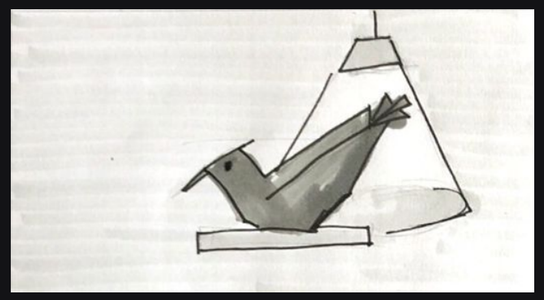
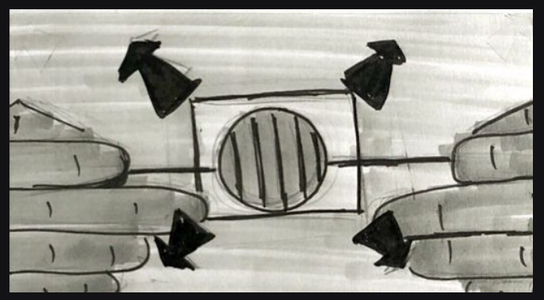
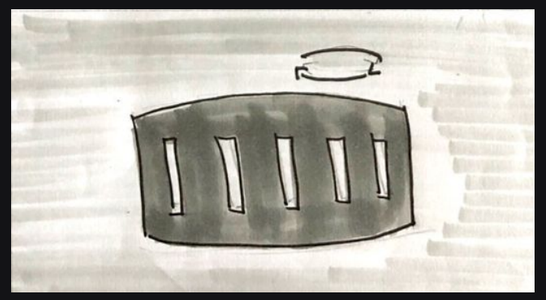
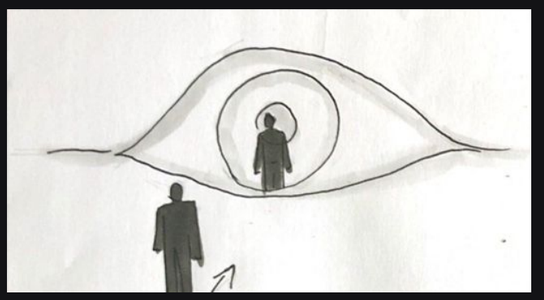
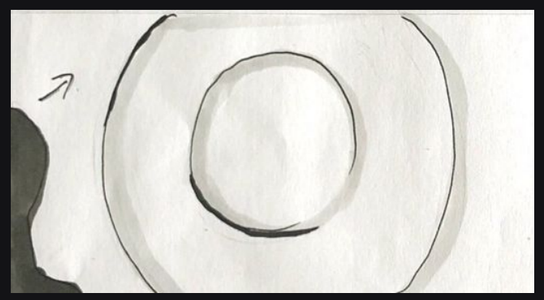


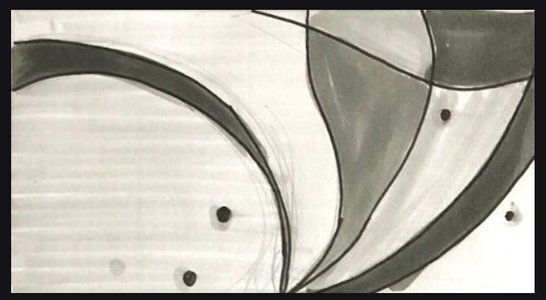




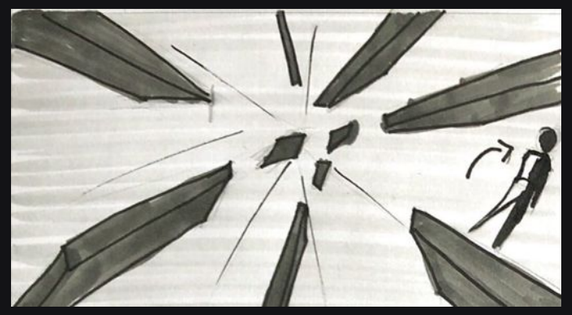


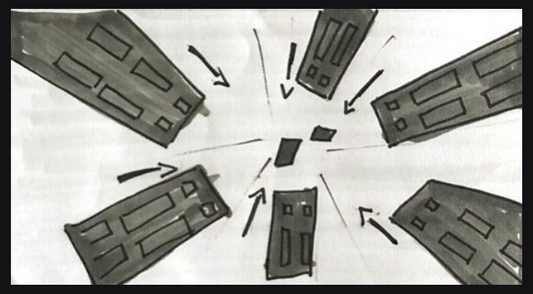






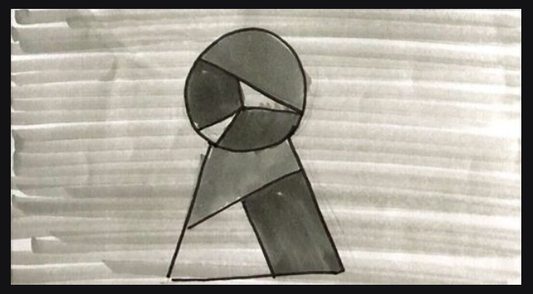


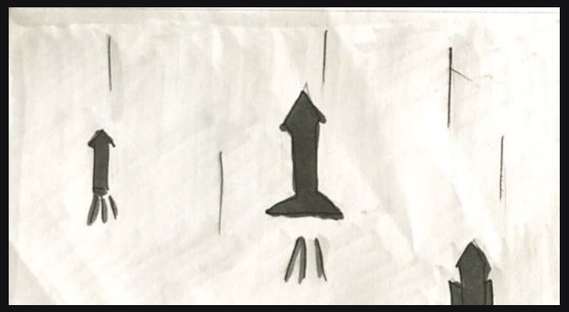







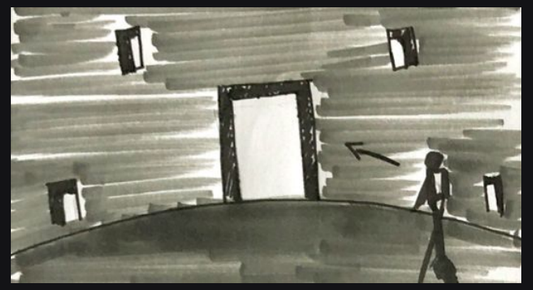


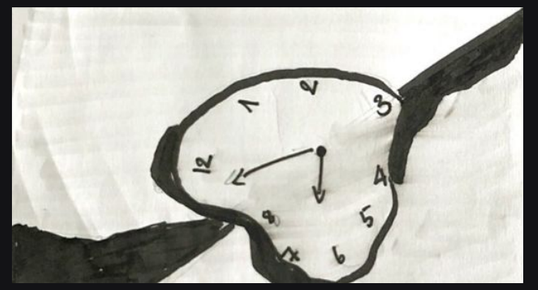


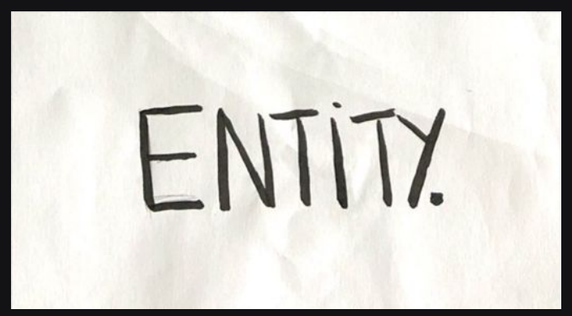











ENTITY.

ANIMATION

THE TITLE

ENTITY

Independent existence.

Living.

Animation.

TYPEFACE

Fixture
A new font by Sudtipos
EXPANDED BLACK EXTRABOLD BOLD
SEMIBOLD MEDIUM REGULAR LIGHT
EXTRALIGHT THIN FIXTURE BLACK EXTRABOLD
BOLD SEMIBOLD MEDIUM REGULAR LIGHT EXTRALIGHT
THIN FIXTURE CONDENSED BLACK EXTRABOLD BOLD SEMIBOLD MEDIUM
REGULAR LIGHT EXTRALIGHT THIN

THE TITLE

Animated title.

FIGURE

Astronaut

STANDEE

Loneliness is stage of emotional intelligence which trap us by the fear. Be brave to get out.

3 REFERENCES NO

What is Self-Growth?, International Journal of Process Education (June 2015, Volume 7 Issue 1), Chaya R. Jain, Daniel K. Apple and Wade Ellis, Jr.
http://www.pcrest.com/research/2015%20What%20is%20Self%20Growth.pdf
BBC's Loneliness Experiment (2018).
https://www.bbc.co.uk/programmes/articles/2yzhfv4DvqVp5nZyxBD8G23/who-feels-lonely-the-results-of-the-world-s-largest-loneliness-study
Cigna Study (2018):
https://www.multivu.com/players/English/8294451-cigna-us-loneliness-survey/docs/IndexGraphics_1525138674329-1850684297.pdf
6 Psychological Insights about Solitude
https://blogs.psychcentral.com/single-at-heart/2014/02/6-psychological-insights-about-solitude/
Cacioppo JT, Fowler JH, Christakis NA. Alone in the Crowd: The Structure and Spread of Loneliness in a Large Social Network. Journal of Personality and Social Psychology.
Sbarra DA. Divorce and health: current trends and future directions. Psychosom Med.
Facebook usage among age & genders
https://napoleoncat.com/stats/facebook-users-in-viet_nam/2018/12
https://vietnamnews.vn/economy/481777/vietnamese-people-spend-much-of-their-time-online.html
YouTube by the Numbers: Stats, Demographics & Fun Facts
https://www.omnicoreagency.com/youtube-statistics/
The Young Australian Loneliness Survey:understanding loneliness in adolescence and young adulthood- VicHealth
https://www.vichealth.vic.gov.au/-/media/ResourceCentre/PublicationsandResources/Mental-health/Loneliness-research-summary.pdf?la=en&hash=C8DD8693DF98929CB6D6D2C423D3267D649D8334
The International Journal of Aging & Human Development- Magnhild Nicolaisen1 and Kirsten Thorsen
https://www.researchgate.net/publication/266325478_Who_Are_Lonely_Loneliness_in_Different_Age_Groups_18-81_Years_Old_Using_Two_Measures_of_Loneliness#pf1a

THANK YOU!