

Conversation

Huddersfield Vernacular

YCN

The Level Collective

Conversation ----- 3

Huddersfield Vernacular ----- 19

YCN ----- 45

The Level Collective ----- 77

Conversation

Research

The first part of research for Conversation is based on the info provided by tutors.



Passage à l'acte by Martin Arnold is a short that cut from other movie. The clip is extended by repeating the movements. It makes audience realise the meaning hidden behind the clip. This is how Arnold tells the audience the potential problem in a family.

I wanted to visualise the idea with my drawing but couldn't figure it out. Then I was inspired by our lecturer's behaviour.

The clip is a communication between the artist and audience. The artist tells his opinion with out explanation in the video.

New North Press attempts to use 3D printing to find new possibility in the industry of letterpress. 3D printing makes complicated font available in letterpress and yet still gives flexibility in making change by hand.

The product made with letterpress is usually to deliver message with words and sentence.



Amnesty International France launched a commercial to encourage the public and decision-makers to stand against death penalty. Death to the Death Penalty is a video that presents several sets of wax sculpture. The sculptures present different types of death penalty. In the video, the sculptures are melting.

When the wax melts, the figures' poses are changed and are not threatening anymore.





Conditional Design presents a performance that is created by customer. When the buyer buys the new Conditional Design Book and the book is removed from its position, the red tape will link the vacancy with a certain rule. Eventually a pattern is shown.

Depending on which book is chosen first, the consequence could be different than the result shown here.



Cell Phone In Microwave - Pure Evil, a video shows what happens when a mobile phone is put in microwave. The video doesn't record the actual consequence, instead in the end is a demon-like creature struggling.

From here I start thinking why some videos are appealing even though it don't have a deeper meaning to understand.

Pure Evil seems to be appealing because of the unexpected ending and the interesting attempt of putting a phone into microwave.



En contra de la línea recta, video produced by Animation workshop in Barcelona based design school Elisava. It shows the animation played by turning the bicycle's wheel.

It is interesting to see animation is presented with a different material (wheel).



In Phil Currie's commercial for camera, Teal, the camera's ability of capture movement in high speed is explained. Some presentation especially catches my eye. The image above is of them. In one frame the dog's movements are captured several times. There is also when Currie trace graphically trace the bike wheels which are rolling.

PRINT-PROCESS

Search...

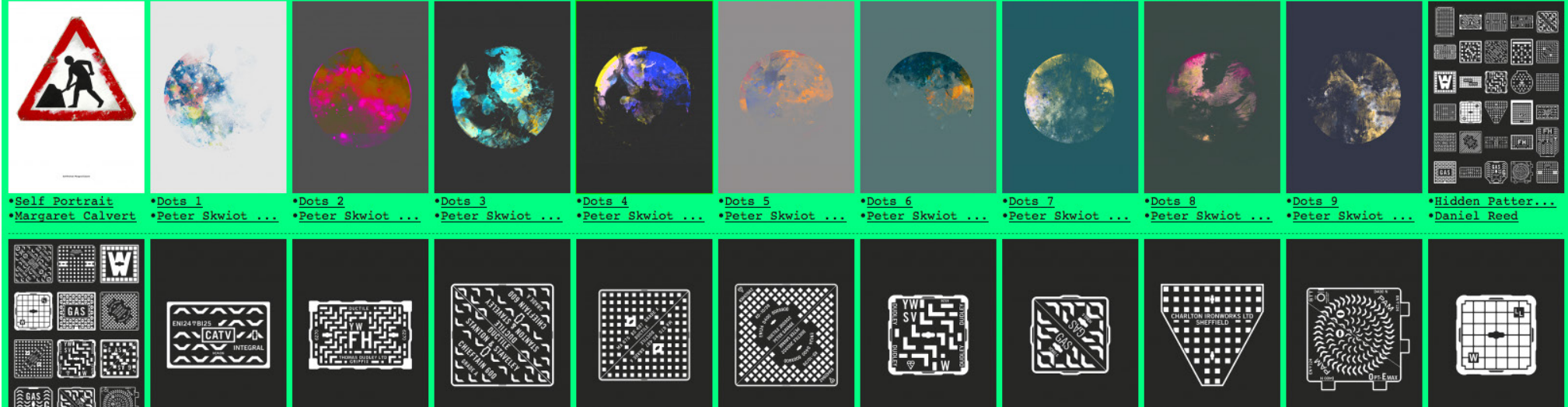
[About-Who?/What?](#)

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(<) [Prev](#) / [Next](#) (>)

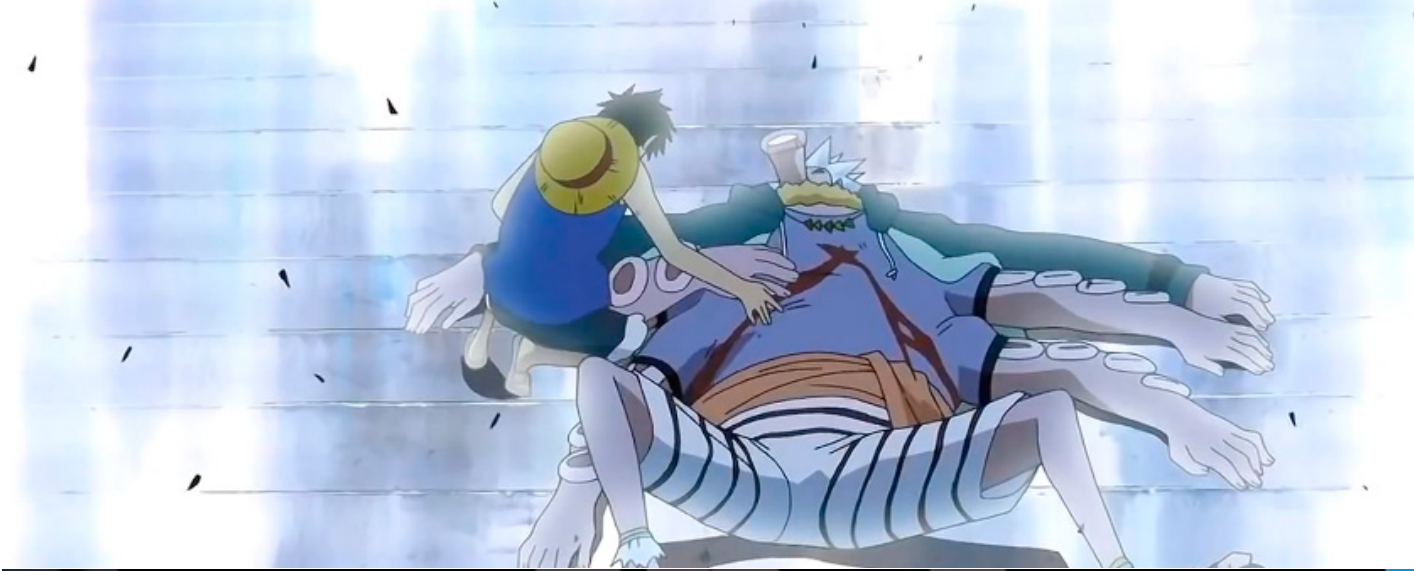
Page 1/2/3/4/5/6/7/8

(?) Basket is empty

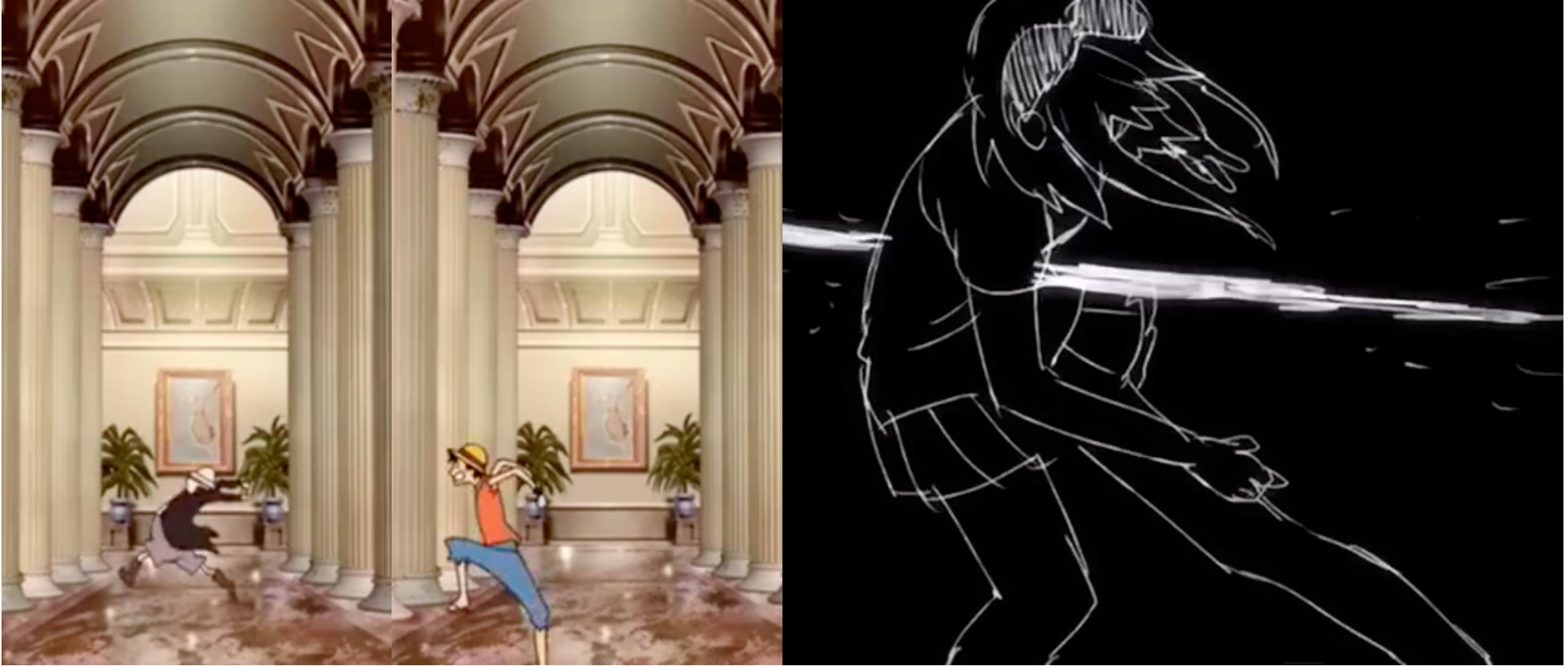


It is just so enjoyable that simply seeing how appealing design can be. Different form, colour, shape, tone, yet the relation and similarity is visible.

The second part of research is worked on because I wanted to refocus on the project and I started looking through some work that I am interested in.



In this episode in One Piece, I very like how the atmosphere is changed from sad, soft to rage, tense. It is also a change from quiet, calm, to exciting. The animation delivers a feeling that the rage from the character is going to explode in any second.



In One Piece movie, there is a part where the characters are chasing the other and the music follow the tempo of chasing, stops sometimes, rising sometimes. It is funny. This reminds me that Disney cartoon also frequently is synced with music.

In the song Mozaik Role, it gives a sense that the character is hurt in a mental side but it looks like physical attack.

Primary Research

It is an activity that the tutor suggest us to do and we might can make our idea based on this.



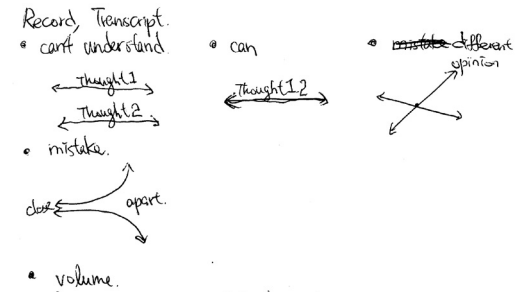
Boss... Dave Lewis

Tesco in biggest sales dip for 20yrs

By DANIEL JONES
Consumer Editor

TESCO'S troubles continued last night as figures revealed it has suffered its biggest sales drop in more than two decades. Takings fell 4.5 per cent in a year - the fastest slump since till records began in 1994. Kantar Wordpanel's figures show its market share dropped from 30.2 per cent to 28.8 per cent over the past 12 months. Discount rivals Aldi and Lidl stole customers from the wobbling retail giant - with sales leaping 29.1 per cent and 17.7 per cent respectively. Tesco admitted "cooking the books" on Monday by pretending profits were £250million higher. New chief exec Dave Lewis launched a probe after income expected later in the year was

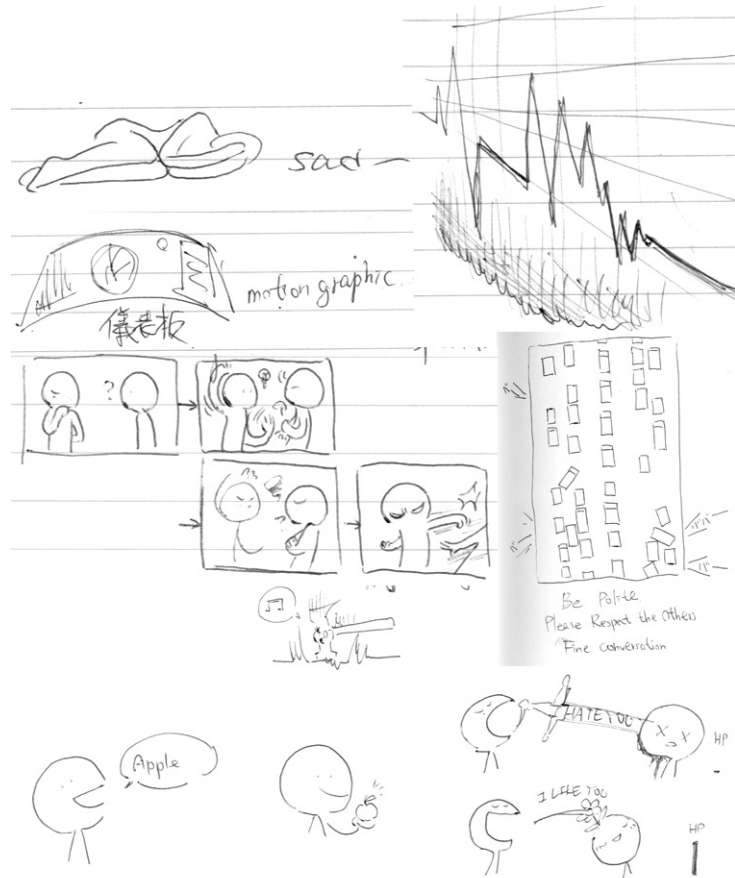
Q: Let's get the free food already.
A: I wish the fresher fair they give us some vouchere about all this super market
Q: I should get some voucher from my reception for you.
A: The reception?
Q: Ya my reception they got vouchere for Mcdonald.
A: That's very good please get me some. Students cant live without discount, vouchere.
Q: Great story to tell. I saw a newspaper another day. It's about a woman that she didnt have a job, her husband was in army. and that's why she didnt have any income. she just stayed at home, what she do, she just look at the ^{look at} all these coupon, and she save ^{more than} 2000 a year. and her husband look at the bill for the whole year how much they spend, what it is, the whole year ^{is} only equal to one month how much they earn.
A: That's very cheap!



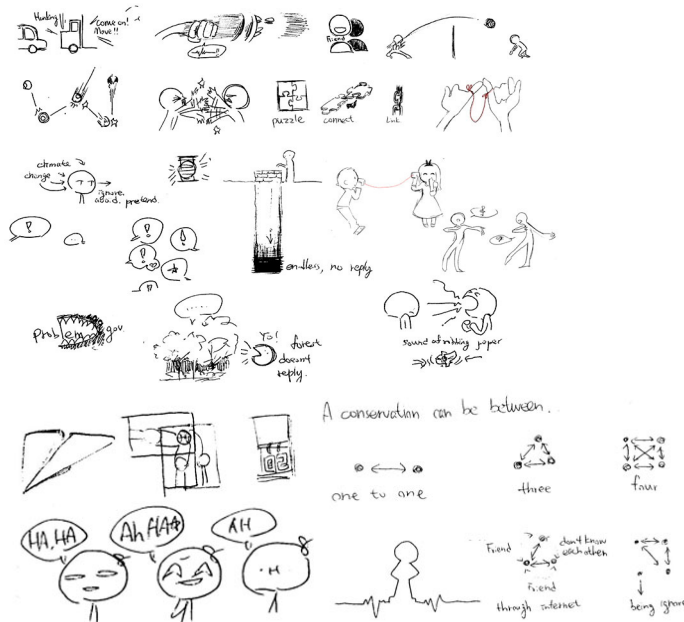
With some people, we created a communication based on an article. During the conversation, I have thought of presenting in mathematical graph and sound wave. I present the individuals' thoughts with lines. When the thoughts are different, the lines are parallel to each other; when the thoughts are the same, the lines are spliced.

Concept Development

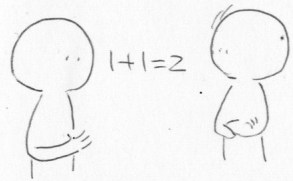
I sketched several ideas.



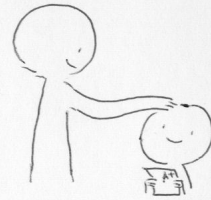
When I try to visualise the conversation, this book by Taiwanese appears in my head. In the book Sky Warrior, spell is a special tool, and the author uses the magic of Chinese language to give characters special ability.



I think of how objects communicate: Drivers honks to notify the other drivers. Players on the court responds to the competitor by hitting the ball back.



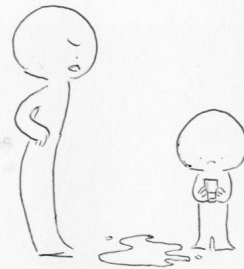
Answer correct (agreed)
Simple.



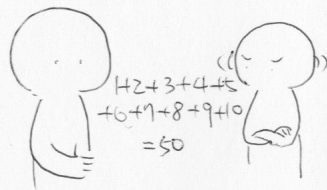
Compliment
Happy.



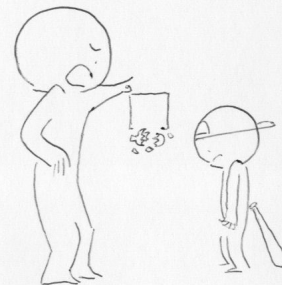
Incorrect (disagree)
Simple.



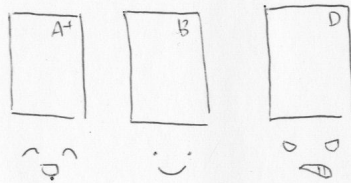
Blame
Unhappy
Light mistake.



Incorrect (disagree)
Complex.



Blame
Unhappy
Complex, serious mistake.

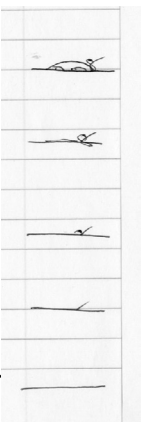


Children use grade to communicate
with their family.

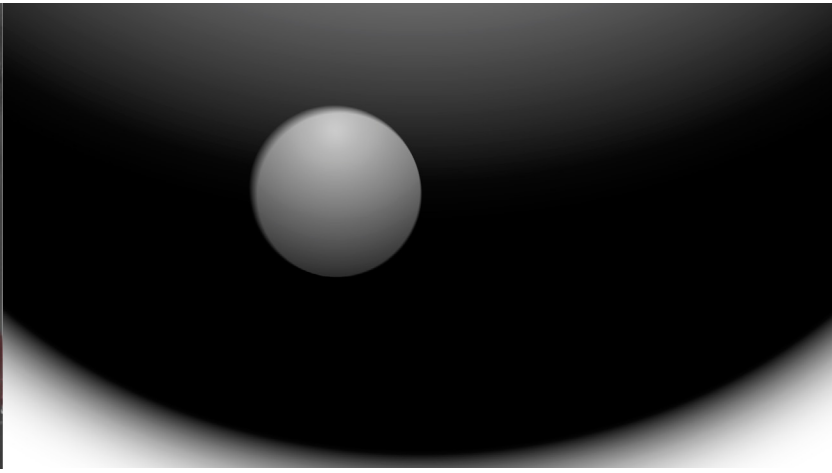


Then I think of what material can a communication based on or be delivered.

So for example: when a wrong answer is given to the mathematical question, and the answer is not acceptable, that means the discussion is not agreed by everyone. Children could have to use grade to communicate with parents nicely.



This is an expression of fear when somebody is angry.

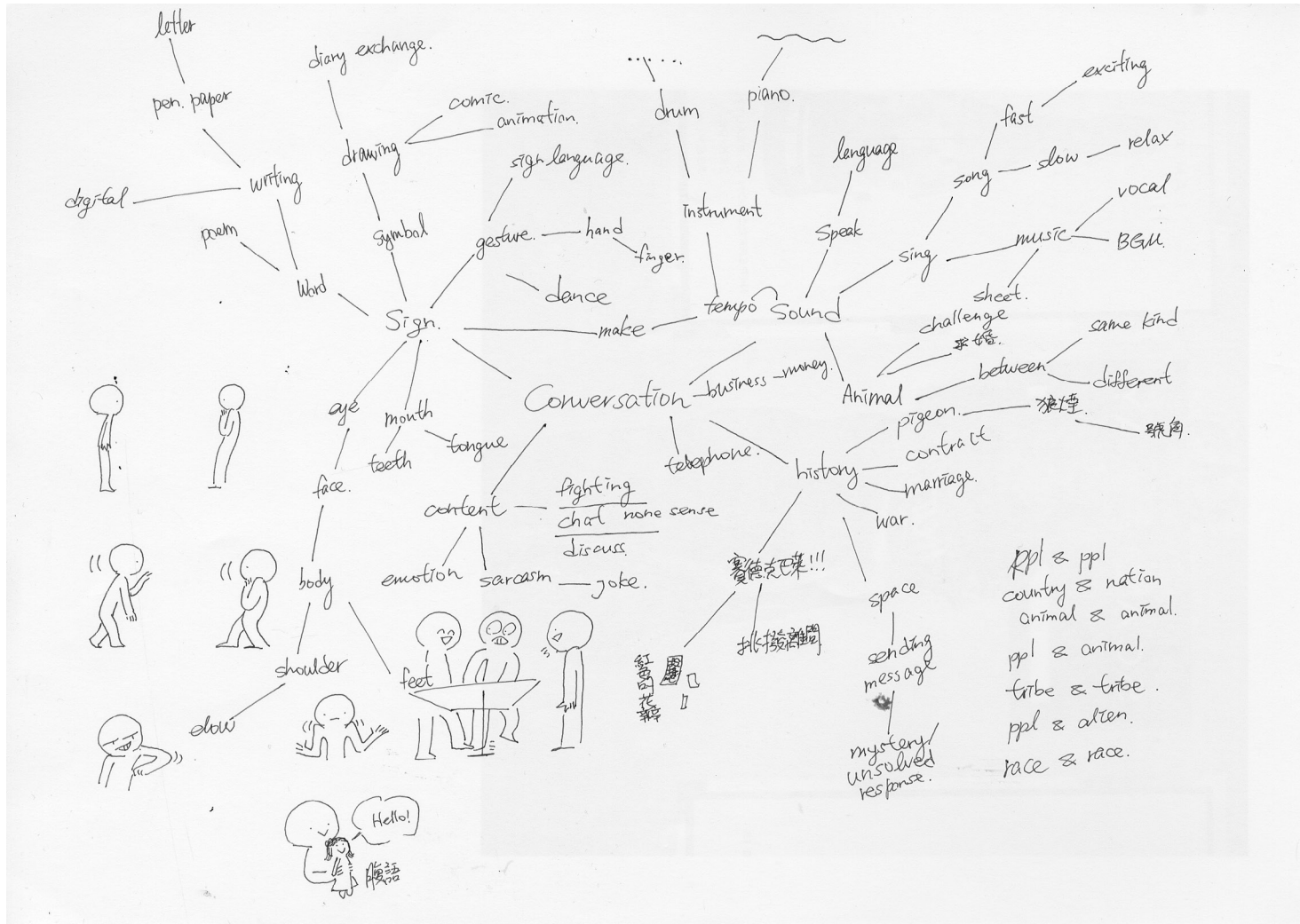


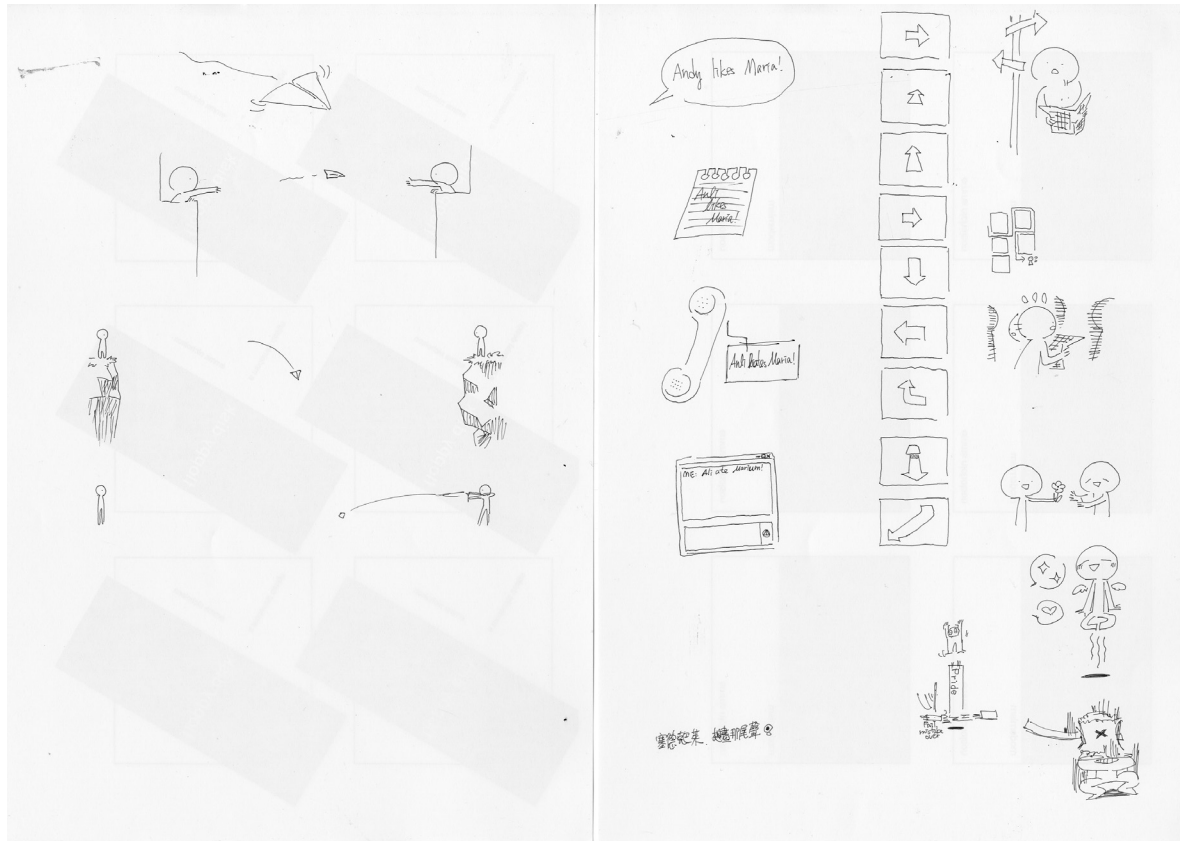
<https://youtu.be/Wvtv0R-wuUbo>

The link is to the animation which is animated version of my ideas. I have used Photoshop, After Effect, and stop motion to complete animation.

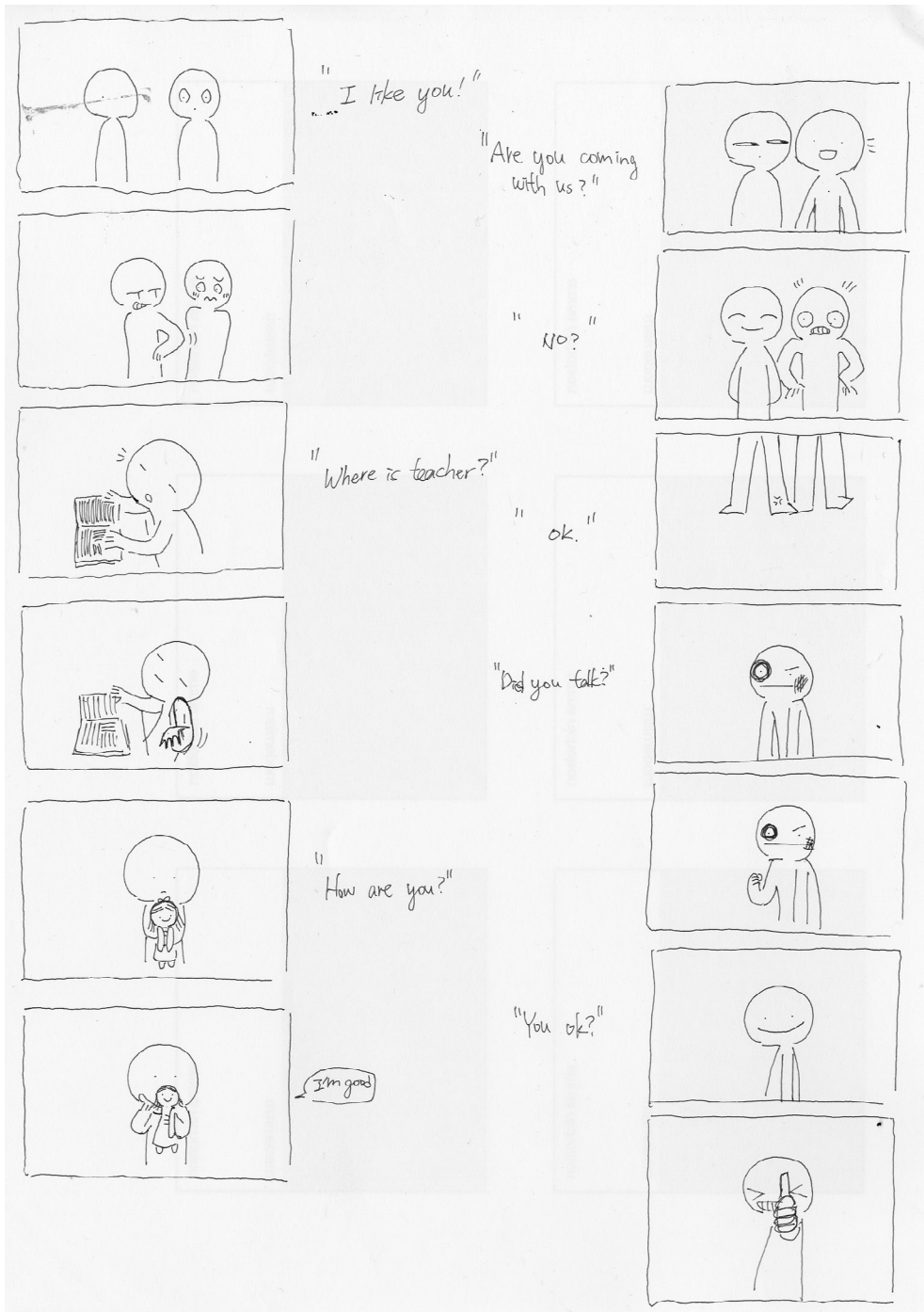
Further Development

I started feeling confused and didn't know what I am doing so I brainstormed and considered what kind of animation I actually wanted to





I think of how a conversation is delivered and how could a message could go wrong.
 How a compliment or complaint can affect on a person.
 (Also some ideas that don't seem much relation to conversation.)

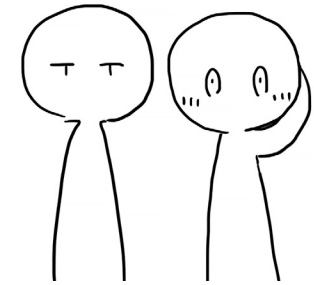
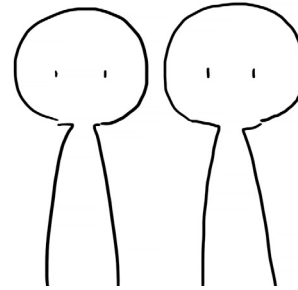


Eventually I still decided to make animation that can clearly show my hand drawn skill.

A question would be thrown to the characters and they will respond with gesture. Depending on the characteristics and situation, the reaction from the character would be different.

Final Outcome

I have managed to produce some animation from the storyboard above. I make it like a gaming appearance



<https://youtu.be/O8rsXAZ66co>



Huddersfield Vernacular

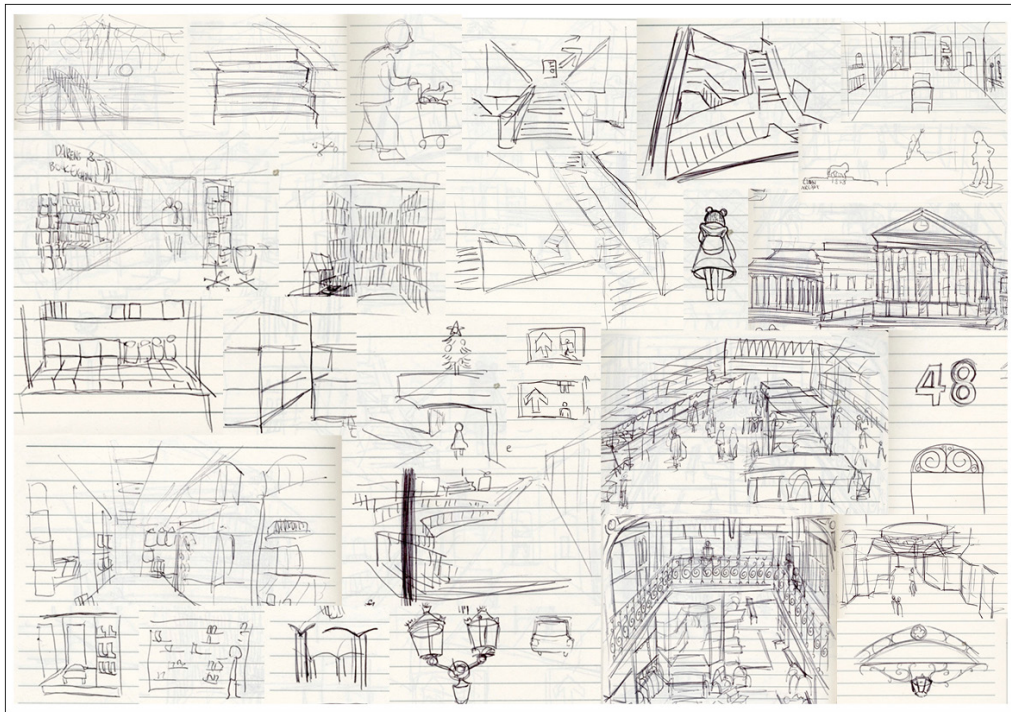


Marion Rhodes
1897-1998
Industrial West Riding
Ink on paper

Marion Rhodes was a painter, etcher and aquatint engraver of landscapes and architectural views. Born in Huddersfield, she studied at the local art school, at Leeds College of Art and at the Central School of Arts and Crafts in London. She exhibited at the Royal Academy and at the Paris Salon, where she won gold, silver and bronze medals. Her work is represented in several public collections, including the British Museum. This is a view looking towards the town of Huddersfield.



We start this project in a group.
Walking in town and its outskirts is
our first method to gain information.



We then made four moodboards.
Each of them represents some main
elements we categorised. They are
architecture, Castle Hill, Drawings,
textures & fonts.

Huddersfield Venacular Ideas!

Traditional buildings in the HUDT
STORIES
INTERESTING STORIES OF LOCAL PEOPLE IN THE PAST
I WAS IN THE WAR!

HISTORY OF BUILDINGS

OLD TO NEW BUILDINGS
DRESSING UP IN TIME PERIOD COSTUMES
RELOCATING BUILDINGS
TIME TRAVEL

IMAGINING PEOPLE IN LOCATIONS
DRAWN IMAGES ON PHOTOS

GHOST SIGNS

THE JOURNEY
HOBBIT GIRLS JOURNEY THROUGH HUDDERSFIELD

MAP-CUTOUTS
TRANSFORMING SHAPES

UDDER'S FIELD
COW JOKES
UDDER THE LOW VIKING AND HIS PRECIOUS FIELD

TRAVELLING THROUGH PAINTINGS

PORTALS
JOURNEYING THROUGH DOOR PORTALS TO DIFFERENT LOCATIONS

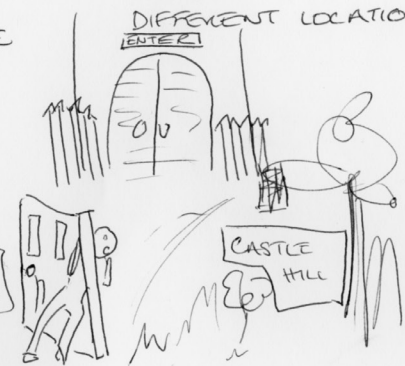
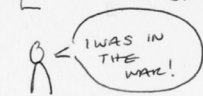
DESIRE LINES
PATHS THAT PEOPLE CREATE IN HUDDERSFIELD

TIME-LAPSE

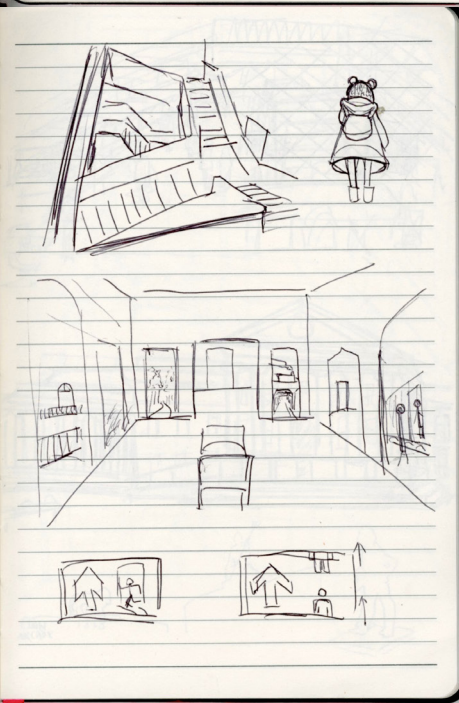
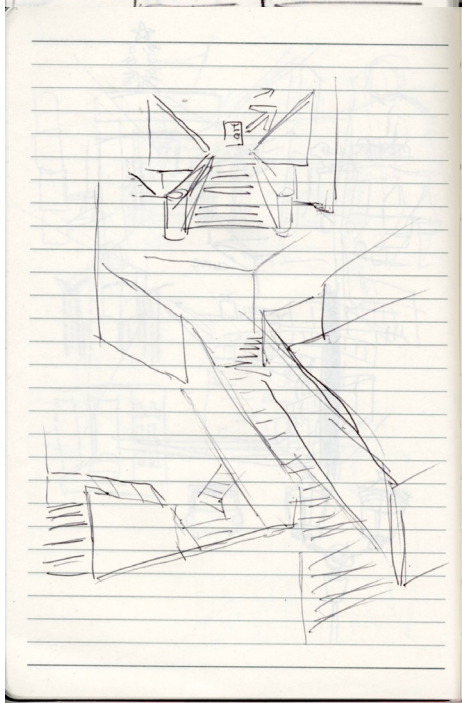
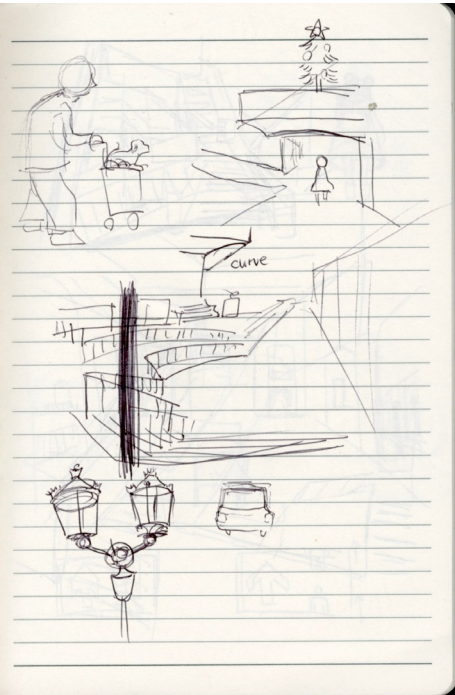
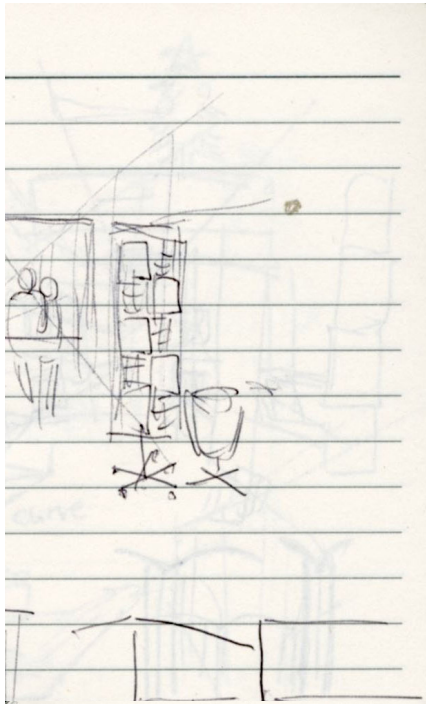
JULIET McDONALD

TOWN CENTRE
CASTLE HILL

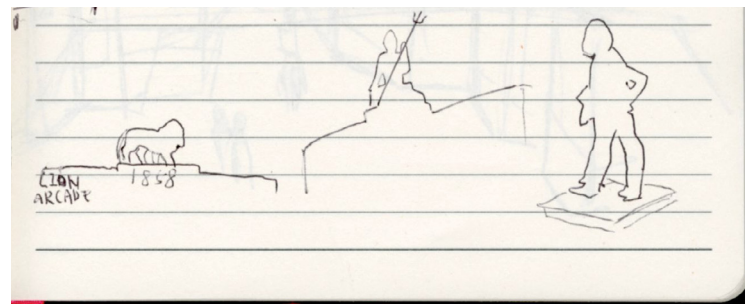
THIS IS MY FIELD!

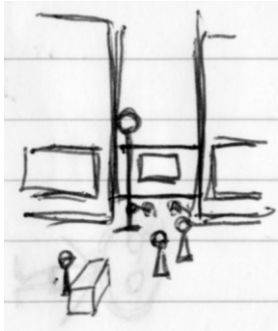


The mindmap is a collection of initial ideas we created together. Most of them appeared when we were still in primary research. Some of them are inspired during tutorial with tutors. Impressively, some of the ideas are collected in local gallery and a meeting held in the library. Both of them were with a topic that related to Huddersfield. Geographically or historically.

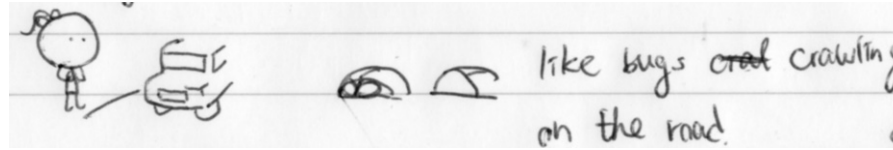


Along the walk in town, I tend to look at a complex environment. Market, arcade, indoor cafe, library, gallery. I like to see a space filled by things. At night, the town turns into a beauty with moon light spread on it.





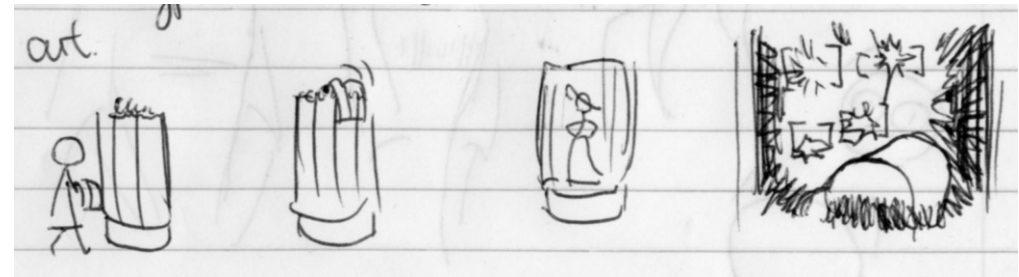
Transport is operated in the building most of time.



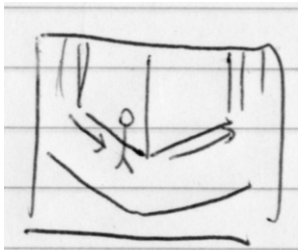
Cars are like bugs crawling when it is up and down along the road with some slopes.



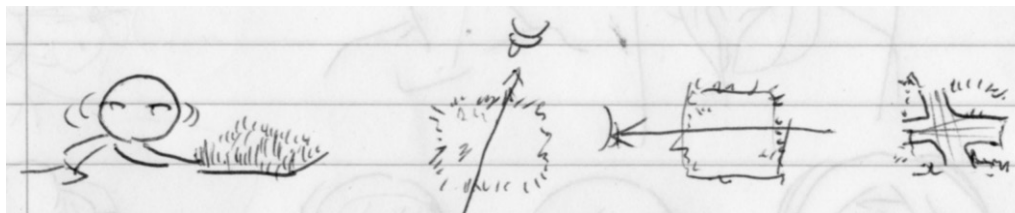
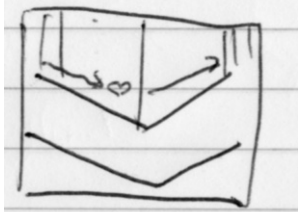
A collection of objects that makes the street, square, town.

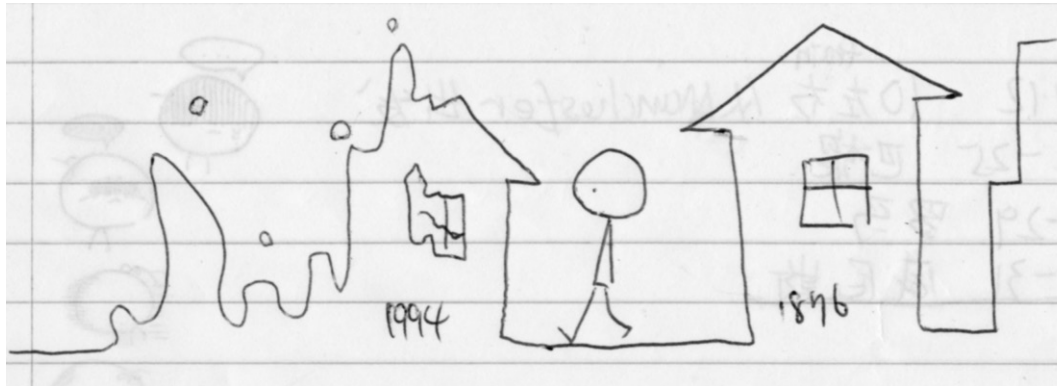


Depending on the wearing style, when the person are out of the fitting room again, the environment changes to the time and location which fits to the wearing.



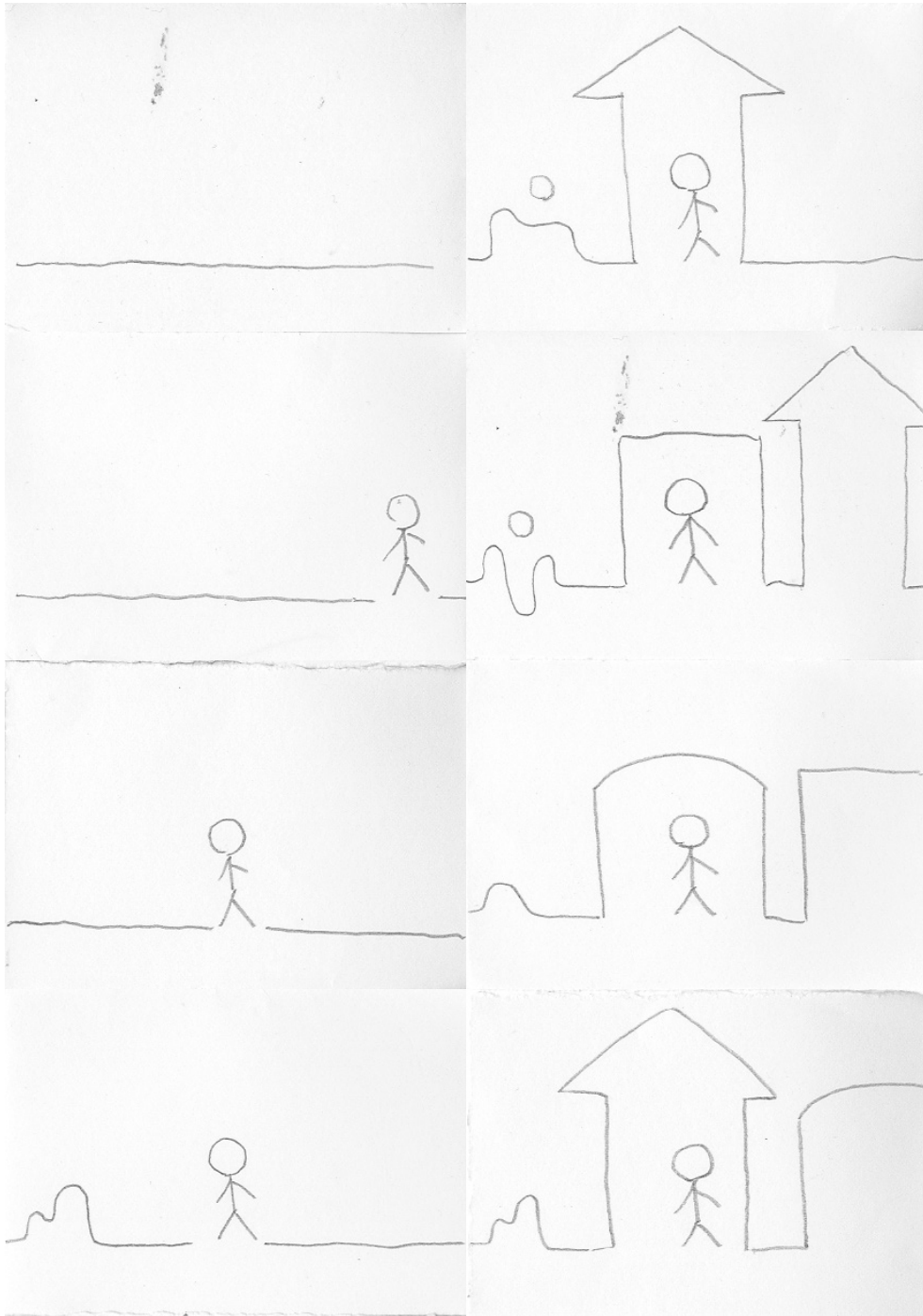
Based on an experiment about desired route (below), first idea is using heart to represent the person and reveal the track made. The second one is when the character is taking photo, there is mark left on the spot, maybe star or other delighted signs.





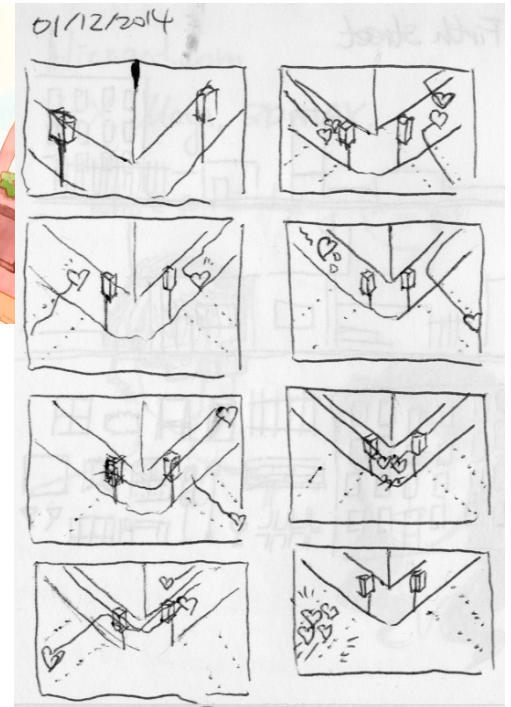
While the character walking in an empty space, before it building gradually appears in an order of time it is built.

Generating more ideas during time.

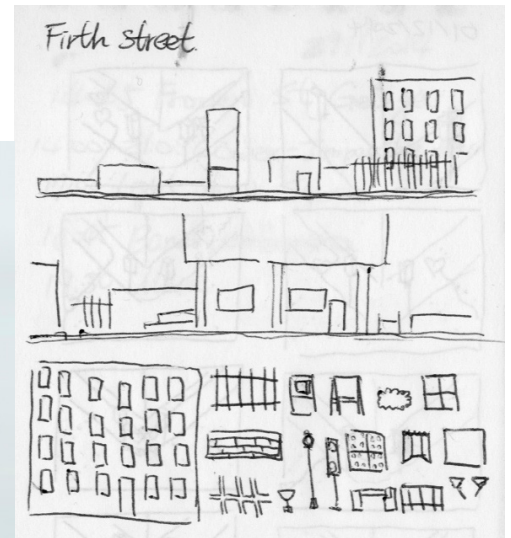


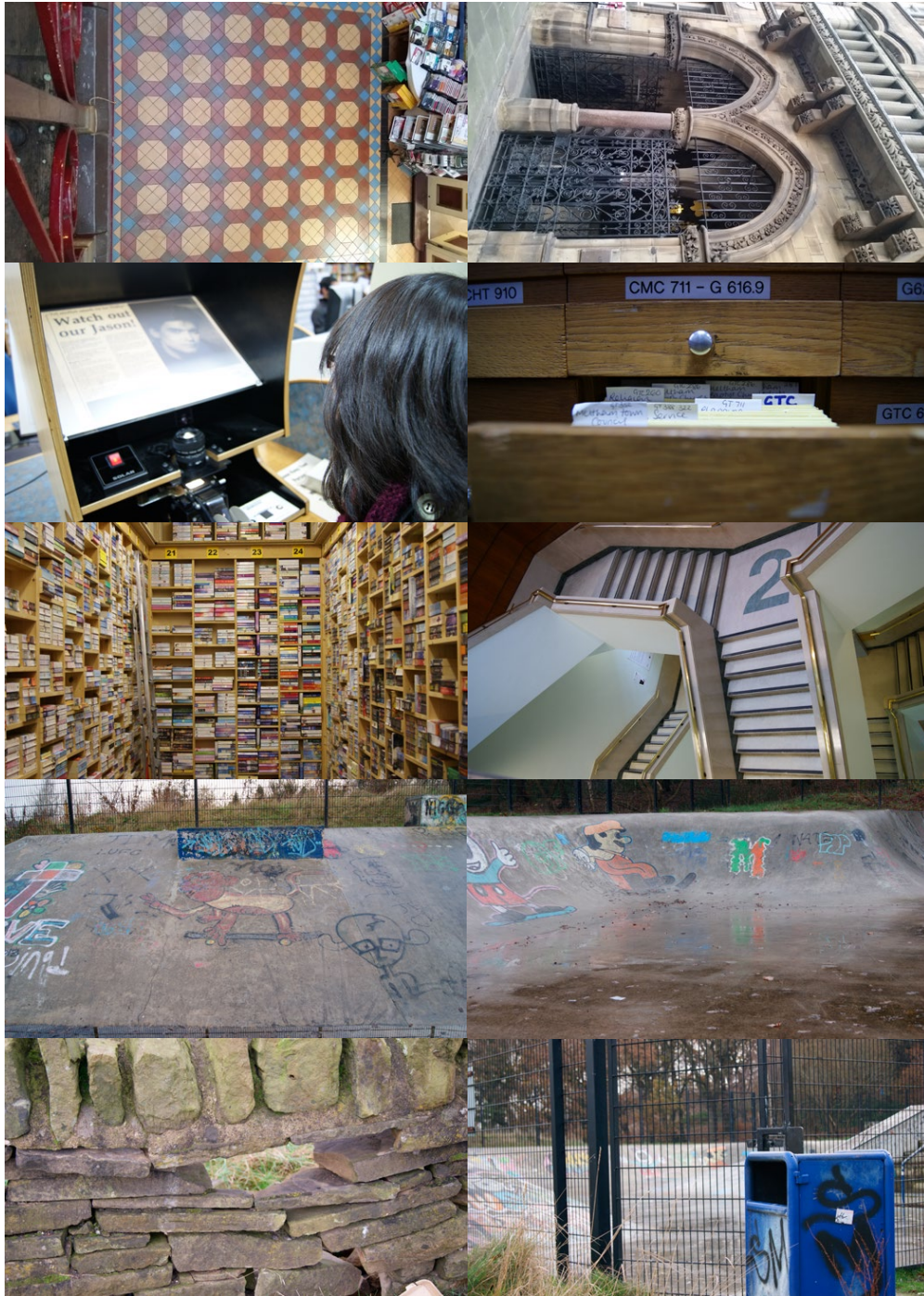
(Out of Sight, National Taiwan University of Arts) The inspiration of the left hand one is from this animation.

Ideas in further development and storyboard.



(<http://www.newstatesman.com/art-and-design/2013/05/taxonomy-masses>) The idea on the right hand side is similar to the book called Things Come Apart. Originally I was inspired an classic artwork, but I could not remember it.

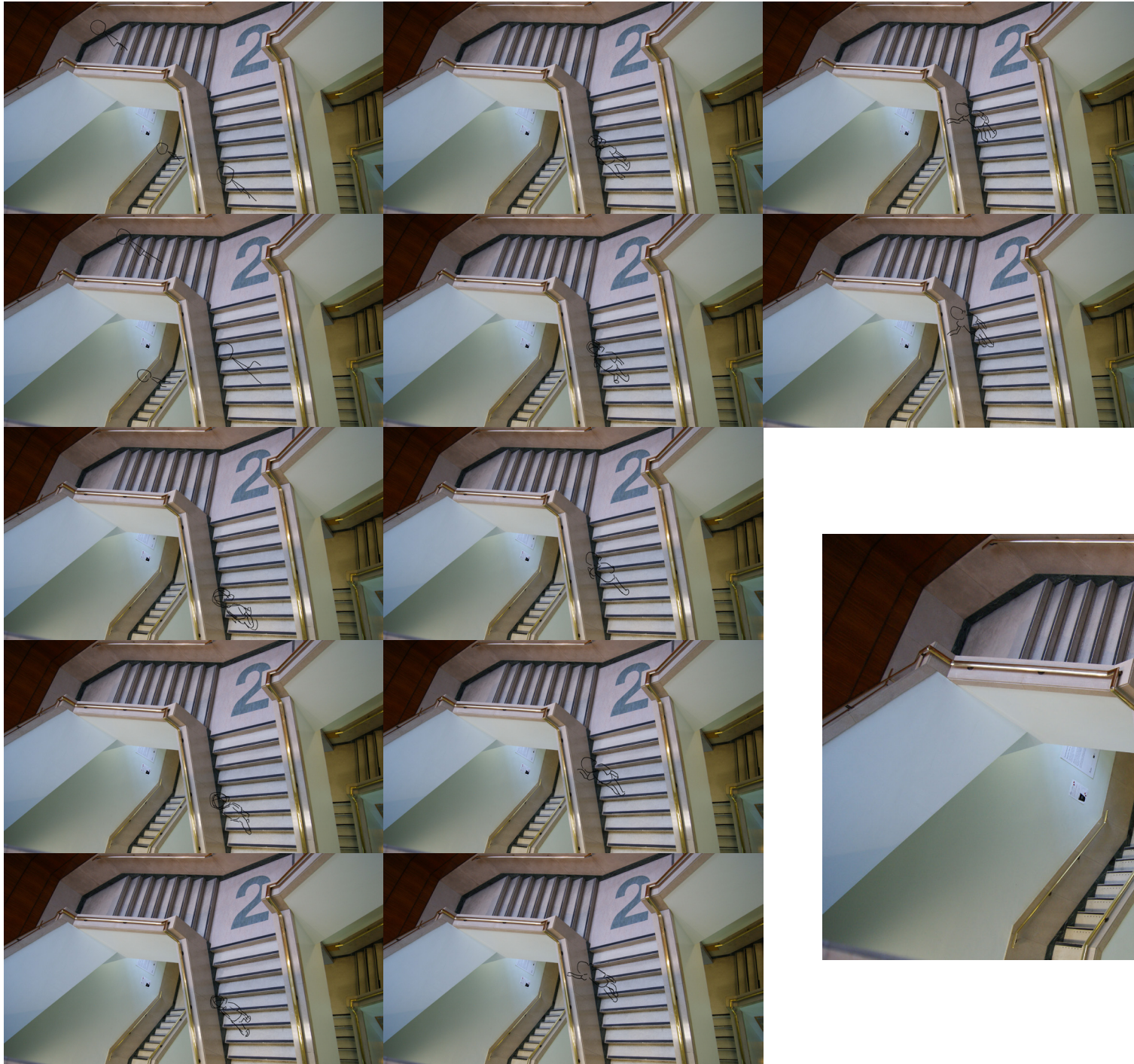




Somehow I am very interested in adding animation into the ready background, and here are a selection of photos that I want to do experiment on.



This is the concept of the following experiments.

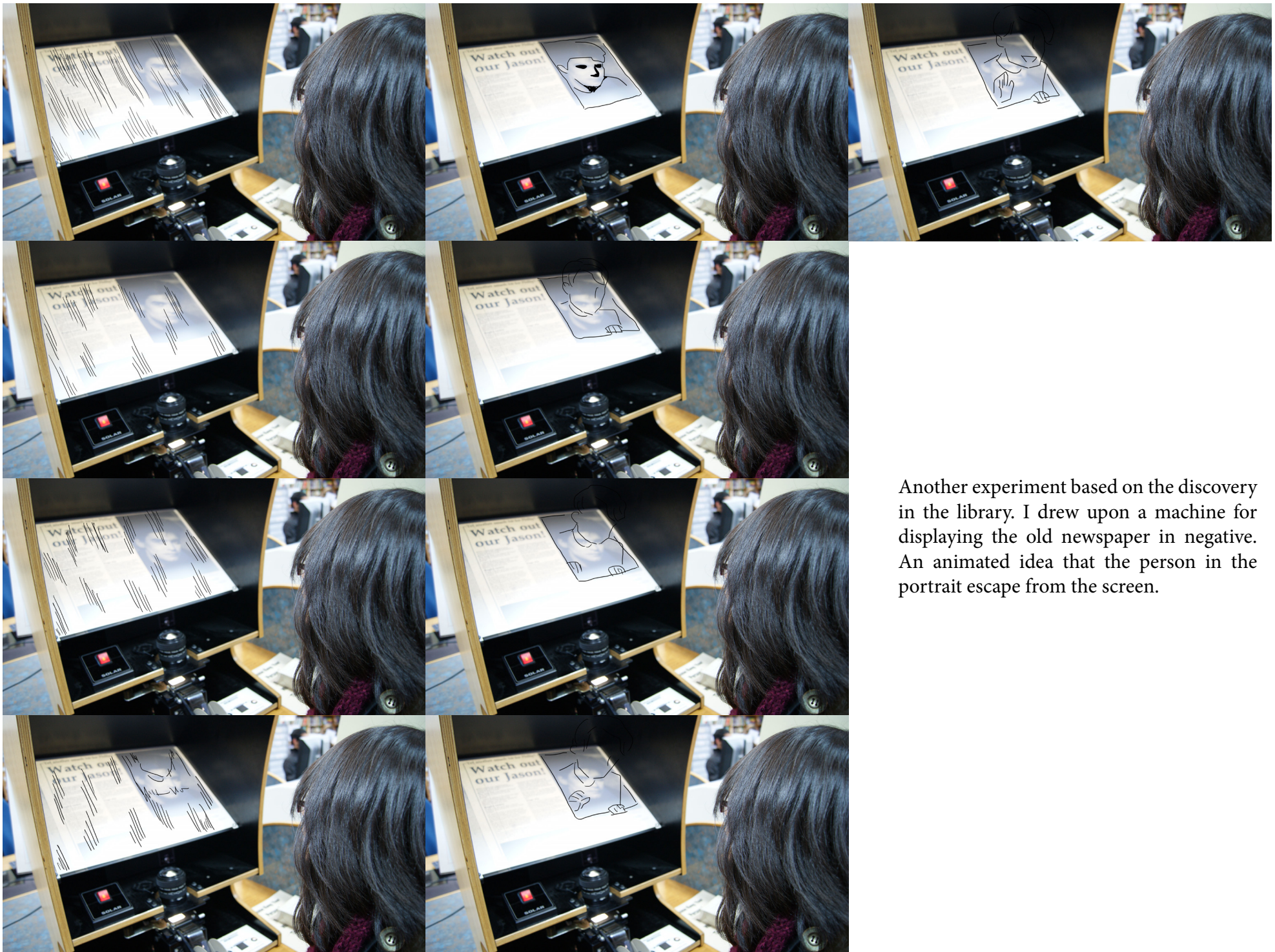


Climbing stairs in the library. During the process I found it might be difficult to keep the character walk straight, so I decided to make it move toward left slowly. It is a challenge to draw this angle, but I still try to simplify the sketch frame by frame.

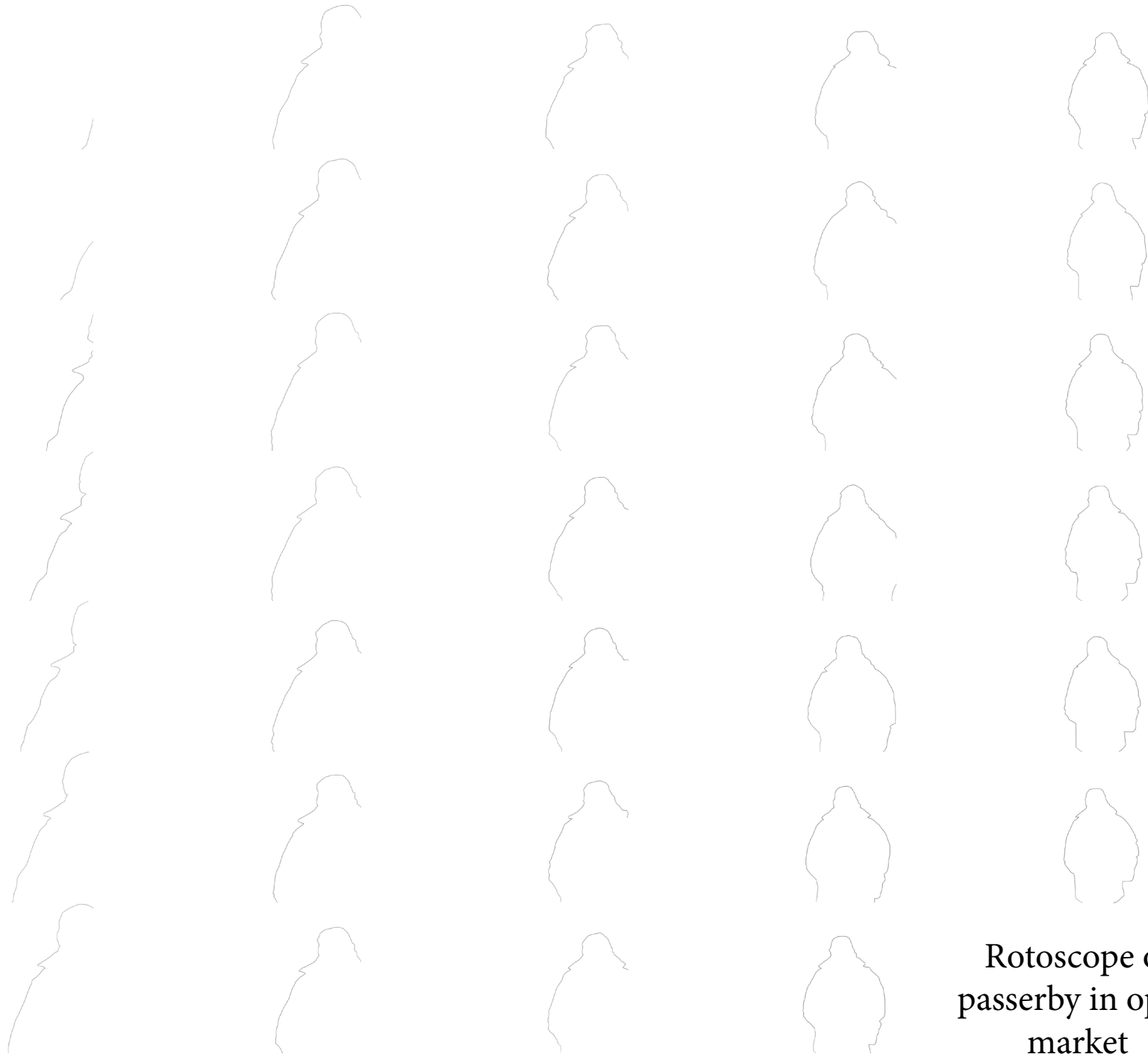




Mystery creature appear from the drawer. In the library documentation of local history is stored in drawer. With a place that full of story, making it with fantasy could be interesting.



Another experiment based on the discovery in the library. I drew upon a machine for displaying the old newspaper in negative. An animated idea that the person in the portrait escape from the screen.

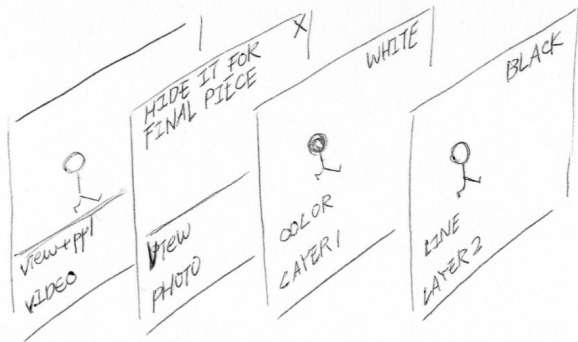


Rotoscope of
passerby in open
market



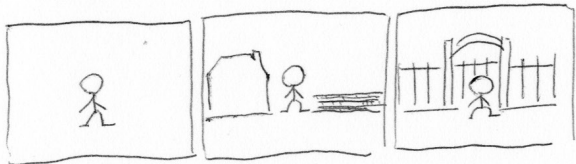
At this stage I have
tried to move the
animation into a
photo.

<https://youtu.be/5abGsnXVGzU>

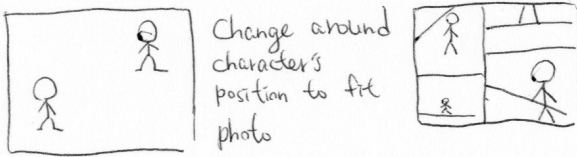


Experiment
~~Exam~~
in PS

Produce figure animation in PS and render it.
Import the animation into AE with transparent background.
Add still photo to background in AE.

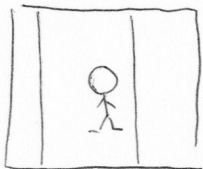


change around the background



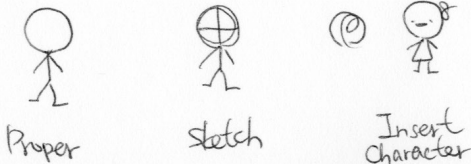
Change around character's position to fit photo

Combine photo and add different animation to it



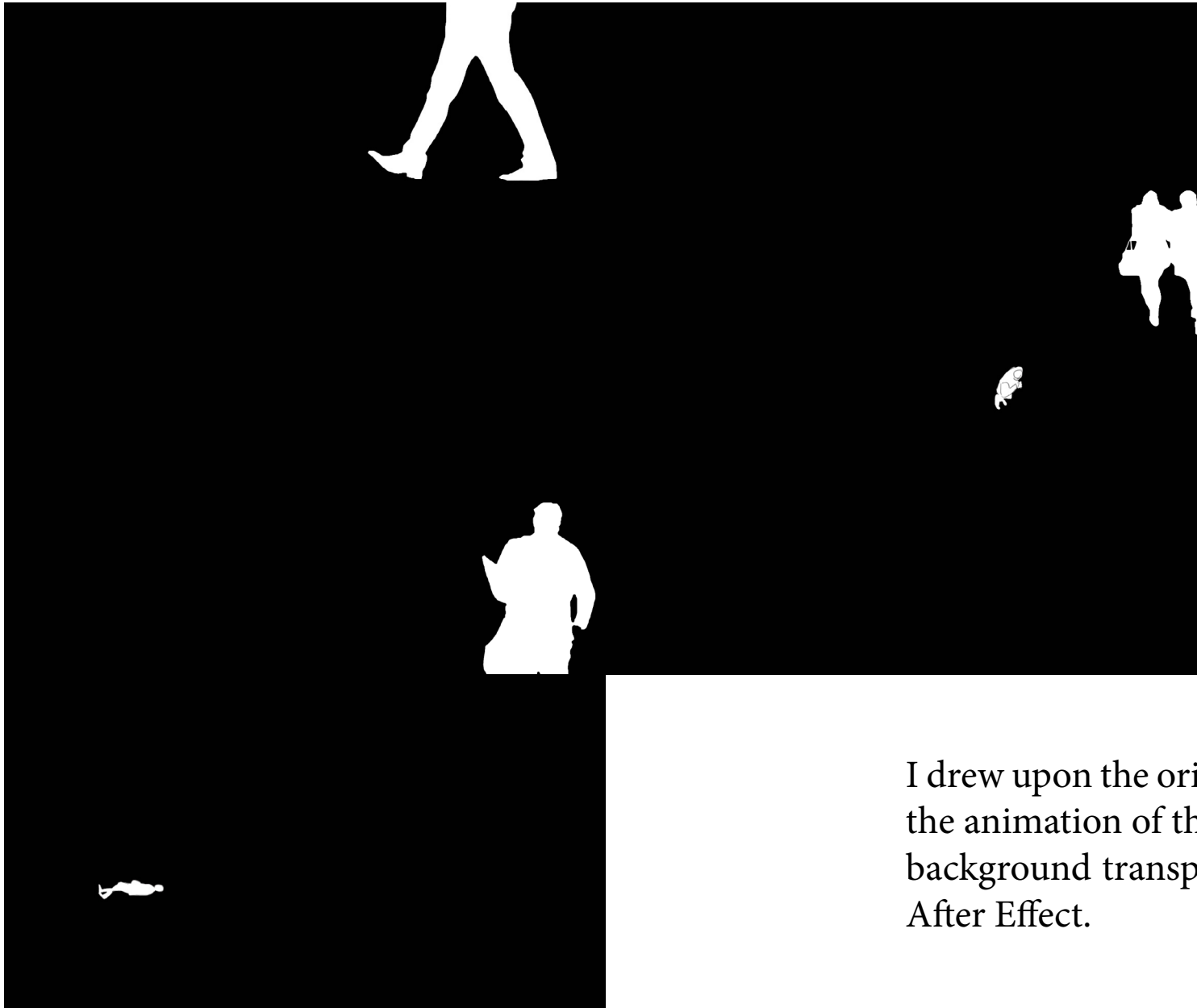
$$\begin{array}{l}
 \text{Stick figure} \times 3 \text{ times} \\
 + \\
 \square \times 25 + \square \times 25 + \square \times 25 = 65 \quad 65 \times 5 = 305
 \end{array}$$

Change around the line of character as well

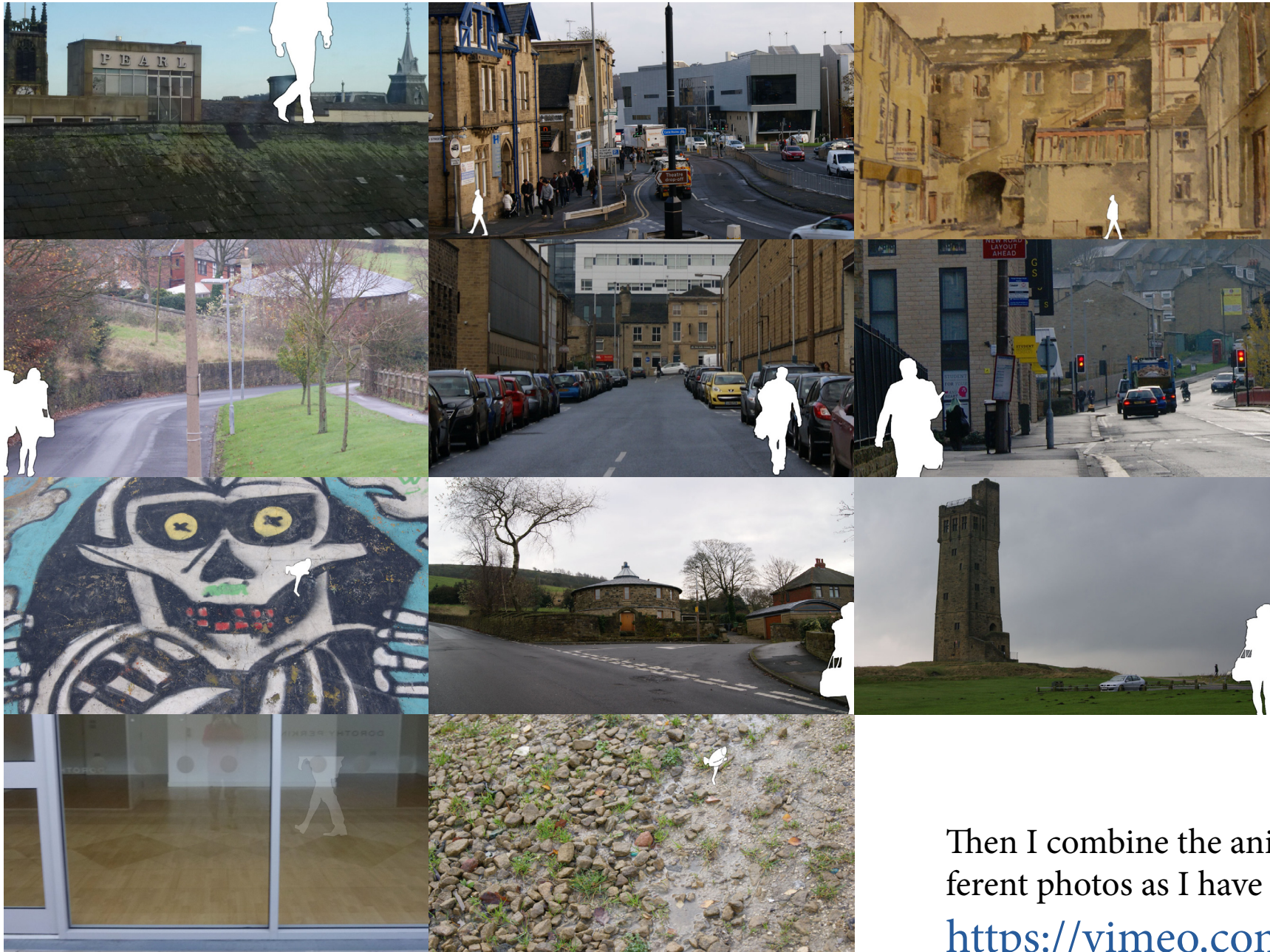


Try to get many different photos.
zoom in zoom out
photo/animation

With this kind of experiential animation, I don't have a storyboard, but a sheet to explain the animation might be look like this.



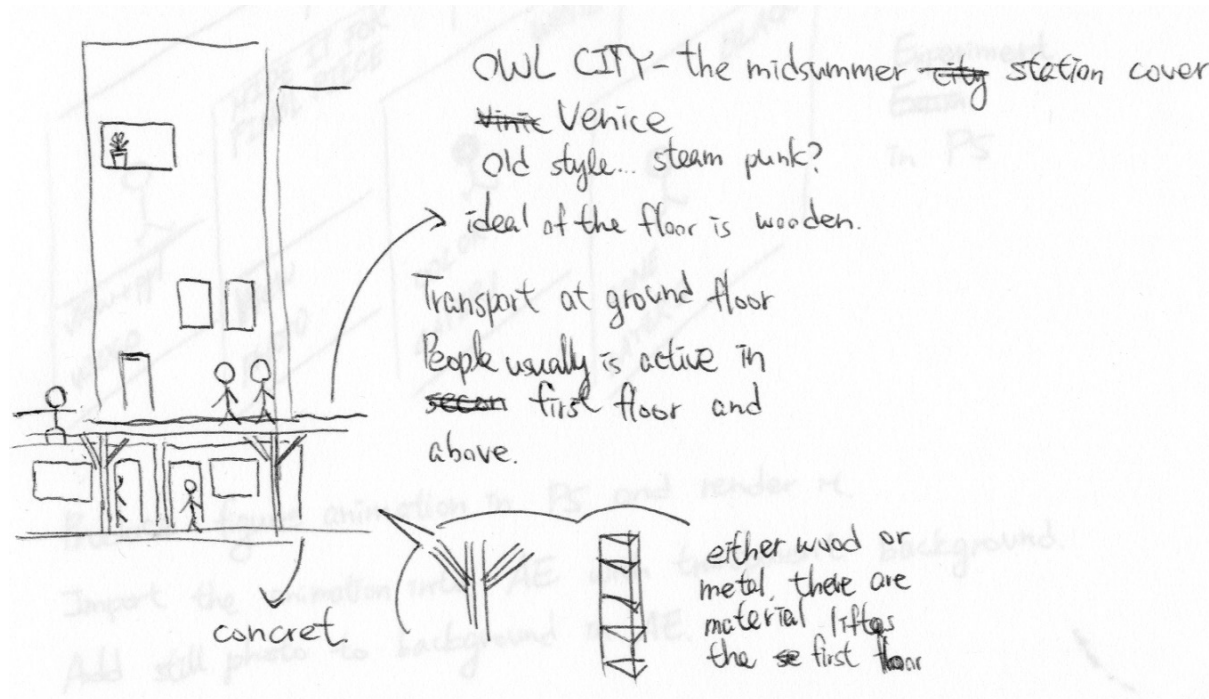
I drew upon the original video and created the animation of the passerby. Making the background transparent so I can edit it in After Effect.



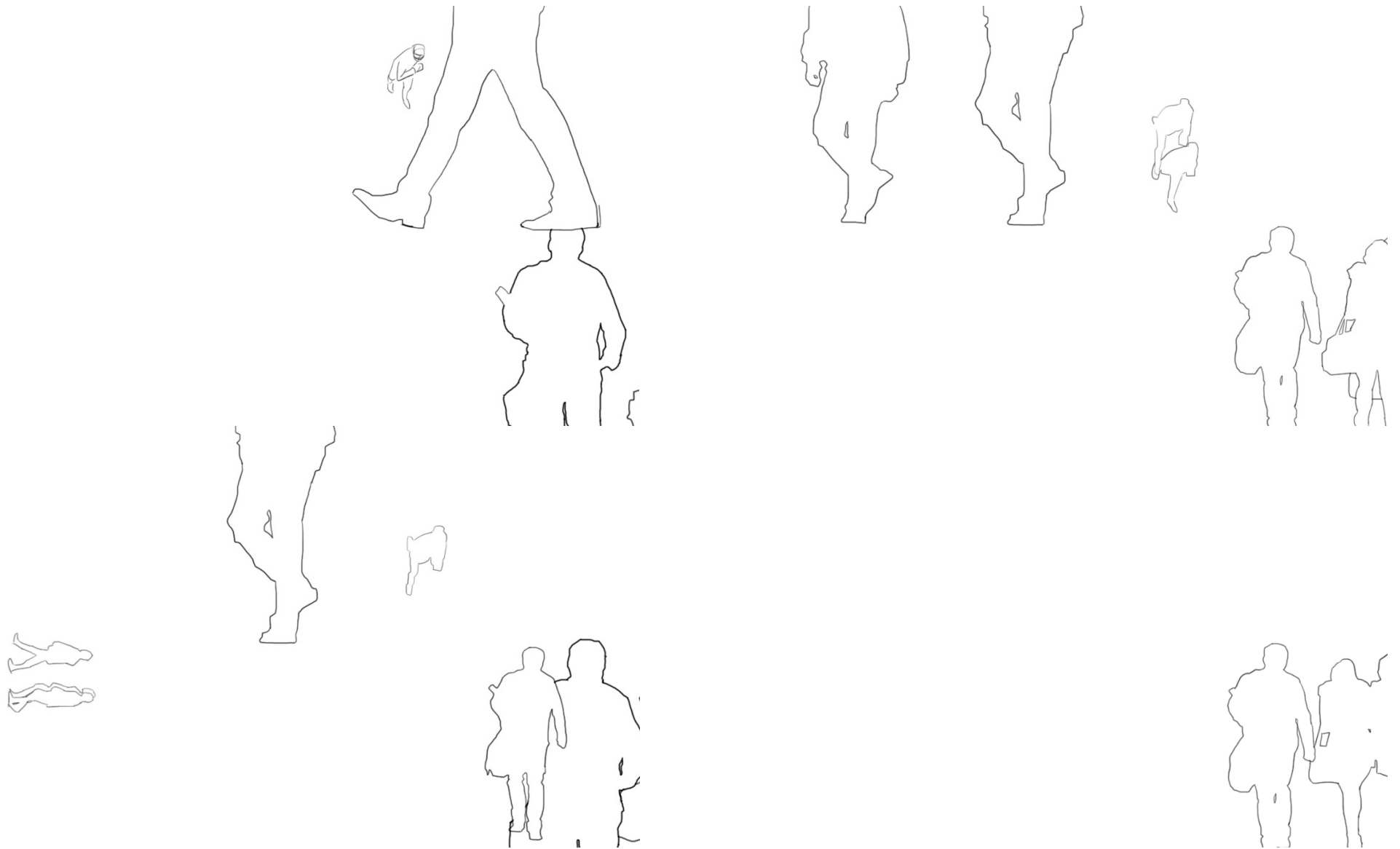
Then I combine the animation with different photos as I have decided before.
<https://vimeo.com/114693247>



Light Festival could be very valuable to present Huddersfield. Sadly I haven't had chance to use it.



Last note in this document. I have drawn more detail in the idea of transport being indoor or underground.



When I just imported animation into AE, I notice this interesting look.

<https://vimeo.com/114693248>

Luckily our group research gives me a very good start to work on this project. With this project I had chance to look at Huddersfield in details; and with a start as a group, I feel more confident as we kept working. After discussing with tutor, I am encouraged to make rotoscope in photoshop, to trace and understand how motion of walking. Might be influenced by Japanese animation, I tend to use photo as background and insert the animation into the photo. As some experiments are achieved, I am stunned by the outcome. Although it could take an hour to make 1-2 seconds of animation, I really like to do hand drawn work. If I have started and concentrated on the project earlier, I believe I can gain more experience.

Live Brief



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MAGAZINE

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23rd February 2015 — What's new across our network



YCN Student Awards

Based around live creative briefs, the Student Awards are free to enter. The Work Uploader for 2015 is now live.



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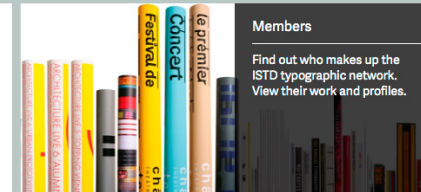
Bringing education and practice closer through events and initiatives

REGISTRATION DEADLINES

Ireland: 13 February
Main/UK: 20 February

40

istd 1975-2015

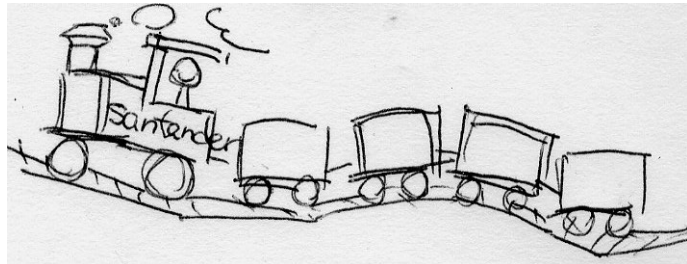


Members

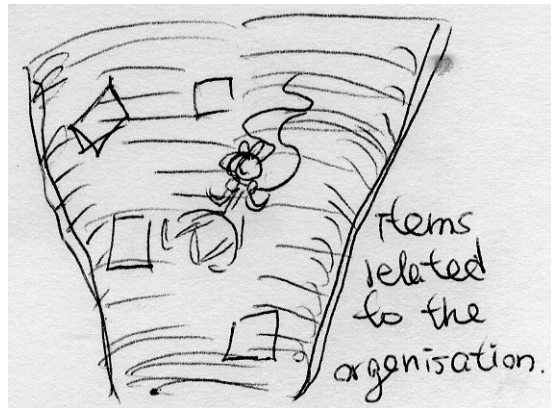
Find out who makes up the ISTD typographic network. View their work and profiles.



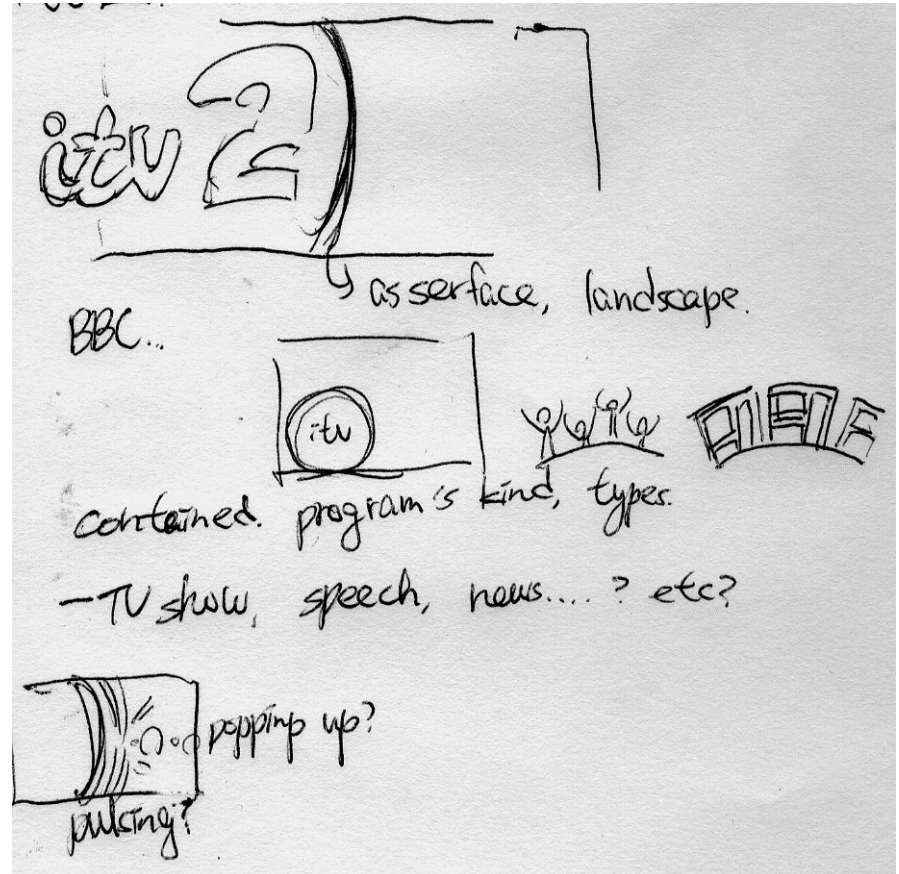
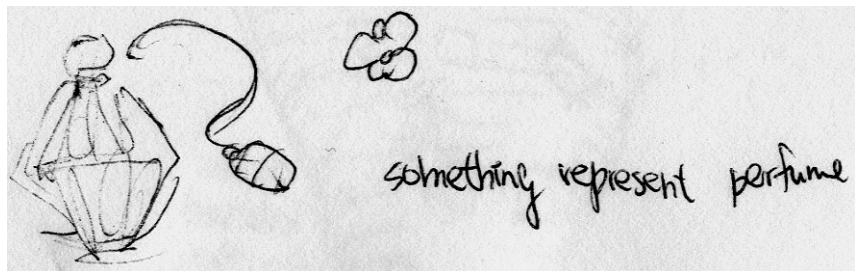
It is a project that we choose briefs provided in YCN and ISTD competitions. Varied of briefs are in YCN, and typography design is the main theme of briefs in ISTD.



To promote the Santander student account plus a rail card.

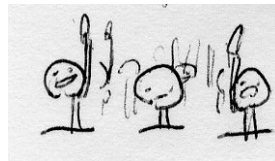


Cover for Alice in Wonderland (Pan Macmillan).



To promote the channel itv2

In the beginning we have looked through some briefs together and tried to give them a try. I didn't really get what the briefs are about at this moment, but I was impressed by the ad by Save the Children, Ten Minutes a Day could Change Everything. Parents think it is a small deal but it causes problem in the future-that actually could have been improved by 10 minute a day activity.



Save the Children-How to encourage children to be confident in presenting themselves?

I was thinking of other difficulties that children could have. If parents and the children can read together, eat together, talk together, exercise together, watch together, play together, children could have a better experience since they are small. Don't stop them from doing something. I have got this idea from a funny video I had watched long time ago. The video is about a mother trying to stop the kid from climbing the stairs in case of danger, but then her thought flashes forwards and imagines the kid can't do anything as long as it goes upwards. In the end the mother slightly holds back the urge to stop her child. The video is funny but in reality children does need their parents to push them forwards a bit instead of pulling them back.

~~Stuck~~ Timetable, Assessment, Assignment. 20 Jan 2015

YCN Student Awards (You Can Now)

- Several briefs.

- 11:59pm GMT, Thu, 19th March 2015

- many briefs as we can, also more than

- 1 to each brief maybe

look through the briefs.

the way to document making process.

X AXA - ~~Ins~~ Insurance.

2 Fedrigoni - Paper. - Sirio Ultra Black.

2 GAP - clothing -> student.

X Hammerson - Brent Cross

/ Interflora - Flower - Grandparents Day.

> itv2 - TV channel.

X J20 - fruit juice.

X L'oreal - cosmetic & beauty

2 MCO - print & design.

/ PROPER CORN - Popcorn.

2 PAN Macmillan - children's book - Alice in Wonderland.

X Sage - Service.

X Sally Beauty - Hair color & styling

X Santander - 1/2/3 student current account

/ Save the Children - child read to children

/ Scav & Ray - Italian sparkling wine

/ Standard Life - save

2 Syfy UK - sci-fi TV channel

X Taylor's Coffee - new product.

X The England & Wales Cricket Board - cricket

/ The Jable Man - menswear

X Topdeck Travel - tour operator



X Whistles - scent

X Yorkshire Tea - product innovation - from packaging -> drink experience (wide option)

North America -

X Adams Golf - Female golfers.

X Lush - Emotional Brilliance's branding & packaging

2 Ted Baker London - Valentine's Day

X The Guardian - ~~pro~~ Liberal interest. - newspaper

1 WeTransfer - Image/Animation -> my story

X Whole Foods - natural & organic grocery store - re-imagine our ratings system



ISTD Briefs

27 Jan 2014

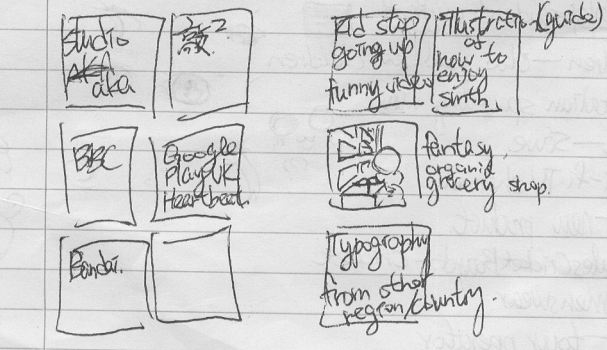
Design Museum - "New Typography"

Milestones - a milestone(s) of something/someone.

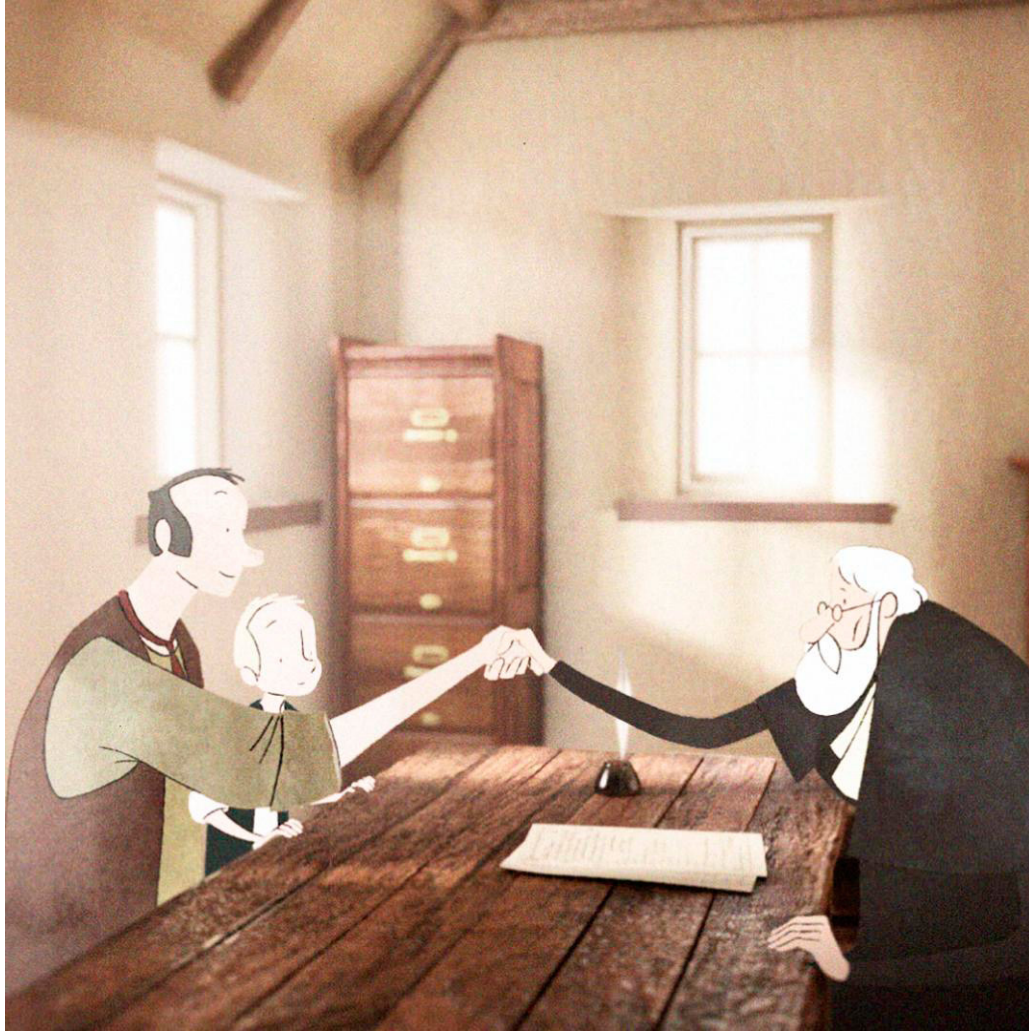
Taboo - 's typographic work

The Rhetoric of Ekphrasis - major visual art & text's typography.

Roots - reconsider a key historical text



After the brief introduction, I went back to roughly look through all the briefs, even the American ones. At this moment I have got some ideas and they can generally be applied on most of briefs. The X, 1, and 2 at the side is written when I as deciding which ones are preferable to work on.



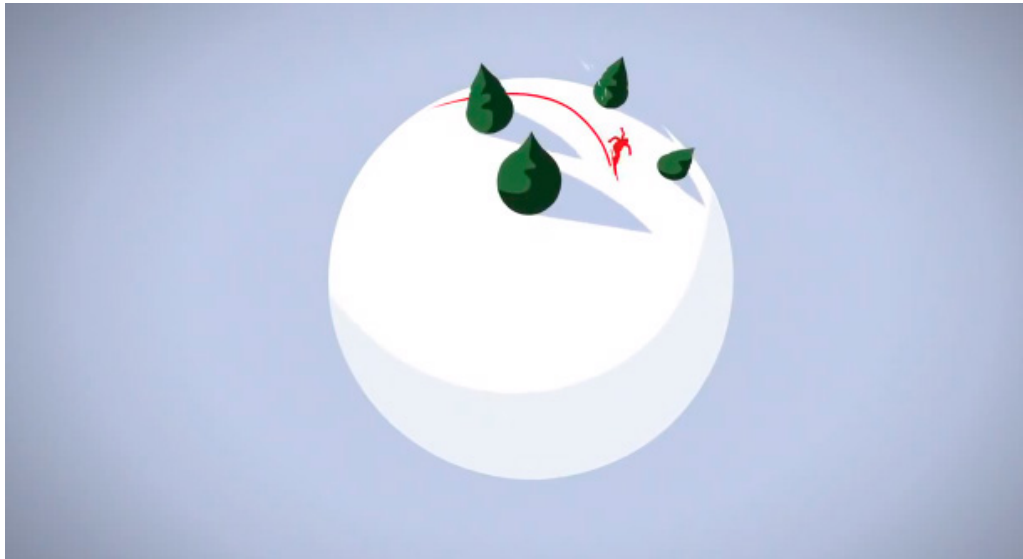
The first general idea is that, making an animation seems to be storytelling. I have discovered some TSB bank advertisements created by studio aka. Their animations use a delight and relaxing style and tell stories to approach the campaign. I have actually wanted to make a story but the idea of making one for a company never come to my mind until now. The making of a story is very ambitious since it is not only about animating but design a storyboard, characters, and backgrounds...etc. So this brief is an opportunity all of these aspects.

studio aka has used 3D model to achieve some of its purpose.





Apart from studio aka, there is also another animation that can refer to-Out of Sight. It is more like the style of Studio Ghibli. It is not that artistic, but the colour tone used is still comfortable. The group has used watercolour to approach most of still background.



The second idea is for itv2 and Syfy UK. For itv2, I have discovered the BBC One's idents. The first one I have every noticed is BBC One New Year 2012 Ident Hot Chocolate. It starts with a person skiing on a round surface, following be a series of motion graphic, and finishing with BBC One's logo with a cup of hot chocolate among it.

Bird Feeding is another motion graphic I noticed, but soon I found that they both are part of a plan. BBC has a set of idents that is based on the circle formed by nature, people, or actions. Such idents are so inspiring to me. Can I find a simple rule like this to produce itv2's promotion?

To Syfy UK, I want to apply the style similar to Google Play UK's ad: Heartbeats. The ad based on the logo of Google Play, displays a series of images and motions. The contents either stay in the shape or jump out of the form. With a brainwashed tempo, the ad successfully deliver the message: Lot of fun can be found in Google Play.



龍

In ISTD's briefs, I firstly paid attention to The Rhetoric of Ekphrasis, and Koots. Although I have not clearly understood the requirement, I thought that it might be interesting to combine two or more typography from different culture. For example: English (Roman) + Chinese (Regular Script)

*Dragon

It is worth to experience further development on these briefs, but due to time restriction, I decided to make animation for the briefs in YCN.

Mojibakeru Kana is a kind of transformative toy From Japan that it can physically change the word form into its actually solid form.

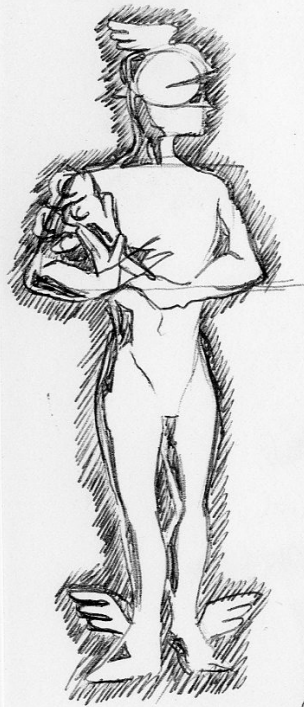
*Crocodile



2 Feb 2015.

~~At this moment I decide to choose the topics that easy to follow. So ~~the~~^{ex} me I give up on making animation for bank.~~

Interflora - Grandparents' Day



Part One of the idea, I thinking of animate the logo of Interflora.

But probably not...

Another idea is.

Kind of like student/grandchildren looking for.
a method to give their grandparents a happy day



SCAVI & RAY - Campaign

Imagine a luxury style.

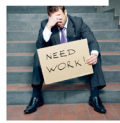


After deciding which ones I prefer to work on, I start to figure out some initial ideas for different briefs. I thought making campaign for bank and business type of companies is not that difficult but soon I realised that I don't really want to do so since I may have to understand how the working system works in bank. So here I starts with Interflora and SCAVI & RAY.

Interflora wants to promote the Grandparents' Day and being young adult's attention to their brand. My first idea does not fits to its rule, though. It is an idea of animating the character on the brand's logo. The second idea is simply to figure out a story where young adult is reminded to go to Interflora for Grandparents' Day present.

SCAVI & RAY, is a brand of prosecco. Its campaign requires a relation to fashion so I tried to draw the style that I didn't used to draw. And I have made a mood board to introduce the company. I had wanted to make mood boards for all the briefs that I want to work on, but the restricted time does not allow me to do so.

Save the Children

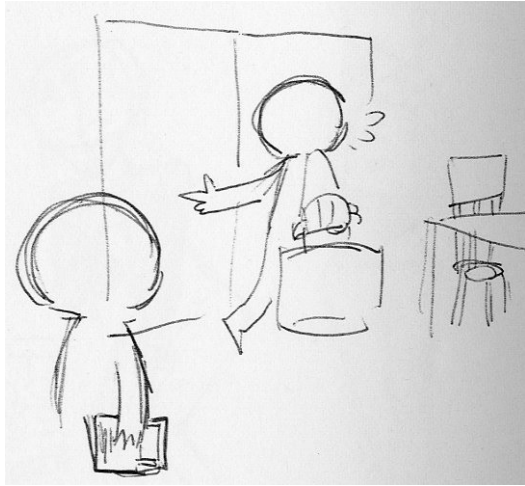


As less and less time allows me to work on more briefs, I tried to work on the project that I most want to do. Firstly is producing mood boards for the company, target audience, and chosen design. These two are for company and audience. The company one, I have considered the information collected from its website-First World War, Famine, Eglantyne Jebb, clothing, rights, miner's family, poverty, and nursery school and unemployment that causes children's nutrition problem.

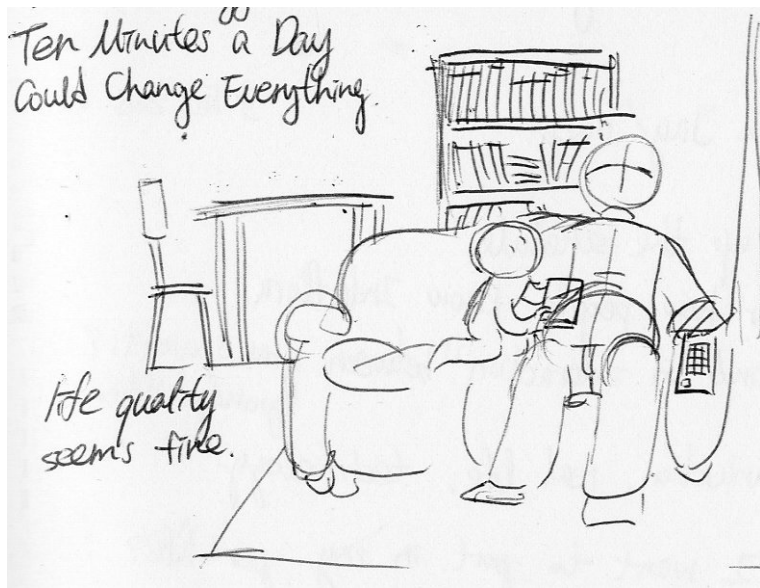
Another mood board I have considered the type of father which contains low income father. The brief gives me chance to remind different type of fathers. Not only low income parent should be concerned.

Save the Children's campaign aims at being a reminder to fathers that reading to their children can only have positive influence.





The classic idea: The father is so busy/
tired of working that they can hardly see
the importance of reading to children.



I have also observed the providing example
for this campaign: Ten Minutes a Day could
Change Everything.

Life quality seems fine in the short.

But as time goes by, I still had no idea in my
head. I finally accept the truth and change
to Interflora which seems to be the easiest
to create a story for.

Here are some advices from tutors when I asked for help and felt unsure:

“Catch up the schedule.

Consider how people know Interflora, what kind of interaction is between grandparents and grandchildren.

Communication, real life, technology.”

“What do you want to put in your portfolio?

What is lack in my portfolio?

A story in animation? Story, Character, Production, Background...Etc.”

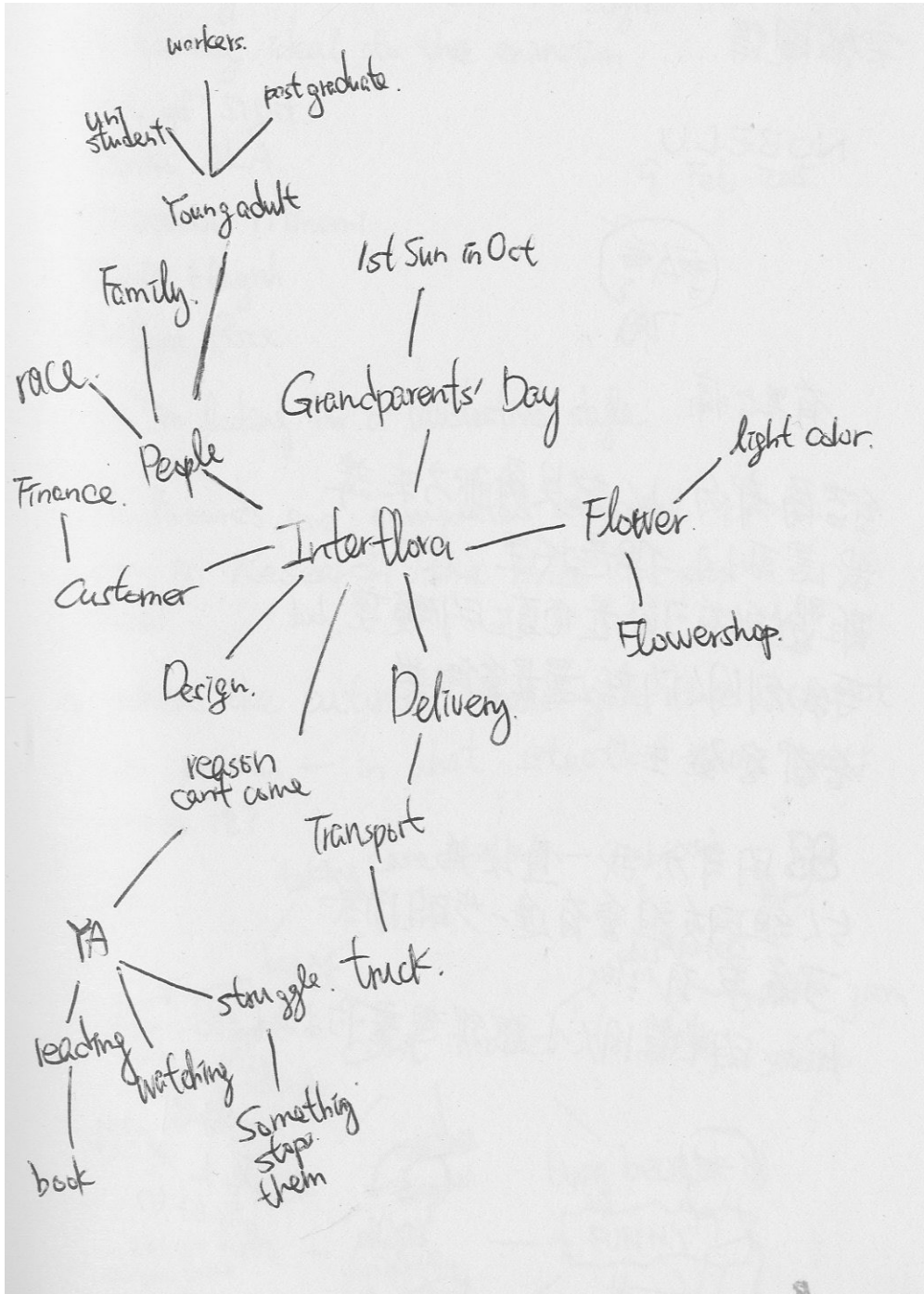
And follow the provided the provided schedule-

Read the brief thoroughly

Mood boards

Generate Ideas

- .
- .
- .



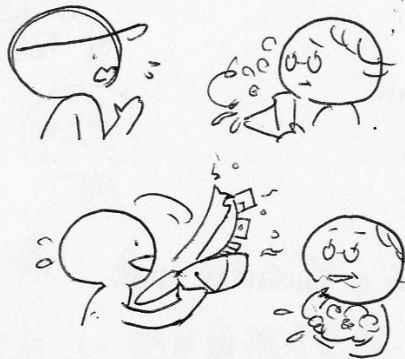
Here is a not so fine mind map...

The next step is creating mood boards.

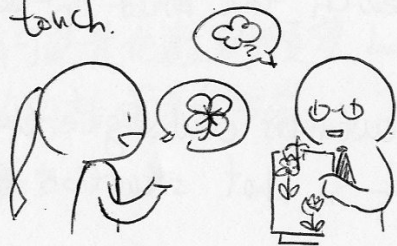


So here are my mood boards for each aspects.
I try to collect more styles that I might want to refer
to in mine.
Hirasawa Minami
Olivia Huynh
Philippa Rice
All of them are the artists found on Tumblr.

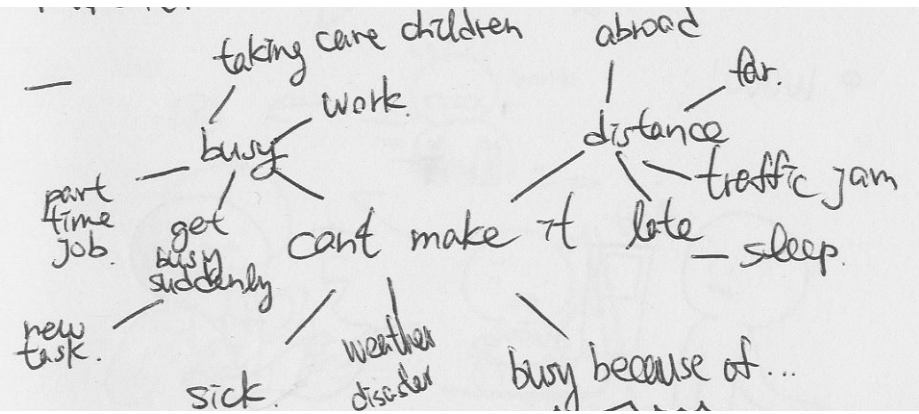
• service to satisfy ~~recip~~ recipient.



• Personal touch.

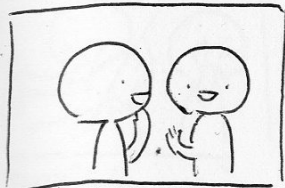


• WOW!



I try to make the requirements in brief to myself in drawing and thinking “when could the customers give the bouquet in person, but in some situation they can’t make it?”

① Forget



knowing Grandparents' Day



on the day, realizing that having forgot



too late to make way so call to them to apologize.



Interflora gives surprise!

② Busy.



③

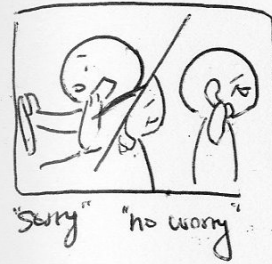


rainy, traffic jam



can't make it on time

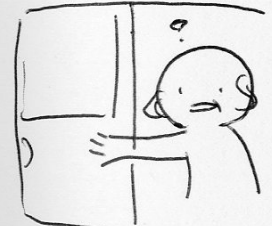
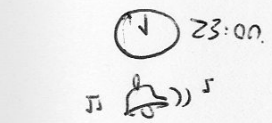
23:00
~~11:00~~
PM
Grandparents Day



"sorry" "no worry"



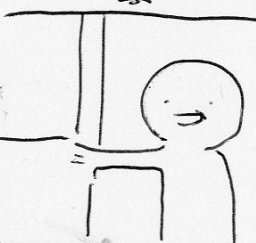
Interflora.



Ta-da!



Next Day

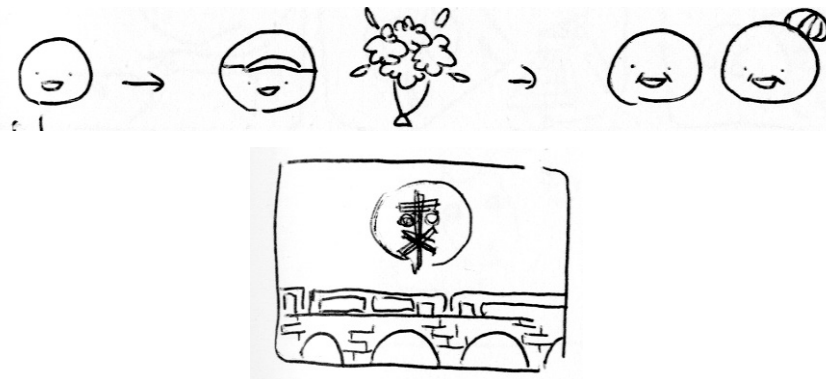


arrive!

"It's not too late yet."

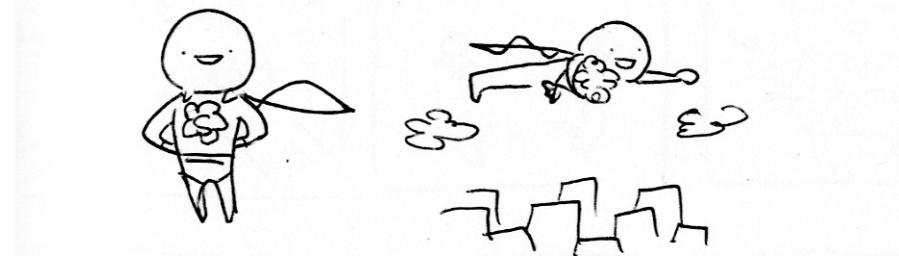


Then I thought of some stories. I have thought that these storyboards are yet to be improved. The situation the characters experience could be more like what young adult usually met. Maybe taking train instead of driving?



Then this question is spoken: Is it creative enough?

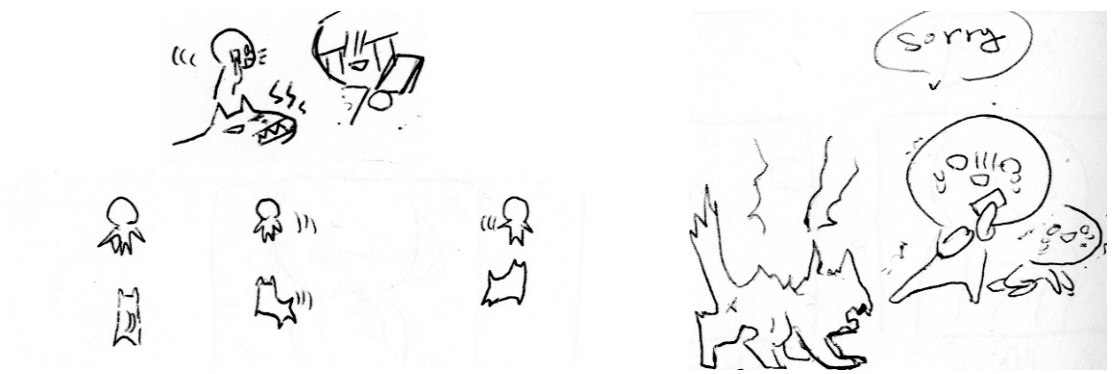
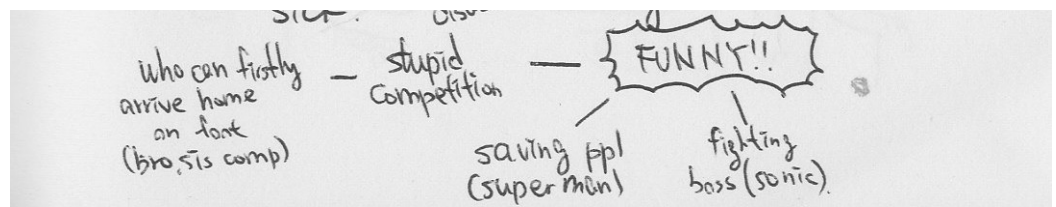
The campaign is designed for young adult and the creativity in the work surely has a huge influence.



So I tried to think of some funny ideas but not that irony. Something that only happens in fiction and game, like fighting boss and saving people.

There is this one that the Super Flower Man who can send the bouquet in 3 hours.

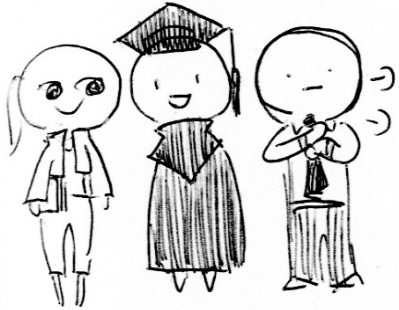
The dog barrier is suggested by course mate, and we can hardly stop think of further ideas for a while.







Grandparents' Day



Young Adult



Interflora



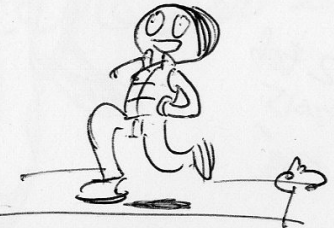
Creativity

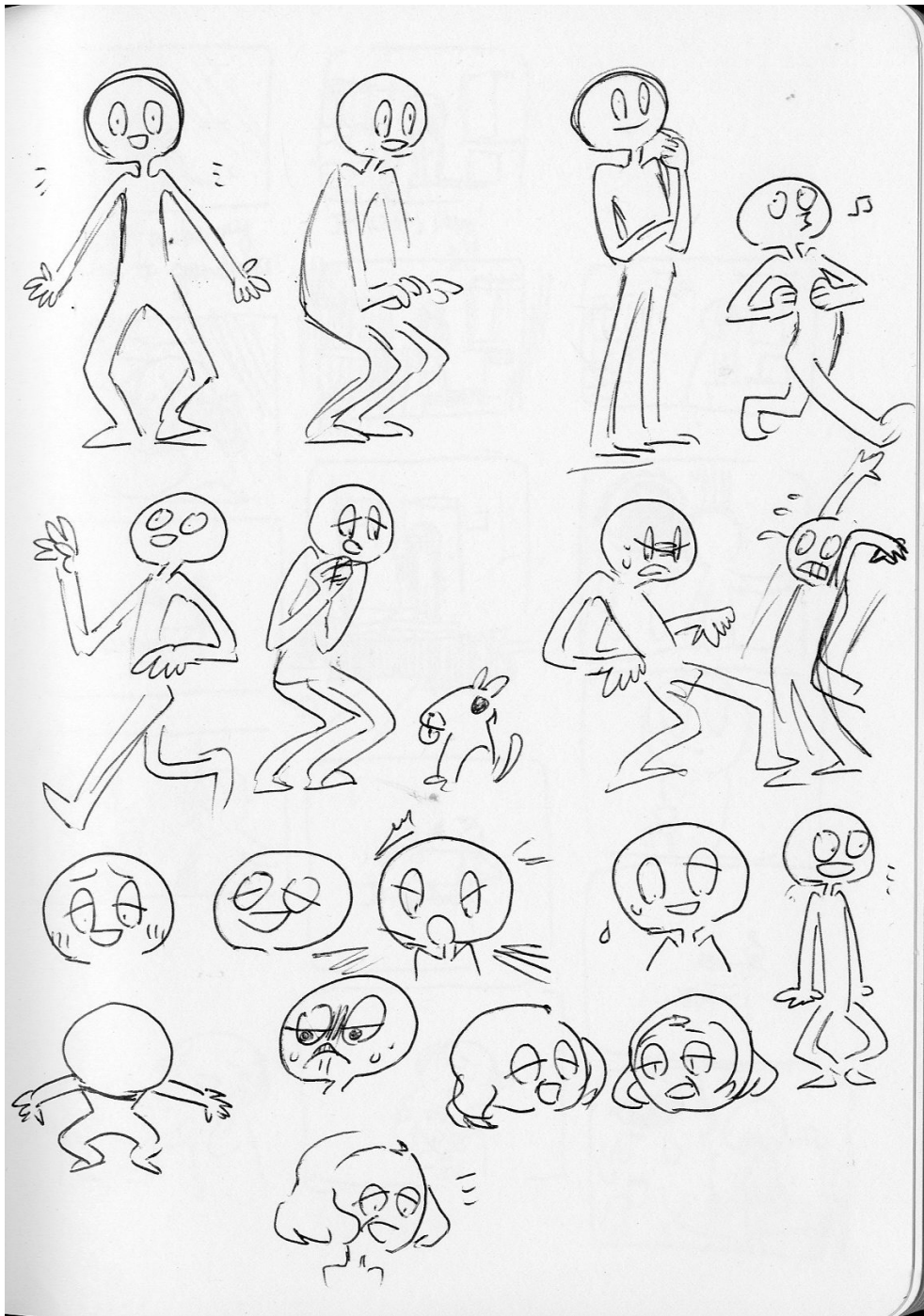
Through all the way, I kept reminding myself, stick to the brief stick to the brief...

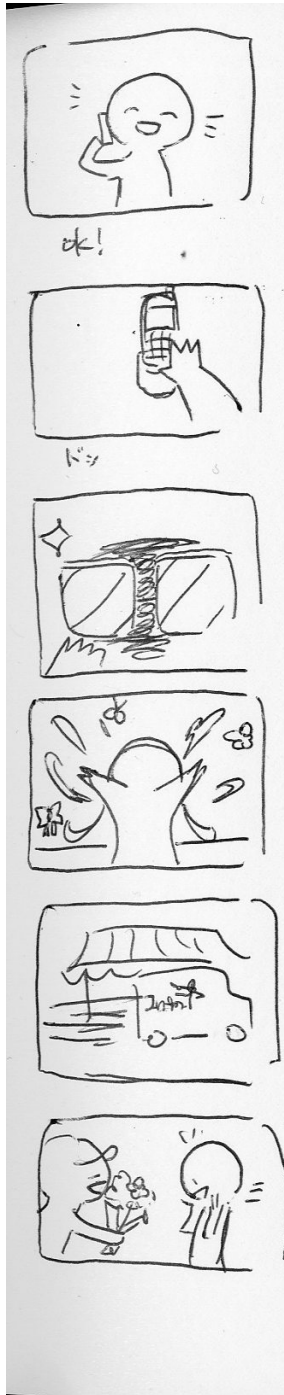
Then I try to design a character by referring to friends' photos and clothing. I wondered if I should leave the character in the simplest form, but a bit emotional expression?



style...



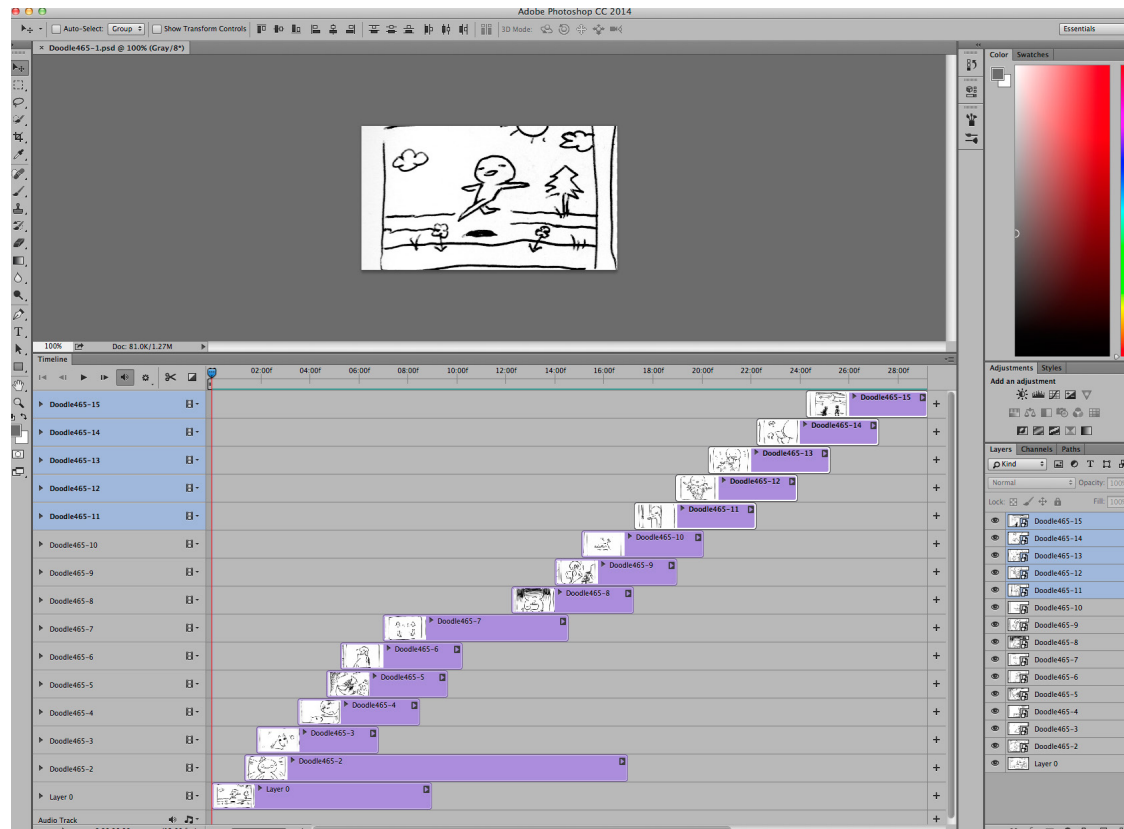




It makes me concern that if I didn't show much about the professional design Interflora has. So here is a plot responds to that.

After hesitating for a long time, I finally asked what I should do now, and I was given suggestion that trying to put the storyboard onto time line to see how it works.

It was quite exciting in the beginning. Loads of brief we can choose and work on as many as we want. But as I developed further, it is obvious that I am not capable of working on so many briefs at the same time yet. Although there are other types of idea I want to work (ex TV channel), what I want to work on the most, is still an animation that has story in it, not only an advertisement. I want to be close to animation studio slowly...it is such a struggle while I was making mood board. I think I have spent too much time in the beginning. If I have accepted early and start working on one brief soon, I could have started animating. At least I am close to it now. After struggling with research and such, I finally come to the work of storyboard. It is more enjoyable than the previous process. I can at least draw in a confidence. Tutor's advice is really help at this moment. I really need to ask as much as I got this opportunity, instead of just wondering and hesitating, slowing down the efficiency. The next step is to put the storyboard onto timeline. Then soon I will be animating. Hopefully I will be enjoying this challenge.



Before the assessment I managed to make a key frame animation from the storyboard. I tried to count time in my mind and shorten or extract the length each frame should stay. It is about 29 second long. It might still be too fast.



Before YCN deadline, I was suggested to keep my sketchy style in order to submit my work on time, but somehow I still resisted at some point and I couldn't stop drawing in details.

Here is a video with storyboard in the back and a few keyframes added.

<https://youtu.be/SGAEbBMRJlg>



After the formative assessment I have restarted the animation. Basically it is just the first scene but I tried not to look into details too much so I can work faster.

<https://youtu.be/hqVycXN3kW4>

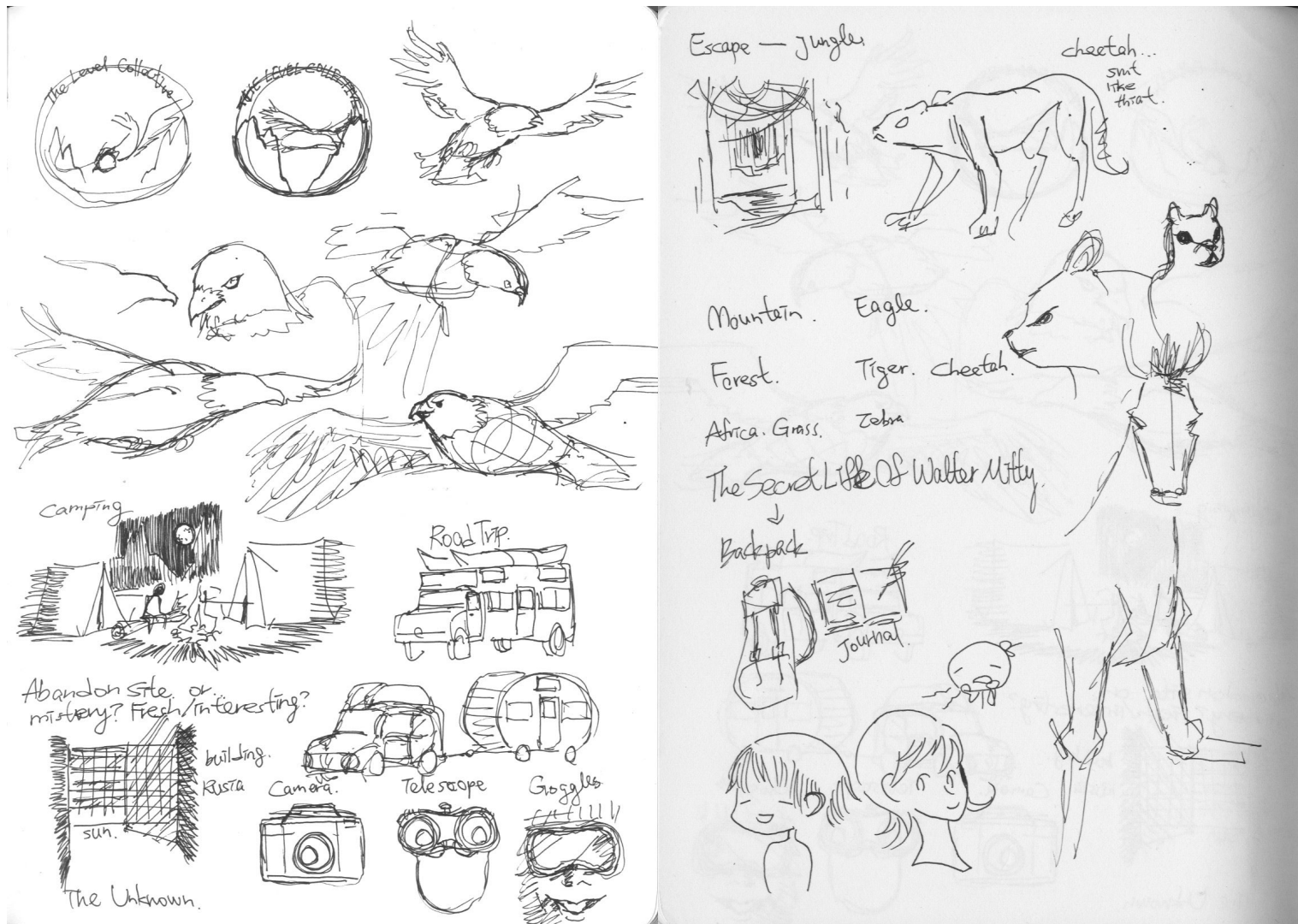
The Level Collective



The Level Collective is a brand for clothing that indicates to themes which are Adventure, Design, and Change.



In the brief we are given, we aim at a screen-printable illustration based on themes of travel, outdoor activities, and adventure sports. The colors will be used are limited to 3 in maximum.



As I develop initial ideas, I also look at the suggestion in the brief. It reminds me some activities that I didn't think of at the first time. Subjects such as camping, road trip, and photography. Before I read the brief, I was simply inspired by friend and the example shown by TLC. It is an idea based on a circle, and illustration/graphic is placed in the middle; with eagle gliding between mountains. Then I drew some scenes and objects for ideas of camping and road trip. The photography is not inspired to me usually, but this time it links me to objects like camera that our eyes see through; other examples are like telescope and goggles. I can make the lenses reflect the scene that the viewer is looking at, like landscape.



I thought of some abandoned place that can be grouped under the name of The Unknown in the brief. I am quite interested in looking at photos that is taken in a forgotten place, or a place that the photographer actually have to sneak in. The photos strike me with the power of nature, time, and mystery atmosphere. Нарушая запреты for some example; seems like it is a community to share photos. As a group they have been to lot of abandoned places. It is amazing to see those place, yet is scary to me.

I think of why flying eagle idea is so appealing to me, and list some idea with similar pattern: Mountain for Eagle, Jungle for cheetah, and grassland for zebra...etc. I think of the animals that can move fast or freely in the environment that they belong to.

With a requirement that seems easy to me, I have to be aware of the limit in the number of colour and legible image that suits on clothes. Furthermore, if I want to work on animal, it is actually challenging to my drawing skills. I may have to refer to many photographs and make it more graphic style.



This brief makes me refer to the movie *The Secret Life Of Walter Mitty*. The story is about the main character Walter Mitty who daydreams frequently, is on a mission of finding the cover photo for the magazine. Walter Mitty has had a steady position in a magazine company for a long time. Then he is in charge to bring the cover photo for the last magazine. With this chance, Walter is encouraged to find the photographer who took the photo, in person. Walter's daydream is usually dramatical, this apparently explains that he has wanted to do something exciting rather than sitting in the office. While chasing the photographer, Walter has been to Greenland and Iceland. Something that is extraordinary has reduced the problem of daydreaming. It is like he is fulfilling the dream that was forgotten or wa not expected to be completed.

Apart from the movie is very appealing to me, the landscapes revealed is also impressing. Following Walter's step, the movie has shown the beauty of city, sky, ocean, open vision, grassland, valley, and more. Walter brings our eyes to the scenes with running, cycling, and skateboarding. It could be very helpful with my design.

I can't really describe it clearly, but the styles and atmospheres given by The Level Collective and Walter Mitty, and some other photographers, I very enjoy the similar feeling given by them.

Furthermore, as to design for clothing, I want to refer some clothing brands that I am quite into. They all have a theme that is about outdoor activities and such.

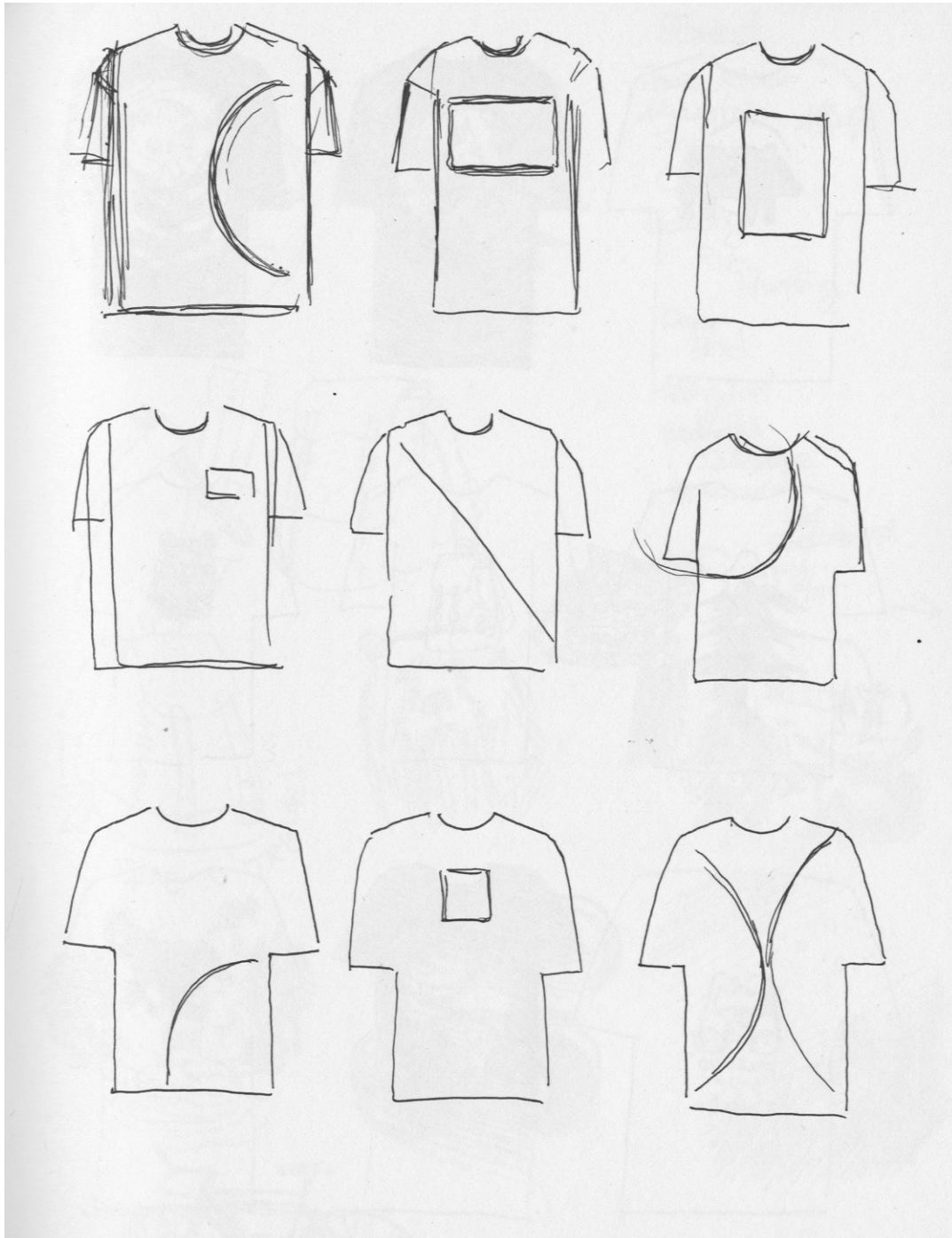
Roots has quite a strong connection with nature to me. It is a Canadian brand and is inspired deeply by its nature, culture, sports, and human diversity. Roots and The Level Collective both have a style that is quite simple yet is their specific characters.



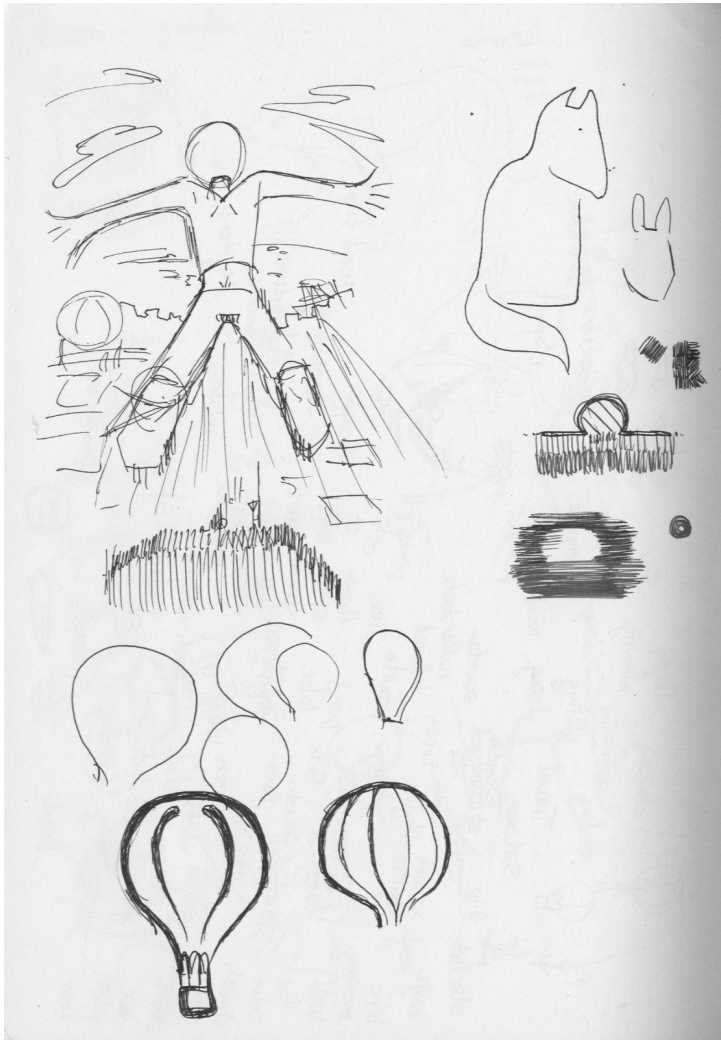
Roxy/Quicksilver's style is quite different from the two above. And seems like they are specially into the direction of surfing and swimming. Roxy is mainly for women and Quicksilver is opposite.



It is a good way to see how outdoor clothing brands succeed and present their strong connection with sports and interacting with nature.



Then by referring to some clothing labels, I draw some images that indicates where the images would be put usually.



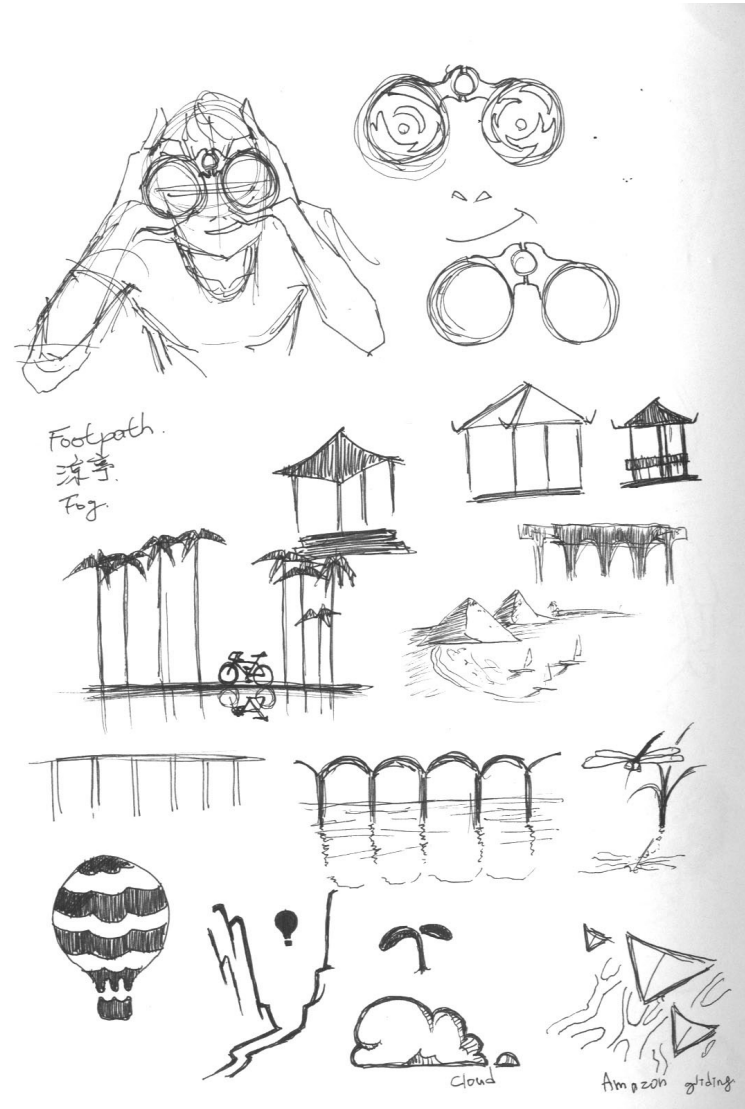
I think of the word of escape and drew the person jump of the edge somewhere without fear. This is actually referred to the character Kaku in One Piece where he jump off the building into the sky above the city. Then I look at TLC's collection and try to draw something with simple and thick sketchy line (Hot air balloon and the sunset).



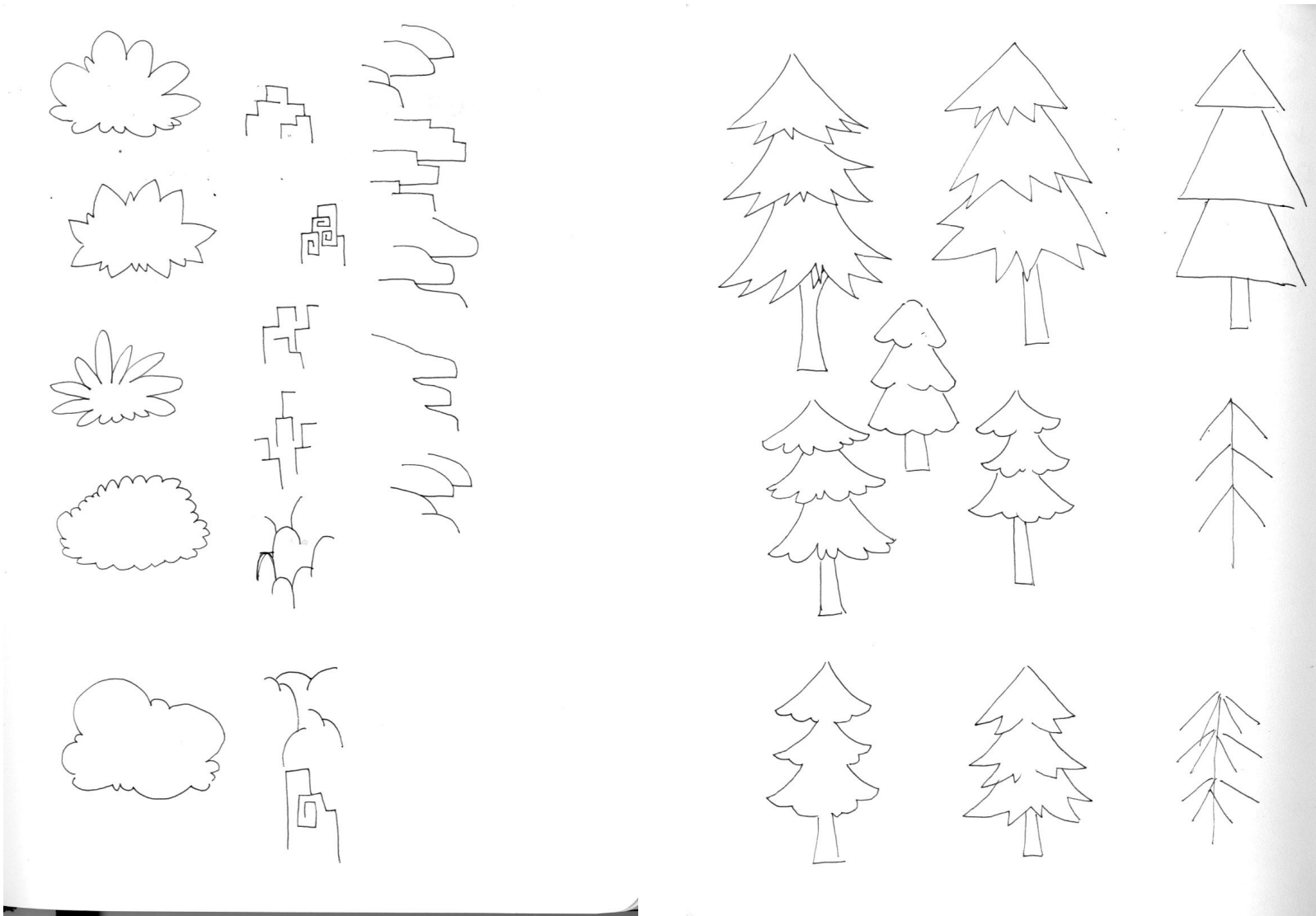
So far I have drawn a few drawings to visualise the subjects that is related to forest this term.



Then I try putting the image on to the blank T-shirt.



Here is a bit more ideas. Some of them are based on the features that could be seen in Asia (especially Taiwan). I am also reminded by the photos I took when I was there. I am also trying to make the binocular interesting with the reflection of scenes on it, but it doesn't seem to work out much. Below the hot air balloon, cloud, and etc., I tried to use simple/single object to show a relaxing mood.



So far my ideas tend to be greyscale, black and white.
Here are some styles for trees, bushes, and bank.

After talking to a few tutors, I have started to draw the ideas into a bigger scale. I didn't really get what is further development until I followed tutor's suggestion and scaled the thumbnail. Some problems appear when I draw them on A4 paper. I have to consider the type of line I want: Sketchy? Thicker or keep it thin? Style of image? Some part that wouldn't be noticed when it is in thumbnail size. And I have to consider the balance between the image and the space left on the T-shirt. As suggested, I have catalogued my ideas into 3 ranges. In this documentation I decided to just keep the chosen ones that are submitted to TLC.

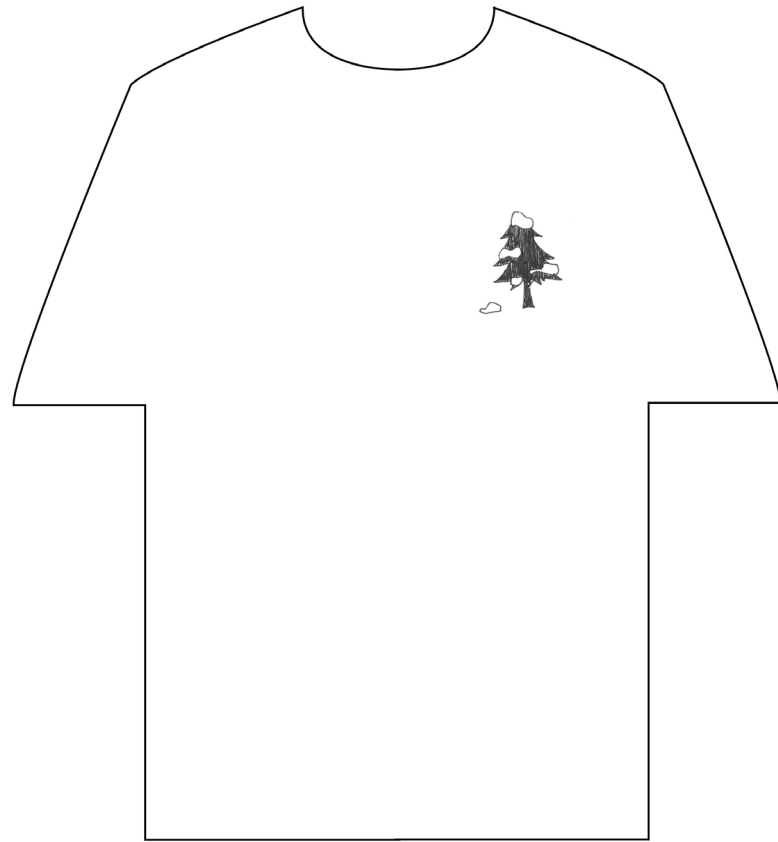
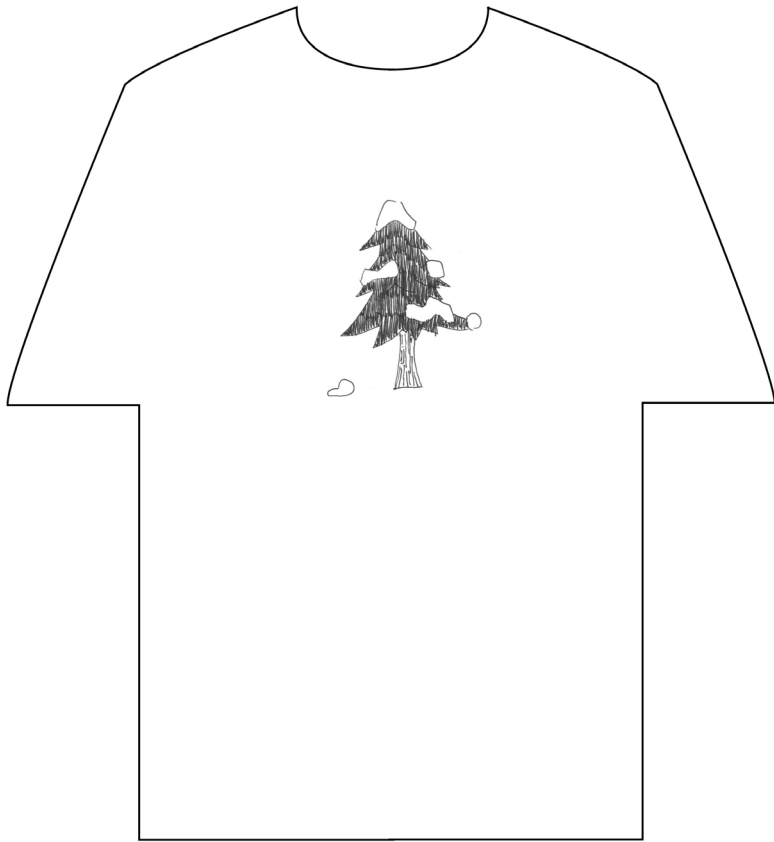
Range 1: It is a group of natural objects. Trees, sprout, cloud, and dragonfly. Drawing on a plain paper, I try not to make it too sketchy, in a way that I haven't done much. On the side there are also some different styles and forms that could replace the main ones. The trees are too big in the beginning, then it is too small. The two in the middle are more appealing. My friend says that with a smaller image, it looks better when it is on the side instead of centre. So sprout could also be scaled again or placed away from centre. It could also be placed on a pocket if there is one. With the cloud I tried harder to thicken and complete the line, considering the style that TLC has is thicker. (I very like its presentation that the outline is thick and even, the shading is drawn with thinner line.) I am not really satisfied with the dragonfly when it is bigger...so I drew twice. Then I noticed that the reflection on the water also needs to be clarified since the design will be hand screen printed.



Tree

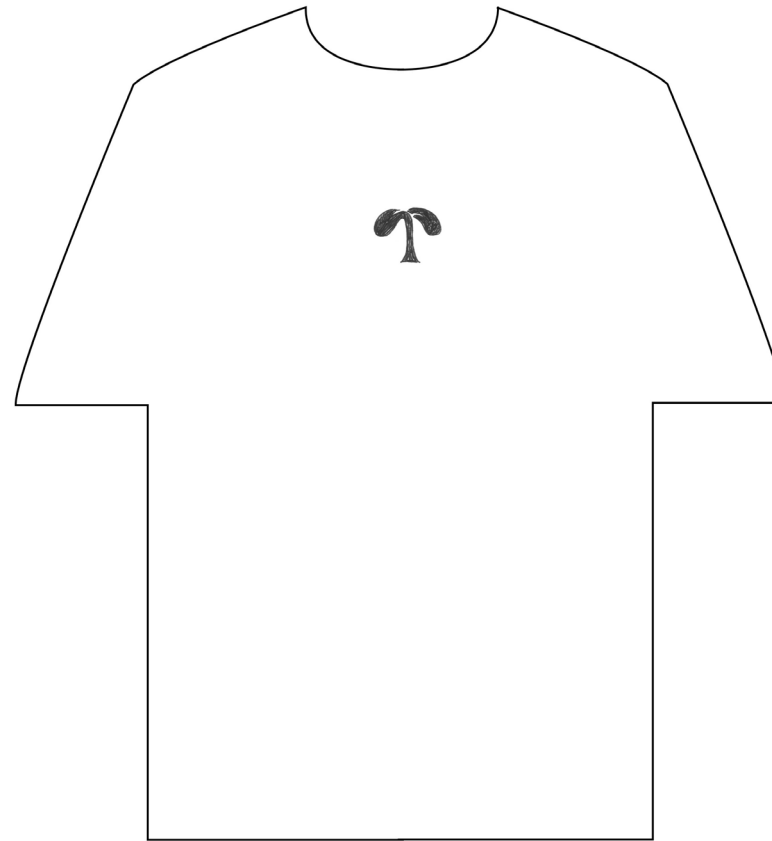


This one is more appealed than the smaller one



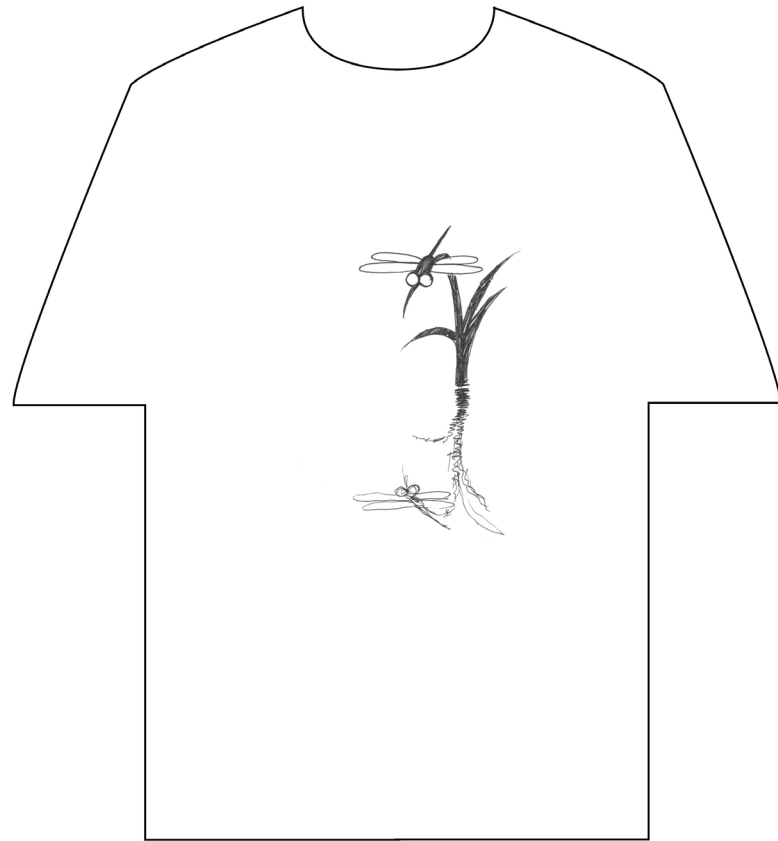
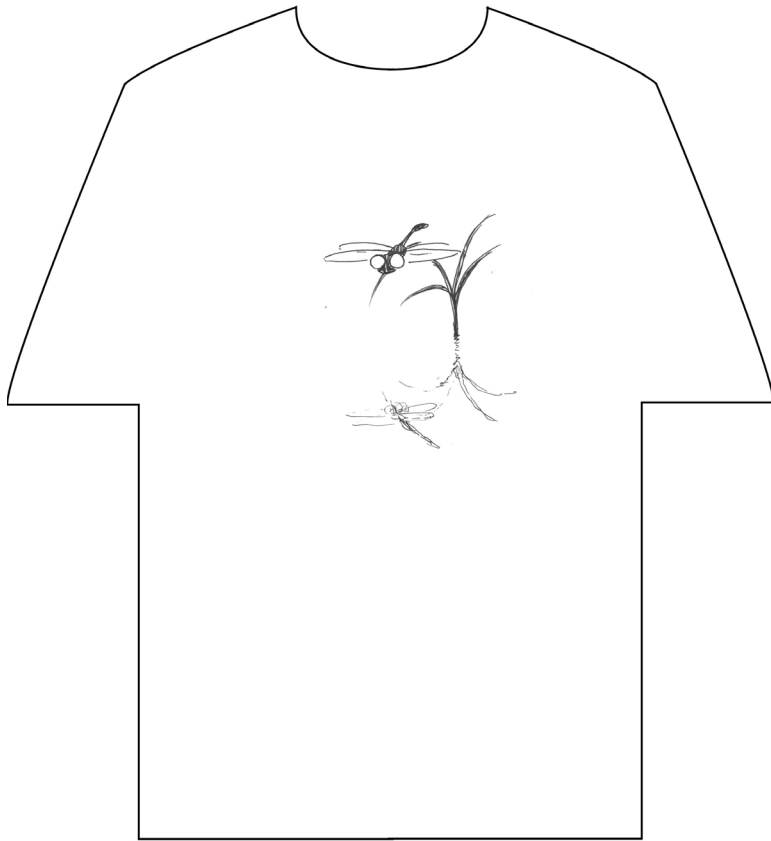


I was suggested to make an animated tree and lay all the frames on a T-shirt. It is quite a different type of design that I didn't think of.

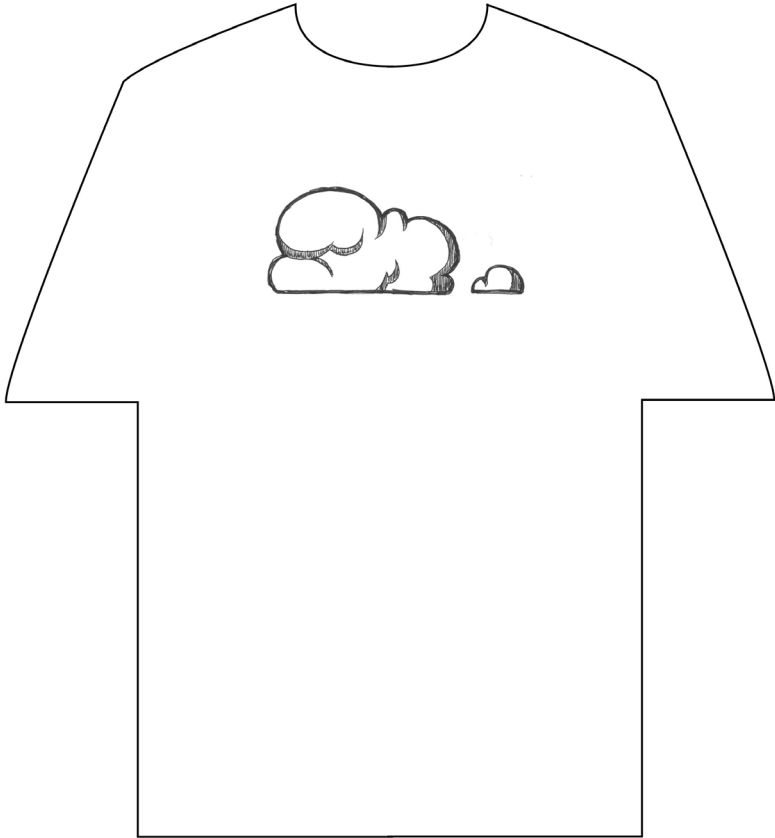


Sprout



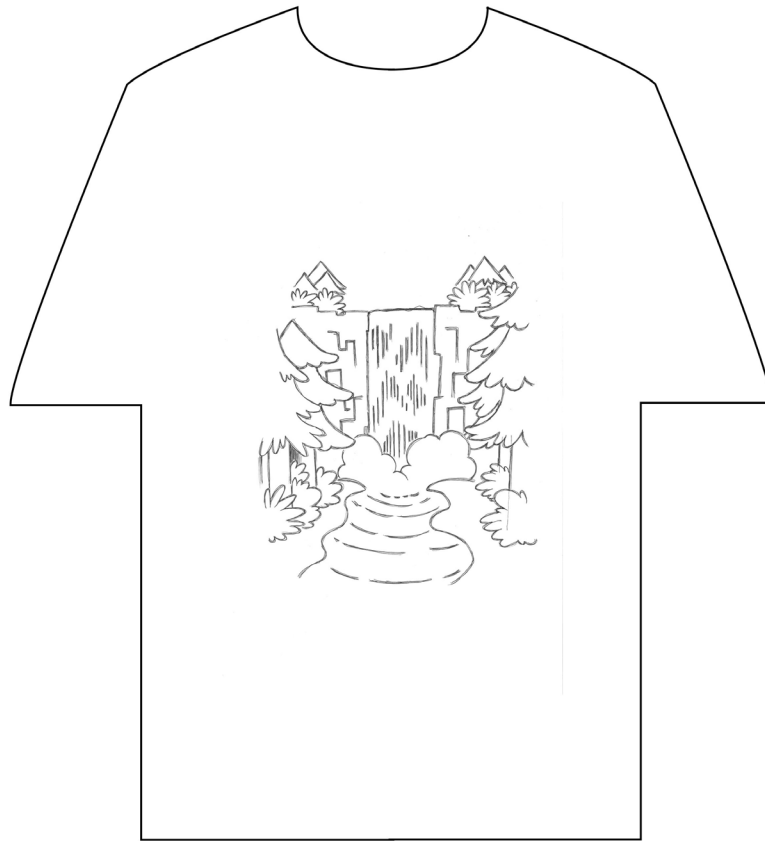


Dragonfly

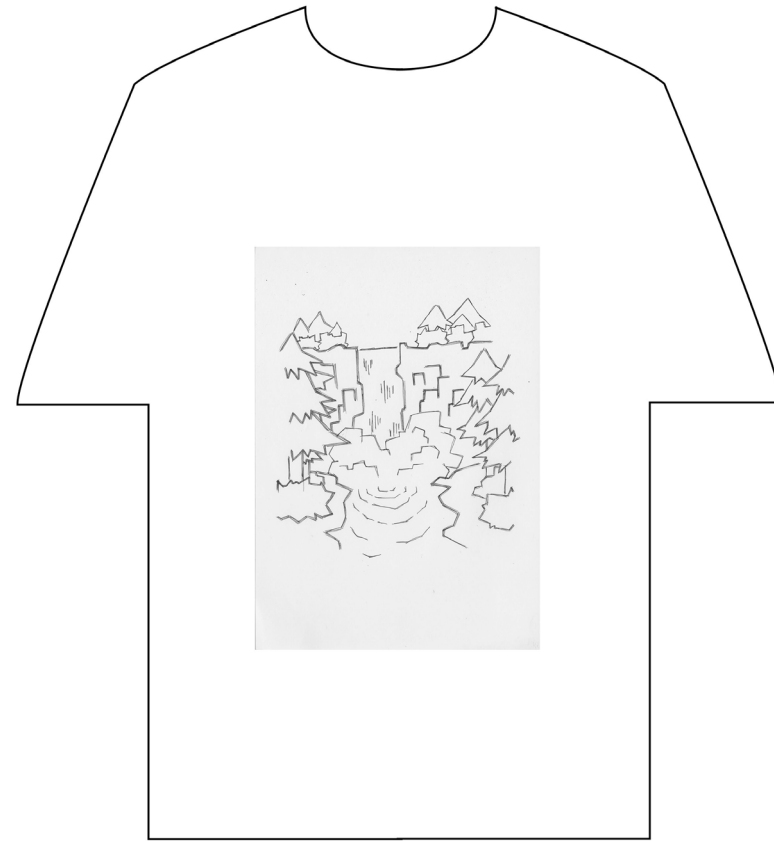


Cloud

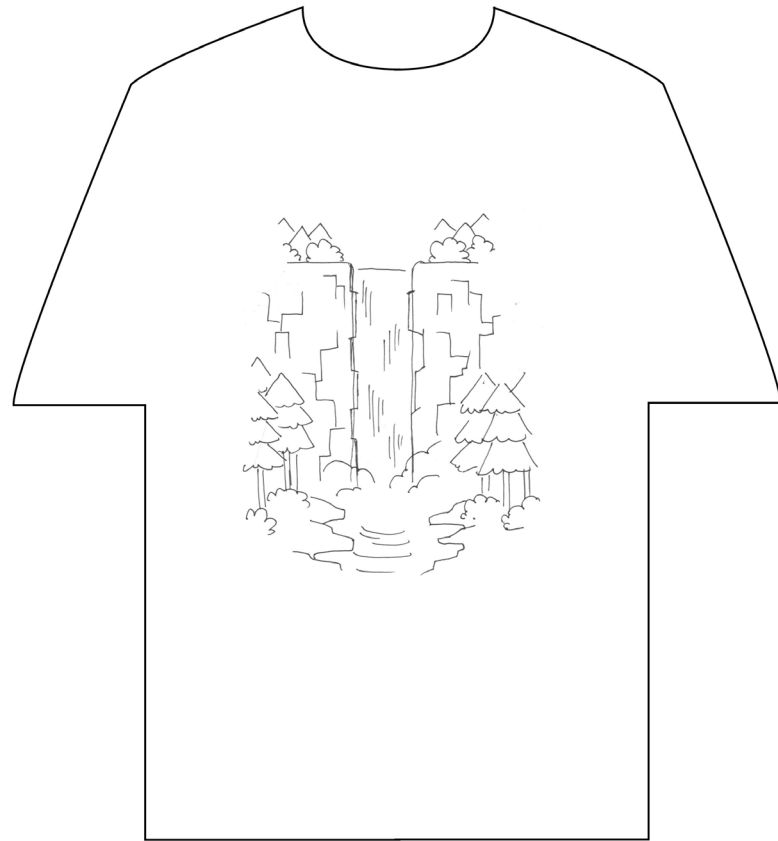
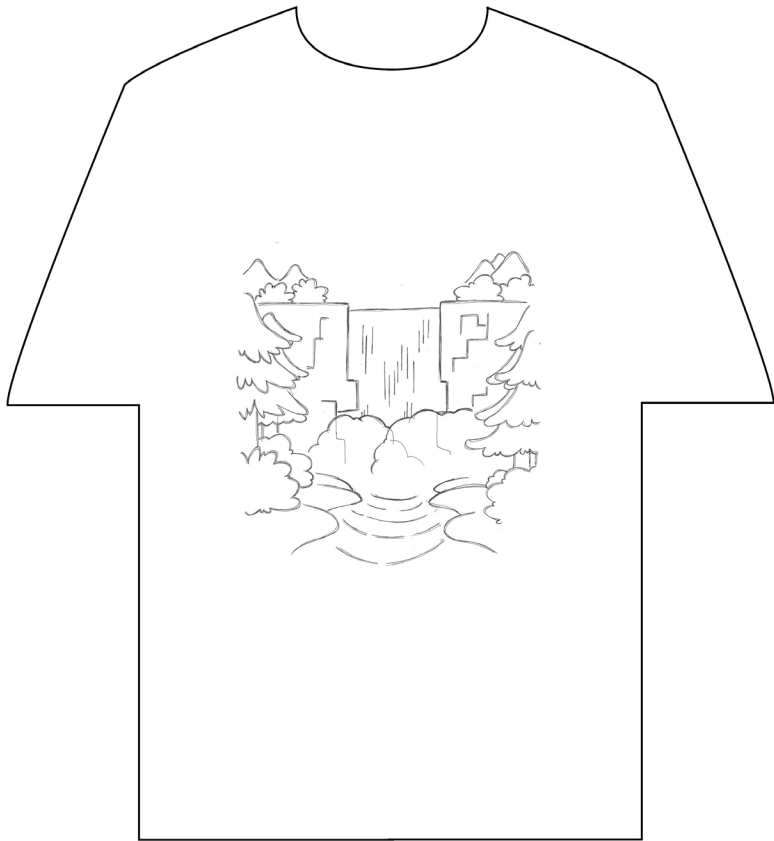
Range 2: It is a range of landscape related images. I tried a few styles on the waterfall, but eventually go for the second one. Although the outline here is built with drawing repeatedly, I suppose the line would be dense black line. The bicycle between the coconut trees is appealed because that it tells a sense of “there is people but yet is not.” Here I also have to figure out how the drop shadow will be presented. The starry sky seems to be difficult as well (I couldn’t do it well with a thin pen).

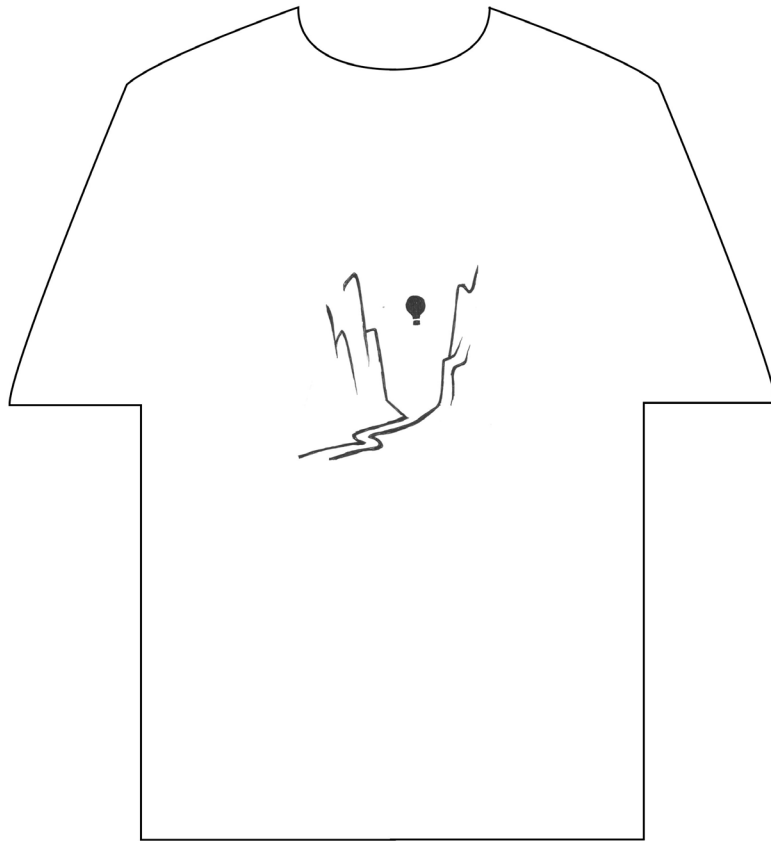


Waterfall

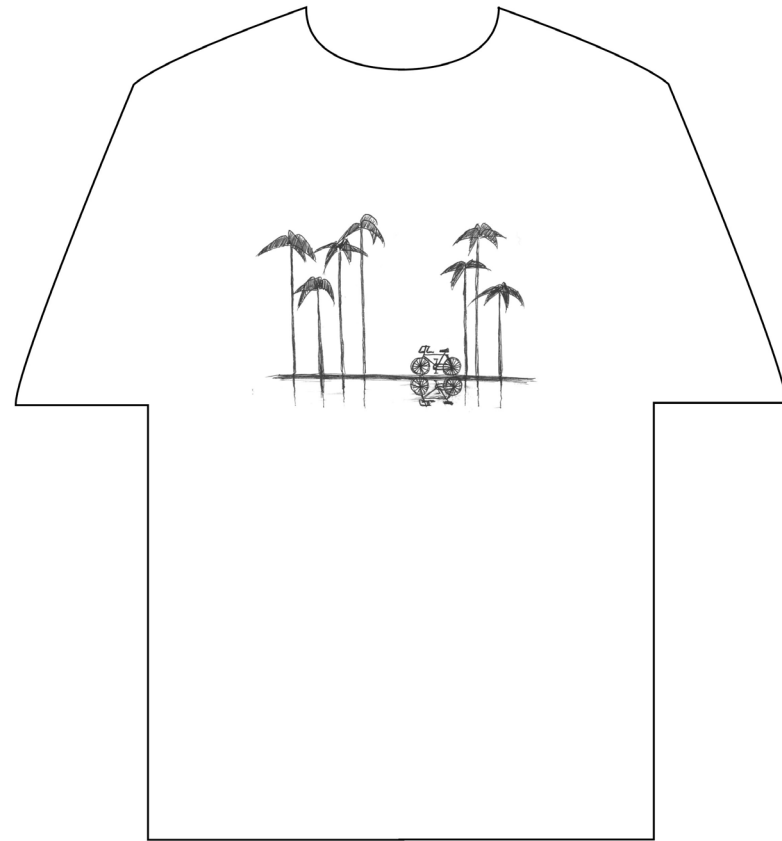


One of the tutor prefers this one. It seems easier to focus on the centre-the waterfall. Because the line around the centre is sharper, and the objects that is closed to us doesn't seem to be focused.





Hot air balloon in the valley



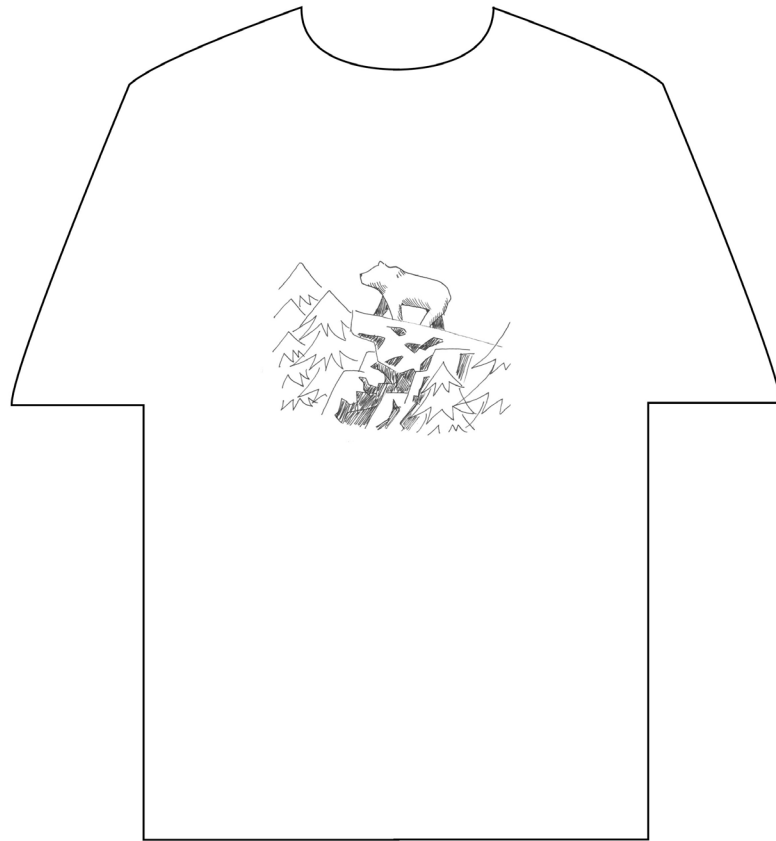
Bicycle and coconut tree



Starrysky

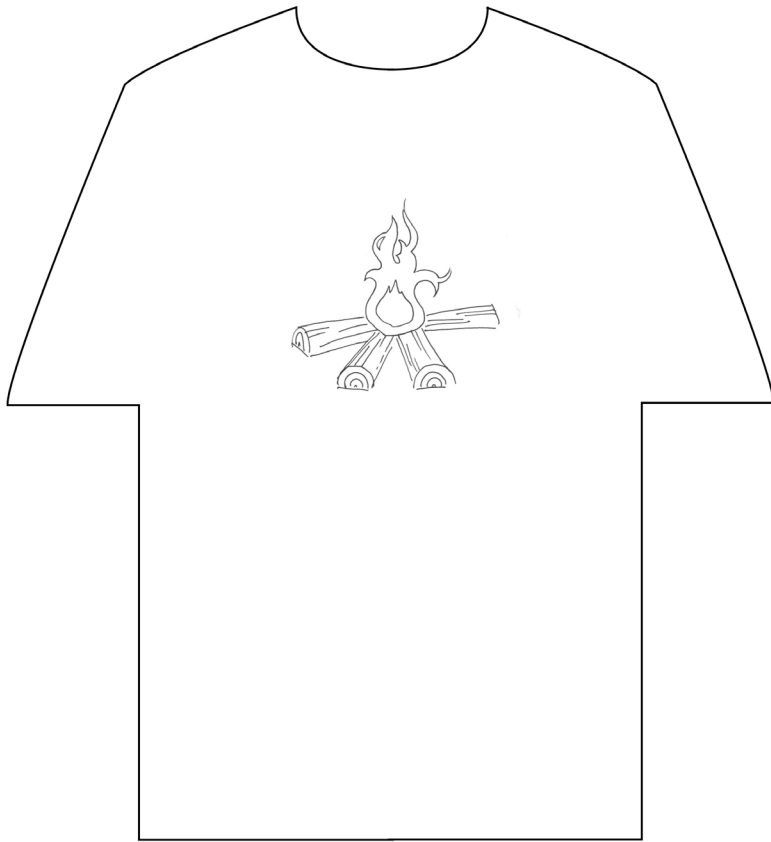


I tried to figure out how to make the light goes off smoothly.



Bear. The trees could be coloured in black as another option

Range 3: These ideas are kind of in a relation. Taking backpack to go camping in the forest, seeing bear with binocular.



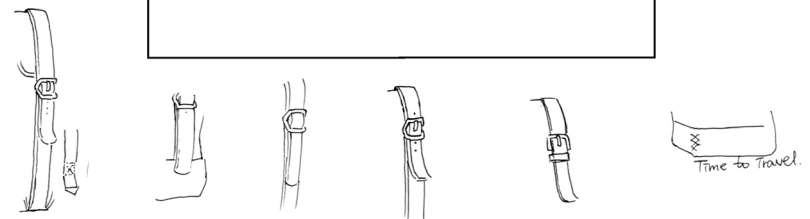
Campfire



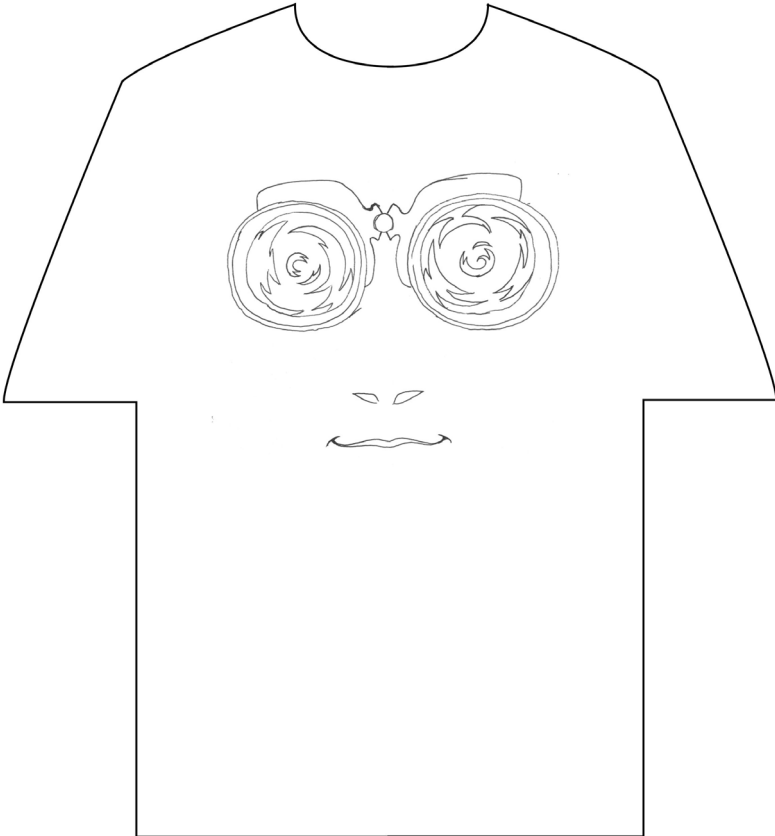
Bear



Referring to the older product that TLC has, I made a portrait for bear.



Backpack. Along the way I tried to figure out how the belt works.



Binocular. This is the best I can make so far.

Pong-Hsuan Li (Sophia)
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