



FPT UNIVERSITY
Capstone Project Document

MINISTRY OF EDUCATION AND TRAINING

2D ANIMATED SHORT FILM

À BOON APPÉTIT

A project by

Minh Thu Thanh Quyen Chau Sang

Mentor

Mr. Trung Phan

ABSTRACT

This project is a 2D short film animation about the experience of students when faced with unimaginable visions, frustrated by previous expectations and gradually losing their inherent confidence. This is also a common problem for students in the university environment which our project aimed.

The project also aims to help the direct target audience of this project are high school students and university students, see themselves in the character and know that: no one is perfect, each person is always face failure and learn to accept yourself to improve yourself and lead to a happy and productive life.

INDEX

ABSTRACT			
PROPOSAL			
Introduction	Research	Goal of Project	Design Strategy
<i>Problem overview</i> 06	<i>Case studies</i> 08	<i>Project value</i> 14	<i>Define ideas</i> 16
<i>Inferiority complex</i> 06	<i>Primary research</i> 09	<i>Project goal</i> 14	<i>Art directions</i> 17
<i>Reasoning</i> 07	<i>Competitors</i> 12	<i>Target audience</i> 15	
ANIMATION			
Character Design	Background Design	Design Proposal	Production
<i>AME background story</i> 22	<i>Soul world</i> 28	<i>Script</i> 32	<i>Animation</i> 36
<i>AME young soul</i> 23	<i>Real world</i> 31	<i>Storyboard</i> 33	<i>Media Plan</i> 37
<i>AME baby soul</i> 23			
<i>AME adult</i> 24			
REFERENCES			

PROPOSAL

PROBLEM OVERVIEW

People often feel frustrated about themselves at some point in life, especially when you encounter failure for a target that you are chasing. However, if you just dive into that feeling and not being able to escape, then you may have inferior complex.

According to the psychiatrist, the reasons for the inferiority complex may be real or imagined. It comes from your own thoughts. Your mind creates a mindset that you are inferior and your emotions are affected.

There are thousands of ways to help you overcome your inferiority with just one click. It seems easy but very difficult to accomplish. This kind of feeling can drag you down, but it also motivates you to achieve success. In short, how to overcome inferiority complex? The key to this question is to change your own mind. It's not an easy task, so this project wants to give you a once-in-a-lifetime view of yourself, contributing a little bit to help viewers have a more positive view of inferiority.

INTRODUCTION

At one time or another, have we ever felt inferior and not as good as other people in our life?

What is INFERIORITY COMPLEX? →

REASONING

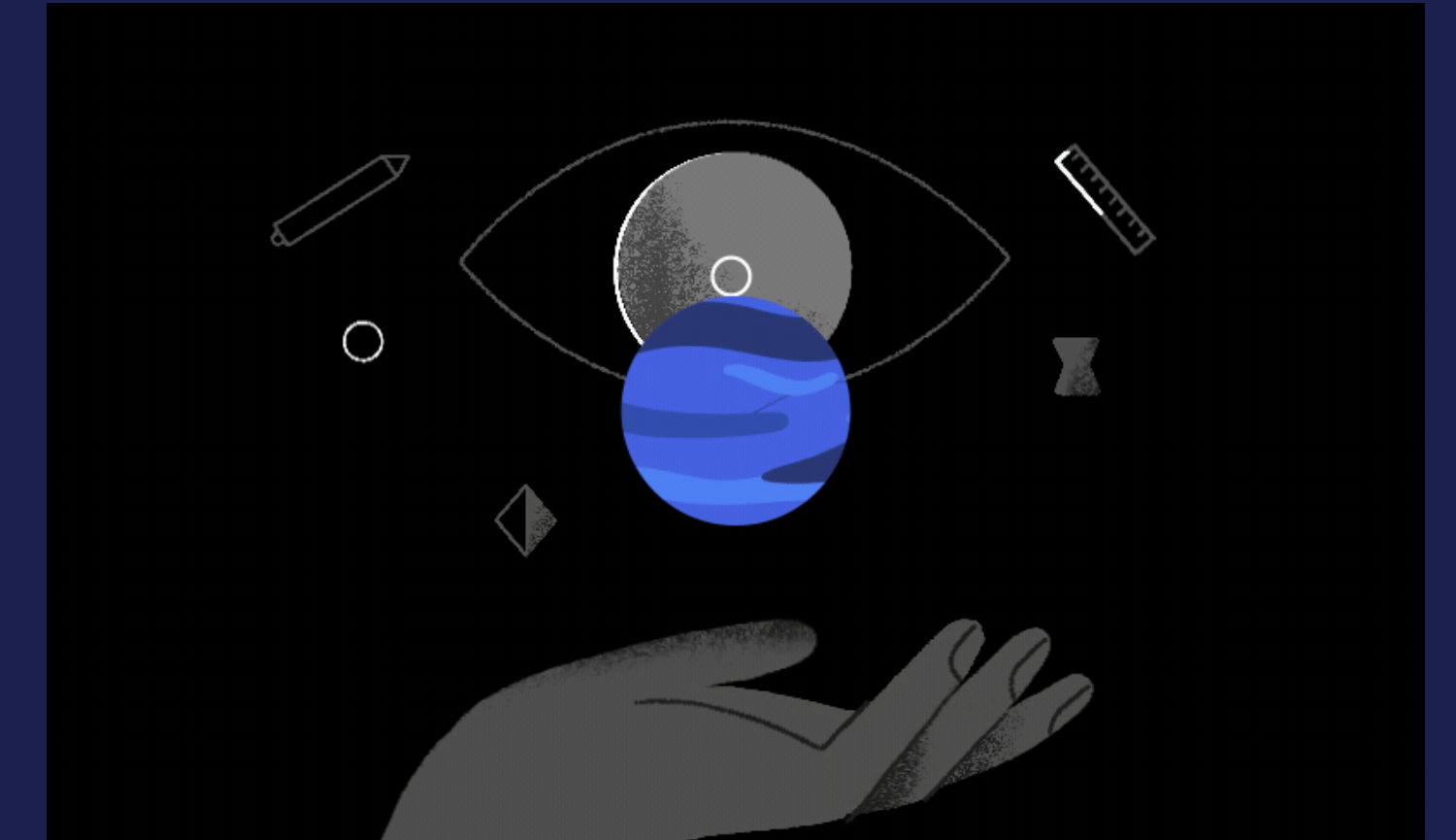
Why we chose this topic

Nobody is perfect, but do not let the imperfections overwhelm your mind and become worse.

The reason we chose this topic is to tell ourselves, to share, to sympathize with the imperfections and to accept all of them.

Inferiority complex is defined as lack of self-worth. It is a feeling that gives you uncertainty and doubts over your capacity to do something. Inferiority complex can make you feel inadequate compared to others.

INTRODUCTION



Lifestyle of Inferiority Complex
Individuals with this type of life-style are feeble in solving life's problems in ways that are socially useful.

CASE STUDIES

FAMILY

"I'm sure we've all had moments when our parent(s) point at a 'golden child' in the family/community and complain why we can't be like them.

I feel worthless and I'm not appreciated for who I am, what I can do & have done."

on Reddit



SOCIETY

"Growing up, I can think of many moments where I wished I was white. I may love who I am now but I'm not going to lie and act like the thought hasn't crossed my mind.

I didn't know it was happening but throughout my life I feel as though subliminally something has been telling me "White is better"."

on Quora



EDUCATION

"Hi, I am a student in Europe, about to start my 4th year (6 years total) and I can't help but feel totally inconfident a lot of the time. It seems like I forget a lot of what I study and then I feel unprepared when I am faced with exams or real patients. ..."

on Reddit



SELF

"Can't help but feel so out of place and like I don't belong.

I don't know how to carry conversations and when I am in one I can't wait to get out of it because of how awkward I feel.

I can't help but feel like people don't like me, ..."

on Reddit

RESEARCH

PRIMARY RESEARCH

RESEARCH

95%

have felt inferior at some point in their lives.

A survey from Students between junior high school and college fully completed the survey about identity and self worth.

THE MAIN REASONS

59%

APPEARANCE

49%

YOUR ABILITY

38%

INTELLIGENCE

PRIMARY RESEARCH

A survey from
Students of Silesian University

	FEMALE	MALE
A fear of a negative social evaluation	55.3%	60.3%
A lack of self-confidence	55.3%	38.3%
A fear of rejection	36.0%	12.9%
Negative thoughts about themselves	50.9%	31.9%
Think about how they were evaluated by others	46.5%	33.6%

RESEARCH

CONCLUSION

RESEARCH

Almost high school, university students have felt inferior at some point in their lives.
When asked why they have felt inferior, students selected their top **three conditions: appearance, ability and intelligence.**



Female and male have different emotional, cognitive, and behavioural reactions.

Female concentrate on their own feelings more often, they think negatively about themselves and about how they are evaluated by others.

In contrast, **male** do not concentrate on themselves but on the external aspects of the situation more often.

COMPETITORS

RESEARCH



Overcome

Hannah Grace, (2016).
2D animated short film

This short film is about her inferiority complex with many things from childhood and the way she overcomes by herself to find the happiness.

Estre Christmas

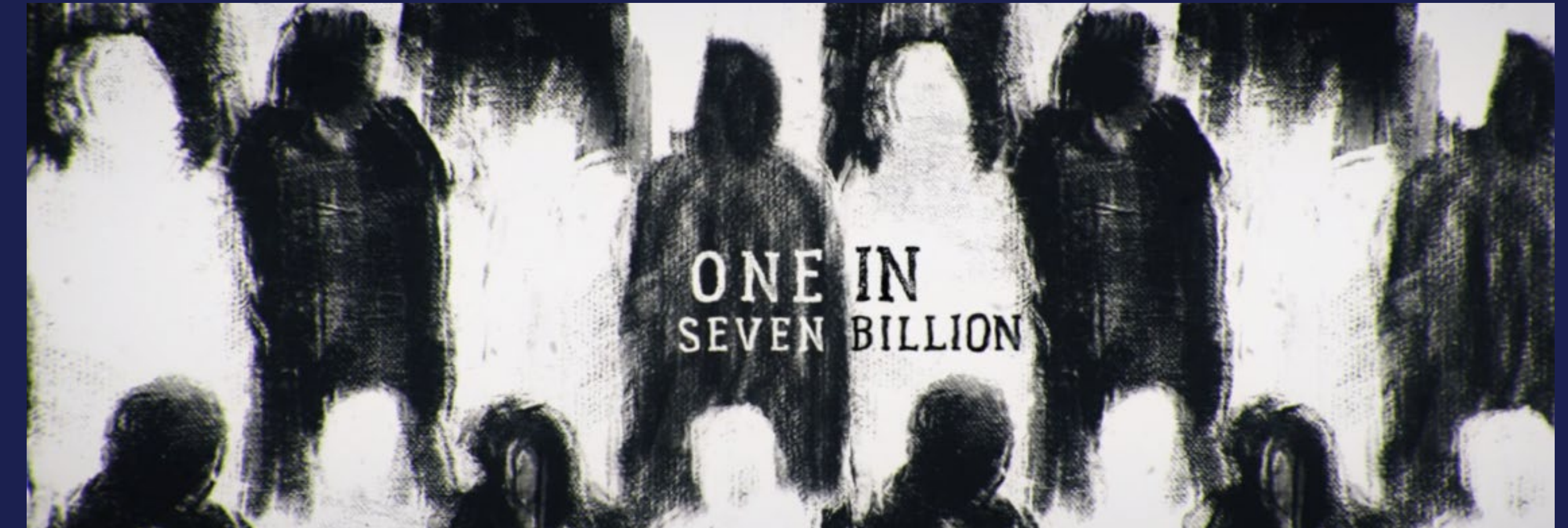
Estre Group, (2018).
3D animated online advertising

The story about the little hedgehog lost confident with his thorns. However, the power of love from surroundings help him realize and believe in hiself. It is our indirect competitors because of different platform from what we are going to do.



COMPETITORS

RESEARCH



One in seven billion

Jperk Studio, (2017).
A typography-driven audiovisual project

This film takes the perspective of someone's engagement with the inferiority complex. The goal for the project is to identify with this concept in a way where we acknowledge that we are both insignificant in magnitude, but undoubtedly important in the world. It is also our indirect competitor because of different platform.



OUR GOAL

is not to provide concrete solutions to help people with inferiority complex overcome their obstacles completely.

PROJECT VALUE

1	<i>Bringing positive messages in life, how people with inferiority overcome and accept themselves.</i>
2	<i>Help viewers sympathize, have a different view of people with inferiority complex.</i>
3	<i>After watching the movie, the audiences look back and can understand themselves better.</i>

*Our goal is to let viewers are **aware of extremely inferior people, how they deal with their life and be self-acceptance.***

GOAL OF PROJECT

TARGET AUDIENCES

GOAL OF PROJECT

	<i>Demographic</i>	<i>Geographic</i>	<i>Psychographic</i>	<i>Behavioral</i>
DIRECT	<ul style="list-style-type: none"> - All genders 16-22 years old - Students in High School, University, College 	<ul style="list-style-type: none"> - In Vietnam - Asian 	<ul style="list-style-type: none"> - Develop in mind - Curious about themselves - Easily feeling inferior - Sensitive - Easily effected by external factors 	<ul style="list-style-type: none"> - Use social networks frequently - Start to study in Univeristy, College or start to have a job - Tend to comparing theirselves to others
INDIRECT	<ul style="list-style-type: none"> - All genders 26-32 years old - Marriage, young parents 	<ul style="list-style-type: none"> - In Vietnam - Asian 	<ul style="list-style-type: none"> - Develop in mind - Care to their family - Need a better quality of life 	<ul style="list-style-type: none"> - Use social networks frequently - Have a job or about to have a job - Have an influence on their children and help them when they are struggle

DEFINE IDEA

BON APPÉTIT

2D Animated short film

Duration: 3 minutes

Technique: keyframe, frame by frame

Brief Description

The story is set in the spirit world of the main character, AME. From a young age, she loved baking and when she entered college, she first got excited about everything, and when she went deeper, she felt inferior to her friends and had failed and since then, she gradually lost her inherent confidence and became closed.

The solution of the film is the appearance of the little AME soul, reviving her original passion, giving her the motivation to move on.

DESIGN STRATEGY

ART DIRECTION

DESIGN STRATEGY



Illustration References

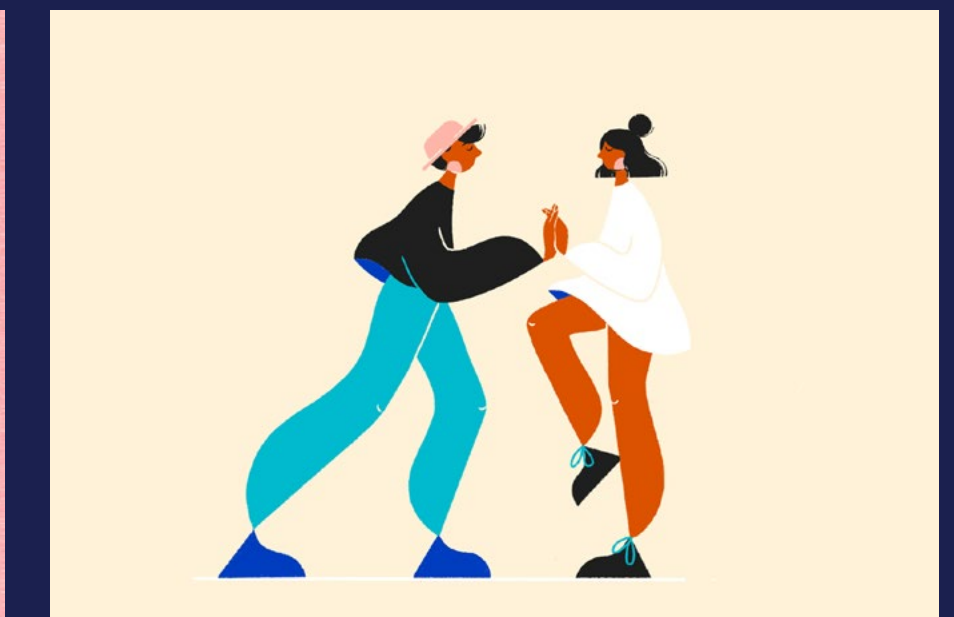
There will be 2 stages:

Stage 1:

Spirit world: The background is dark, with a soft light, the colors have a contrast.

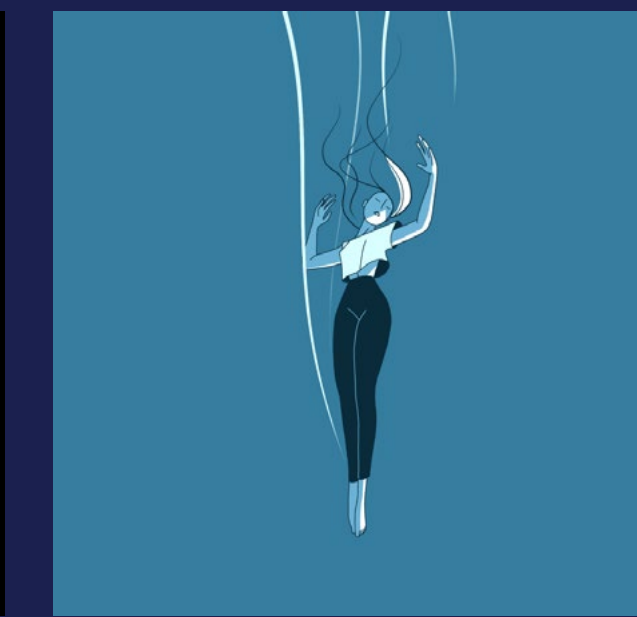
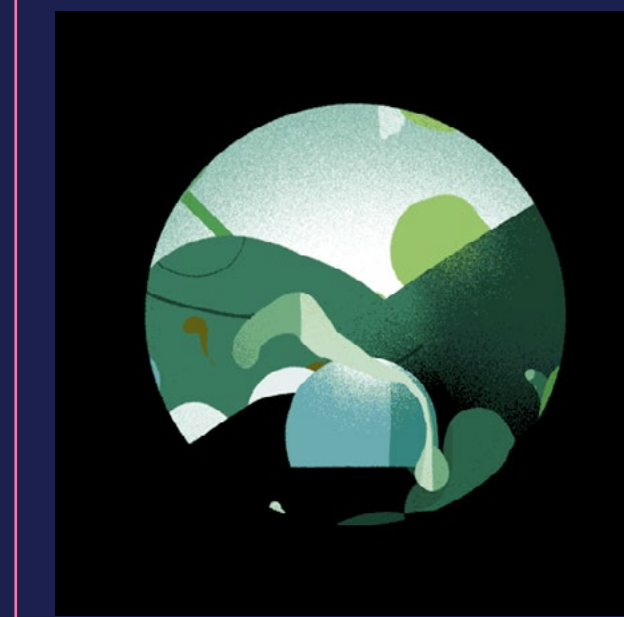
Stage 2:

Real world: The color is bright and cozy.



Character References

Creating disproportionate shape of characters. Combine flat + outline + pattern styles combo to create modern character design looks

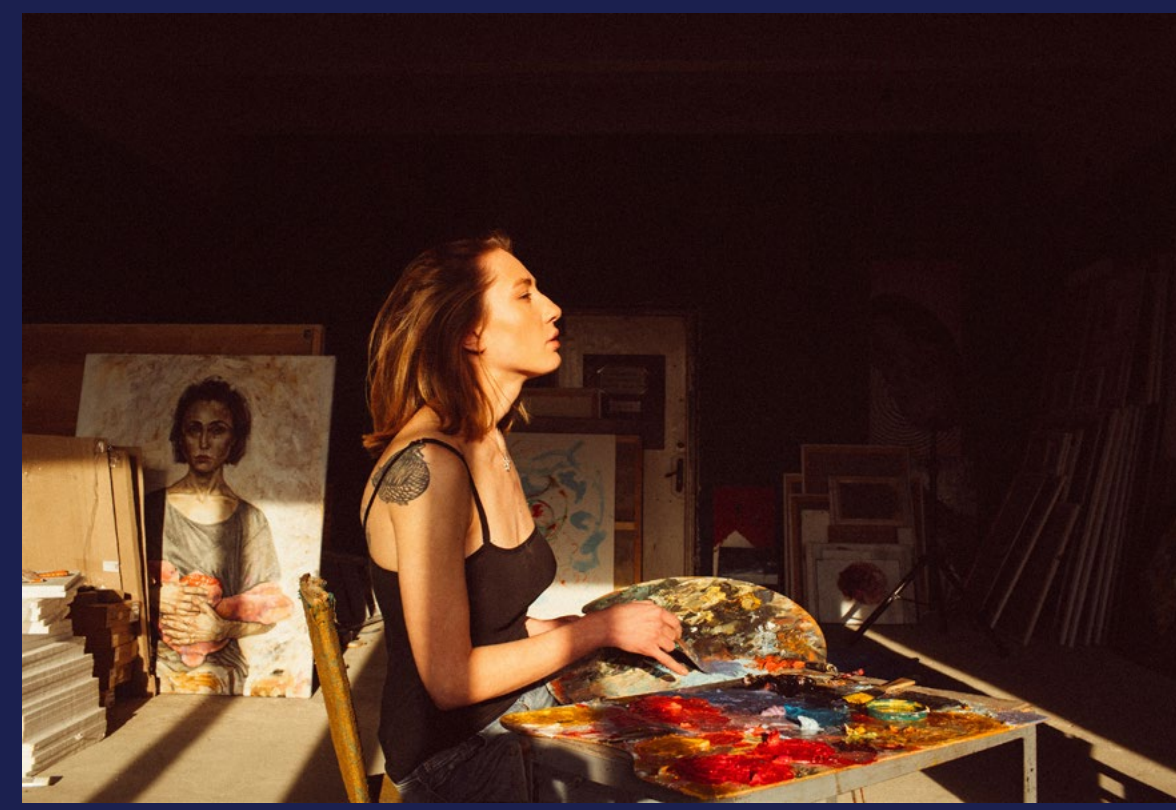


Animation References

Gentle movements, sometimes rushing

MOODBOARD

MOODBOARD



ANIMATION

BACKGROUND STORY

AME - Main character

The main character in the movie was named AME. AME is a girl who loves baking. And when she turned 18, she left home to go to a new environment to pursue her dream of making cakes.

AME'S STAGE

Baby soul	AME 10 years old
Young soul	AME 18 years old
Adult	AME 26 years old

SYMBOL



Butterfly

Symbol of soul

- Lightness
- transformation
- vulnerability

Main color is BLUE,
color of sadness,
alone and cold.

CHARACTER DESIGN

YOUNG & BABY SKETCHES

CHARACTER DESIGN

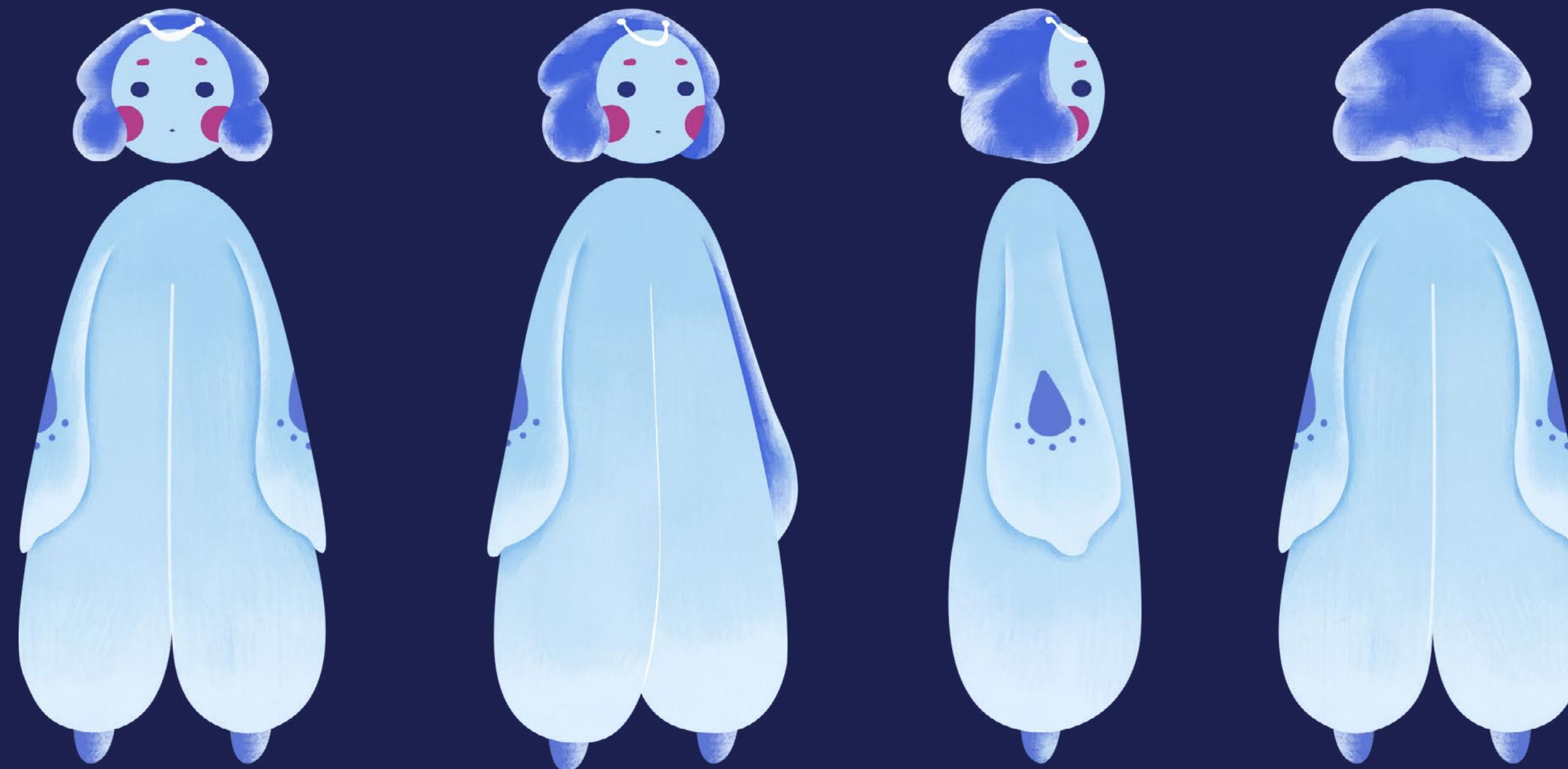


YOUNG FINAL

CHARACTER DESIGN

BABY FINAL

CHARACTER DESIGN

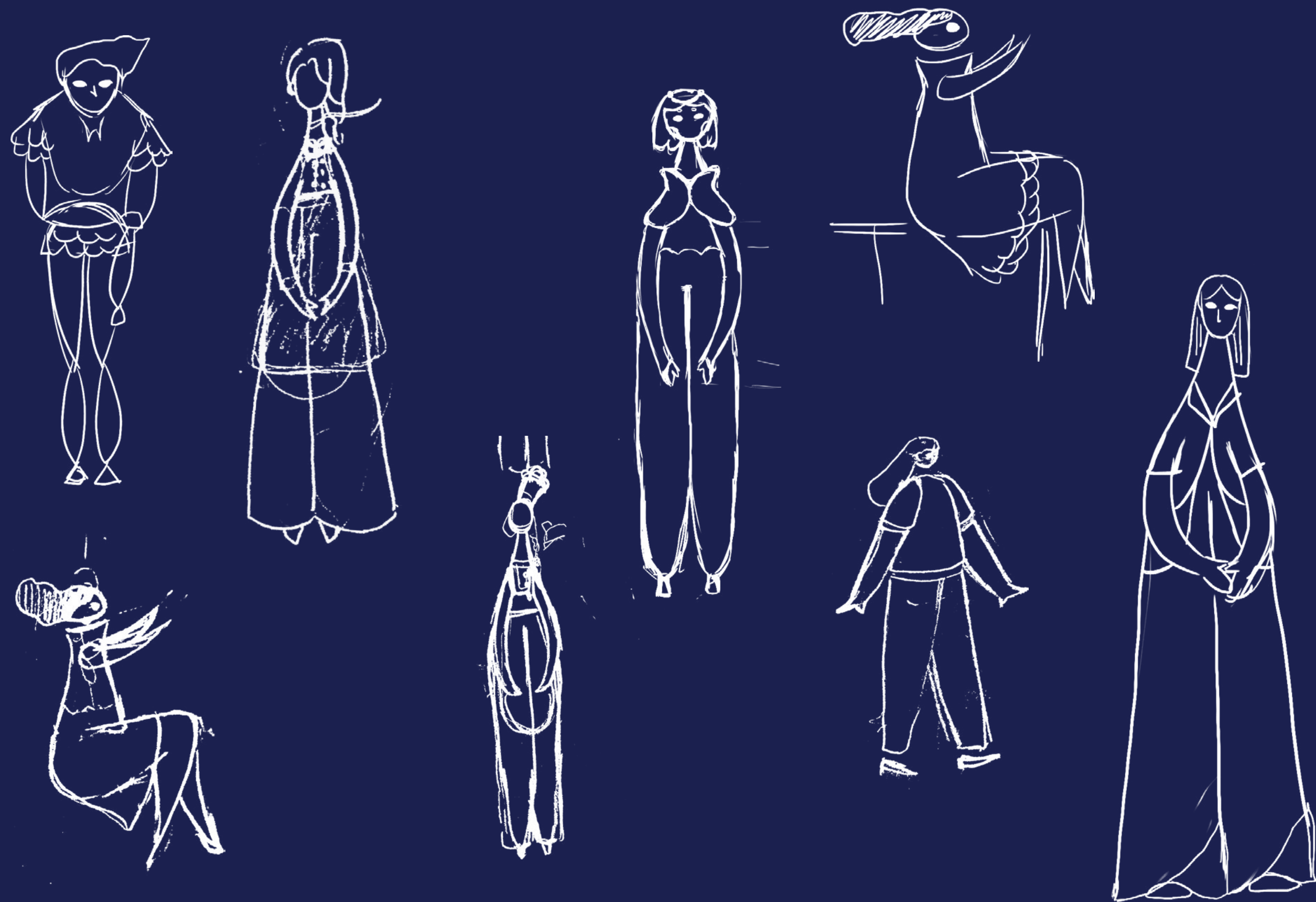


ADULT SKETCHES

CHARACTER DESIGN

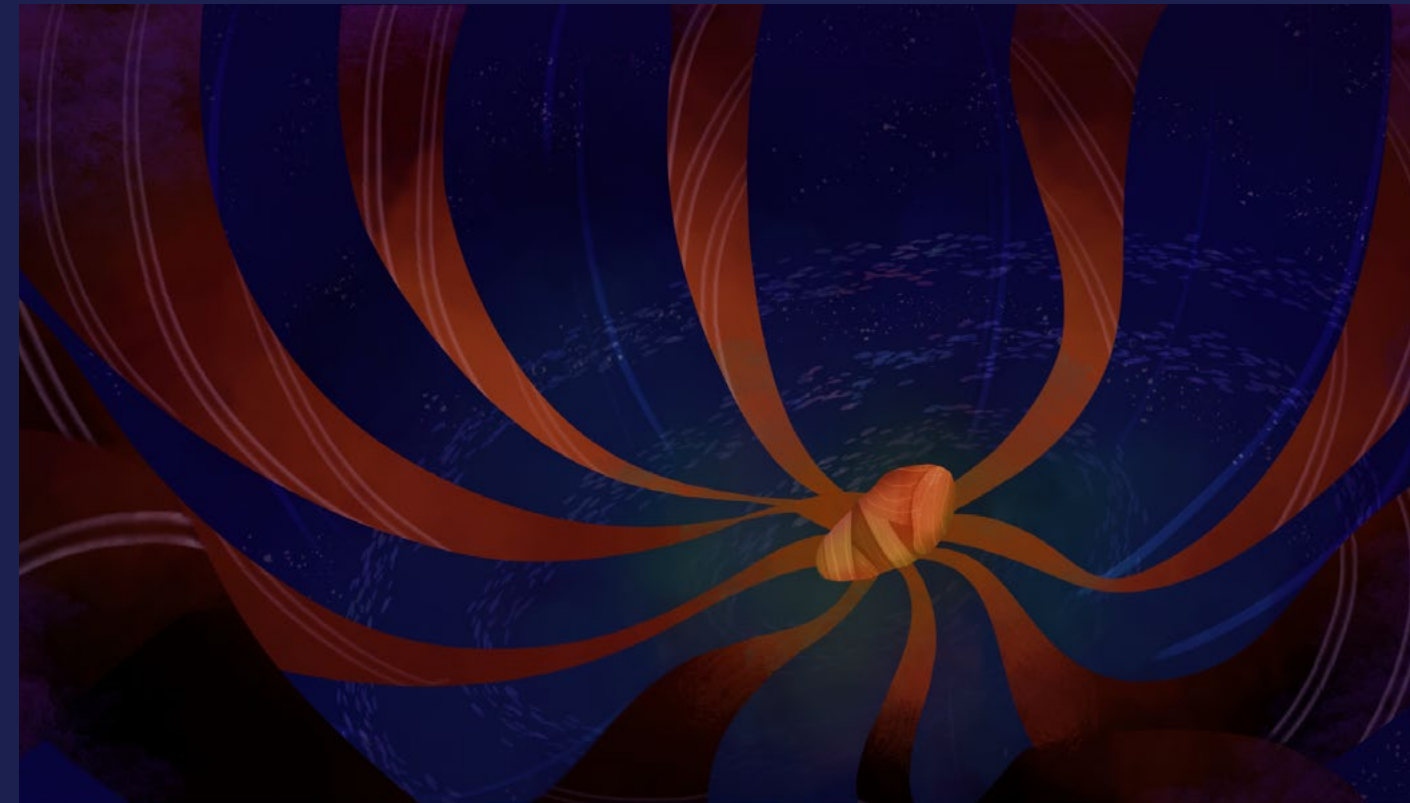
ADULT FINAL

CHARACTER DESIGN



SOUL WORLD

BACKGROUND DESIGN



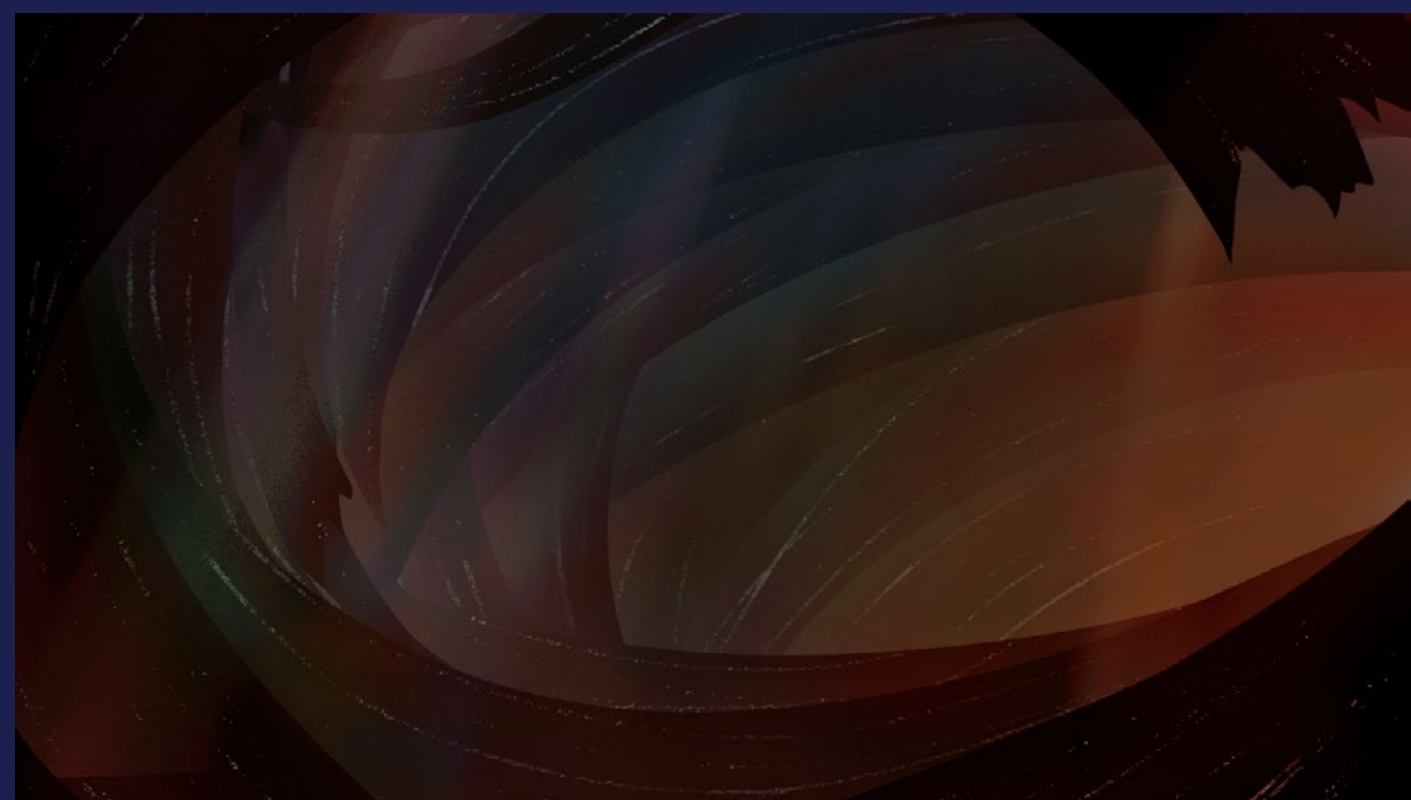
SOUL WORLD

BACKGROUND DESIGN



SOUL WORLD

BACKGROUND DESIGN



REAL WORLD

BACKGROUND DESIGN



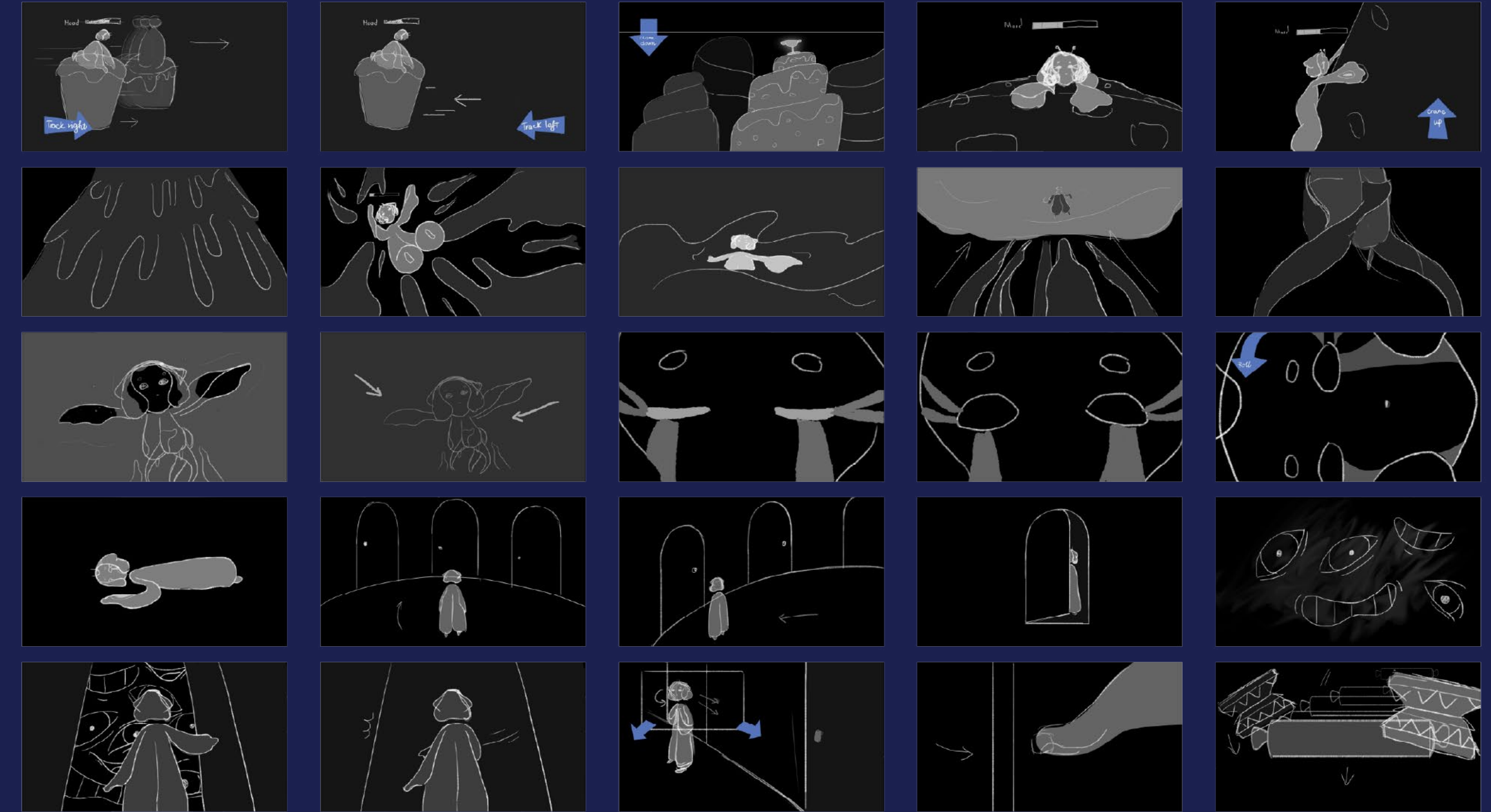
STORYBOARD

DESIGN PROPOSAL



STORYBOARD

DESIGN PROPOSAL

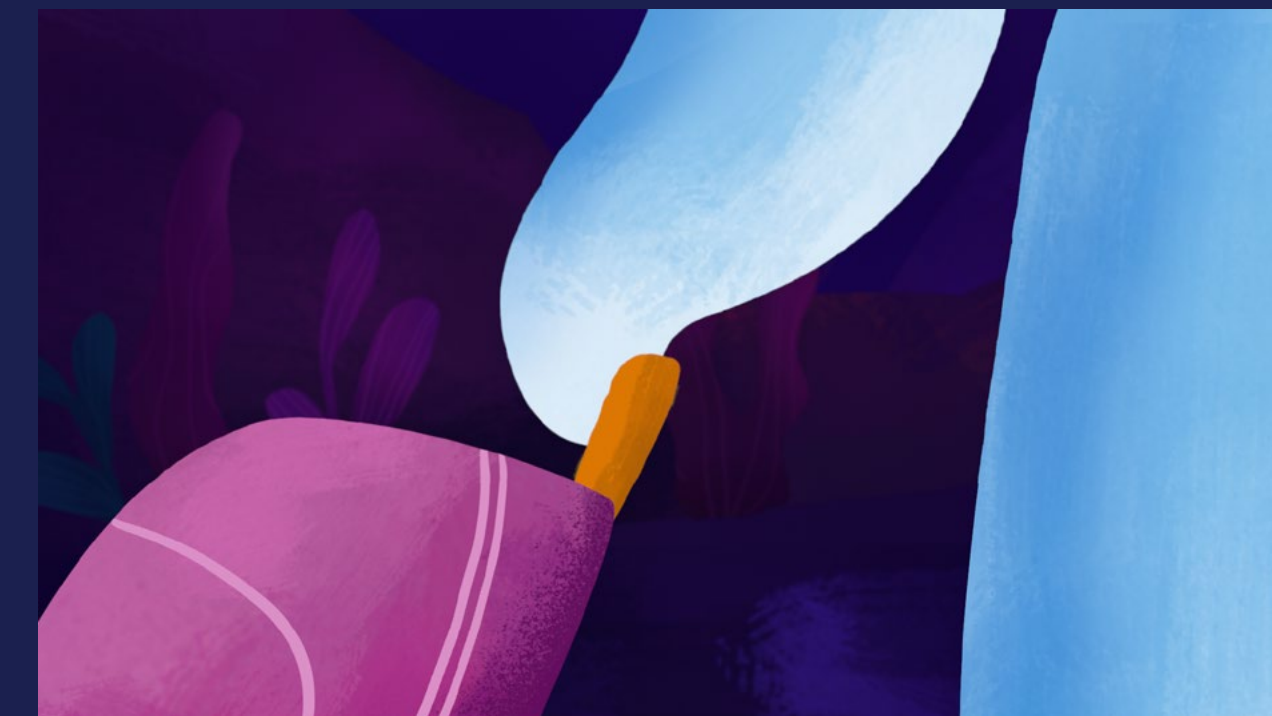
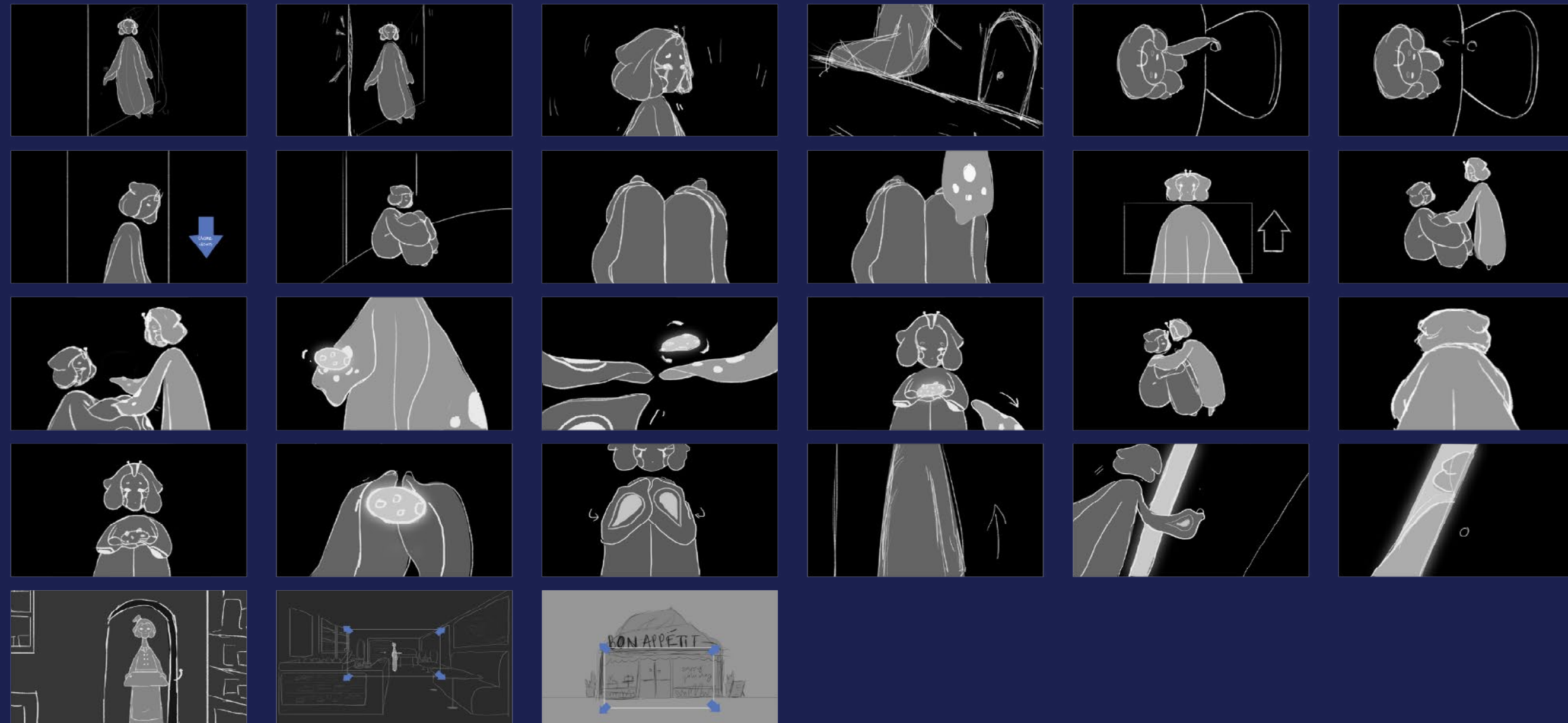


STORYBOARD

DESIGN PROPOSAL

ANIMATION

PRODUCTION



ANIMATION

PRODUCTION

MEDIA PLAN

PRODUCTION

TITLE SKETCHES



BON
APPÉTIT

Bon
Appétit

Bon
Appétit

MEDIA PLAN

FINAL SKETCH

PRODUCTION

BON APPÉTIT

MEDIA PLAN

POSTER

PRODUCTION



REFERENCES

1. Pam Johnson, (2017) *The Inferiority Complex Cure: The Ultimate Guide to Raise Your Self- Esteem and Overcome Your Inferiority Complex*

<https://sites.google.com/site/myficabmi/home/the-infe-krmzfk7koft>

2. Ansbacher, H. L. & Ansbacher, R. R. (1956) (Eds.) *The Individual Psychology of Alfred Adler: A Systematic Presentation in Selections From His Writings*, New York: Harper and Row.

<http://93.174.95.29/main/F5C2ABF70F2C2E799705ADD75D73372F>

<http://gen.lib.rus.ec/book/index.php?md5=F5C2ABF70F2C2E799705ADD75D73372F>

3. *Current Journal of Applied Science and Technology*, April 2017, *Adlerian Individual Psychology Counseling Theory Implication for the Nigeria Context.*

https://www.researchgate.net/publication/316106742_Adlerian_Ind

4. Lanre Ajiboye, (2014), *Inferiority Complex: A Seemingly Harmless Personality Blemish of Grave Societal Consequences*

<https://www.scribd.com/book/387425874/Inferiority-Complex-A-Seemingly-Harmless-Personality-Blemish-of-Grave-Societal-Consequences>

5. Curtin University, (2018), *Psychological Well-Being Inferiority Complex and Interpersonal Values of Universities Students of Bangladesh*

https://www.researchgate.net/publication/326175687_Psychological_Well-Being_Inferiority_Complex_and_Interpersonal_Values_of_the_Universities'_Students_of_Bangladesh

