









# 01



**PROPOSAL**



## ■ RATIONALE

# WHAT DO PEOPLE NEED IN COWS ?

Dairy cows are a source of a lot of high quality human food, milk, dairy product, cheese, that really serve human nutrition. And there are many other reasons to have cows around, cows can actually help the environment.



Produce milk



Slaughter for beef





# ■ RATIONALE

## ABOUT DAIRY INDUSTRY

**AFTER BIRTH  
1-3 DAYS**

Calves are generally taken from their mothers.



**50%**

of cows are lame



**ALL COWS**

are destroyed by

Hand saws, Searing-hot irons,  
Sharp wires, Caustic Chemicals,  
Guillotine dehoroners, Knives

**30-50%**

of cows are suffering from mastitis

Cows have been genetically manipulated and drugged to produce up to

**4-5 TIMES** as much milk as they would naturally



FORCED PRODUCTION

NATURAL PRODUCTION



# AVERAGE LIFE EXPECTANCY

**20 YEARS**

ON **NATURAL**



**4-5 YEARS**

**DIARY**  
**FARM**



**FEW MONTHS**

**VEAL** FARM



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When a cow can no longer produce milk they become:



Low-grade  
hamburger



Pet food

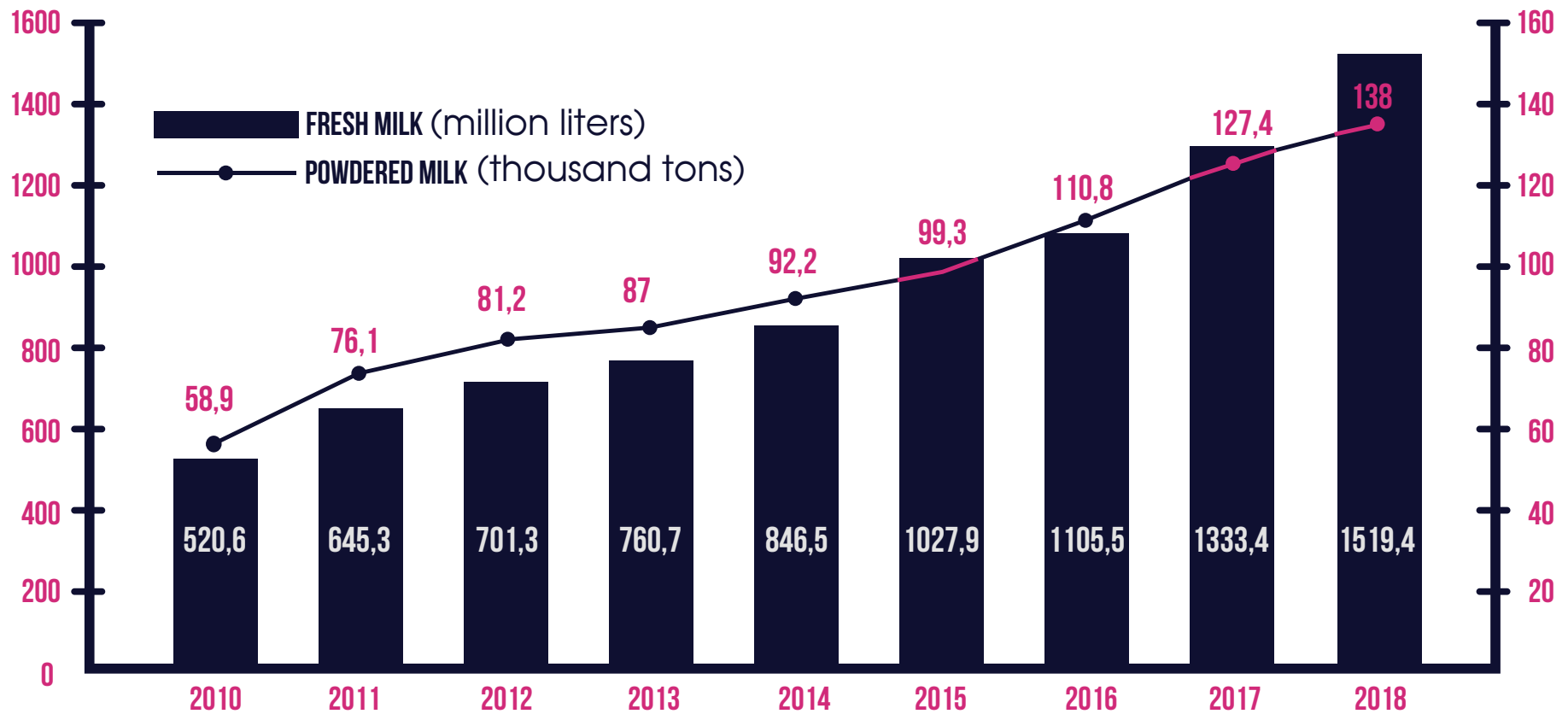


Soup

■ RATIONALE

# PRODUCTION OF FRESH MILK AND POWDERED MILK

IN VIETNAM

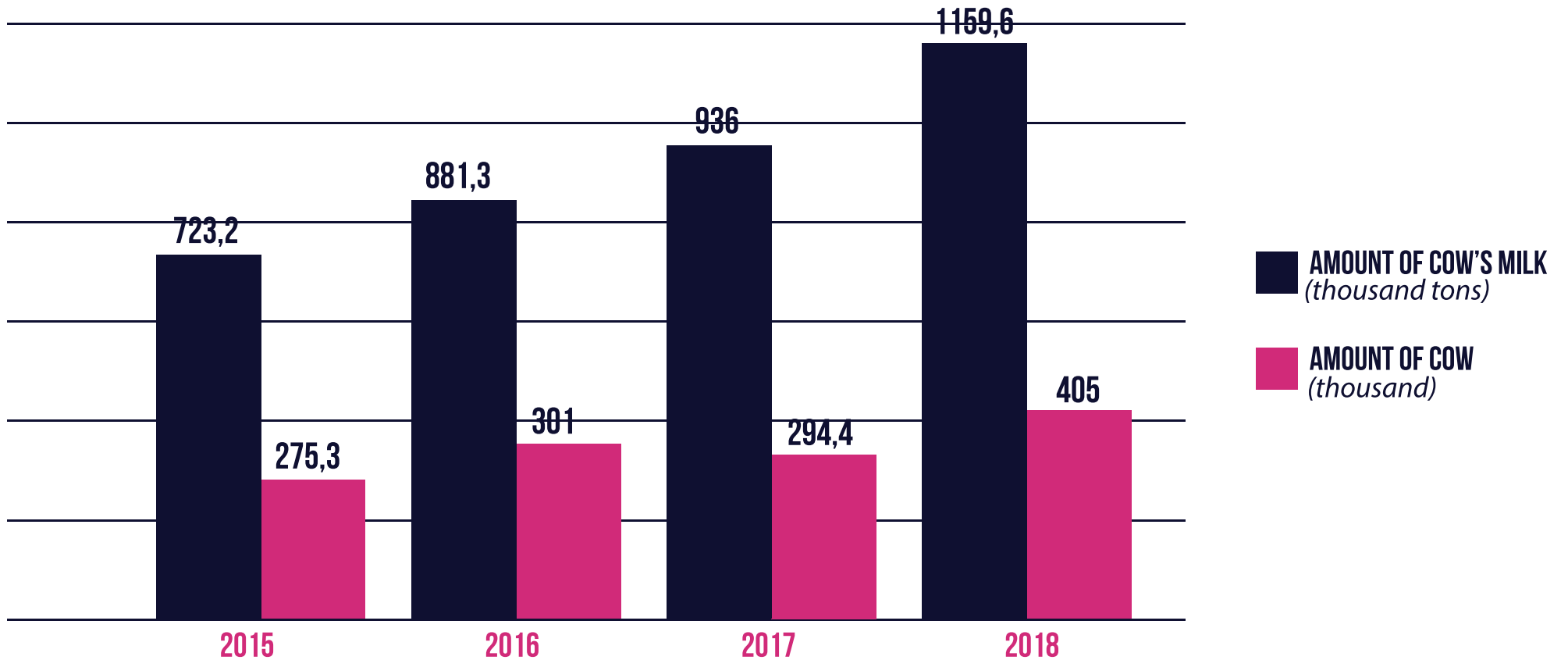


<https://vietnamdairy.vn>

RATIONALE ■

# NUMBER OF COWS & COW MILK

IN VIETNAM



■ OBJECTIVE/GOAL



**VIRAL VIDEO FOR DAIRY COW PROTECTION CAMPAIGN**

**~3MIN STOPMOTION  
2D MOTION VIDEO**

- We do not aim to prevent the consumption of dairy products that dairy cattle bring
- Provide information on animal abuse - particularly the dairy cow.
- Reducing the demand for cow's milk, replacing by nut milk.

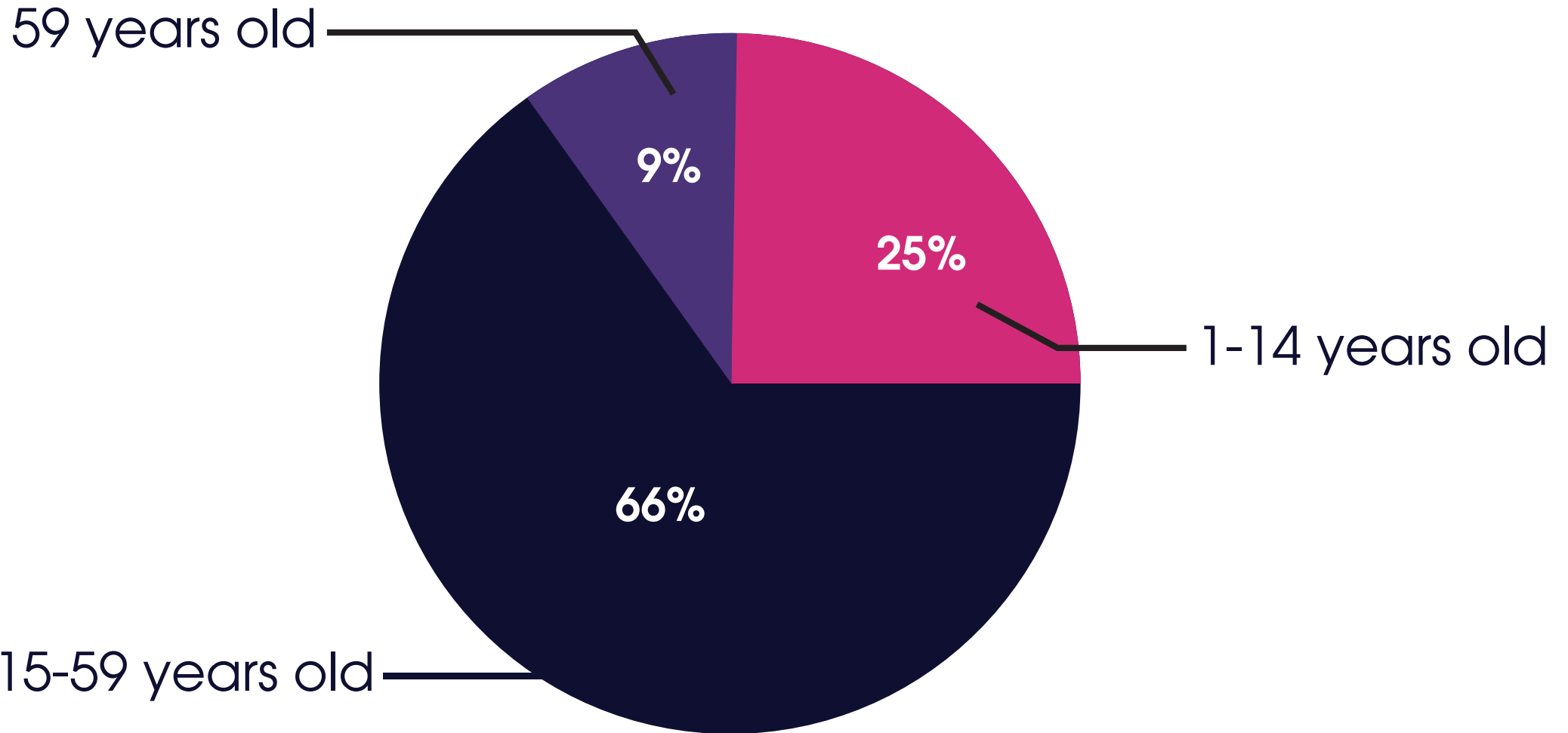
# GO VEGAN

- Nutmilk provides nutrients like cow's milk
- Good for human health
- Environmentally and organically



■ SUBJECTS OF PROJECT

# AGE OF MILK CONSUMPTION



# TARGET

	Demographic	Psychographic	Geographic	Behavioural
DIRECT TARGET	<p>All genders 20-25 years old (Being parents in future.)</p>	<ul style="list-style-type: none"> <li>-Interested in social issues</li> <li>-Caring about animals (protecting animals)</li> <li>-Open and sympathetic</li> </ul>	<ul style="list-style-type: none"> <li>-University, College, Graduated Student in Ho Chi Minh city particularly</li> </ul>	<ul style="list-style-type: none"> <li>-Often use social networks</li> <li>-Subscribe to the media page</li> </ul>
INDIRECT TARGET	<ul style="list-style-type: none"> <li>-All genders</li> <li>-15 -20 years old</li> <li>-26 - 36 years old</li> </ul>	<ul style="list-style-type: none"> <li>-Not curious to the new</li> <li>-Little interest in animals</li> <li>-Too busy to follow social networks</li> </ul>	<ul style="list-style-type: none"> <li>-In HCM City particularly</li> <li>-And in Vietnam generally</li> </ul>	<p>Still using social networks but with little frequency</p>

## ■ SCOPE OF PROJECT



## SKILLS

- Script
- Modelling and background set
- 2D Animation
- Editing video
- Stop motion shooting
- Sound



## HOLY COW

An 2D animation by Ronlee Nemeth 3rd year student at Minshar for Art Animation Dept. This is about the cruel action of human to dairy cow.

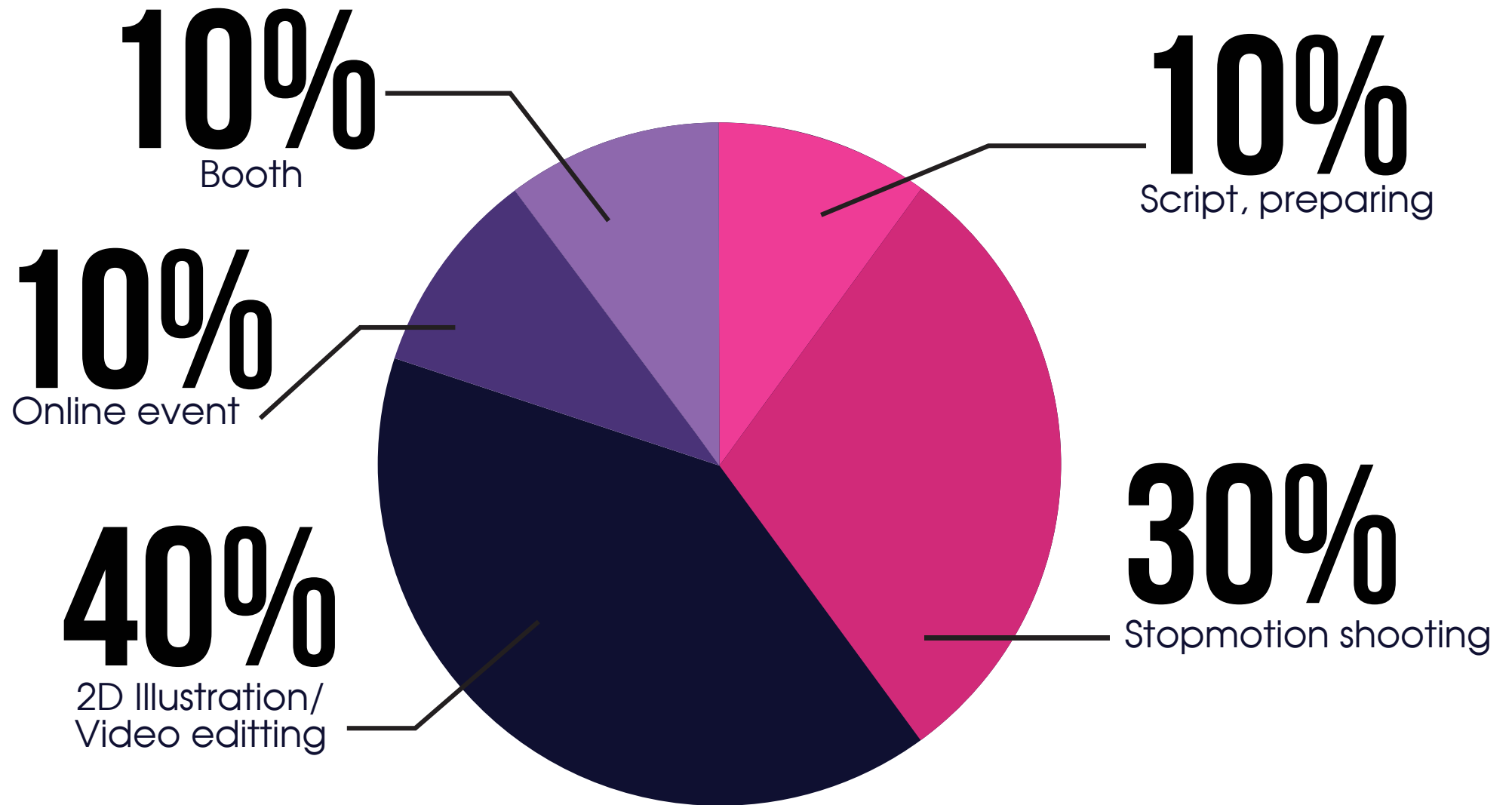


## MUA 1 TANG 15

A program that aims to change the awareness and behavior of Vietnamese people on the use of products from endangered wildlife, thereby helping to reduce the killing and trafficking. sell these species globally, to save them from extinction.



■ MASS OF PROJECT



DESIGN ORIENTATION

# MOODBOARD

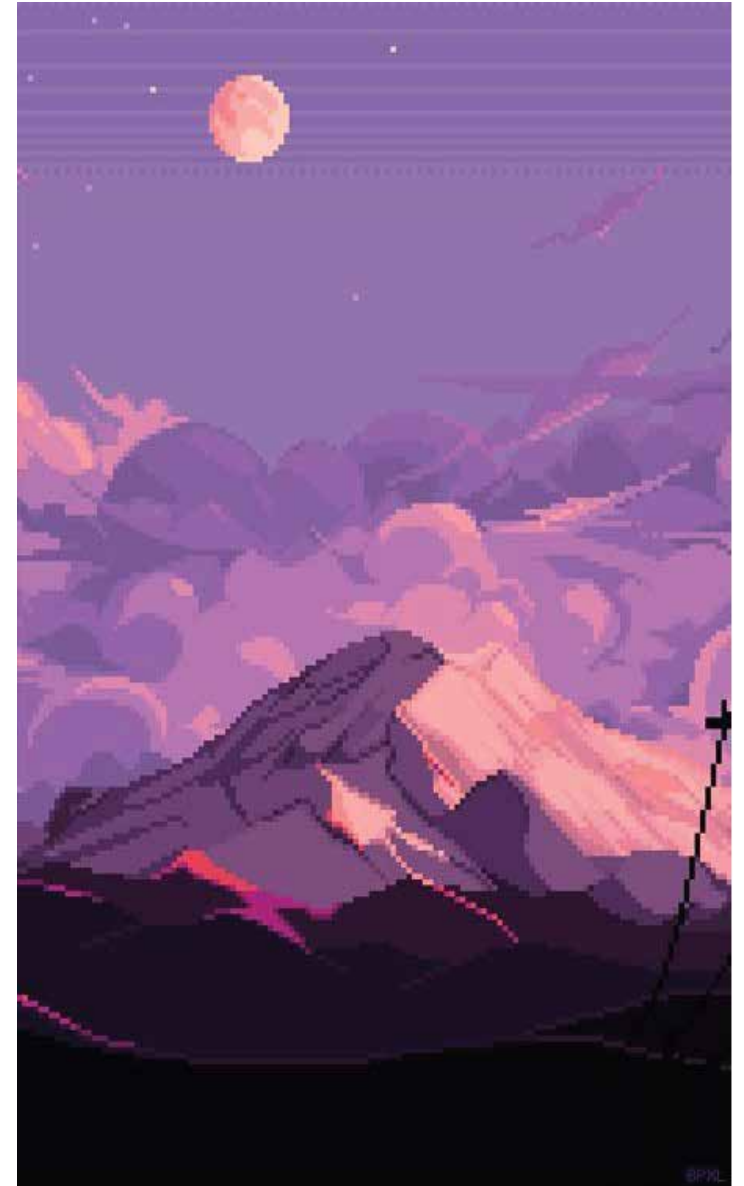
## STOP MOTION STYLE



DESIGN ORIENTATION

# MOODBOARD

## COLOUR



DESIGN ORIENTATION



# MOODBOARD ILLUSTRATION STYLE





**PROCESS**

**02**





■ MAIN CHARACTER

# NAIVE IDEAS

**Naive** is a cow with a gentle and innocent appearance

**Naive** is representing "female" cows born to be squeezed milk exhausted

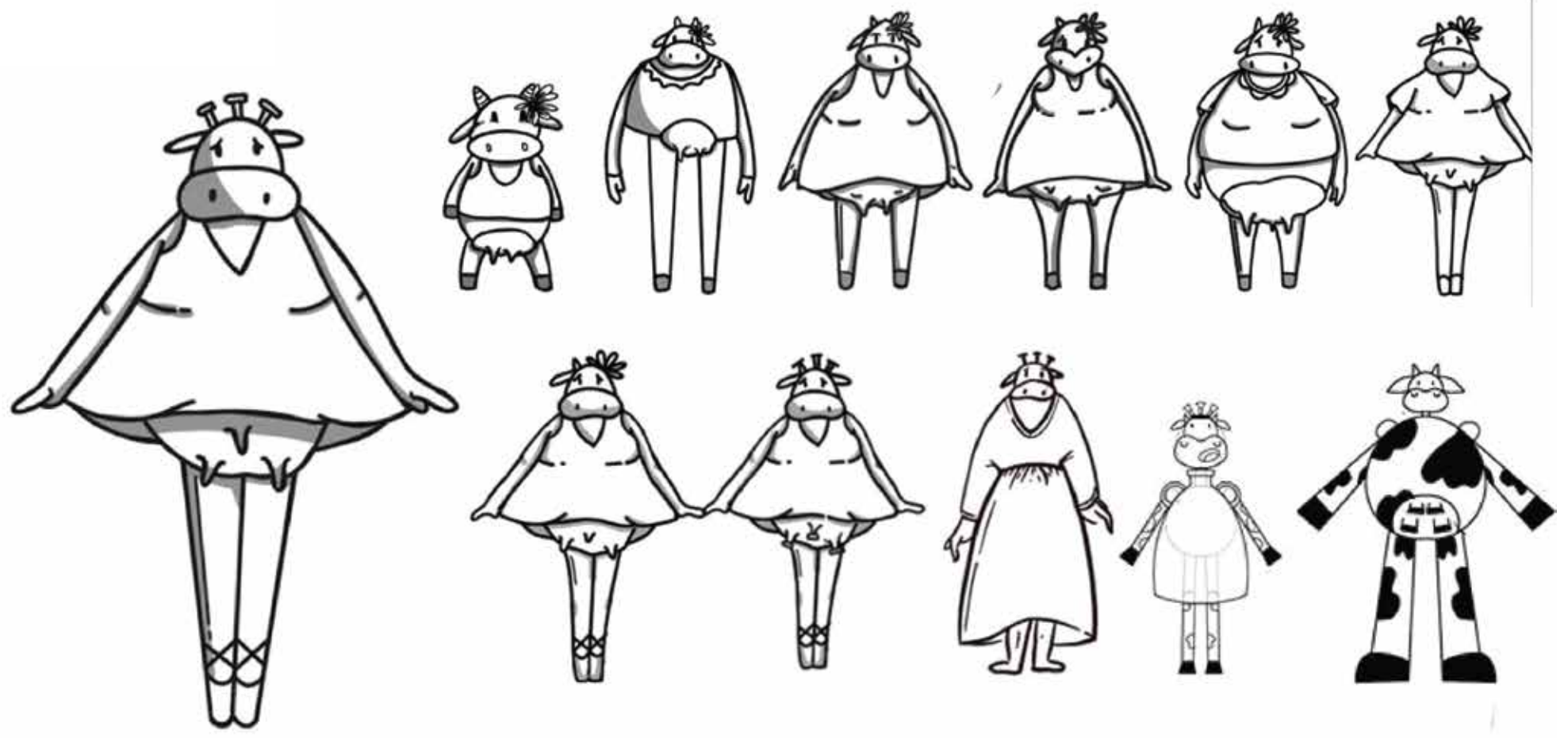
***The image of the milk pump's head is metaphorized with her crown***





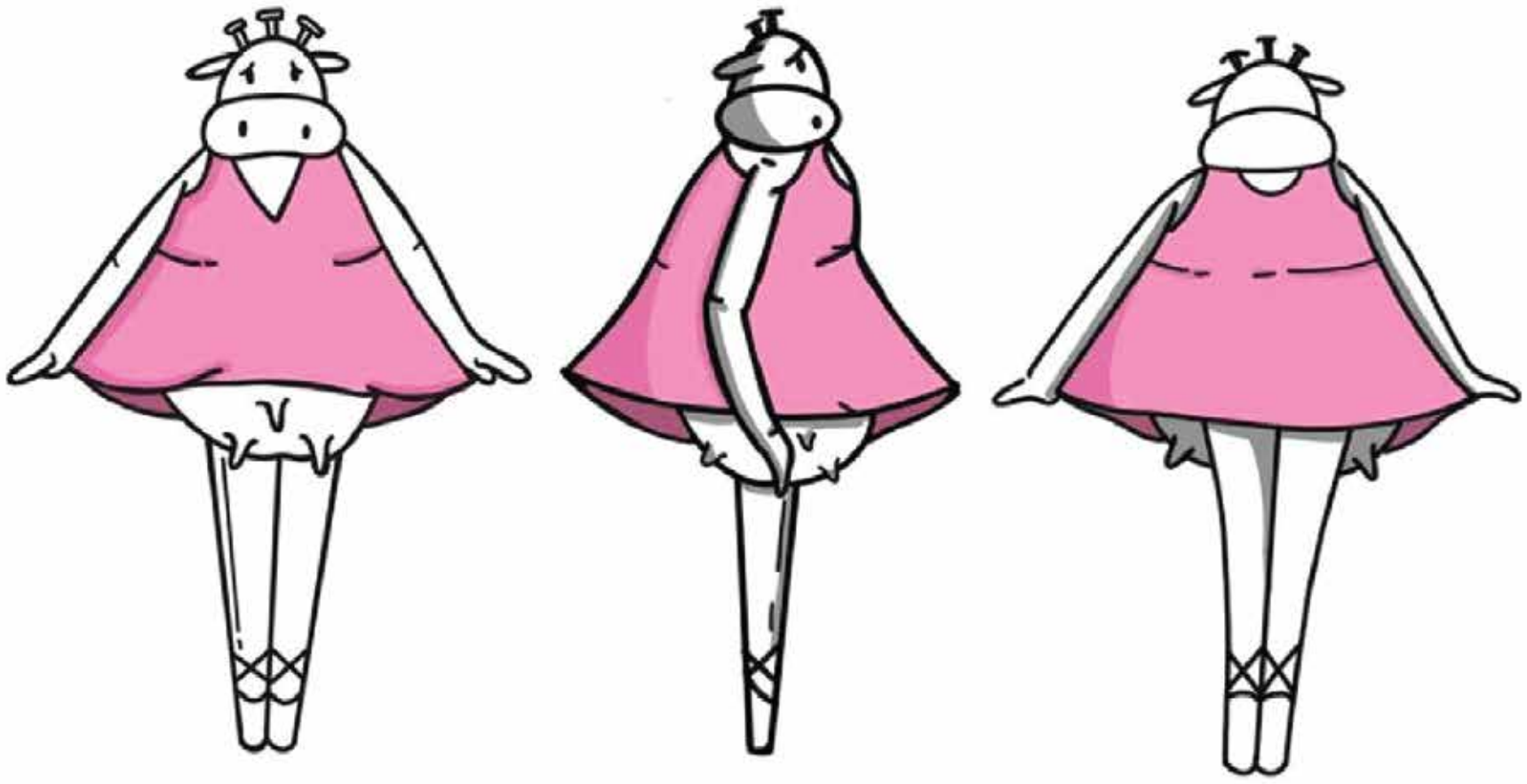
MAIN CHARACTER

**NAIVE**  
SKETCH



■ MAIN CHARACTER

**NAIVE**  
**FINAL**





■ MAIN CHARACTER

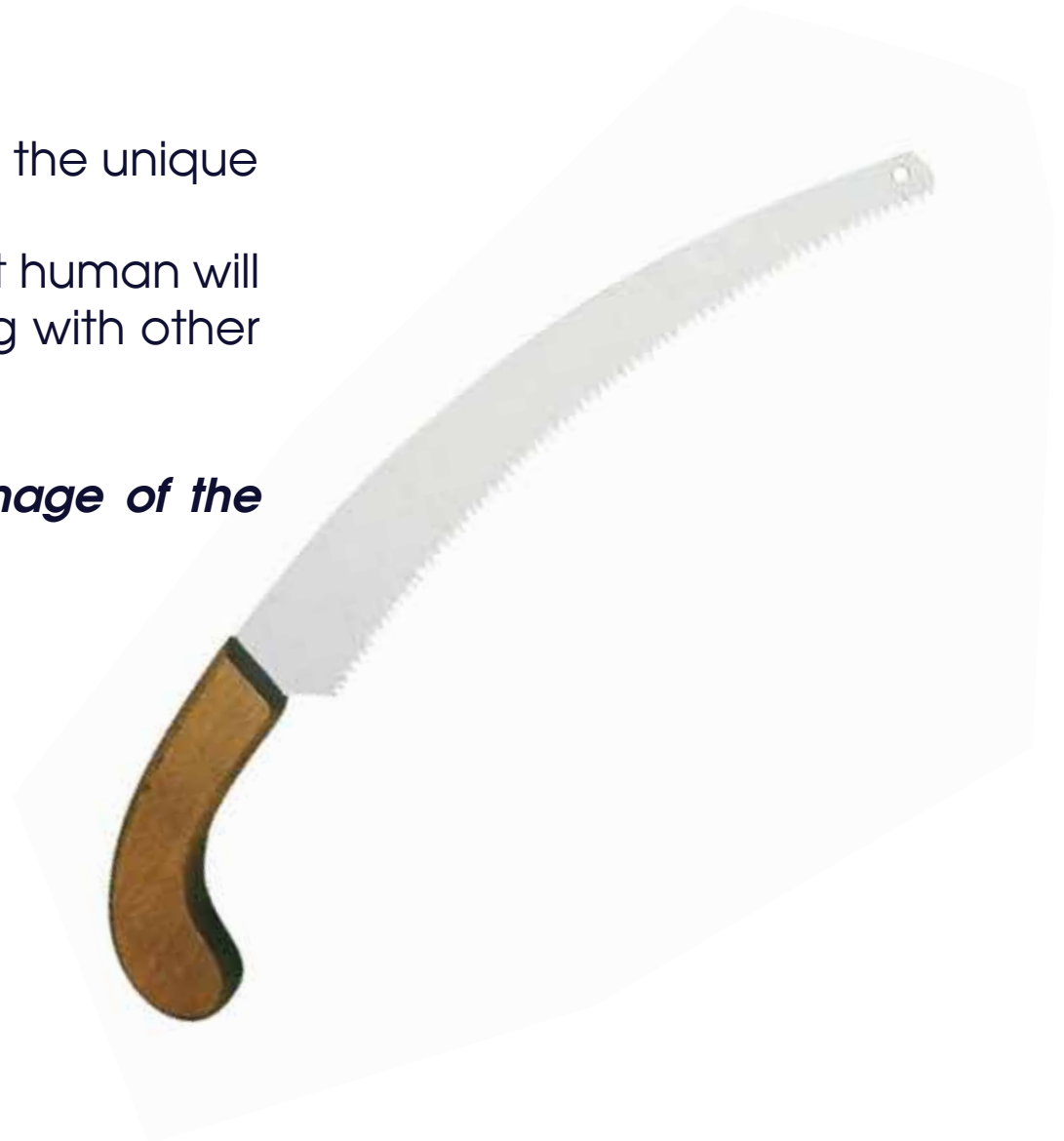
# HORN

## IDEAS

*Horn* is a good-appearance guy with the unique

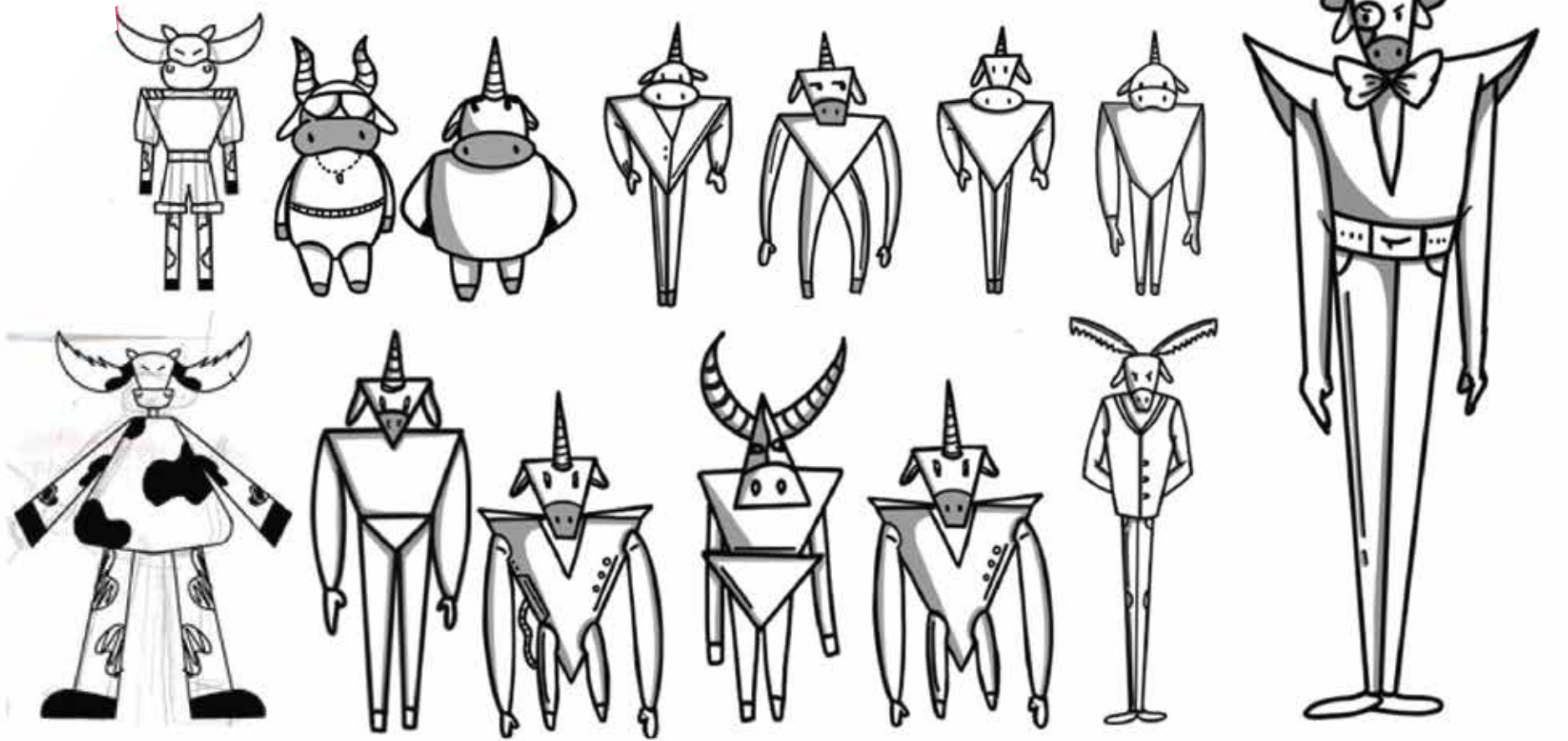
*Horn* and he is proud of that horn, but human will cut off his horn to prevent contacting with other COWS

*The image of the saw is also the image of the unique horn*



MAIN CHARACTER

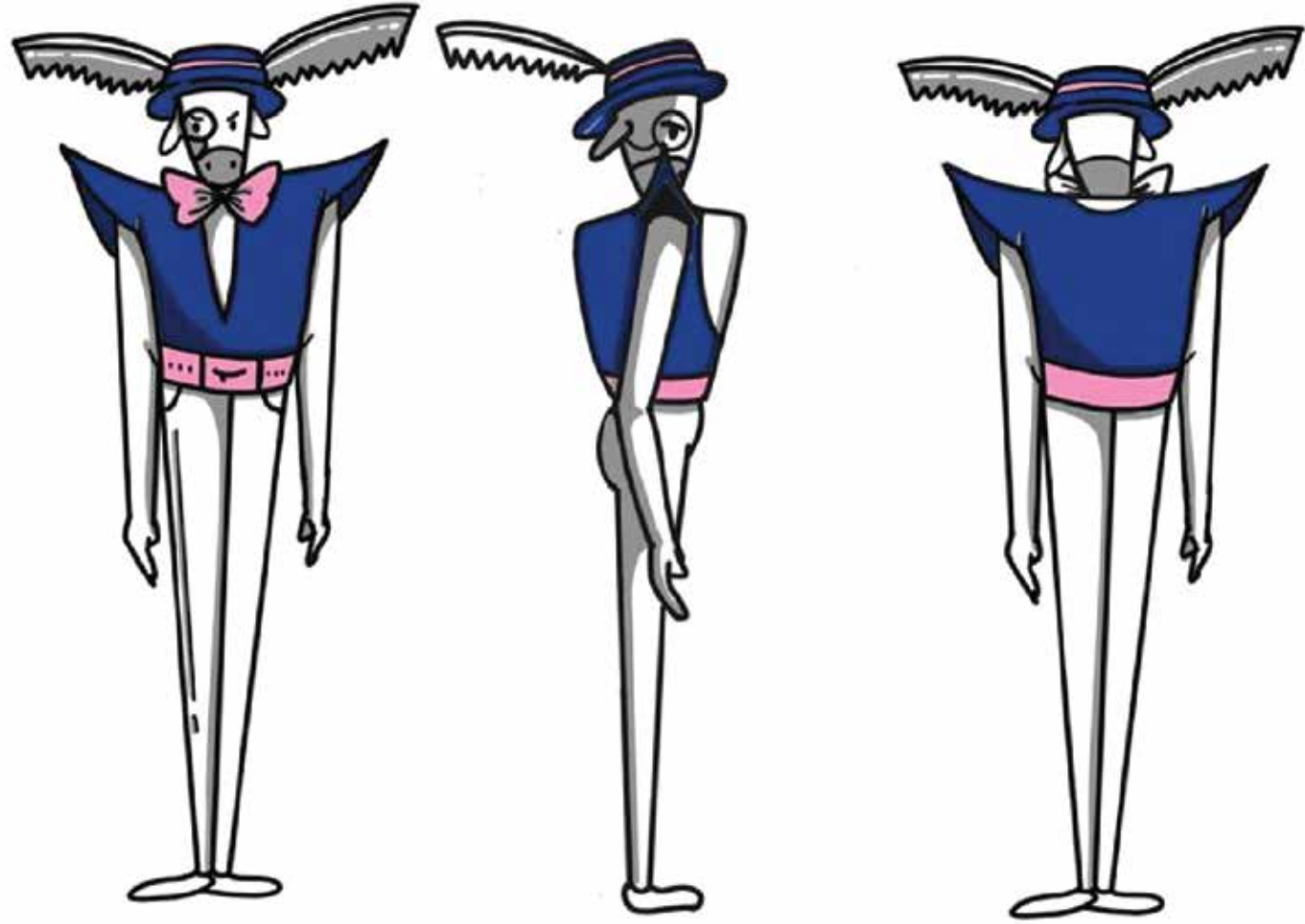
# HORN SKETCH



■ MAIN CHARACTER

# HORN

## FINAL





■ MAIN CHARACTER

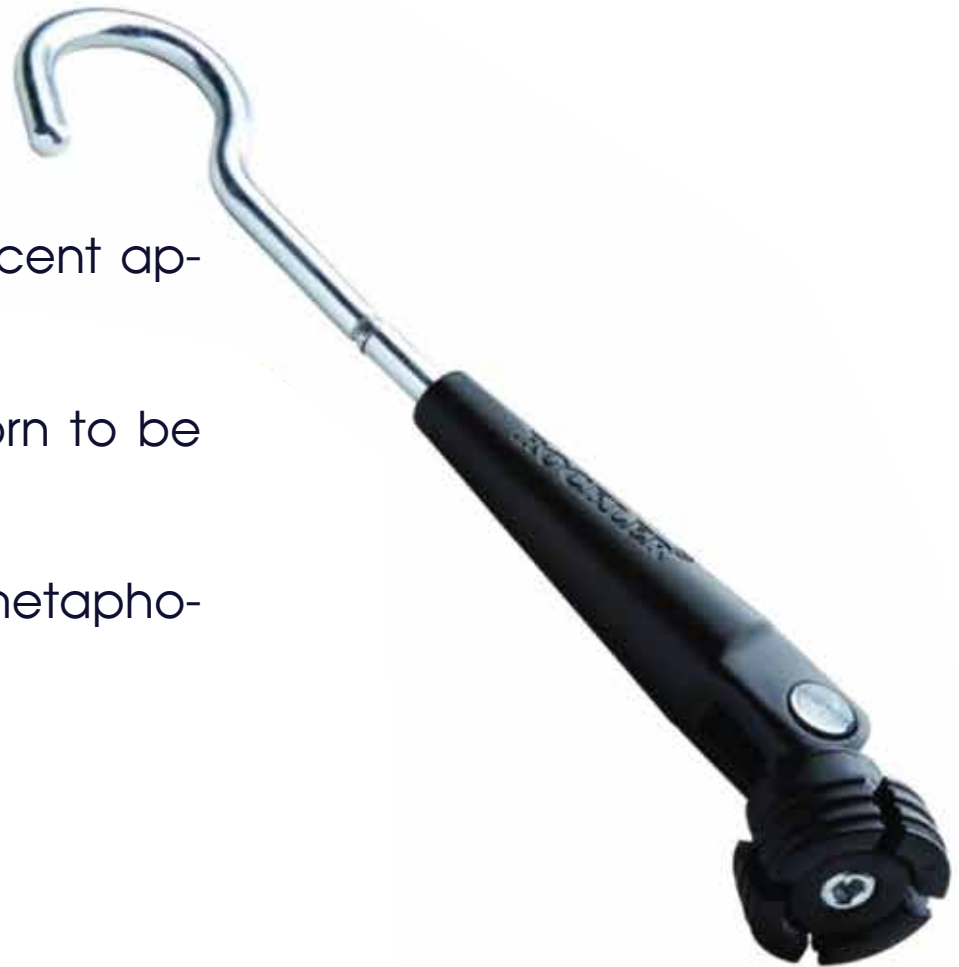
# MUSCLE

## IDEAS

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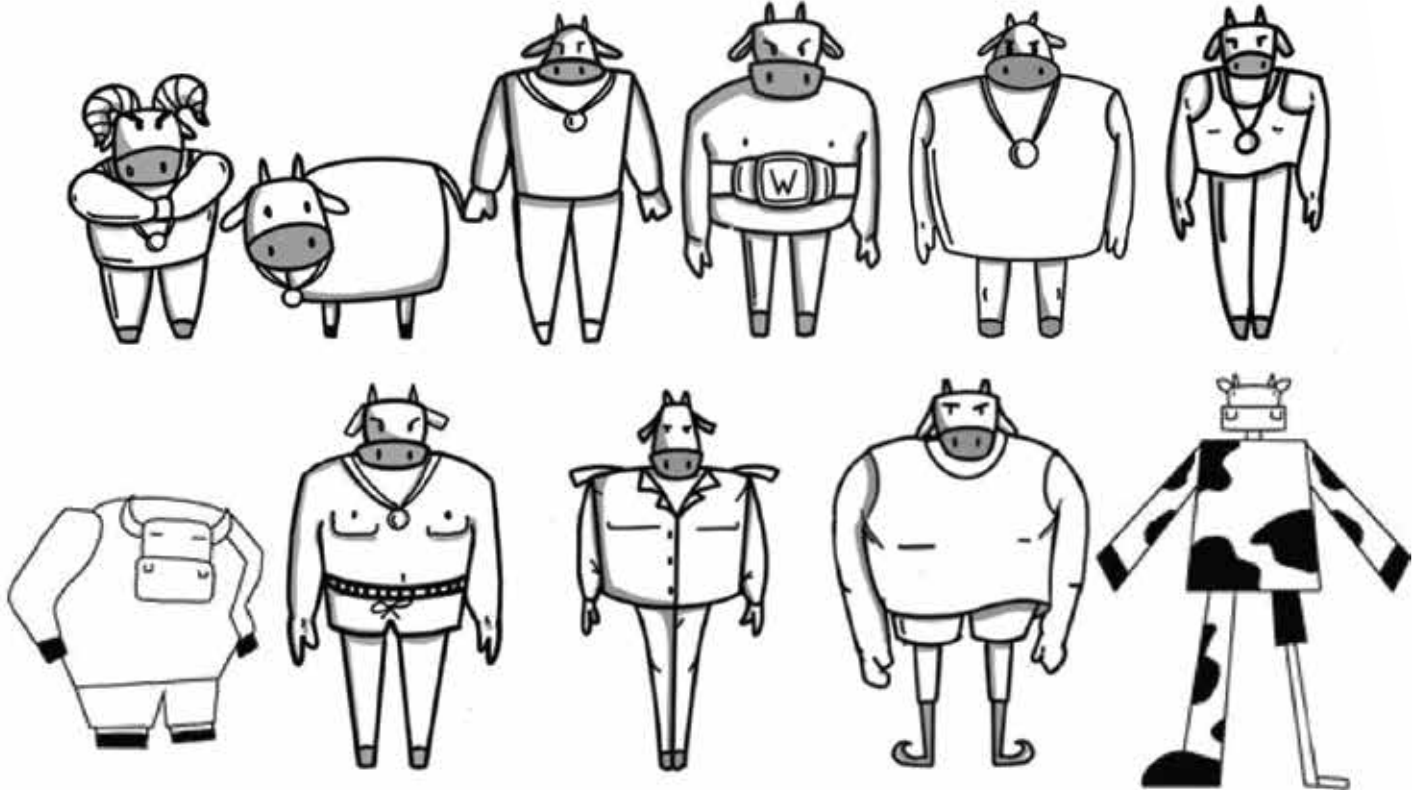
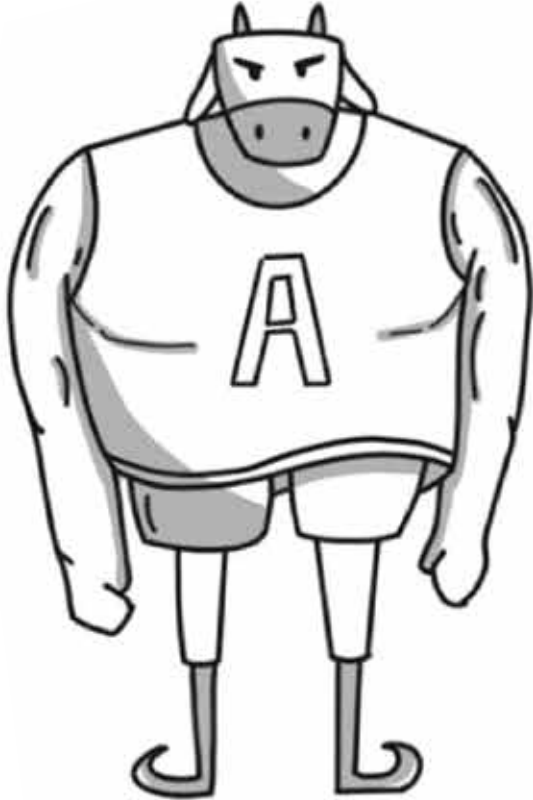
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MAIN CHARACTER

# MUSCLE SKETCH

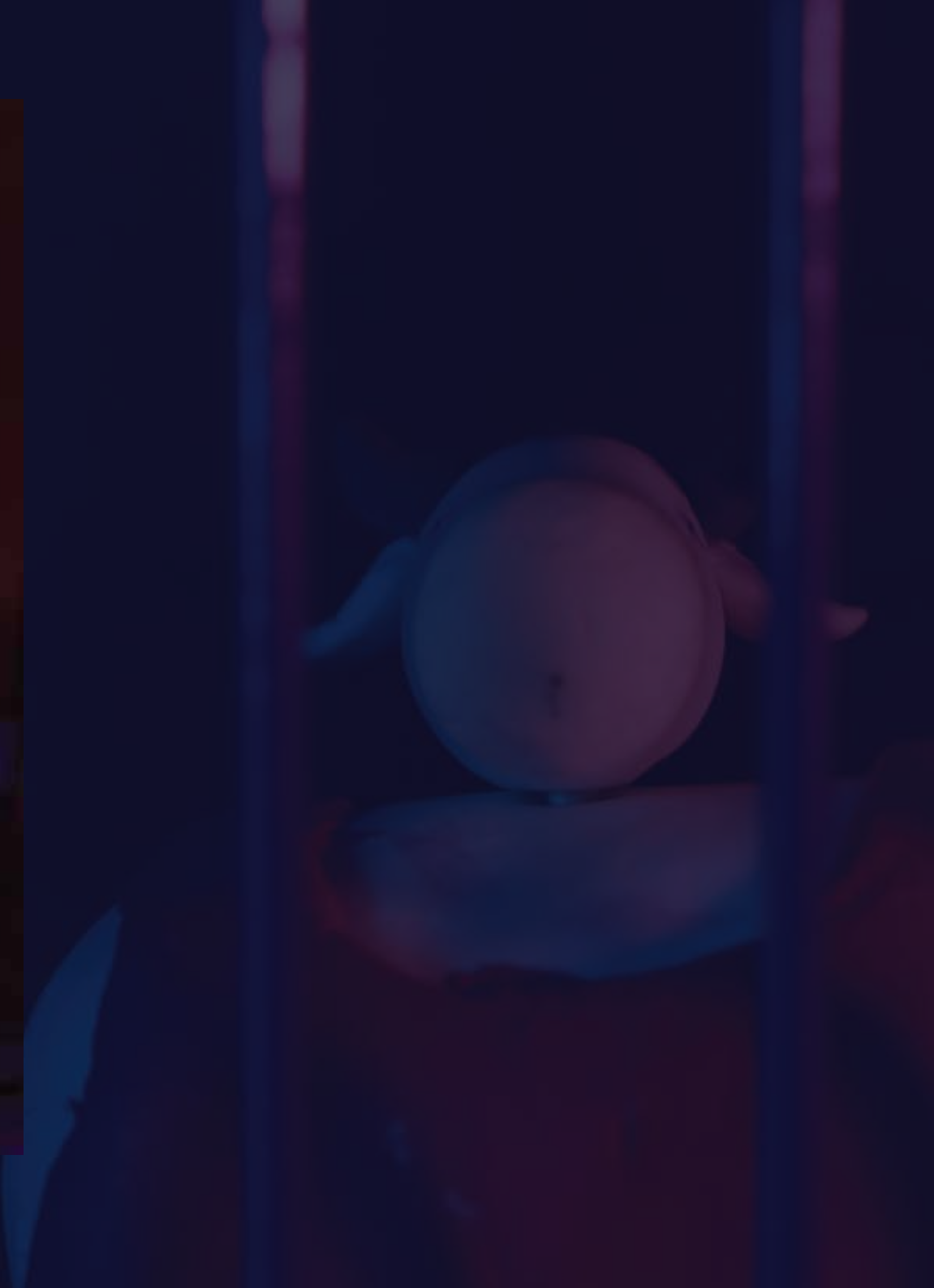


■ MAIN CHARACTER

# MUSCLE

## FINAL





# STEP BY STEP





