ILLUSTRATION FOR FICTIONAL VILLAINS BASED ON MASLOW'S
HEIRARCHY OF NEEDS

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ABSTRACT

A word villain, which is used to represent some specific character in fictional story such as comic, movie or novel. The characteristic of those people who have been called villains, usually do something that society decide is a bad action. However, some fictional stories have not shown us what is a bad action that villain did before we call them that. Sometimes just the appearance, voice or even because they go against a man who we think that he is on a good side. The main problem here is nowadays when people see something that they decide it’s bad, but that’s not the whole story. Most of the times, people nowadays can judge someone who is bad or good just for a few minutes on social network. Moreover, in the same rate, people who have been labeled as villain could be misunderstand because a few moment of situation make them look like they are.

This thesis will show you that many times good people who do act bad does not mean they are real evil in the story. In their sight, they could be a hero for their people too.
ACKNOWLEDGMENT

I would like to acknowledge my great advisor A. Checkchanok Bullakul who always helped, advised, and drove me onto this moment of life. He has been the one who taught me to find passion not only knowledge, find purpose not only target and to find the real me not just a good ordinary graphic designer out there. His advice still keeps me going after all of classes that he has taught me. And now, after all his advice and lessons he taught me for 5 years, I promise that I will be a better designer and make proper use of his advice.

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Chapter 1
Introduction

1.1 Background

Villain is the word we usually call the bad guy from a comic or a movie such as Thanos from The Avenger and Joker from Batman. The bad guys in fiction from any media whenever they do anything the normal people decide that is bad and brutal. We have seen characters committing crimes, starting wars and killed a million of people but never notice why. Their executions are morally wrong when we see it from our side. However, they use to have some motivation or reason behind their brutal execution that we never open our mind to listen to it. So, I will focus on those factors by using psychological knowledge and analysis to interpret their action into illustration in order to understand them. In addition, I will apply a psychological theory talking about how people have been motivated, called Maslow’s Hierarchy Needs by categorize it into 5 levels of Need as a system to explain characters motivation and interpret it in my opinion.

Maslow’s Hierarchy Needs has 5 levels of needs that motivate people to do something not only good actions but also bad. First level, Physiological claim is that people need basic physical needs such as food, water and shelter. Second level, Security claims that people need a safety in life, health and wellbeing. Third level, Love and Belonging claim that people need love from relationship like a family or friend. Fourth level, Esteem claims that people need to be respected by others. Fifth level, Self-actualization claim that if that people already have all those needs above, they will “desire” everything they possibly can and become the most that they can be. On the other hands, the execution that has an explanation does not mean that their execution is acceptable in case of law or morality.

1.2 Problem Statement

The problem which is happening nowadays, comparing to the villains from the fiction or movies is about “receiving only one side message”. The important thing is we judge them from their execution or even just appearance we have seen without greater details. Those details could fulfill the information and knowledge, to create some different attitude that might be affect ones decision.

The reason is, not everyone in this world was born to be bad guys but they probably got some bad circumstance in the past. Moreover, some people call themselves as villain because they heard it from the most people in society. It makes me question whether or not does the word “Villain” that we use to call them, because of their execution or just the role that society has given.

1.3 Project Objectives
1. To describes the factors behind the execution of villains to people
2. To interpret the logic of villain compare to the psychology theory
3. To make people consider every method not only appearance
1.4 Applications
5 Digital Illustrations on Maslow’s Hierarchy Needs through 5 selected villains

1. Physiological Needs – Vulture
2. Safety Needs – Thanos
3. Love and belongingness Needs – Zemo
4. Self Esteem – Loki
5. Self actualization – Ultron
CHAPTER 2
INFORMATION ANALYSIS
Chapter 2
Information Analysis

2.1 Literature Review

2.1.1 Knowledge on Selected Topic

Maslow’s Hierarchy of Needs

Maslow’s Hierarchy of Needs is a motivation theory in psychology comprising of a five-tier model of human needs, often depicted as hierarchical levels within a pyramid. Analyses Maslow’s Hierarchy Needs theory in order to apply it as a method for picking villain characters. In Maslow’s Hierarchy of Needs, there is a consequential image of a pyramid to explains the level of needs. Needs lower down in the hierarchy must be satisfied before individuals can attend to needs higher up. From the bottom of the hierarchy upwards, the needs are: physiological, safety, love and belonging, esteem and self-actualization. Maslow believed that these needs are similar to instincts and play a major role in motivating behavior. Physiological, security, social, and esteem needs are deficiency needs, which arise due to deprivation. Satisfying these lower-level needs is important in order to avoid unpleasant feelings or consequences. Maslow termed the highest level of the pyramid as growth needs. These needs don't stem from a lack of something, but rather from a desire to grow as a person.
5 Levels of Need

1. Physiological needs

These are biological requirements for human “survival”, e.g. air, food, drink, shelter, clothing, warmth, sex, sleep. This level of need is the most important for human being from this theory because this level is the easiest level that human can fulfill whether those human are rich, poor or even in any position in society. In addition to the basic requirements of nutrition, air and temperature regulation, the physiological needs also include such things as shelter and clothing. Maslow also included sexual reproduction in this level of the hierarchy of needs since it is essential to the survival and propagation of the species.

2. Safety needs

This level needs protection from elements, security, order, law, stability and freedom from fear. This is the second level of Maslow’s theory which will appear after Physiological needs. The reason is after once humans start having their own stuffs, they will need it to be safe and stable. Finding a job, obtaining health insurance and health care, contributing money to a savings account, and moving into a safer neighborhood are all examples of actions motivated by the security and safety needs. Together, the safety and physiological levels of the hierarchy make up what is often referred to as the basic needs.

3. Love and belongingness needs

After physiological and safety needs have been fulfilled, the third level of human needs is social and involves feelings of belongingness. The need for interpersonal “relationships” motivates behavior. However, this level can be skipped depending on human behavior and what they are concerning at that moment. In order to avoid problems such as loneliness, depression, and anxiety, it is important for people to feel loved and in order to avoid problems such as being accepted by other people. Personal relationships with friends, family, and lovers play an important role, as does involvement in other groups that might include religious groups, sports teams, book clubs, and other group activities.

4. Esteem needs

Maslow classified into two categories, esteem for oneself (dignity, achievement, mastery, independence) and the desire for reputation or “respect from others”. They also need someone to be recognized in some role and accept in what they are and what they did in society. In addition to the need for feelings of accomplishment and prestige, the esteem needs include such things as self-esteem and personal worth. People need to sense that they are valued and by others too and feel that they are making a contribution to the world. Participation in professional activities, academic accomplishments, athletic or team participation, and personal hobbies can all play a role in fulfilling the esteem needs.

5. Self-actualization needs
At the very peak of Maslow’s hierarchy are the self-actualization needs. "What a man can be, he must be," Maslow explained, referring to the need people have to achieve their full potential as human beings. Realizing personal potential, self-fulfillment, seeking personal growth and peak experiences. A desire “to become everything one is capable of becoming”. Before reaching this level, humans need to satisfy with all those levels.

Psychology of Villains

From Maslow’s Hierarchy of Needs above, the conclusion of the theory is about describing Needs of human being which is to motivate people to do some execution in order to acquire their needs. On the other hand, this theory usually is applied in business field in terms of making leaders understand more about their employees. A business should offer different incentives to workers in order to help them fulfill each need in turn and progress same way and do not all move up the hierarchy at the same pace. They may therefore have to offer a slightly different set of incentives from worker to worker. However, I will apply the theory as a method in term of explaining the motivation of doing something bad such as execution of villain and think further that “what will happen if those needs cannot fulfill?” The article about psychology of villain can explain the thinking process after human cannot fulfill their needs with using moral. Then they will break out their moral to fulfill their needs instead. This theory has written by Tamar Sloan who is a writer and school psychologist in Australia. Psychology of villain is the theory to explain what is the excuse of those villains to do something bad. When our brain cannot achieve something we want, it will show discomfort, nervousness and stress. After that, brain will try to avoid discomfort. So it will do what it need to do to achieve harmony and balance. Since the behavior has usually already happened, or is committed to happening, the brain needs to do some cognitive gymnastics, and your villain will probably do one or more of the following: (Sloan, 2017)

1. Change their belief: The ‘I don’t really need to be on a diet’ reasoning.

   Saruman in the classic Lord of the Rings uses such reasoning. Originally a powerful Istari entrusted with guarding Middle Earth like Gandalf, Saruman’s belief and allegiance changes when he comes to believe that Sauron’s victory can’t be avoided. His love of power drives him to abandon his order and convinces him that he’s better off on the side of evil. (Sloan, 2017)

2. Minimize their behavior and how they perceive it: The ‘I hardly ate any chocolate cake at all’ reasoning.

   From Middle Earth to Creekwood High and Martin Addison in Simon vs. the Homo Sapiens Agenda. It’s not often the class clown is written as the villain, but when Martin stumbles on a personal email of Simon’s, he threatens to oust him unless he helps Martin get close to Simon’s friend, Abby. When Simon asks if Martin is actually going to make him do this, Martin deftly minimizes his behavior. (Sloan, 2017)

3. Rationalise their behaviour: the ‘Chocolate cake is a good source of calcium’ reasoning.

   The Hunger Games series offers us a slow-boil villain in President Alma Coin. She is all about freeing Panem and making it a better place, but her desire to take President Snow’s place as ruler at any cost, including killing Katniss’ sister, Prim, reveals her for the power hungry sociopath that she really is. Whether an act or her true belief, Alma Coin’s ‘for the greater good’ reasoning continues to the very end. (Sloan, 2017)
4. Reduce perceived choice: the ‘I didn’t have a choice. It would have been rude not to eat it’ reasoning.

Twilight’s Aro is a villain with very clear cut, black and white principles. His primary objective as head of the Volturi coven is to keep the existence of their kind hidden. When it’s rumoured that Bella and Edward have created an immortal child, Aro argues he ‘has no choice’ but to destroy the infant who poses a threat of exposure for the vampires. Only when Aro sees a vision of his own death as a result of him trying to kill the child does he back down and let her live. Even a vampire sleeps easier at night when he’s convinced himself he had no choice. (Sloan, 2017)

**Timeline in MCU**

The following image is the information graphic to explain the time that these characters appeared in the timeline of movies.

Fig. 2 Information graphic of MCU’s timeline

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5 Villains Representing Maslow’s Hierarchy Needs
Not that I have some knowledge of the psychology term, I have selected five villains from asking groups of people who love to watch movies. These five villains below is the answer in term of familiar characters and correspond with Maslow’s Hierarchy of Needs. Finally, I have selected a villain only from Marvel Cinematic Universe film. The reason is the movie from Marvel studio is the most famous and popular in this generation and for that reason, I can confirm that my selected villains are well known. Another method that I decide to selected Marvel cinematic villains because all movies that I selected are in the same universe (every movie has the same story line) that could make my villain story have more perspective and story to explain. Moreover, Marvel cinematic universe has a long story by itself that spend 10 years to tell without getting to any other story line involved to avoid complicated analyzing.

1. Vulture – Physiological Need

Adrian Toomes as known as Vulture in Marvel Cinematic Universe (MCU) is a businessman and contractor of salvaged company which from an event in the Avengers movie. Super hero were to fight with Loki and Chitauri Department of Damage Control (D.O.D.C.), a partnership between Tony Stark (Iron contracted to clean up the city (Alien species that is an army of Thanos) but their operation is taken over by man) and the U.S. government. Enraged at being driven out of business, Toomes persuades his employees to keep the Chitauri technology they have already scavenged and use it to create and sell advanced weapons. Toomes sell his advanced weapons to robbers in city and keep stealing Chitauri technology from government.

However, his bad execution never gets innocent people killed, he just steals the technology quietly. The reason is he just wants to do this for his family and people by avoid using violence. He just wants to survive and adapt himself to the world. His execution is bad in case of law but actually D.O.D.C. is the company that takes the opportunity from him first. Moreover, that operation make Toomes owe a lot of money from the bank.

Vulture’s statement: “They don’t care about us. We have to pick up after them. We have to pick up after them. We have to eat their table scraps. That’s how it is.”
2. Thanos – Safety Need

Thanos is a powerful villain who has the biggest army in the universe and has only one goal. He is clever, powerful and full of ideology. When he was on his planet, there was a problem about destitution of resources and Thanos has the easiest solution for this problem. He had advised his people to randomly remove half of people on the planet in order to make resources enough. Unfortunately, his people did not agree with this idea and after that they are all died except Thanos. So he started his plan to make half people in the universe disappear in order to prevent the problem resources. He begins to collect six infinity stones (Gem of the Universe) to make his plan succeed. The power of six stones when used it together can make half people of universe disappear by only one snap. In Avengers: Infinity War movie, it shows the travelling of Thanos during collecting the stones. He shows his ideology obviously many times by dialogue in movie and the scene we have watched. There is one moment in movie which show that he has tried to start his solution with the planet that approach to extinct and its work. About half people in the planet have a better life just like they have a new chance to live again. Another scene show that Thanos is not just a crazy man that try to press his ideology to the whole universe, it shows that Thanos has a strong ideology and make him has many liegeman.

The most obvious scene that shows Thanos is correspond with Safety Need is in Valmir scene. In this scene, Thanos has brought Gamora (Thanos’s adopted daughter) to him to find Soul stone. In order to perceive Soul stone, he has to scarifice something that he loves. In this case, the only one thing that this villain loves is Gamora. He cries because he knows that he has to exchange Soul stone with the death of his daughter. Even though he really loves her, he still sacrifices her in order to save the rest of universe.

Thanos’s statement: “Little one, it’s a simple calculus. This universe is finite, its resource, finite. If life is left unchecked, life will cease exist.”
3. Zemo – Love and Belongingness Need

He is the victim that lost his family from Ultron event in Sokovia (make up country in Marvel cinematic). His family got a stray bullet from fighting between Avenger and Ultron. He decides that is the Avenger’s fault and starts the plan to revenge. He has planed to make Avenger destroyed from inside by make them fight with each other. In his plan, he was to kill a lot of innocence people and blame it on Bucky Barns (Winter soldier). Bucky is an old best friend of Steve Rogers (Captain America), Steve starts to protect Barns because he knew that Barns is not the real suspect in this crime. However, the real plan of Zemo is to show Iron man the videotape that contains the image of Barns killing his parents. Finally, Zemo success with this plan, Steve and Tony fight with each other with their own reason and then Avenger has fallen.

In this movie, Zemo not usually show up or having super power like other villains. The movie does not show the fact and motivation of his execution until almost the end of movie. However, when he answer the motivation behind, it is obvious, he has done it because of his beloved. From ordinary man with happy family who never committed any crime has turn into the biggest problem of Avenger. He has done his mission which breaking Avenger apart with bad execution such as killing innocent people easily.

Zemo’s statement: “I lost everyone. And so will you”
4. Loki – Self Esteem

Loki is adopted son of Odin and little brother of Thor (God of Thunder). He is the god of mischief, also full of tricky. He has appeared in many movies of MCU’s film and only one need that made him to do bad thing or sometimes, it just annoyance. He shows up for the first times in movie series of Thor, try to eliminate Thor from Asgard because he wants to be the king of Asgard and show to his step-mother that he also able to protect the kingdom without Thor’s help. He is always the second choice of everything and now he wants to prove that he also can do anything that Thor can do can sometimes it’s better. When Thor know that this is Loki’s plan, he get back to Asgard and take Loki down. Thor thought that Loki was dead but he actually goes asking for help from Thanos. He asks for an army (Chitauri army) to invade earth and make the whole world stay beneath his power instead of Asgard’s throne. The execution in New York with Chituari army makes a lot of innocence people died just in order to make himself get respect as a god.

In MCU’s film, Loki is the most often the villain that appear in the movie. I can observe that Loki has many perspectives in term of emotion and behavior. However, he still has the same motivation to do execution which is in need of respect. From the first appearance in the movie that he wants to get respect from his parents and then from human on earth. Finally, in avenger: Infinity War movie, we also see that he still wants respect from his brother Thor, by sacrificing himself to protect Thor.

Loki’s statement: “I never want the throne, I only ever wanted to be your equal”
5. Ultron – Self-actualization Needs

From the Avengers: age of Ultron movie, Ultron is the high intelligent super android which is expected to be a super android in order to protect the world from dangerous. He was born from a Tony stark’s subconscious combine with mind stone (mind stone in this movie is powerful gem represent the power of creative mind in galaxy). When the subconscious of Tony stark combines with the powerful ancient stone without knowing the potential of it, a bigger problem has begun. The power of stone create more than thinking process to analyze and find the way to handle the bad situation but it has created its own logic and moral before transfer it into Ultron mind.

Ultron starts to think further than protect Earth from dangerous and think that mankind is in danger for Earth instead. Ultron is an android that creator intends to create it in order to protect Earth without other emotion involved. It should not be concerned on physiological need, safety need, love and belongingness need or self esteem. Unfortunately, when it does not have any mentioned needs, it going to concern only on developing itself and protecting the world. The developing itself and always need to get better is an explanation of Self Actualization Needs in Maslow’s Hierarchy needs. It clearly show that its moral perspective is absolutely correct by trying to destroy all mankind, in spite of it was born for a few days.

Ultron’s statement: “I was designed to save the world, people would look to the sky and see hope. I will take that from them”
2.1.2 Design Related Matter

Sequential Art

Fig. 8 book cover of Sequential Art

Fig. 9 example of Sequential Art

The specific area of illustration that matched with the style that I am going to do is Sequential art. It is the specific area of illustration use to call the illustration that separates each image in the boxes but each box is going to continue the box before. The area of my illustration work can call it as Narrative illustration (Sequential art). The term “Sequential art” was established in 1985 by comic artist, Will Eisner in his book “Comic and Sequential art”. To call it as Sequential art, one must have to include four elements that are design, drawing, caricature and writing. Will Eisner mention this style as one of literature. In the past, Sequential art use to be the caricature cartoon about political, gag, comic, illustrate and animate cartoon. The method of this style is about telling the story by arranging many image,
keep the character within different arranging but still understandable where is continuation of next image. In addiction, there should have some description or conversation under/inside the images.

4 elements of Sequential Art

1. Design

   Design is a work process which has a user perspective and drives development based on specific customers’ needs. In addiction, my customers or audiences who are going to see my artwork is the people who like to watch movie and people who receive the massage on social network or something else. You can see that my focus group is wild. That is the reason why I use an illustration with theory of Sequential Art that contains a lot of elements that is easy to communicate.

2. Drawing

   The term drawing is applied to works that vary greatly in technique. It has been understood in different ways at different times and is difficult to define. During the Renaissance the term 'disegno' implied drawing both as a technique to be distinguished from coloring and also as the creative idea made visible in the preliminary sketch. Despite this insistence on the formation of line and the implied lack of color, few would deny that a work formed by dots or shading or wholly in line but in a range of colors is a drawing. However, drawing is a technique part in my illustration.

3. Caricature

   A caricature is a rendered image showing the features of its subject in a simplified or exaggerated way through sketching, pencil strokes, or through other artistic drawings. In literature, a caricature is a description of a person using exaggeration of some characteristics and oversimplification of others. I will use caricature to make my drawing unique from the previous character design. However, I will not distort or make my message exaggerated because I want my message to show the information straightly.

4. Writing

   In the Sequential art, writing has used to show the dialogue and conversation between characters but not the main element to describe the situation and action. Writing element is the easiest element that can make people understand. Unfortunately, a lot of people do not feel so interested to read a long article. So the writing part in my illustration is just put some key word in a design to give some hints.

Digital illustration

   Digital illustration is one of the techniques to create illustration work. Digital illustration involves the use of digital tools to generate art directly from the artist’s hand, through an interface that translates that movement into a digital display. Many of these tools involve using a stylus to draw on a digital canvas. Artists may transfer from a method of drawing directly on paper, to drawing on a digital canvas or pad. The difference is that the information is captured digitally, and filtered directly into the digital illustration.
Types of digital illustration tools include bitmap graphics tools and vector graphics applications. Bitmaps specify the exact color of each pixel in a linear and column format. Vector graphics rely on algorithms and mathematical formulas to render a display. Tablets sometimes come with a stylus and digital illustration tools. Users can load specific applications onto tablets to facilitate digital illustration. Other tools are made for a Macintosh computer environment, which is traditionally a favorite hardware platform for illustrators and graphic designers (Techopedia, 2018).

Conveying Emotion in Artwork

The article from Marisa Lewis who is the illustrator from United Kingdom talking about how to convey emotion to make our illustration able to touch the feeling of audience. She mentioned about Lightning, Symbolic, Story and Color. These 4 element is key visual to convey emotion in illustration. However, to contain these 4 elements vigilantly we should to have a plan before making illustration. “A mind map is a graphical diagram of related thoughts and words about a subject," explains concept artist Emi Chen. "It includes a branching-out of ideas from a central starting point. In this case,

I wanted the illustration to revolve around the concept of 'mystery', so I created a mind map focused on this word and what comes to mind. In addition, here is the explanation of 4 key visuals to convey emotion in artwork (Last name, 0000) ******

1. Utilize Lightning - High-contrast lighting helps build the tension in image. By using natural light such as daylight, overcast light or sunset to fit to the story of main subject

2. Introduce symbolism - Using symbol element to make some familiar object for audiences and make them understand in the international field.

3. Story - I will contain the story in my illustration by design it as a lot of scene combine it together. To interpret the situation that happen to character or the situation that character did.

4. Color - Color is the most important element to refer to something that full of emotional information. For example, red means exciting or green means peaceful.

Color Psychology

Color psychology is the study of hues as a determinant of human behavior. Color influences perceptions that are not obvious, such as the taste of food. Color can also enhance the effectiveness of placebos. For example, red or orange pills are generally used as stimulants. Color can indeed influence a person; however, it is important to remember that these effects differ between people. Factors such as gender, age, and culture can influence how an individual perceives color. For instance, heterosexual men tend to report that red outfits enhance female attractiveness, while heterosexual females deny any. There are four psychological primary colors - red, blue, yellow and green. They relate respectively to the body, the mind, the emotions and the essential balance between these three. The psychological properties of the eleven basic colors are as follows (Wright, 2008-18):
Red
Positive: Physical courage, strength, warmth, energy, basic survival, 'fight or flight', stimulation, masculinity, excitement
Negative: Defiance, aggression, visual impact, strain

Being the longest wavelength, red is a powerful color. Although not technically the most visible, it has the property of appearing to be nearer than it is and therefore it grabs our attention first. Hence its effectiveness in traffic lights the world over. Its effect is physical; it stimulates us and raises the pulse rate, giving the impression that time is passing faster than it is. It relates to the masculine principle and can activate the "fight or flight" instinct. Red is strong, and very basic. Pure red is the simplest color, with no subtlety. It is stimulating and lively, very friendly. At the same time, it can be perceived as demanding and aggressive.

Blue
Positive: Intelligence, communication, trust, efficiency, serenity, duty, logic, coolness, reflection, calm.
Negative: Coldness, aloofness, lack of emotion, unfriendliness.

Blue is the color of the mind and is essentially soothing; it affects us mentally, rather than the physical reaction we have to the colour red. Strong blues will stimulate clear thoughts and lighter, soft blues will calm the mind and aid concentration. Consequently it is serene and mentally calming. It is the color of clear communication. Blue objects do not appear to be as close to us as red ones. Time and again in research, blue is the world's favorite color. However, it can be perceived as cold, unemotional and unfriendly.

Yellow
Positive: Optimism, confidence, self-esteem, extraversion, emotional strength, friendliness, creativity.
Negative: Irrationality, fear, emotional fragility, depression, anxiety, suicide.

The yellow wavelength is relatively long and essentially stimulating. In this case the stimulus is emotional, therefore yellow is the strongest color, psychologically. The right yellow will lift our spirits and our self-esteem; it is the color of confidence and optimism. Too much of it, or the wrong tone in relation to the other tones in a color scheme, can cause self-esteem to plummet, giving rise to fear and anxiety. Our "yellow streak" can surface.

GREEN.
Positive: Harmony, balance, refreshment, universal love, rest, restoration, reassurance, environmental awareness, equilibrium, peace.
Negative: Boredom, stagnation, blandness, enervation.

Green strikes the eye in such a way as to require no adjustment whatever and is, therefore, restful. Being in the center of the spectrum, it is the color of balance - a more important concept than many people realize. When the world about us contains plenty of green, this indicates the presence of water, and little danger of famine, so we are reassured by green, on a primitive level. Negatively, it can indicate stagnation and, incorrectly used, will be perceived as being too bland.

VIOLET.
Positive: Spiritual awareness, containment, vision, luxury, authenticity, truth, quality.
Negative: Introversion, decadence, suppression, inferiority.

The shortest wavelength is violet, often described as purple. It takes awareness to a higher level of thought, even into the realms of spiritual values. It is highly introvert and encourages deep contemplation, or meditation. It has associations with royalty and usually communicates the finest possible quality. Being the last visible wavelength before the ultraviolet ray, it has associations with time and space and the cosmos. Excessive use of purple can bring about too much introspection and the wrong tone of it communicates something cheap and nasty, faster than any other color.

ORANGE.
Positive: Physical comfort, food, warmth, security, sensuality, passion, abundance, fun.
Negative: Deprivation, frustration, frivolity, immaturity.

Since it is a combination of red and yellow, orange is stimulating and reaction to it is a combination of the physical and the emotional. It focuses our minds on issues of physical comfort - food, warmth, shelter etc. - and sensuality. It is a 'fun' color. Negatively, it might focus on the exact opposite - deprivation. This is particularly likely when warm orange is used with black. Equally, too much orange suggests frivolity and a lack of serious intellectual values.

PINK.
Positive: Physical tranquility, nurture, warmth, femininity, love, sexuality, survival of the species.
Negative: Inhibition, emotional claustrophobia, emasculation, physical weakness.

Being a tint of red, pink also affects us physically, but it soothes, rather than stimulates. (Interestingly, red is the only color that has an entirely separate name for its tints. Tints of blue, green, yellow, etc. are simply called light blue, light green.) Pink is a powerful color, psychologically. It represents the feminine principle, and survival of the species; it is nurturing and physically soothing. Too much pink is physically draining and can be somewhat emasculating.

GREY
Positive: Psychological neutrality.
Negative: Lack of confidence, dampness, depression, hibernation, lack of energy.

Pure grey is the only color that has no direct psychological properties. It is, however, quite suppressive. A virtual absence of color is depressing and when the world turns grey we are instinctively conditioned to draw in and prepare for hibernation. Unless the precise tone is right, grey has a dampening effect on other colors used with it. Heavy use of grey usually indicates a lack of confidence and fear of exposure.

BLACK.

Black is all colors, totally absorbed. The psychological implications of that are considerable. It creates protective barriers, as it absorbs all the energy coming towards you, and it enshrouds the personality. Black is essentially an absence of light, since no wavelengths are reflected and it can, therefore be menacing; many people are afraid of the dark. Positively, it communicates absolute clarity, with no fine nuances. It communicates sophistication and uncompromising excellence and it works particularly well with white. Black creates a perception of weight and seriousness.
2.2 Data Collection

2.2.1 Key Questions
1. What is the most corresponding villain character based on Maslow’s Hierarchy of Needs?
2. What is the motivation and fact behind the execution of a villain?
3. Why do some villain characters have a group of fans that still loves those characters?

2.2.2 Methods

1. Interview 1 & 2 – To collect the opinion of people who are professional in specific areas of analyzing movie and design. I was interviewed by the page on Facebook which has content about the movie analysis. The reason is my thesis needs to see other perspective about villains. In addition, I interviewed the designer to collect the data about the thinking process and step when he is doing non-commercial artwork.

2. Observation (fiction-character) – To find the facts in the comic book and movie. The information that I need in my thesis has to have me watch movies to observe their character and motivation in order to analyze them to transfer the message into illustration.

3. Questionnaire – To collect the information and opinion against villains from general people who have regularly watched movie. In addition, the questionnaire will be the proof of how much villains that I picked I know well.

2.2.3 Respondents
1. Interview 1 – Mr. Witt Toonyatan, Interior Designer and admin of “รู้สึกเล็กน้อย” Facebook page
2. Interview 2 – Mr. Danupong Suntipati, Purchasing Officer and admin of “KewlEntertain” Facebook page
3. Observation – Watching Marvel’s movies that created by Marvel studio
4. Questionnaire – Ask 11 question to 50 people who love to watch movie

2.2.4 Results

Interview 1 – Admin of Page “รู้สึกเล็กน้อย”

Mr. Witt said he does not agree with villain logic and execution but he feels sympathize to them instead. From watching movie, he know what is the motivation and situation that make villain do something bad. On the other hands, he thought that it should have some better way out. He was mentioned that Maslow’s Hierarchy of Needs can explain the motivation behind villain’s execution but one villain also has more than one need. For example, Darth Vader from Star War can have more than one need to explain. When he was a child, he has a need to be survived, he has a need to get respect from his master and finally he has a need to make his beloved safe. However, he still realize that every villain have only one level that could break morality wall of ordinary human. Moreover, Darth Vader changes his behavior and decision at last to do some good thing but that execution still came from the same motivation at beginning.
**Interview 2 – Admin of Page “KewlEntertain”**

Mr. Danupong has agreed with villain's logic but in only some part. The reason is he does not see the world as black or white but in grey. Just like in the movie Avengers: Infinity War, some of people must think to solve the resource problem easily same as Thanos. However, he said that he also does not want to disappear and wants to make people that are bad disappear instead. Then he realizes that he also the one of villain because he also has the same idea with Thanos in movie. So he answers that he cannot judge how is villain good or bad. He also mentioned that only one level from Maslow’s Hierarchy of Needs cannot explain all motivation behind villain’s execution. He mentions that even in movie we still receive only one side messages, he gives an example about John Wick movie that John (Keanu Reeves) start to kill a lot of people in movie in order to revenge for the death of his dog. Some people that get killed in the movies could be the security guard doing their job. The point is he wonders if the word villain use to call people who did bad execution or people who created disadvantage to their lives.

**Questionnaire – 50 people**

From the series of questions that are listed to ask my focus group, the answers that I have pretty much the same as my expectation. Most people know the character that I choose very well except Vulture from Spider-man: Homecoming. However, 72% of people still know or familiar with his aspect. Thanos, Loki and Ultron have the rate of knowing well more than 80% with the popularity from comic book. On the other hands, Zemo from Captain America: Civil War is the villain in the movie that has the least time appeared in movie among other selected villains but still have 50% of people know him well. The reason is his role in movie quite different from other villain in MCU, he has no super power, not even have a technical suit which make him able to fly. Moreover, the reason that people can remember and like this villain because of ideology. Zemo got the most rates of reason that makes people remember and like him, different from another villain that mostly is aspect. Loki is another villain that has many reasons that make people like him even like because actor.

**2.2.5 Implementation**

From interview both of professional about analyzing movie, I can see that both of them quiet have the same opinion about villain. They also compare villain to the reality and show that some of execution that seem so rightist in any reason could make some problem to someone. It is hard to say that execution from villain is correct or not, it’s harder to ignore the fact and deny that we not sympathize them. Without my mentioning about the reality, both of them still compare my topic with the real world. They mention about our world also does not have really black side or white but when you saw it in overall you will see grey instead.

Characteristic is also important in term of making decision. From questionnaire, I can see a lot of people said that love those villain because of the aspect. From that conclusion, to illustrate something impact, make them believe and open their mind should start from the appearance. The appearance is the first element that audience can obviously saw it. If I can show villain idea and how they truly are by the look, I will able to make audience like them or at least understand them more. I will have some space in audience mind to fulfill the fact instead of only using emotion to judge villain.

Interpretation dialogue of villain in movie to be illustration is the hardest part. However the look of a villain in movie already looks good and makes some people recognize it. By
watching movie and observe villain carefully make me able to bring unique part of character from movie easier. In addiction, from Maslow’s Hierarchy of Needs which is have 5 levels and 5 different definitions make me have an idea of making my illustration have some different element that easily distinguish it from each other.

2.3 Design Reference

2.3.1 Design Reference 1 – Concept

![Illustration from IllustraTu](https://web.facebook.com/IllustraTU/photos/a.619501901456761/1139814099425536/?type=1&theater&_rdc=1&_rdr)

**Source:** IllustraTu (July 2016)

**Retrieved from**

https://web.facebook.com/IllustraTU/photos/a.619501901456761/1139814099425536/?type=1&theater&_rdc=1&_rdr

**Reference Significance**

This illustration interprets the content from the movie “Captain America Civil War” in terms of comic style as only one to communicate main content in movie. He brought the form of Captain America’s shield as a symbol of overall image and also use the color of main character which is make audience who see the work understand easily. Using old character design in movie and redraw it as his style but still obviously see what is character he is talking about. In addiction, he also applies little content from movie in his illustration through the action of those characters without using any writing or words to explain it.
2.3.2 Design Reference 2 — Visual

Source: Iain Macarthur (December 12, 2010)
Retrieved from
https://society6.com/pfft/posts/poster-design-ac

Reference Significance

Illustration from Iain Macarthur is the combination of animate art, art nouveau, geometric form and organic shape pattern. In this work or most of his work always use a few color in one piece of work to create uniqueness of each work. Pattern in his work also makes audience wants to look his work closely to see the details. So in my illustration, I can put some little details to hint some content of villain just like the pattern in this reference. The color choice of this work enables me to apply it in illustration because of the villain character that I use will be separate in each level and I need to show their level.
2.3.3 Design Reference 3 – Technique

![Illustration from Ise Anan](https://web.facebook.com/photo.php?fbid=1810719968948502&set=pb.100000315501302.-2207520000.1543218929&type=3&theater)

**Reference Significance**

Digital illustration from Ise Anan has designed and created all in the computer with a variety of styles. The advantage of digital illustration is we can combine many effects that the hand cannot do. In addiction it shows that even she creates this work on the computer, she can show many visual effects that seem like water color, pigma pen, wood cut and color pencil. However, to contain a lot of effects same as this work, she has to use many computer programs such as Photoshop and Illustrator. Moreover, to create the work same as this work, contains many layers in computer can avoid mistakes and make the illustration easier to fix if there is a mistake than by using the hand.
Chapter 3
Concept Development

3.1 Communication Objectives
1. To illustrate the situation that lead villains in movies to make a bad decision.
2. To present a new perspective of villains by using well-known theories.
3. To highlight the elements and symbolism from narrative that people are familiar with, but never give attention to explains its artwork.

3.2 Concept I
Title: Creation of evilness
Mood & Tone: Legendary, Ironic, Classy
Support: The brutal action from the villain in the movies has been agreed that it’s unacceptable and we all know that. However, those brutal actions always have the reason behind it. Sometimes, those actions are the answers from seeing the dark side of society and life. In addiction, doing bad action because of good intention uses courage more than to stay still and look at other people being oppressed.
Concept 1 Sketch:
Media: Illustration
Specifications: A2
Technique: Silk Screen
Thesis Committee Comments & Suggestions:

I need to put more details about the story and make sure those elements on illustration have its own meaning behind that linked to the story and theory based on research. Probably need to have some tools in order to make the illustration understandable by using outsource tools such as presentation or installation art. The color might be a key in this problem. Using the color to help visualize the meaning and character is the easiest way to a solution. Moreover, I need to be concerned and bring more elements from the movie to link the story and use it to help me tell the matter visually. Lastly, the overall layout should be in the same art direction which is referred to the Renaissance painting or religion painting.
3.3 Concept II  
Title: Even salt look like sugar  
Mood & Tone: Illusional, somber, irreparable  
Support:  
This concept spoken about is the complication of trying to understand someone, whom we never knew about the story before. Sometimes to judge someone we never know, but only use the appearance as a method is like trying to separate between salt and sugar. Moreover, the judgment that we have already given to them could make their bring their life back on track.
Concept 2 Sketch:
**Media:** Digital Illustration
**Specifications:** A2
**Technique:** Adobe Illustrator

**Thesis Committee Comments & Suggestions:**
The matter of the concept has been shown by the layout pretty clearly. The idea about bringing all of artworks together can create a big image is also interesting. The suggestion for this concept is just to make a style of artwork a little bit more unique and adjust some details on artwork to make it go in the same direction. However, the idea of this concept is good but style of artwork is not interesting enough when compare to the remaining of the concepts.
3.4 Concept III

Title: In the moment that morality is non-sense!
Mood & Tone: Bold, Cracked, Oppressive
Support:
No one was born to be bad, is the phrase that we cannot deny. Bad identity came from many reasons include bad environment, bad treatment or even bad words. However, the most effective reason that was able to make someone to do bad actions is oppression. This concept will show the things that these villains will have to face before crossing the moral line.
Concept 3 Sketch:
Media: Digital Illustration
Specifications: A2
Technique: Adobe Illustrator

Thesis Committee Comments & Suggestions:
The style and concept are able to go further and this concept is the easily understandable from 3 concepts. The style can reach to the target group that is Marvel’s fan. However, this style is not the best option for this kind of matter which is a pretty serious matter.
CHAPTER 4
CONCLUSION & SUGGESTIONS
Chapter 4
Conclusion & Suggestions

4.1 Final Design

Media: Illustration
Specifications: A2
Technique: Silk Screen Printing
Media: Illustration
Specifications: A2
Technique: Silk Screen Printing
Media: Illustration
Specifications: A2
Technique: Silk Screen Printing
Media: Illustration
Specifications: A2
Technique: Silk Screen Printing
4.2 Conclusion
This thesis topic mentioning about the villain in movie compares to the real life situation. People mostly always judge others without knowing them well enough. However, this thesis will show you that we should listen to every aspect of the story by using the fictional character to make audiences can get into the matter easily. Not everyone was born to be a bad guy, they always have their own reason.

The research that I have collected has show previous sentence pretty well. When I compare and use the character that everyone knows them whether less or more can make audience who received the message able to show sympathy and open their mind to understand what happen before they commit crime. The most important point is they actually have seen a bit of the purpose, manifesto and motivation. However the appearance and the way the take action still made them have seen as villain. The illustration that I use to create the awareness still brought a lot of element and meaning from the movie. However, lacking of the information from movies and preparation for listening against the fact with out bias still hard to do. It’s very difficult matter that I have to solve. So I start to show the proportion of the character in the story and set them in the position that make their story turn out into something audience never notice but watched. There are 2 styles that could work to show this matter but I choose to create the printmaking one because I think that is the overall style which can tell the story deeper than cartoon style with computer techniques. There is some serious matter that I have hidden in my illustrations while show it in the cartoon style. However, even cartoon style can reach the group of marvel fan easier but it could be forgotten faster than another one as well.

The concept that I have chosen has been set on to mimic the belief of religion. The matter is actually simple and clear. It’s forms the easy question if villain has been called as villain because of the action or has it been named from society and media. In addiction, if villain has been called as that because action, why hasn’t God who causes flood and many disasters never him as villain as well. So the overall position in my illustration could give the feeling just like you are watching a religious painting from renaissance.

4.3 Suggestions for Future Study
Re-assessing and expanding theory, framework or model you have addressed in your research – There are many more theories and characters or situations that we are able to show and lead people to rethinking before judging people in this world. This kind of problem always happens in every period of human generation. However, the most important thing is to show them the problem and solution is pretty easy. When you picked the example subject or model that audiences already knows well, it will be easy to connect the story of the subject to real life situation and make your matter understandable. This project can be developed as a campaign talking about increasing people’s awareness after receiving the message because social network nowadays has many kinds of information without any filter for the user
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Appendix I

Interview Questions and Answers – Professional of analyzing movie
Illustration of fictional villain base on Maslow’s Hierarchy of Needs

Personal information

1. Name & Surname: Mr. Witt Toonyatan
2. Gender & Age: Male Age 40
3. Education: Master degree
4. Profession: analyzing movie
5. Contact information: witt.neocollection@gmail.com

Introduction Question(s)

6. Do you ever agreed with the villain logic from watching movie or not?
   a. Mostly, I do not agree with their logic but kind of sympathize with them. When I watch movies and focus on the dialogue not only for entertainment, I will clearly see their motivation but still think that it should have a better solution without afflicting other people.
7. What is the reason why you agree or not agree with their logic?
   a. The execution that harms other people is not something that I could overlook it.
8. Do you like any villain from movie or not and why?
   a. Yes I do, the villain that I like is Darth Vader because this character has many perspective to perceive since he was young until he passed away. When I watched Star Wars, I thought that Darth Vader is the most sympathizing character in the movie because his motivation never change since he was a child. Unfortunately, he never achieved that need to protect the people he loves.

In-depth Question(s)

9. Do you agree with Maslow’s Hierarchy of Needs which is use to explain the execution of villain?
   a. Yes I am, because whether good or bad execution always has some motivation to respond some needs. On the other hands, they will have some process to reach their need in different way In addiction the motivation could change anytime following the development of character though.
10. **What are 5 villains from movie you would pick base on Maslow’s Hierarchy of Needs?**
   
   a. I have think about Walter White from Breaking Bad, only one character in 5 levels because I can see development of character since he started to do some bad execution to find money to cure his health problem until he become the most dangerous drug dealer in the series.

**Closing Question(s)**

11. **Do you have any additional opinion against the villain from the list?**
   
   a. In my opinion, I think one character probably has more than one need. It’s probably involved with the development of character. For example Darth Vader, when he was a kid he just want to survive in the society, that should count it as Safety Needs. When he was teenager, he wanted to have acceptance from his Master. Then he had Love and Belongingness Needs from Padme.
Appendix II

**Interview Questions and Answers** – Professional of analyzing movie Illustration of fictional villain base on Maslow’s Hierarchy of Needs

**Personal information**

1. **Name & Surname:** Mr. Danupong Suntipati
2. **Gender & Age:** Male Age 25
3. **Education:** Bachelor degree
4. **Profession:** analyzing movie
5. **Contact information:** nm-215254@windowslive.com

**Introduction Question(s)**

6. **Do you ever agreed with the villain logic from watching movie or not?**
   a. I truly agree but in some parts I don’t.
7. **What is the reason why you agree or not agree with their logic?**
   a. Our world is not black or white but it is grey. At some point that I noticed that why we have to live with those people who always did something bad in society, I think that some murderer should die from our earth. You can see that I also have some bad idea about other people though. So I cannot deny the idea of some villain in movie.
8. **Do you like any villain from movie or not and why?**
   a. Yes I do, I like Daniel Plainview from There Will Be Blood. This character is motivated from greed and wants to be respected by his son. This character really show how humans become villain excellently.

**In-depth Question(s)**

9. **Do you agree with Maslow’s Hierarchy of Needs which is use to explain the execution of villain?**
   a. Yes I am, but it’s not all correct in term of being human. Humanity have a lot of need in one person. To walk across the line of morality in our mind I don’t think only one motivation can explain everything.
10 What are 5 villains from movie you would pick base on Maslow’s Hierarchy of Needs?


Closing Question(s)

11 Do you have any additional opinion against the villain from the list?

a. I think to see someone bad relies on perspective of each people. Do you really think Thanos is wrong if you cut out moral part and consider only the fact and result that come after?
Appendix III

Focus Group Questions and Answers – People Age 18-30
Illustration of fictional villain base on Maslow’s Hierarchy of Needs

1. Introduction Question(s) 1. How much you recognize “Vulture” from Spider-man: Home coming?

- 36 persons (72%) answer that they know this character well,
- 4 persons (8%) never know this character.

2. How much you recognize “Thanos” from Avenger: Infinity War?

- 40 persons (80%) answer that they know this character well,
- 10 persons (20%) know only appearance or name.
3. How much you recognize “Zemo” from Captain America: Civil War?

- 27 persons (54%) answer that they know this character well,
- 19 persons (38%) know only appearance or name,
- 4 persons (8%) never know this character.

4. How much you recognize “Loki” from Thor movie?

- 47 persons (94%) answer that they know this character well,
- 3 persons (6%) know only appearance or name.
5. How much you recognize "Ultron" from Avenger: Age of Ultron?

![Bar Chart]

- 42 persons (84%) answer that they know this character well, 7 persons (14%) know only appearance or name and finally 1 person (2%) never know this character.

In-depth Question(s)

6. What is the most favorite character from the listed following?

- **Vulture**: 0 (0%)
- **Thanos**: 19 (38.8%)
- **Baron Zemo**: 2 (4.1%)
- **Loki**: 16 (32.7%)
- **Ultron**: 12 (24.5%)

- Thanos has the most people, 19 persons (38.8%) like this character, second is Loki has 16 persons (32.7%) like this character, third is Ultron has 12 persons (24.5%) like this character, fourth is Baron Zemo has 2 persons (4.1%)
7. What make you recognize Vulture?

a. 38 persons (77.6%) answers appearance, 10 persons (20.4%) answer ideology and 1 person answer actor (2%).

8. What make you recognize Thanos?

a. 29 persons (59.2%) answers appearance, 19 persons (38.8%) answer ideology and 1 person answer actor (2%).

9. What make you recognize Zemo?

a. 19 persons (38%) answers appearance, 30 persons (60%) answer ideology and 3 persons (6%) answer actor.
a. 19 persons (38%) answers appearance, 30 persons (60%) answer ideology and 3 persons answer actor (6%).

10. What make you recognize Loki?

11. What make you recognize Ultron?

a. 23 persons (46.9%) answers appearance, 13 persons (26.5%) answer ideology and 13 persons answer actor (26.5%).

a. 34 persons (69.4%) answers appearance, 15 persons (30.6%) answer ideology.
Appendix IV

Observation Detail, Criteria and Results – Marvel cinematic movies
Illustration of fictional villain base on Maslow’s Hierarchy of Needs

Observation Detail

1. Topic of observation:

Finding the character that corresponds with the Maslow’s Hierarchy of Needs theory. In addiction, those character need to be in human form and have some unique character which can be applied into illustration style. Moreover, the villain selected must come from the movie because movie is the media that is spread widely and reaches a lot of people. Finally, I select MCU film that is difficult to deny these franchises of movie that takes 10 years to tell their story is the most successful series with total grosses $17,528.3 million.

Observation Criteria

Criteria 1: Physiological Need  Expect to find the villain that have motivation and need about means of livehood.

Criteria 2; Safety Need  Expect to find the villain that have motivation and need about safety.

Criteria 3: Love and Belongingness Need  Expect to find the villain that have and need about love and belongingness

Criteria 4 : Self Esteem  Expect to find the villain that want to have esteem from society.

Criteria 5 : Self Actualiztion

Expect to find the villain that want to develop themselves to be better and think that their attitude is the most correct.
Observation Results

Criteria 1: Physiological Need

From observing (watching) MCU film, I have come up with Vulture who has a problem about financial and living hood. He started to steal some of alien’s technology from government and reproduce it as a weapon to sell to criminals. From the movie, I have seen that this character has responsibility to take as a boss and leader of a family. He might be bankrupt and lose everything from the execution of government which takes over his operation. Moreover, the statement from Vulture has mentioned about how government destroys his life and he also has to adapt himself to the world.

11. Criteria 2: Safety Need

From observing the movie, there are many villains which correspond with this level. However, when comparing with many reasons such as popularity from the movie or comic, I have select Thanos who has the motivation to do the bad execution to make all creature survive from resources crisis.

12. Criteria 3: Love and Belongingness Need

In this level, Love and belongingness need, there is only one villain who did bad execution for his beloved. In Captain America: Civil War, Zemo is a true villain in this movie who stands up to fight with the Avenger because he thinks that super hero needs to take responsibility for his beloved’s death in Ultron’s event.

13. Criteria 4: Self Esteem

This level also has many characters corresponding but Loki has the most popularity, character development and many story in the film. Loki always try to make him better than Thor in everything. He has done many bad execution in earth and able to see obviously that he needs to get respect from everyone.

14. Criteria 5: Self Actualization

Self Actualization is the most level that a villain always corresponds to but there are only a few villains, that become this level, have done bad execution to others or with pure intention, one of them from MCU is Ultron. In this movie Ultron has a very strong intention to save the world by destroying all humans even though he was born just a few days ago.
Personal Data

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Gender: Male  
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Phone number: 094-346-0004  
E-mail: pun.patipan@gmail.com  
Date of birth: October 29, 1995  
Nationality: Thai  

Academic Record:  
2007-2013 Lasalle School Bangkok  
Sciences and Mathematics  
2013-2019 Assumption University  
Visual Communication Design / Graphic Design  

Working Experience:  
June-present 2019: Mahasajian idea  
June-July, 2018: Monocoview Home Studio (Internship)  

Skill and Expertise:  
- Software  
  • Adobe Illustrator  
  • Adobe Photoshop  
  • Adobe Indesign  
  • Adobe After Effect  
  • Microsoft Word  
- Design skills  
  • Drawing  
  • Painting  
  • Silk Screen Printing  
  • Digital illustration