

# **THESIS PROJECT**

*Presentation*

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MOME735 Motion Media Design Studio I: Thesis Pre Production

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**Thesis statement:** Motion Media Realized in Sequential Arts And Its Role in Special Education and Development.

**Keywords:** Motion Media, Special Education, Entertainment, Creativity, Sequential Art, Empathy, Interaction, Instructional

“If you see a tree as blue, then make it blue.” - **Paul Gauguin**

### **-Introduction:**

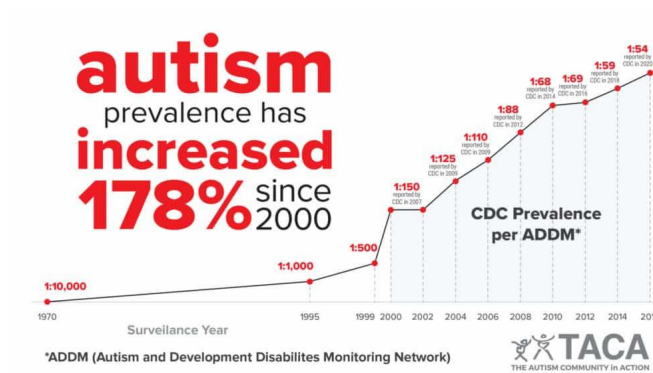
#### **Abstract:**

My goal in this thesis is the realization of Sequential Arts in motion media to influence people with mental and learning disabilities to create a series of short animations that are both educational and entertaining. The techniques/elements used in the animations will be designed to support students with autism and developmental conditions such as ADHD, neurodiverse minds. This aims to help them get a better education so they can function properly in the world when they are out of school. The elements that will be applied in this thesis and in the creative development art project will be the history, the artist, and visual form, these are my case studies. Before we discuss the project, we need to review the prevalence of autism, AHAD, and neurodiverse in today's society.

#### **- CDC Autism Prevalence**

- About 1 in 44 children has been identified with autism spectrum disorder (ASD) according to estimates from CDC’s Autism and Developmental Disabilities Monitoring (ADDM) Network.
- ASD is reported to occur in all racial, ethnic, and socioeconomic groups.
- ASD is more than 4 times more common among boys than among girls.

- About 1 in 6 (17%) children aged 3–17 years were diagnosed with a developmental disability, as reported by parents, during a study period of 2009-2017. These included autism, attention-deficit/hyperactivity disorder, blindness, and cerebral palsy, among others. <sup>1</sup>



Surveillance Year	Birth Year	Number of ADDM Sites Reporting	Combined Prevalence per 1,000 Children (Range Across ADDM Sites)	This is about 1 in X children...
2000	1992	6	6.7 (4.5-9.9)	1 in 150
2002	1994	14	6.6 (3.3-10.6)	1 in 150
2004	1996	8	8.0 (4.6-9.8)	1 in 125
2006	1998	11	9.0 (4.2-12.1)	1 in 110
2008	2000	14	11.3 (4.8-21.2)	1 in 88
2010	2002	11	14.7 (5.7-21.9)	1 in 68
2012	2004	11	14.5 (8.2-24.6)	1 in 69
2014	2006	11	16.8 (13.1-29.3)	1 in 59
2016	2008	11	18.5 (18.0-19.1)	1 in 54
2018	2010	11	23.0 (16.5-38.9)	1 in 44

<sup>1</sup> Identified Prevalence of Autism Spectrum Disorder ADDM Network 2000-2018 Combining Data from All Sites, accessed November 8, 2022, <https://www.cdc.gov/ncbddd/autism/data.html>

<sup>2</sup> Ibid

This is an important topic because every year more and more people are diagnosed with different severity of autism, and traditional educational materials/formats aren't as effective in helping them, and need to incorporate more visual stimuli. "Neurodiversity describes the idea that people experience and interact with the world around them in many different ways; there is no one 'right' way of thinking, learning, and behaving, and differences are not viewed as deficits"<sup>3</sup>. People who have a neurodiversity mind are similar to the context of autism spectrum disorder and that leads them to interact with the world in different ways. The effects of neurodiversity lead to a wide range of strengths and abilities in some areas, yet difficulties in others. For strengths, they can see certain objects before other people, and think more clearly, and hear better. The negative side of neurodiversity is that they are sound sensitive, communication may be difficult therefore often they give wrong messages inadvertently. Neurodiversity emphasizes the strengths of people with autism and the value that society receives from human differences. Traditional texts are too complicated and some audiences will lose interest and they won't be able to focus. Thus, creating animations that will keep viewers engaged is a great way to deliver important educational lessons and support non-traditional learning styles. In this motion media design thesis project the plan is to create clear communication, enjoyable, and wonderful design to help people. This motion media design project is for all ages because most shows you watch in the past, you can still watch it today and today shows you can watch.

The purpose of this research is to celebrate and honor the variety of human wiring. It will analyze the possibilities between comic books realized in motion graphics, movies and

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<sup>3</sup> What is neurodiversity? By Nicole Baumer, MD, MEd, Contributor, and Julia Frueh, MD, Guest Contributor, accessed November 8, 2022, <https://www.health.harvard.edu/blog/what-is-neurodiversity-202111232645>

illustrate the benefit they have when applied in augmentative and alternative communication and with other ASD people to process information in a more effective manner.

### **-Chapter 1:**

This thesis will create an animation that entertains and educates the audience using my Sequential Art and Motion Media background, so audiences with non-traditional learning styles can learn more and be better for themselves and the world.

The different influence that an interesting simple animation presents to the audience gives them an opportunity to learn visually. Motion media moves and transforms and captivates the viewer, for example oral hygiene is very important, keeping a beautiful smile and healthy teeth are often a challenge at young age and especially with autism because it is a complex developmental disability that impairs communication, motor skills and often create hypersensitivity to sensations like textures, smells, taste which can trigger anxiety in a moment's notice and it makes it hard to educate them about the importance of dental hygiene even more so. So lessons of Oral hygiene could target third graders, due to children not liking going to the dentist and some of them refuse to brush their teeth. Near the end of the motion media lesson for Oral hygiene, there will be a before and after. Another lesson that will be installed would be astrology because most people would observe the night sky as it is beautiful yet mysteries, such as the constellation where it uses legends when stars are aligned to form the constellation, like the Leo, Draco, Orion, and Corvus. It would be storytelling in motion media, it would be entertaining.

This project would capitalize on the research that indicates that people with ASD have an increased ability to focus attention on certain tasks.<sup>4</sup> These obsessions, in fact, can be great motivators. A creative teacher or parent can channel obsessions into career-relevant skills.<sup>5</sup> Creating a series of interesting subjects such as graphic novel, short film or animation will hopefully capture their mind, spark their interest and send them on the road to success.

*Hans Asperger*<sup>6</sup> also called these children “little professors” because they could talk endlessly and in great detail about the subjects that had caught their interest. “Later Asperger went so far as to write: ‘It seems that for success in science or art a dash of autism is essential. For success the necessary ingredients may be an ability to turn away from the everyday world, from the simple practical, an ability to rethink a subject with originality so as to create in new untrodden ways, with all abilities canalized into the one speciality’”<sup>7</sup>

According to the standard criteria there does not seem much doubt that *Isaac Newton, Henry Cavendish and Albert Einstein* were Asperger people; in fact Newton appears to be the earliest known example of a person with any form of autism.<sup>8</sup>

The animation will not only teach people on how to learn more, but it will help people open up their hearts to others and to themselves because alone time is fine for a time, but

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<sup>4</sup> People with autism possess greater ability to process information, study suggests, accessed November 8, 2022, <https://www.sciencedaily.com/releases/2012/03/120322100313.htm>

<sup>5</sup> Temple Grandin, *The Autistic Brain: Thinking Across the Spectrum*, accessed November 8, 2022,

<sup>6</sup> Asperger H. Die ‘autischen Psychopathen’ im Kindesalter. *Arch Psychiatrie Nervenkrankheiten* 1944;17: 76-136 [[Google Scholar](#)]

<sup>7</sup> Ibid

<sup>8</sup> Singular scientists, accessed November 8, 2022, <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC539373/#:~:text=According%20to%20the%20standard%20criteria,with%20any%20form%20of%20autism>

everyone needs a friend. “Autistic people experience a profound feeling of being alone in the world—‘unable to form a conception of others that attributes mental states to them’. Isaac Newton's boyhood has been described as lonely and loveless. Henry Cavendish was said by a contemporary to ‘consider himself as a solitary being in the world, and to feel himself unfit for society’. Of the many stories told about his idiosyncrasies, one concerns a distinguished foreign scientist who said he wished to meet ‘one of the greatest intellectual ornaments of this country, and one of the most profound philosophers of all time’. Cavendish was so embarrassed that he was reduced to total silence and escaped in his carriage at the first opportunity. Einstein too was a loner: ‘I'm not much with people’, he declared. As a child he was shy, lonely and withdrawn from the world.” Some of the greatest minds started out as loners who did not know what to do until they found their calling when they saw what intrigued them and wanted to meet their idols.<sup>9</sup>

Higher functioning forms of autism are often associated with prodigious talent and with artistic genius like Andy Warhol and Tim Burton. Rather than allowing others to define what often happens, Tim Burton has taken advantage of the pictures in his mind to make genius films that make us all see the world through his eyes with his own unique style.

There are different ways for people to learn besides school and there is nothing wrong with it. For example, there are people who hike in the mountains and observe how animals live and plants grow. The basic learning abilities would be visual, hearing, or touch influence. Other types of people who absorb knowledge would be linguistic intelligence, this learning theory that deals with a sensitivity to the spoken written language, ability to learn language.

Bodily-Kinesthetic Intelligence is a type of learning where one uses the whole body to solve

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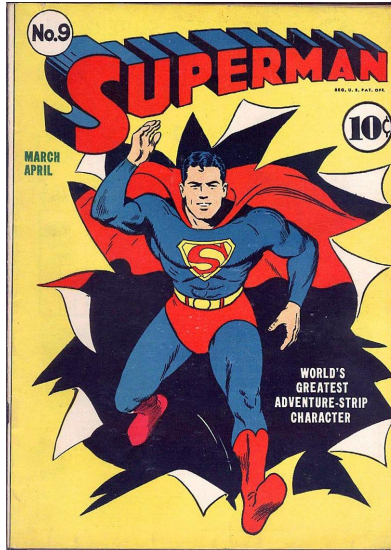
<sup>9</sup> Singular scientists, accessed November 8, 2022, <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC539373/#:~:text=According%20to%20the%20standard%20criteria,with%20any%20form%20of%20autism>

problems or to fashion products, which are traits to dancer, athlete, surgeon. These different learning styles will inspire the current and future generation to develop their minds, yet create a style of art for themselves.

The reason for using Sequential Art is that most people during their childhood to now have read Graphic Novels also known to be comics which would lead to them developing their reading skills along with gaining artistic skills that could turn them into an artist one day. I have a degree in Sequential Art, and found that studying this art form to be interesting, and to draw the world from my own perspective and give the story in pictures and not so many words. Motion Media that I am currently studying at SCAD is fascinating because it allowed me to know how films are developed, which led me to learn how to animate characters. These two art practices can give the audience a better understanding of the educational topic so the viewer is not afraid where they learn and not panic if they understand what it is leading to.

### **-Chapter 1.2A: History of Sequential Arts**

The history of Motion Media Design and Sequential Arts have a long ancestry, starting off with Sequential Arts that born in England since 1800s, where the the platinum age 1897 - 1938 and the considered first comic book published “*The Yellow Kid In McFadden’s Flats*,” this captured the viewers with fantasizing art and story. This led to magazines to make humor comics, and America to make their own comics of humor, then heroes. One character known by all is one of the first generation heroes, “*Superman*” first appeared in Action Comic Issue 1 in 1938 by *DC (Detective Comic)*. The idea for Superman is to inspire people by believing in hope and to be better than what you could do to the world.



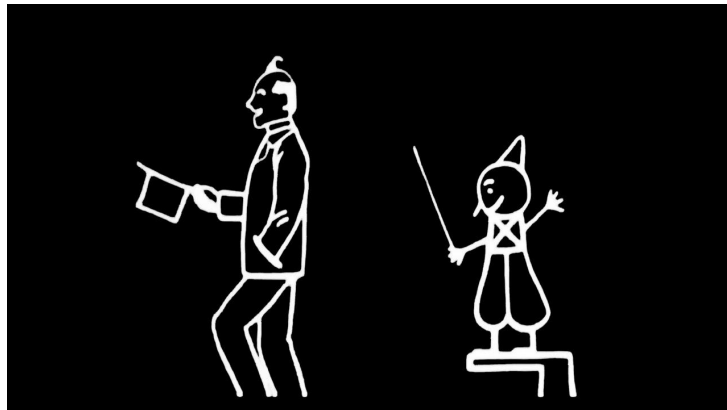
**Figure 1. DC Superman. Sequential Art. Writer Jerry Siegel. Artist Joe Shuster. 1938**

Some artists in the past would combine certain artwork to make something different in motion media, such as *Oskar Fischinger* who created an animation using shapes, colors, and motion that would help *Disney "Fantasia"*. Fischinger has an abstract style that captured the audience, for example, "In 1938–9 Fischinger was hired by the Disney studio as a "motion picture cartoon effects animator", earning \$60 a week. Having animated the sparkle of the blue fairy's wand in *Pinocchio*, and thereby converting his abstract powers directly into Disney magic, he produced sketches and try-outs for Bach's toccata and fugue section in *Fantasia* (Where Abstraction And Comics Collide Oskar Fischinger. Paragraph 4)." Oskar Fischinger started to show the simplest format of motion as animated shape and color, which led to his involvement with Disney. Fischinger also argued that cinema animation was an art that broke free and had an unusual shape, yet elegant storyline. An example, "All sorts of experimenting artists found that cartoons touched on many things that they too wished to explore: abstraction; forceful outlines; geometric forms and flatness; and the questioning of space, time and logic, that

is to say, a consciousness of space that is not geographical but graphic and time as non-linear and convoluted.” Motion Media design and animation is a stage play starting unknown, yet becoming a huge legend.<sup>10</sup>

### **-Chapter 1.2B: History of Motion Graphic and Educations**

“The father of the animated cartoon” French artist Émile Cohl (1857 – 1938) cartoonist. He was famous in Paris in the 19th century for his comic style. He created the first ever fully animated film in 1908, *Fantasmagorie*. In this short 1-minute 20-second animation he created 700 drawings which were then double-exposed to create a negative film effect of white lines on black. He created 200 more films in his life.<sup>11</sup>



[Emile Cohl - Fantasmagorie 1908](#)

**Figure. 2 Émile Cohl. Motion Media Animation. “The magical world started.” accessed**

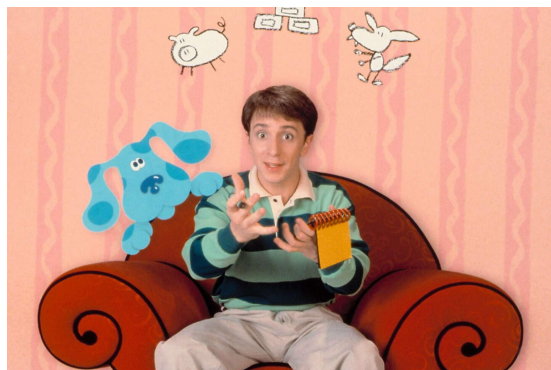
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<sup>10</sup> Where Abstraction And Comics Collide Oskar Fischinger. accessed 1, May, 2022, <https://www.tate.org.uk/tate-etc/issue-7-summer-2006/where-abstraction-and-comics-collide>

<sup>11</sup> Taggart, Emma. “Pioneers of Early Animation Who Influenced The Future.” My Modern Met, June 15, 2018, <https://mymodernmet.com/pioneers-of-early-animation/>.

Motion Media since the starting camera was just stop motion and the animation would be painting out the images frame by frame. Motion Media evolved to different forms, which one would be animation and would develop techniques to intrigue animation within real life such as “*Blues Clues*” where there character is a Blue Dog called “Blue,” where in each episode there is a mystery and a lesson where blue would lead the viewer and his friend to it. “*Blues Clues*” help the viewers develop deductions to find items and know their background.



**Figure. 3 Blues Clues. Motion Media Design. September 8, 1996**

Another example of how motion media educates viewers would be “*SchoolHouse rock.*” Schoolhouse Rock is an animated children's series that ran on ABC mostly from 1973 through 1979, this motion would use songs to broadcast educational topics such as basic math, grammar, American history, science, money, and computer scene. The use of the visual part of the music animation made education fun, and simple, and allowed people to absorb the information quickly and efficiently. The songs are remembered by those who watch and are presented in today's class depending on the circumstance. What SchoolHouse rock did in the 70s was to provide an entertaining way of teaching people certain topics. We can use the same principle and alter it to the needs of the target audience.

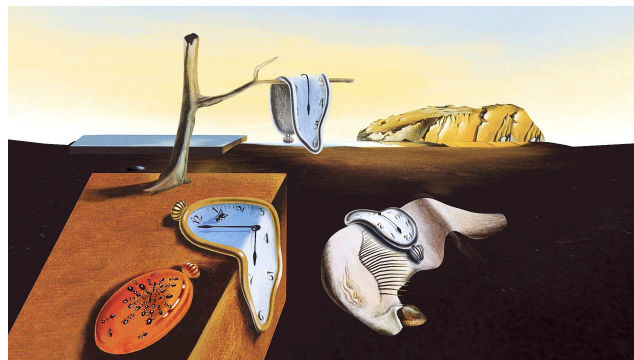
*Disney* has always entertained and educated people, such as in world-class Disney parks, where the “*Disney Youth Education*” by providing seminars, presentations, workshops, and tours to teach the youth on a certain topic. This education Program has been around since 1979 and there are different programs year around. At Cinderella's castle, students would learn sound waves using a tuning fork. Some of the classes teach physics, such as “The Haunted Mansion” which was created in 1971 and is Disney's most famous ride. It shows 999 ghosts which are animatronic and special effects. The Haunted Mansion is to teach the utilization of low light (UV lights, scrim, and reflections) and even darkness to create a spooky atmosphere. The motion media design of *Walt Disney* has an exotic, yet complex format. It starts by using the well-crafted 2-D object artwork of the background, then using the camera to zoom in or out to give it some depth. The foreground has more contrast than the background, by giving some of the landscape some deep saturation, highlights, and shadows. It also gives the landscape some form instead of giving a flat format.

A modern model who came to the spotlight to give the world a gift of knowledge would be *Bill Nye the Science Guy*, where he had a tv show which was watched by millions. Even today, people know about this scientist who made learning more fun. Bill Nye would study mechanical engineering in Cornell University and be a student of Carl Sagan’s astronomy class. Bill Nye would start his career in Seattle, while being part of training films. Bill Nye's nickname “The Science Guy,” was made due to his character in his children's science show. Nye's career in entertainment began when Bill Nye corrected a few grammar mistakes on “Almost Live” show host, in which the host replied “Who do you think you are—Bill Nye the Science Guy?” Sometimes starting careers are when you help people and that earns their name and ideas from unknown circumstance

### -Chapter 1.3: Creative Influence

The art that the world observes and talks about is one thing, but the artist is a greater part as their ideals and creativity made this thus delivering a wide range of styles for people to use on their own artwork.

*Salvador Dali* influenced artists to bend their minds and the artwork to alternate worlds. Not all artwork is made the same, so try to alter it that will be different and twist the mind. This kind of art is surrealism. One of the paintings that would embody the avatar of surrealism would be the 1931 *The Persistence of Memory* where the world is distorted with the clock melting. The use of different creative minds can build up ideas for each other by thinking outside of the box.



**Figure. 4 Salvador Dali. 0' 9" x 1' 1" Oil Painting. "The Persistence of Memory." Port Lligat. 1931**

A motion media film can be created from the minds or from a source of literature, but it requires some creativity to catch the viewer's attention. One motion media artist, *Georges Méliès*, would create many films that left his audience in awe. One film would be October 04, 1902 in France called "*A Trip To The Moon*," which was inspired by the 1865 fiction of Jules Verne and H.G. Wells, novel "*From the Earth to the Moon*." *Georges Méliès' film* would be known due how Méliès made each scene look amazing from the special effects as it looks like it came out of the fairy tale.



**Figure. 5 Georges Méliès. Motion Media Design. “A Trip To The Moon.” France. October 04, 1902.**

When a good story is made in motion media or Sequential Art, it needs characters. **One Sequential Art artist made a ton of good stories with heroic characters and this artist is *Jack Kirby*.** *Jack Kirby* is a cartoonist, who has worked with Marvel and DC comics and developed the visual artwork for the Sequential Art books. *Jack Kirby* has created *Groot*, *Doctor Strange*, and *Spiderman*. This Sequential Art that *Jack Kirby* has created has inspired generations after generations of people to become Sequential Art artists and to be better than what they are.



**Figure. 6 Stan Lee, Jack Kirby. Pencil, pen, color. Amazing Fantasy. August 1962. New York.**

**-Conclusion**

The art, stories, and styles of Sequential Arts and Motion Media throughout time, to our present and into the future have and will evolve the world, and made me think how it changes most people's lives is astonishing. And it gives artists chances to create an endless variety of entertainment, edu-tainment, and the tools to create them for different audiences. My thesis will present topics to help people with mental and learning difficulties become motivated to learn more the way they can, and try new things. Using my proposed educational topics and having them paired with eye catching illustration and wonderful visual animations give me the opportunity to make a difference. Through no fault of their own these socially isolated, often non-verbal people can adapt to social norms, break the stigma around them with appropriately targeted learning materials.

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