MOTION GRAPHIC "ROAD TO A SMILE"

BY

MISS JUTAPORN PUENGPINIT

A 4602

THIS REPORT IS PART OF THE REQUIREMENT TO FULFILL
GA 4602 ART THESIS
DEPARTMENT OF VISUAL COMMUNICATION ARTS
ALBERT LAURENCE SCHOOL OF COMMUNICATION ARTS
ASSUMPTION UNIVERSITY
2014

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ABSTRACT

The reason why I've been doing this project was because of my personal reason. I see that in Thai society have a lot of problems of abandoned children increasing everyday each year. Which this one little problem caused many other problems in society, so I have an idea to help and be another voice for the society; by doing info graphic is another way to spread the news and to make people understand more about this problem. It will be a lot of help for those abandoned children.

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Next I would like to show my gratitude to my advisor, A. Theerawat Pojvibulsiri, who has been giving me important information and gave me such good advices for my project. Also gave me the freedom to use my personal opinion and help me solve problems.

Finally I would like to thank all the Art Thesis committee from computer graphics major, which gave me suggestions for my successful project. I really appreciate everyone that helped me.

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TABLE OF CONTENTS

Approval page I
Board Member II
Abstract III
Acknowledgement IV
Chapter 1: Introduction 1
1.1 Background and Significant 2
1.2 Study Objectives 2
1.3 Study Process 3
1.4 Scope of Study 3
1.5 Expected Results 3
Chapter 2: Marketing & Design information analysis 4
1. Marketing Information
1.1. Marketing Mix 5
1.2. Target Group 6
1.3. Comparative Analysis 7
1.4. Unique Selling Proposition 8
1.5. Product Positioning 9
1.6. Product Personality 9
2. Design information Analysis
2.1. The Existing Design 10
2.2. The Design of Competitor 11
2.3. Reference 12
3. Design brief
3.1. Problem 13
3.2. Communication Objective 13
3.3. The Final Concept 13
3.4. Scope of Study 13
3.5. Expected Results 14
Chapter 3: Operation 15
1. Table of working process 16
2. Concept Presentation
2.1 Concept I 17
- Mood & Tone 17
- Support 17
- Image Board
- Sketch Design 18
- Problem & Committee Suggestion 19
2.2. Concept II
- Mood & Tone 20
- Support 20
- Image Board 20
- Sketch Design 21
- Problem & Committee Suggestion 22
2.3. Concept III III
- Mood & Tone 23
- Support 23
- Image Board 23
- Sketch Design 24

- Problem & Committee Suggestion 25
- Solution 25

3. Final Presentation

4.1 The Final Concept 39
- Mood & Tone 39
- Support 39
- Image Board 39
- Comprehensive Sketch 40
- Problem & Committee Suggestion 42
- Solution 42

Chapter 4: Design Work 44

1. Site Map 45
2. Final Work 46

Chapter 5: Conclusion and Suggestions 55

Bibliography V

Appendix VI

DVD- ROM VII

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CHAPTER 1
INTRODUCTION

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INTRODUCTION

1.1 Background and Significance of Project

I went other places and the daily life and I met a lot of Abandoned Children in the other places and I acknowledge the problem about abused children, These children were fooled and were forced to be prostitutes or children addicted to drug. Through various media such as NEWS, Newspapers or Internet etc. That thing made me have the Idea for this project because I want to be one the mouthpieces to help Thai society this is because I think at the present, social media can share and give information everything for other people. It is quickly and fast. A well as this way to share the good feedback. I think my motion information graphic that it is good mouthpiece and make our Thai society interesting this problem more than in the past. And this will eventually give awareness to the citizens and these problems will decrease and the situation will improve.

1.2 Data / information gathering

1. Information and statistics about Abandoned Children was taken from Ban Nok Ka Min, Ministry of Social Development and Human Security in Thailand
2. Case of the problem , The way to help Abandoned Children
3. Organization for helping Abandon Children. EX. Nok Ka min

1.3 Study Process

1. Research
2. Sketch
3. Script
4. Storyboard
5. Adobe illustrator
6. Adobe After Effect

1.4 Scope of Study

1. 2-4 Minutes of VDO Information graphic
2. Poster of size A3
3. Postcards

CHAPTER 2
BACKGROUND & DESIGN INFORMATION ANALYSIS

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BACKGROUND

2.1 Problem Statement

Nowadays, Thailand has many problems and There are more every day. So Abandoned Children is a big problem for Thailand and this issue has resulted in the other problems. This also results in a drugs use and may cause criminals crimes. So, this problem has occurred in every area of Thailand. The main factor that causes are the parents is teen parents and poverty etc.

Abandoned Children are Children in a difficult circumstances caused from things that have happened to them. They haven't opportunity for education or Physical development, intelligence, society and mind. So they need to get help as a special case to have a good life, with proper development with age and can take care of them-Selves maximum. In Thailand have many organization for help Abandon Children but cannot take care of thoroughly because There are a lot of and higher every year.

So, we should be aware of the problem and join to help for Abandon Children. To share this information to teenagers nowadays because they are the one factor that causes this problem.
Nowadays, technology is more advanced. We can help these children is easy. Whether, share the story of Abandoned Children or Channels to help the children. So, there are many ways to help. If each one of us helps together our Thai society will be a better place and there are many lives that will have a better living standard.

2.2 Research References

- Organization for helping Abandon Children. EX. Nok ka min

2.3 Design Analysis

1. Existing design of the product or company/ Redesign of the product or company

1.1. Form – base on design principles

1.2. Content – base on communication theory

1.3. Response – base on viewers' reaction

1.4. Possibilities – base on future potentials

2. Existing design of the competitor's product or company (if you have competitor)

2.1. Form – base on design principles

2.2. Content – base on communication theory

2.3. Response – base on viewers' reaction

2.4. Possibilities – base on future potentials

2.3 Synopsis

I made this information motion graphic for Baan-nok-ka-min foundation. to make people get the right information and understand about Baan nok ka min foundation's donation system for the large amount of abandoned children there. In the part of the info graphic is this problem arises from problem of society three thing are poverty , problem of family and drug. for Baan-nok-ka-min foundation is a organization for help Abandon Children in Thai society Mr.Erwin Groebli is founder of Baan nok ka min for take care Abandon Children in Thai society. So that they have better education and housing. So, Abandon Children in Thai society are increasing every year. The foundation is necessary to find the maximum income. For use in the care of children who are in the organization. The values used in each month of the foundation are very high divided into 3 parts, being electric bill, healthcare, and education fee. All donations can be done by post or come to the foundation. All things that can be donated such as dry food clothes money or is another voice for them.

2.3. Design Brief

3.1 Problem

Thailand has many problems and there is more every day. So Abandon Children is a big problem for Thailand.

3.2 Communication Objectives

- Want to be another voice because when the audience to see, and turned back to help this social problem.

3.3 Concept

" Oriole's new smile "

Mood & Tone: Sympathize, Loving

Support I conceived of this idea from abandoned children, which were like oriole with no nest, or shelter and family to stay with. So, to make a new smile for them is like making their new life.

3.4 Scope of study

1. 2-4 Minutes of VDO Information graphic
2. Poster size A3
3. Postcard

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CHAPTER 3
OPERATION

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3.1 Table of working process

No	Processing	Week number													
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1	Marketing Researching	√														
2	Creative Thinking		√													
3	Sketch / 1* Presentation			√	√											
4	Develop / Animatic / Dialogue					√	√									
5	2* Presentation							√								
6	Voice Recording								√	√						
7	3* Presentation										√	√				
8	Animating / edit												√	√	√	
9	Check Final Present													√	√	√
10	Final Present															√

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3.2 1st Presentation : Background and Significance of Project

3.2.1 Storyboard I

- Poster for motion graphic
- Research

Sketch Design

Type: Motion graphic
Detail: Poster for " Baan Nok ka min Foundation "
Problem & committee's suggestion

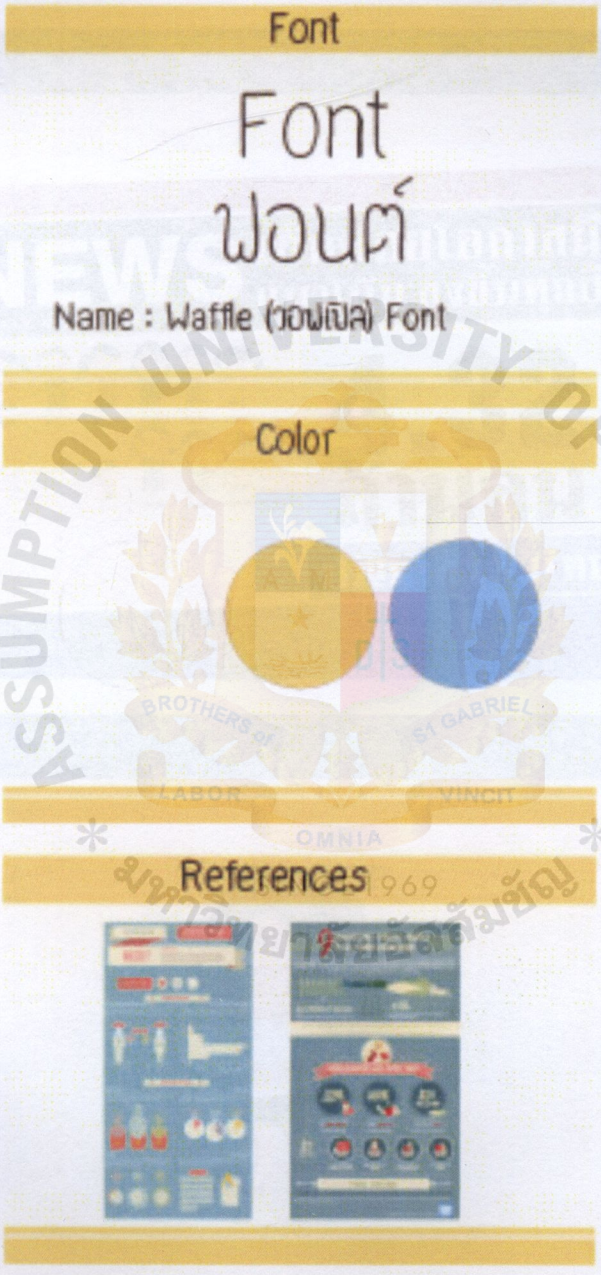
The children do not look sympathetic. Edit a bit more for poster.

Solution

-

3.2.2 Storyboard II
- Mood & Tone
- Reference

Sketch Design



Type: Motion graphic
Detail: Reference
Problem & committee's suggestion
Font does not go well with the work. I must find a better font.
The Reference is not interesting.

2nd presentation:

3.3 Comprehensive Sketch

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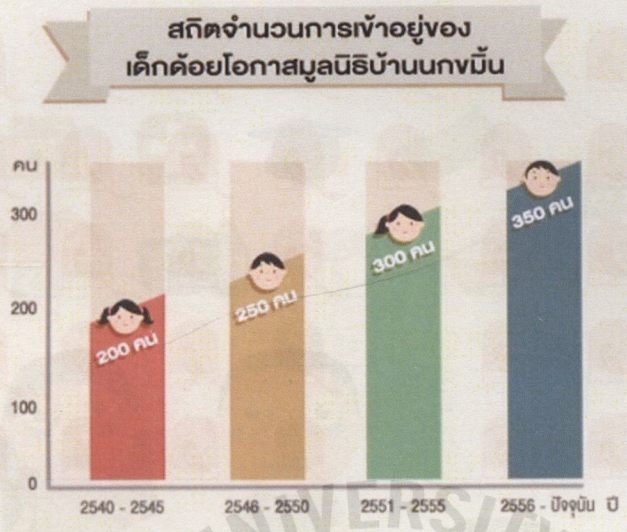

Type: Motion graphic
Detail: Story Development / Animatic
Problem & committee's suggestion

Put more background because there is no background this work will not be interesting. Every scene must have the background

Solution

-

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3.3 Comprehensive Sketch

Sketch Design

Type: Motion graphic
Detail: Design Development
Problem & committee's suggestion

The design is good but committee wants me to use more details, and used better color for character design.

Solution

-

3.4 3rd presentation: 50% of finished works

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Type: Motion graphic
Detail: 50% of finish works
Problem & committee's suggestion

Some part must put background. And used more technique of adobe after effect. Make more interesting

Solution

-

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DESIGN WORK

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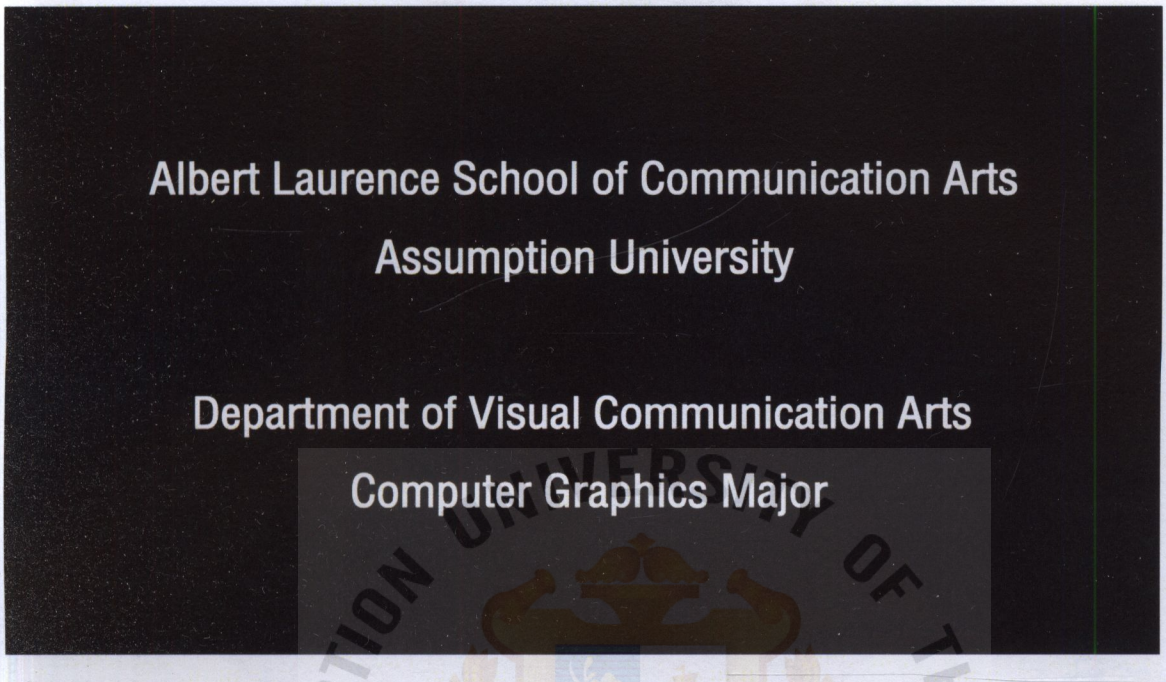
4.1. Final Work



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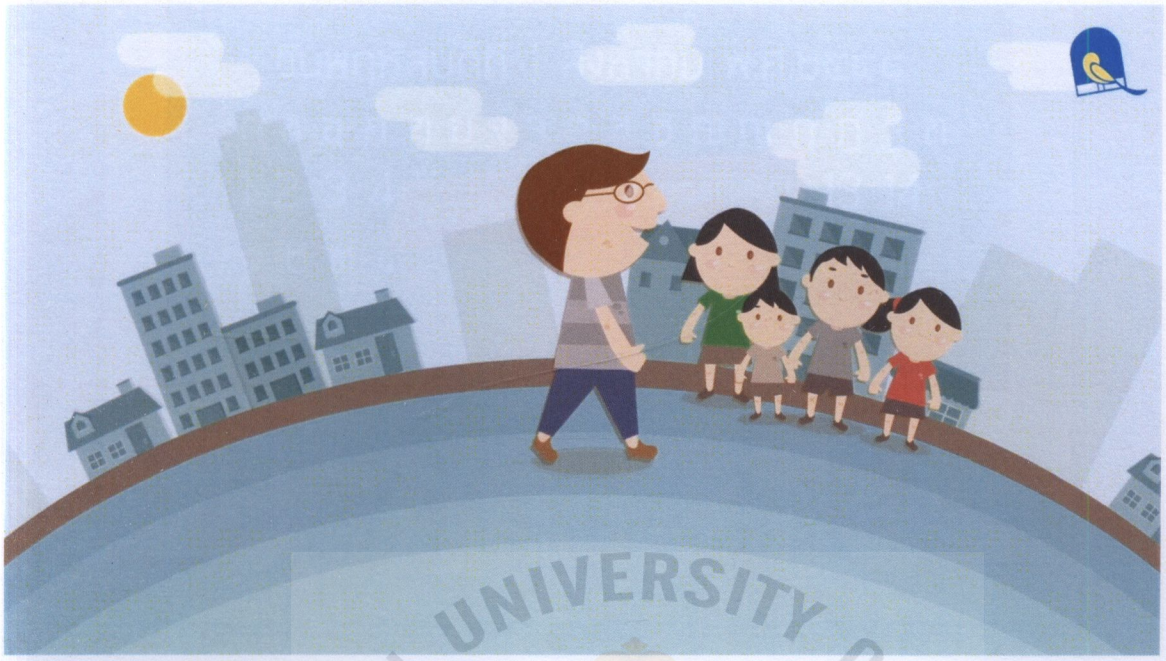
- Road To a Smile -

NEWS
WEEKLY NEWSPAPER
เด็กด้อยโอกาสมี
แนวโน้ม'สูงขึ้นทุกปี'
2.84
ล้านคน
ปัญหาสังคมไทย



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Type: Motion graphic
Detail: Final work
Problem & committee's suggestion
Everything is good. But the end part should be edit a bit for better results.

Solution
-

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CHAPTER 5
CONCLUSION AND SUGGESTIONS

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Conclusion and suggestions

For my conclusion, the problems that I've encountered during the steps of my presentation involved finding the right art direction for my project. For this project I'm lucky that I have strong information to support my work. So my suggestion is that if anyone who is thinking of doing information graphic is to do a lot of research on your project, find as much information as possible and your project will be successful.

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Website
http://www.youtube.com
http://www.vimeo.com
http://www.baannokkamin.net

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APPENDIX

Bibliiography

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e-mail	: iicejutaporn@gmail.com
Date of Birth	: 1 Aug 1991
Age	: 23

Education

June 2005 – present	: Assumption University
1999 - 2005	: Assumption College Sriracha

Working Experience

April – May 2007	: -

Skill and Expertise

- AutoDesk Maya 2009
- Adobe Premiere
- Final Cut Pro 2
- Illustrator & Photoshop
- After Effect
- Avid
- Dreamweaver and Flash
- Pro Tools
- DVD Authoring Application

Estimated Bugget

Presentation 1	-	Baht
Presentation 2	-	Baht
Presentation 3	-	Baht
Presentation 4	-	Baht
Video Output	500	Baht
Art Thesis Exhibition	5,000	Baht
Final Report	2,000	Baht
TOTAL	**7,500**	**Baht**

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CD / DVD

Inside DVD :

-Full version of information graphic video (QuickTime animation)
-Low resolution version (QuickTime H264)

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