

# Andor S. Mate

Master of Fine Art Candidacy Review Fall 2022

# Statement of Purpose

My goal for attending Savannah College of Art and Design is to attain MFA in Motion Media Design and to improve and challenge my skills and talent as an artist. I hope to develop amazing pieces that help the art world. With this candidacy review presentation, I would like to demonstrate my dedication to study motion media at the highest level possible and to excel in this field.

I would like to use my cartoonist background coupled with motion media to create educational series for children and young adults with disabilities to help them learn as it will be explained in my thesis outline.

# Feelings and Truth Poem

By Andor S. Mate

# POEM VERSE

## FEEL YOUR FEELINGS, TELL YOUR TRUTH

By Andor S. Mate

TO TELL THE TRUTH ABOUT MY  
EMOTIONS, IT'S VERY DIFFICULT.  
I FEEL SO UNBALANCED.

I FEEL THE POSITIVE AND NEGATIVE.  
THE GOOD AND THE BAD. I FEEL THE HARMONY.

SOMETIMES I FEEL HAPPY AND AT PEACE.

AT OTHER TIMES I FEEL SAD AND BLUE.

OCCASIONALLY, I CAN FEEL ANGRY, AND/OR STRESSED.

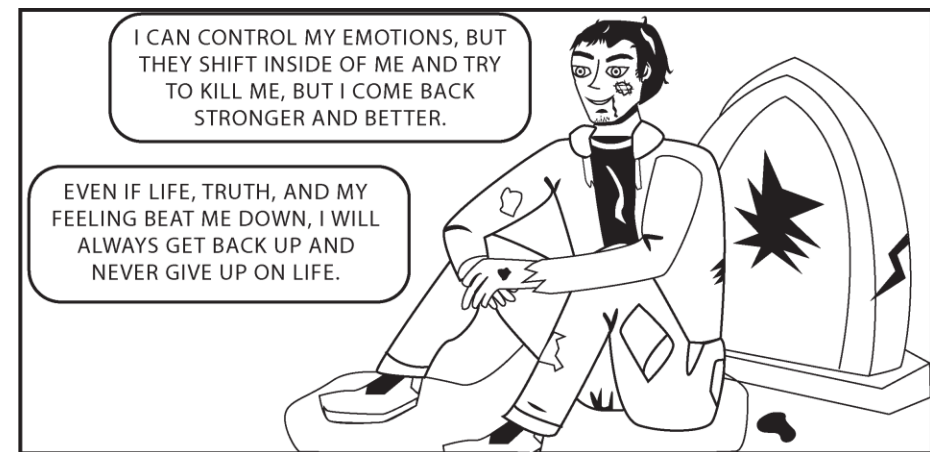
THE TRUTH IS ABOUT ME...

I CAN CONTROL MY EMOTIONS, BUT THEY SHIFT INSIDE OF ME AND TRY TO KILL ME,  
BUT I COME BACK STRONGER AND BETTER.

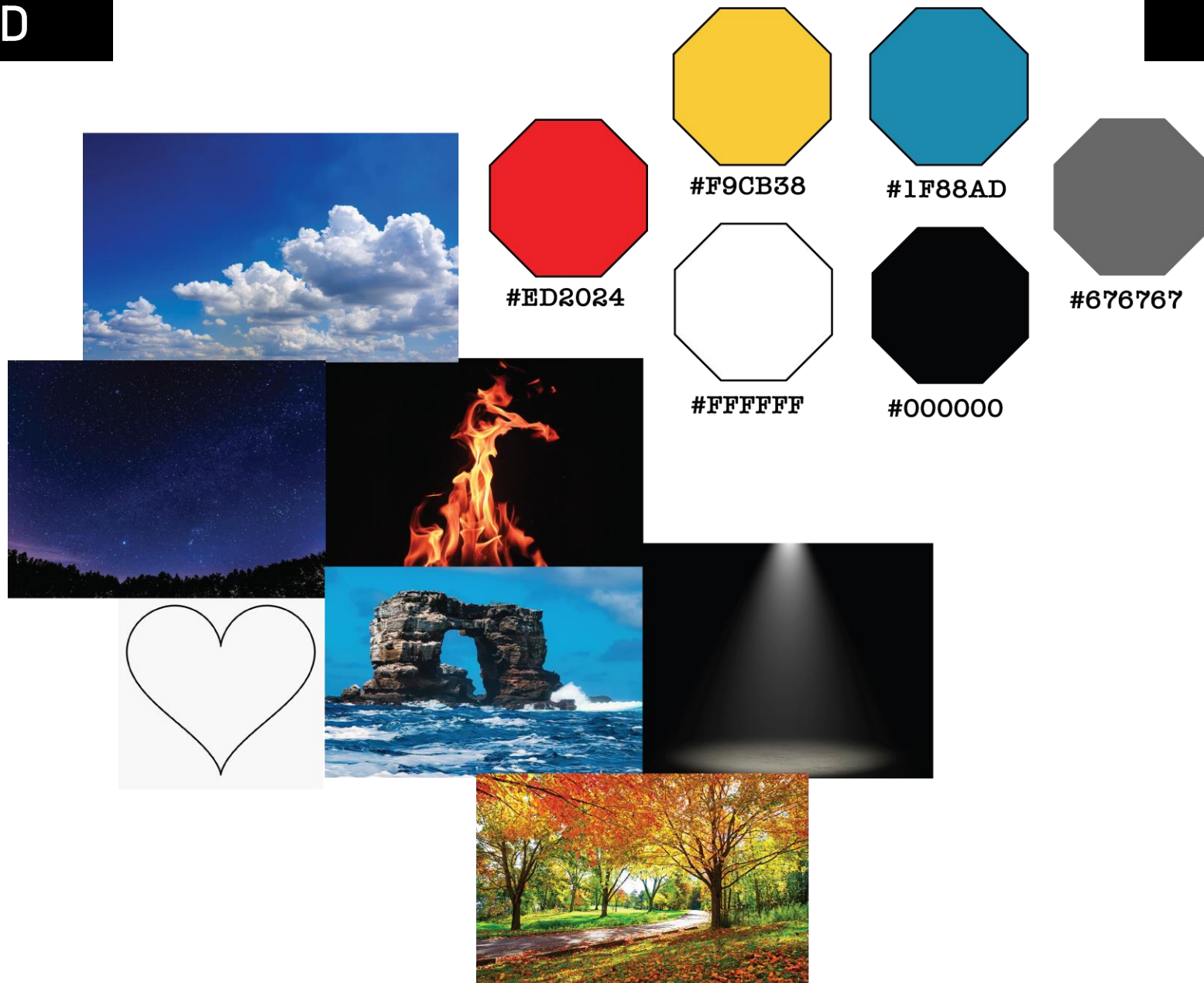
EVEN IF LIFE, TRUTH, AND MY FEELING BEAT ME DOWN, I WILL ALWAYS GET BACK UP AND NEVER GIVE UP  
ON LIFE.



# FEEL YOUR FEELINGS, TELL YOUR TRUTH

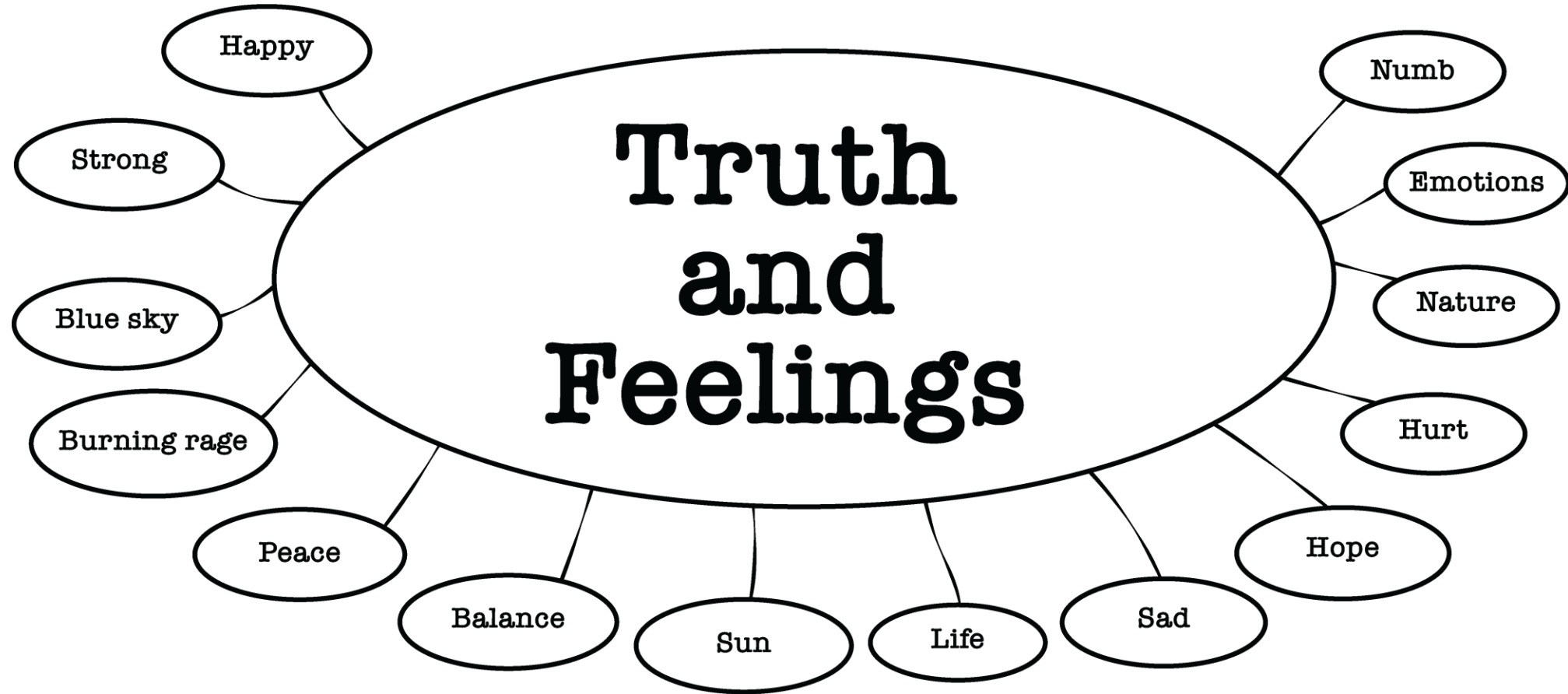


# MOODBOARD



# COLOR PALETTE

# BRAINSTORM

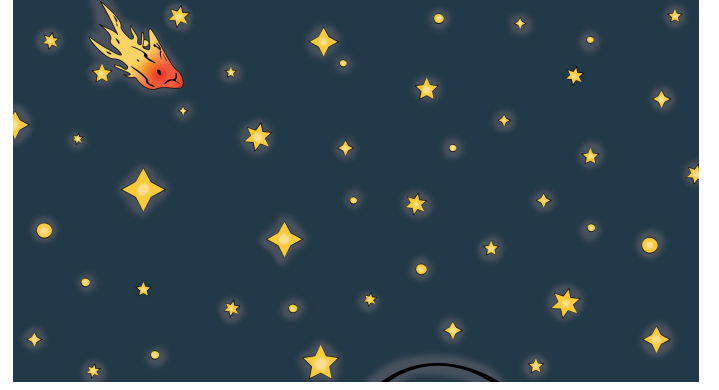
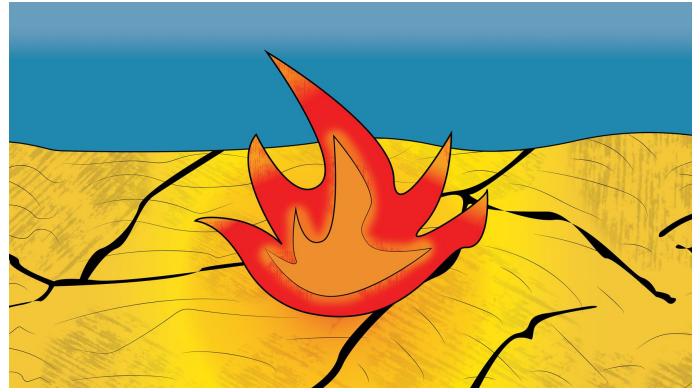
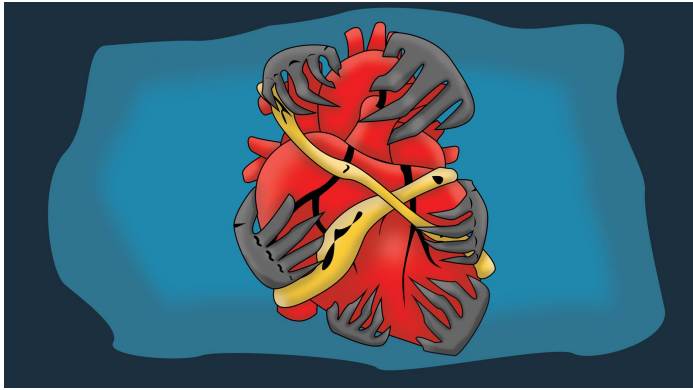
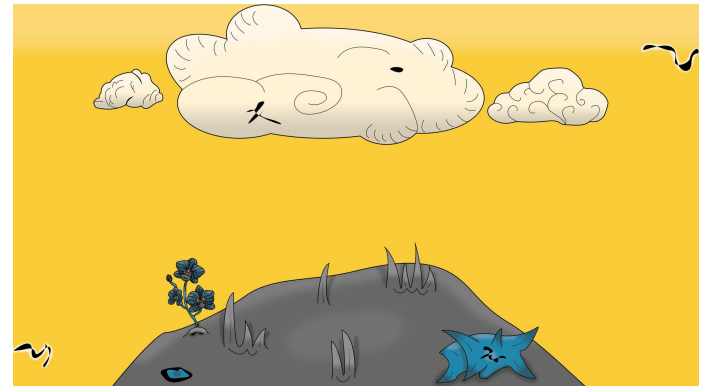


# CONCEPT

The Concept of my poem is to tell how the life of a person even though they feel balance and peace, it just they can still feel the damage of life and understand every emotion within them despite saying their fine or say the opposite.

During times of harmony, I would feel happy and at peace where I could almost get through the day and night. The times I feel despair and sadness are of the darkness wrapping around my insides. The anger that burns inside is a fire that strains my brain and heats my body to point that it tires me out.

Sometimes I feel numb, but I come back stronger because truth, life, and emotion are some of the things that help me keep going, even that's the reason why I feel weak.

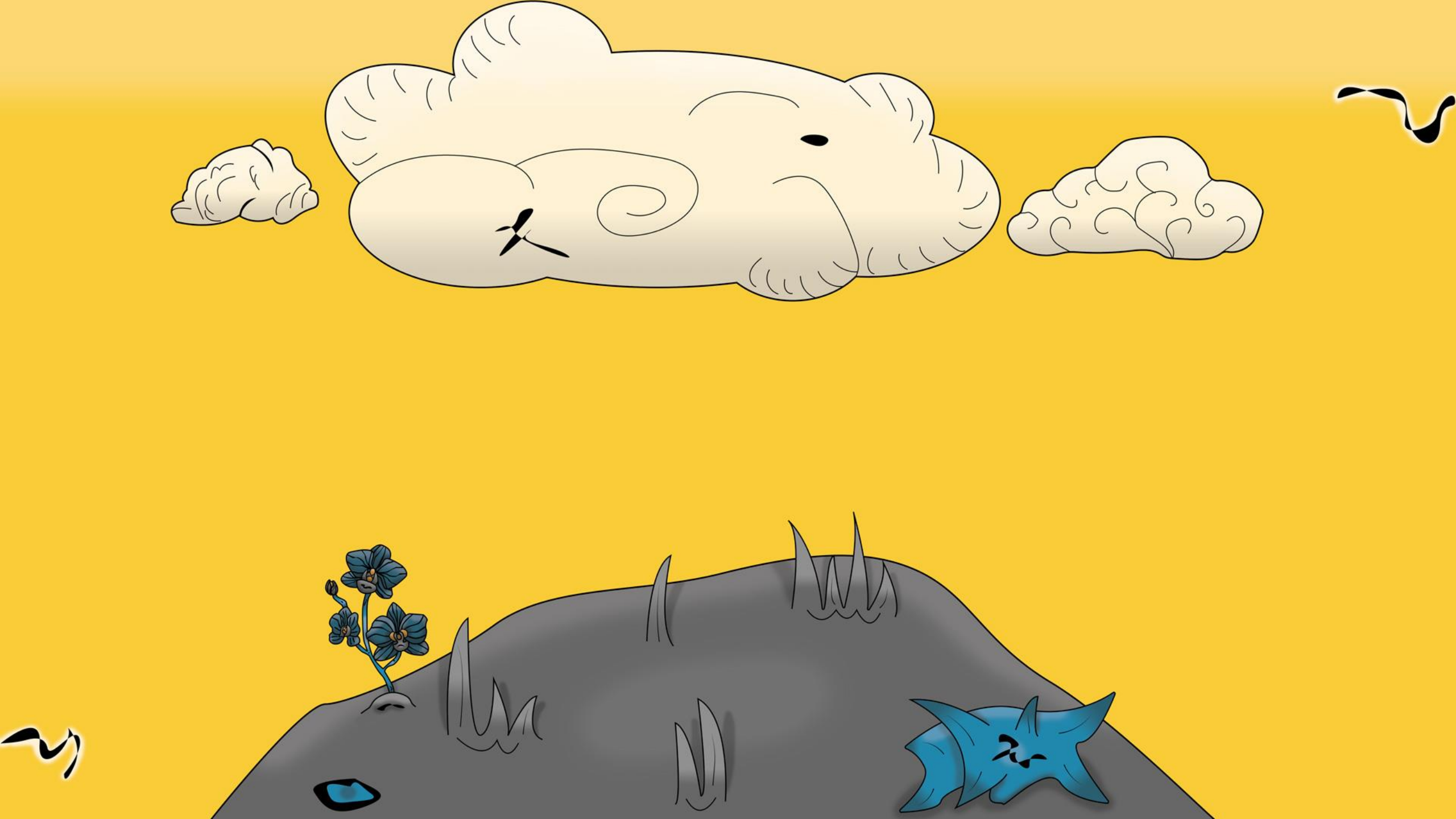




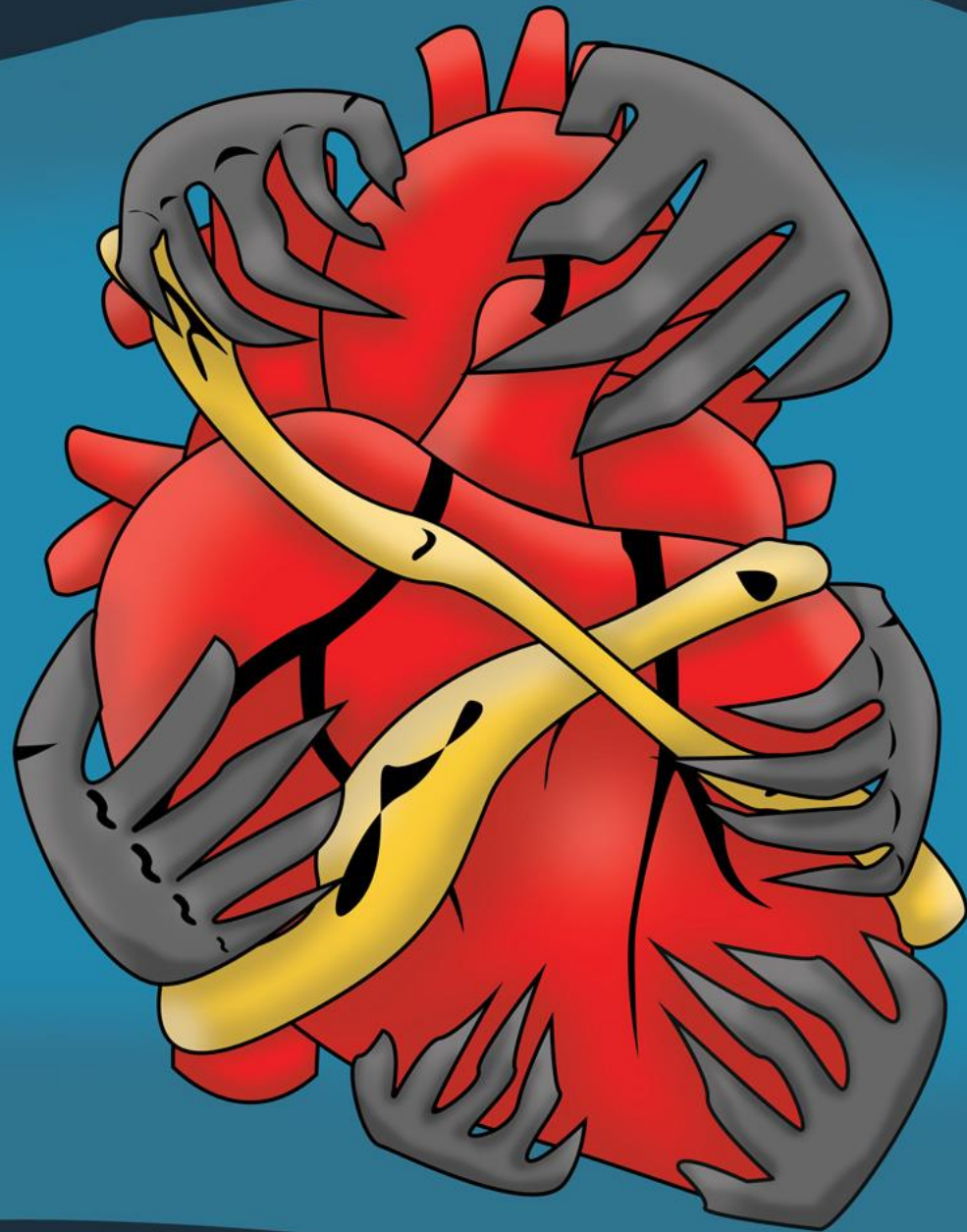




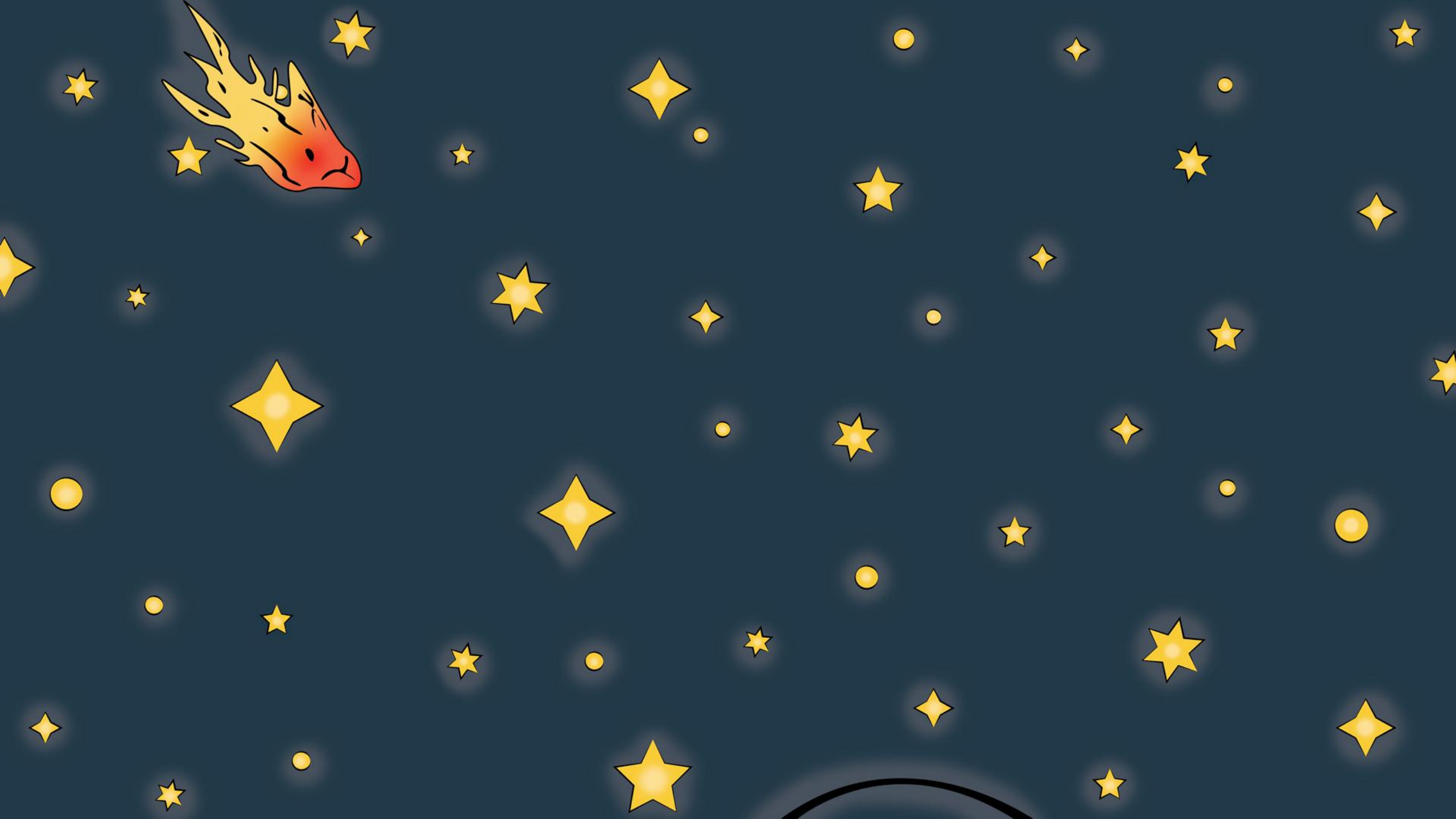


















**K**inder

# CONCEPT

## -Proposal:

Within this world, there are multiple different types of chocolate that people like, but Kinder Chocolate is not recognized easily because it's European and rarely seen in America except at few European shops. What I am trying to aim at is to show what Kinder Chocolate is and how delicious. It is milk chocolate and has extra milk in it to help children to grow because of the milk. One of the company's chocolates, the Kinder Egg, has a toy inside. The main focus group of Kinder Chocolate would be everyone, but mostly children.

## - Company:

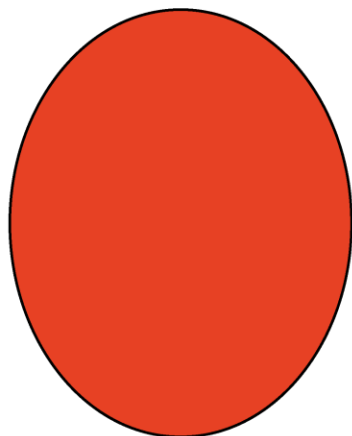
It is the second largest chocolate brand in the world. Kinder sells in 170 countries and now sold in the U.S.A. Kinder has a wide variety of milk chocolate and they shape it differently and they add great grain and nuts to it to satisfy every child.

## - History:

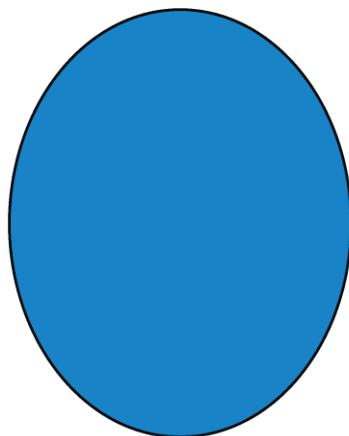
The history of Kinder started in Alba, Italy in 1968. The creator of chocolate was Michael Ferrero and he would add some other things to the famous brand to the Ferrero company and the family still owns it to this day.

Kinder Site: <https://www.kinder.com/us/en/>

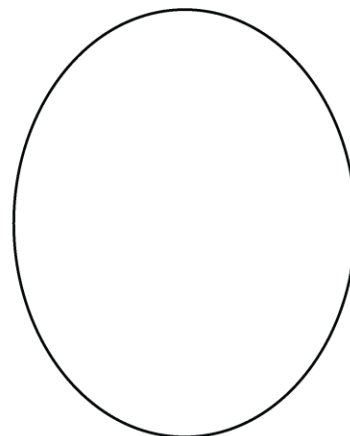
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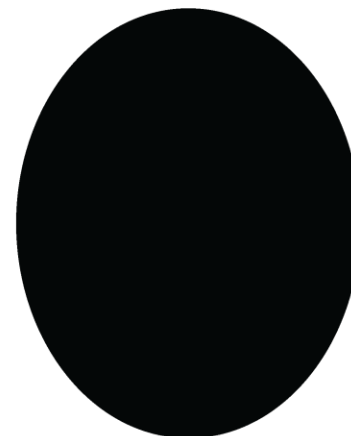
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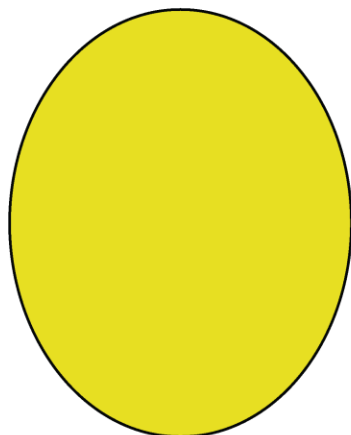
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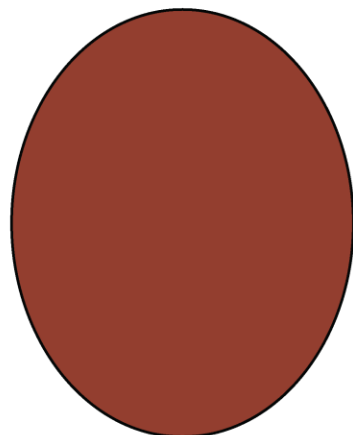
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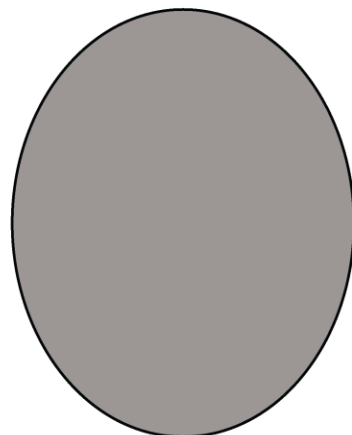
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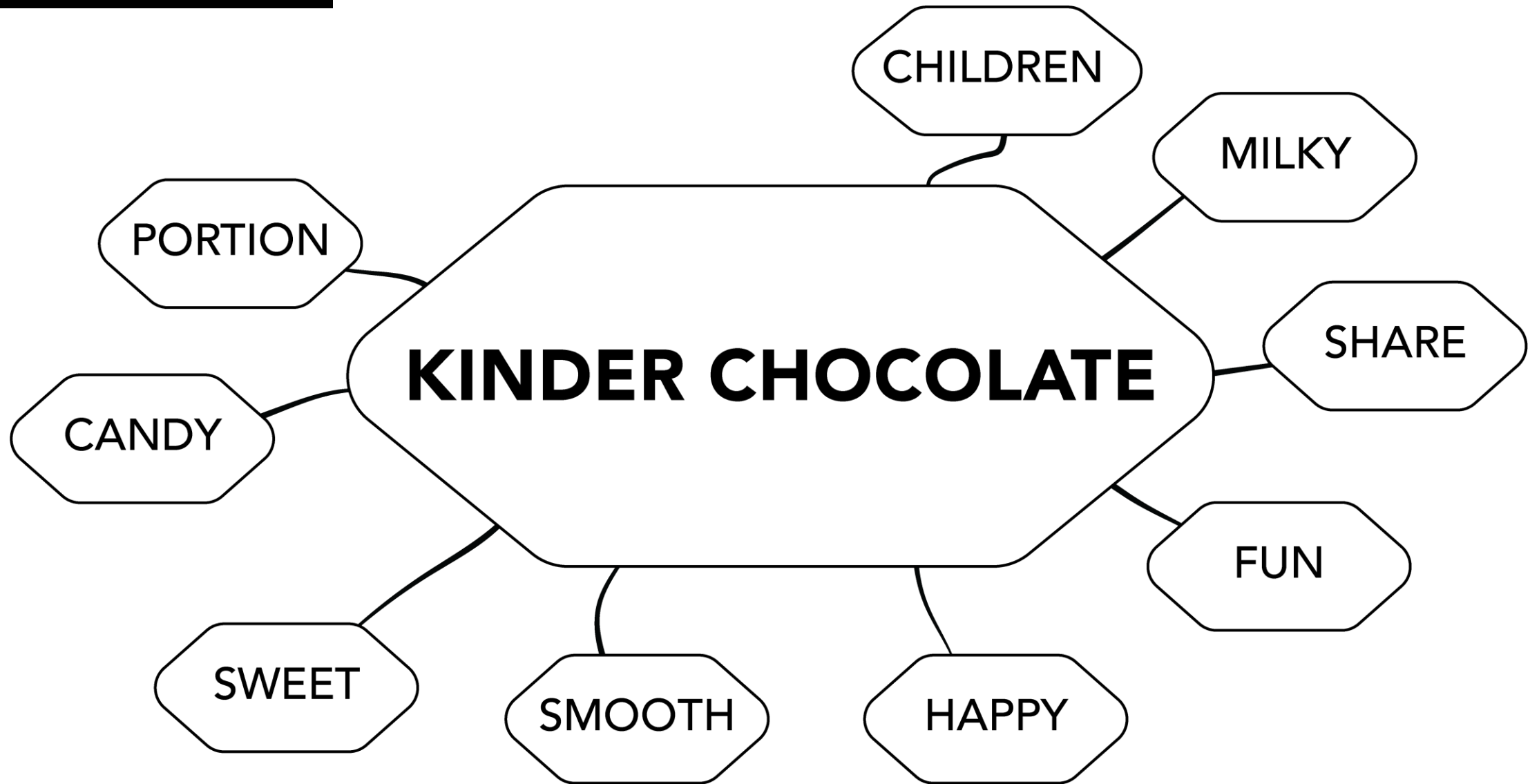
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9A9594



## BRAINSTORM



# MOODBOARD

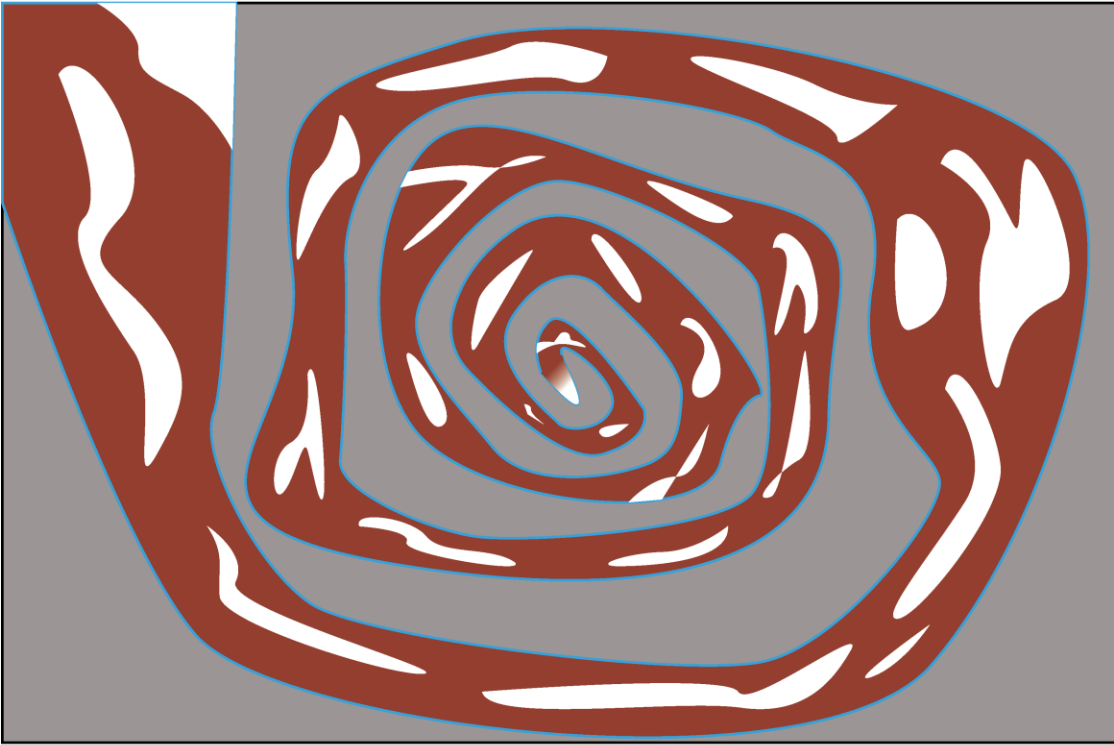


# GRAPHIC STYLE

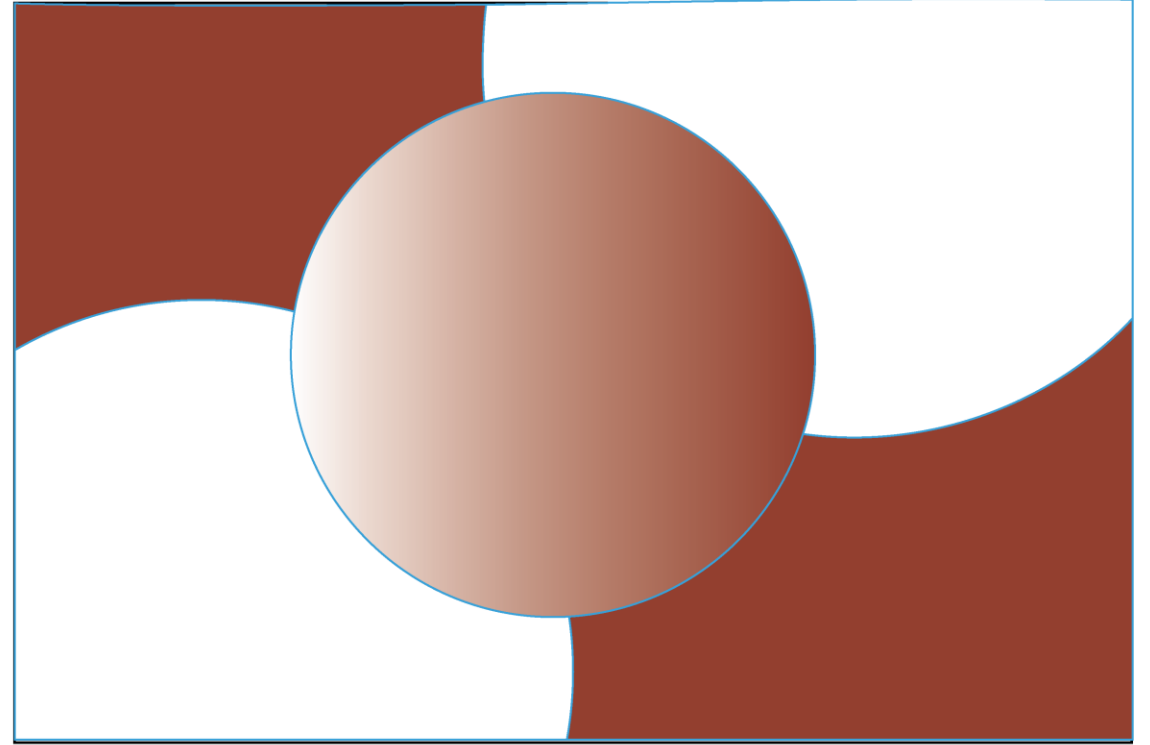
**Kinder**<sup>®</sup>  
*Chocolate*



# STORYBOARD PAGE 1

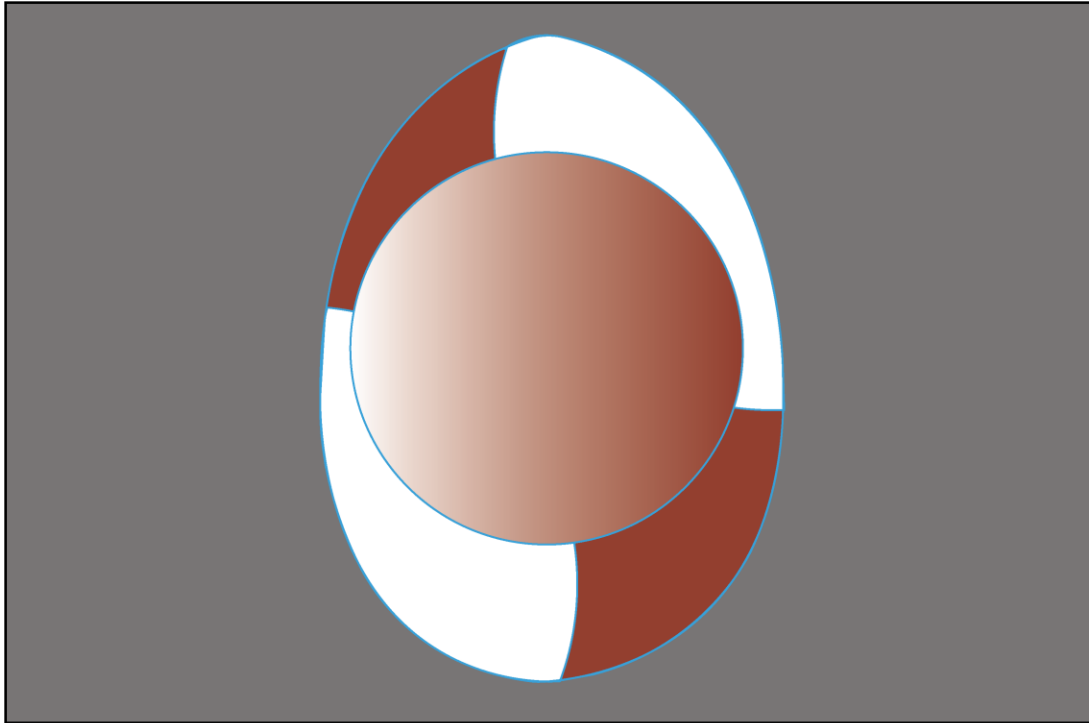


**Scene 1A:** A spiral of chocolate and milk will fill upon the screen, which will be the first transition.

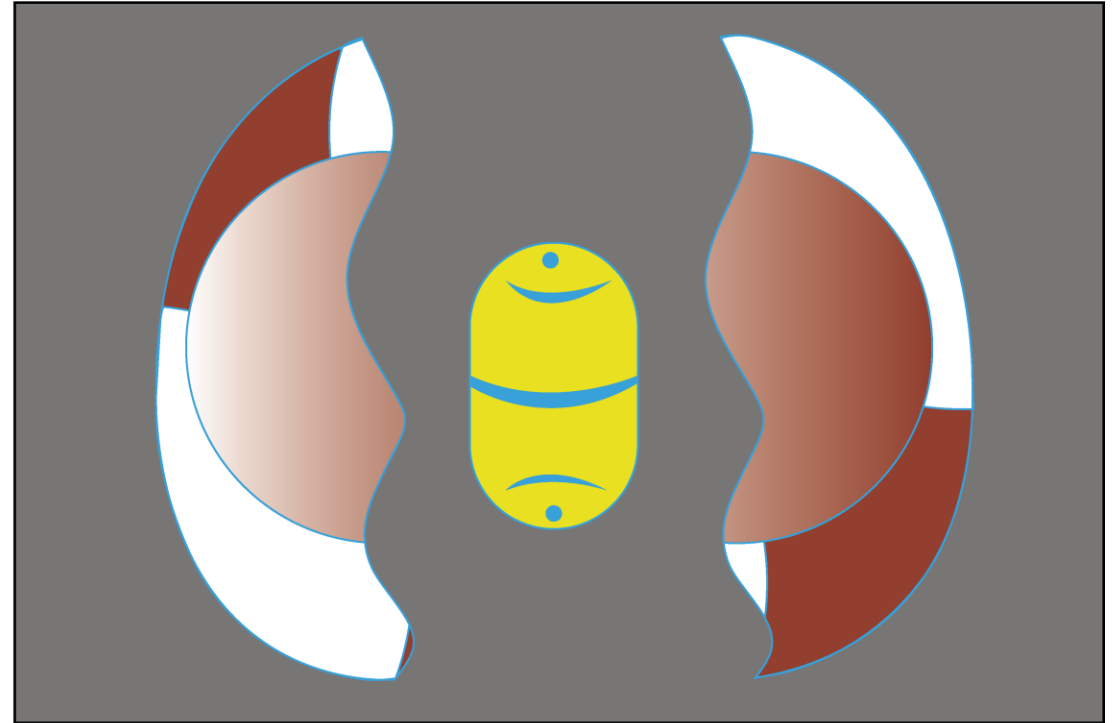


**Scene 1B:** The completed transition.

## STORYBOARD PAGE 2

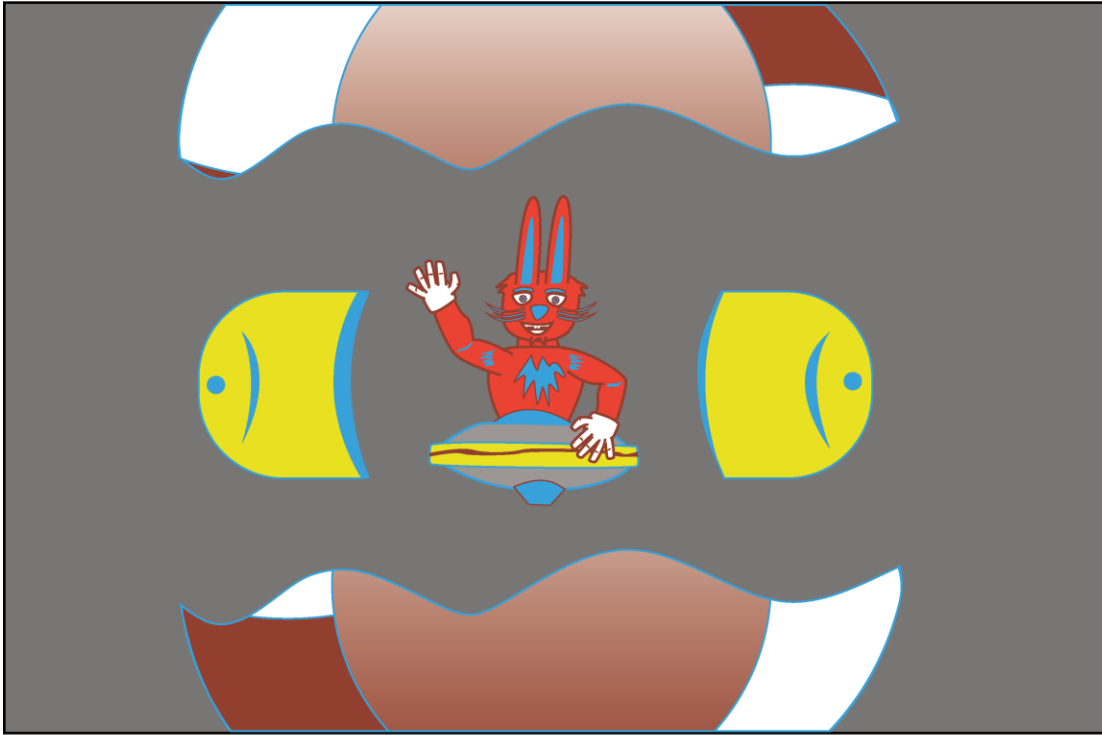


**Scene 2:** The milk Chocolate ball screen will scale down to KINDER egg.



**Scene 3:** The Kinder egg will crack apart to reveal a toy capsule.

## STORYBOARD PAGE 3



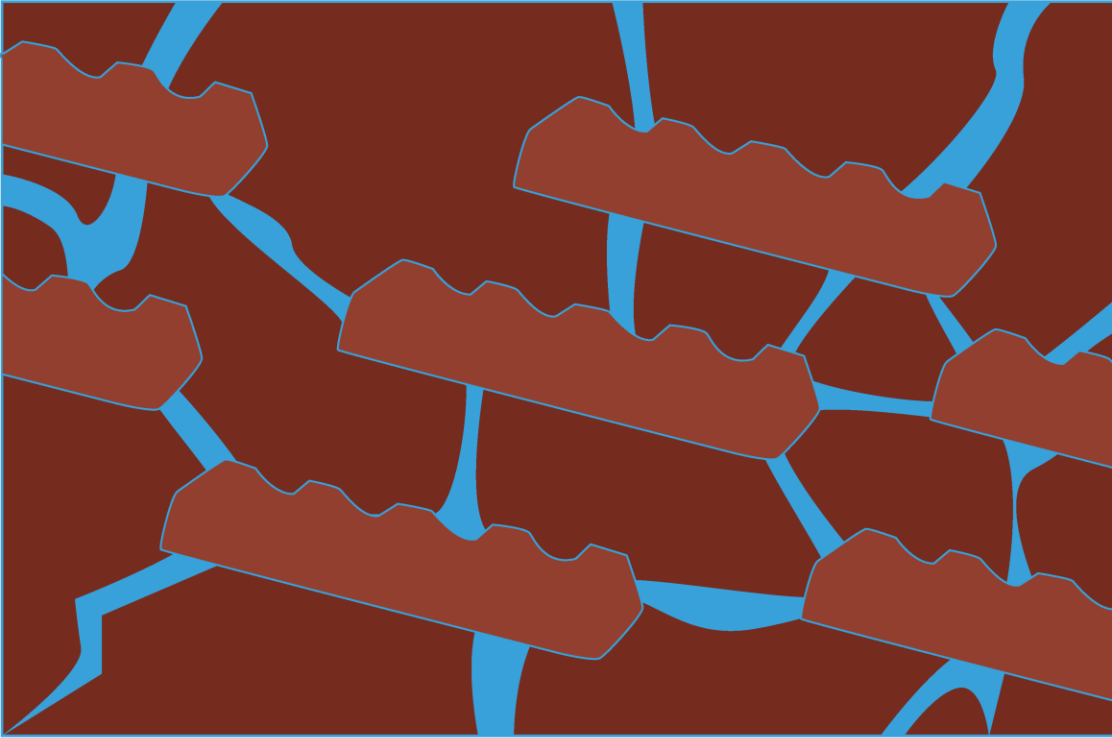
**Scene 4:** The egg will rotate, then the toy will be revealed, then the egg will melt into a chocolate and milk wave.



**Scene 5A:** Then the milk chocolate wave will flow down for the second transition.



## STORYBOARD PAGE 4



**Scene 5B:** Then the chocolate wall will break to become the mold of Kinder chocolate.



**Scene 6:** The next will zoom out to show children grabbing some of Kinder Chocolate.

## STORYBOARD PAGE 5



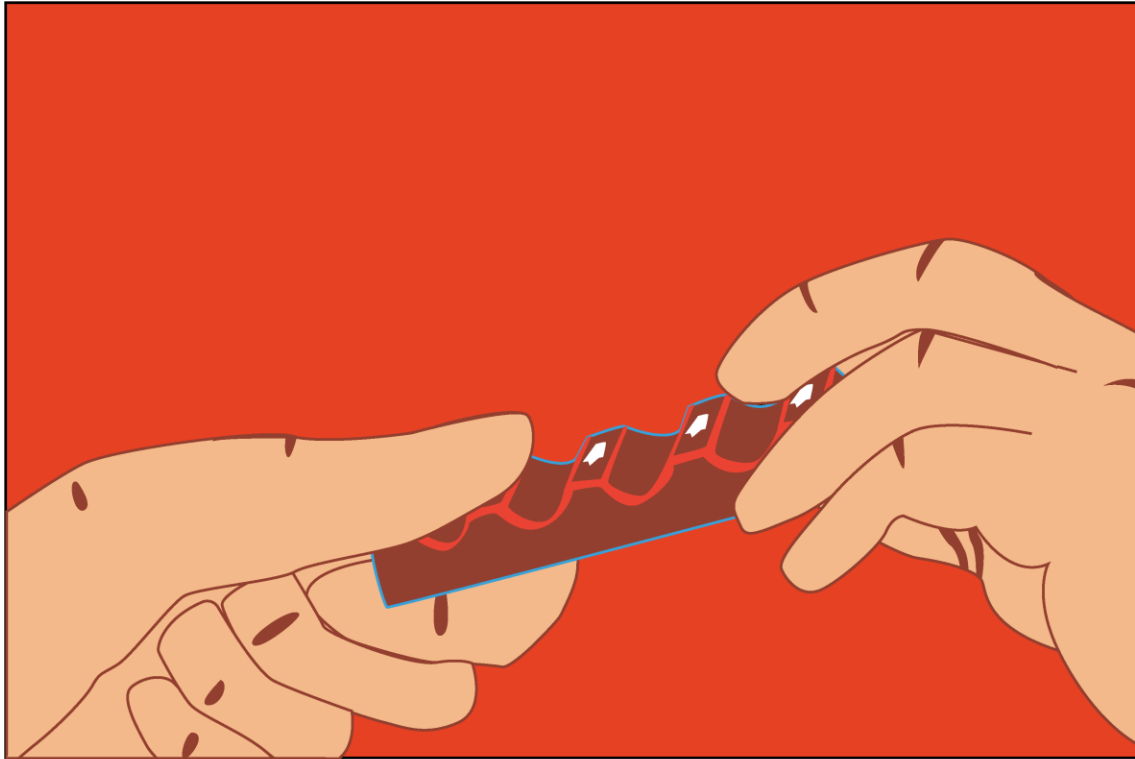
**Scene 10:** A close up shot of the girl eating the Kinder chocolate.



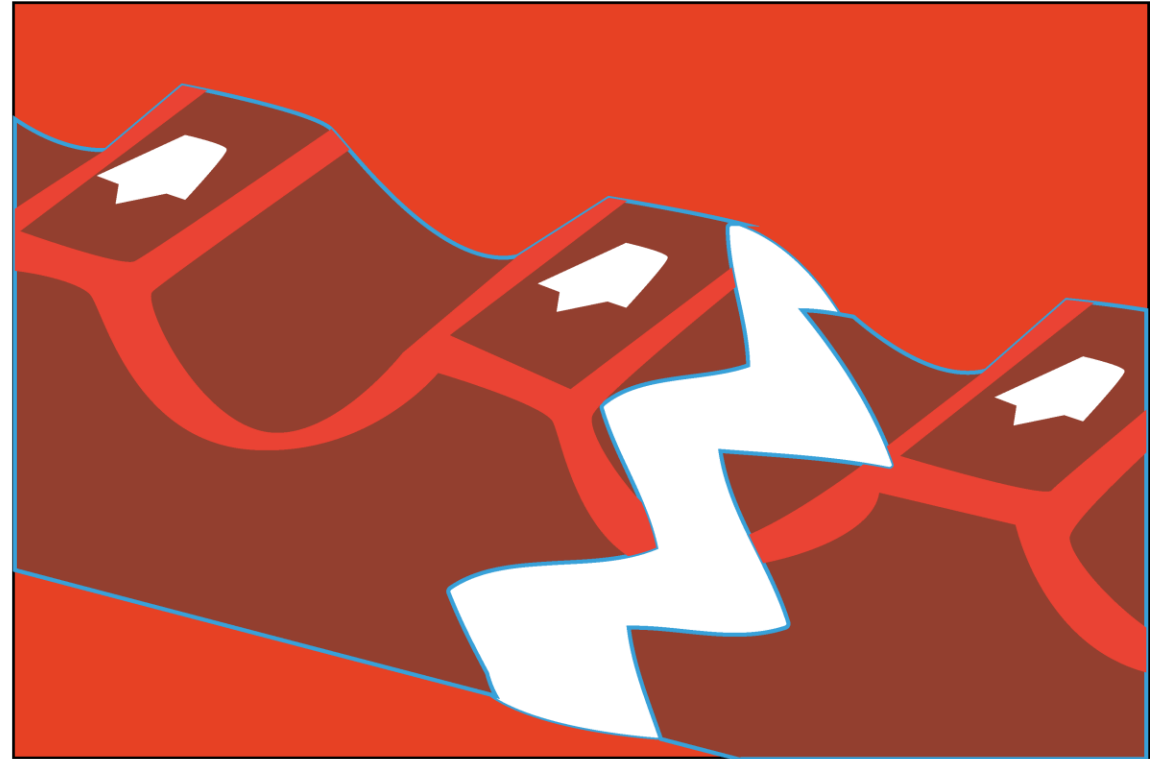
**Scene 11:** A close up shot of the boy eating the Kinder chocolate.



## STORYBOARD PAGE 6



**Scene 12:** Two children will then pick up one of the Kinder Chocolate.



**Scene 13:** It will zoom in to show the chocolate will crack which will be the transition to the last scene.



Scene 14: The last will show the Kinder Chocolate logo.





# CONCEPT

## -Proposal:

Around the world, there is a massive amount of comic, film, and video games fans that want to go to a certain event where they can talk about their favorite topic of the series they choose or meet a certain celebrity they recognize, and purchase items or art. What I want to show the fans around the world is the New York Comic Con. I want to demonstrate how incredible New York Comic Con is because Comic Con has provided people with a way to know what is going to happen to their favorite series, but allows certain artists to present and sell some of their works, and brings people together based on their shared interest either a fan or a newcomer.

## -Research:

How the amazing New York Comic Con came to be started off when the first convention was held in 2006 at the Jacob K. Javits Convention Center in New York City. It started off modest, but it exploded out the water, with 10,000 comic enthusiasts buying their tickets and merchandise that was sold there. Then 4,500 more people came to purchase tickets and check out the event. It went so well, they had to lock down the convention on Saturday. As years went by, Comic Con continued to grow, and tickets were selling out quickly. Reedpop partnered with Comic Con. There are panels for celebrities, sneak peaks for film, dealer tables to sell toys, comics, posters, custom items, and Artist Alley where artists show their art from poster to comic books. They have anime, manga, and American comics. The companies that are well known to be participating are DC, Marvel, and Shonen Jump.

## Time:

October 6 - 9

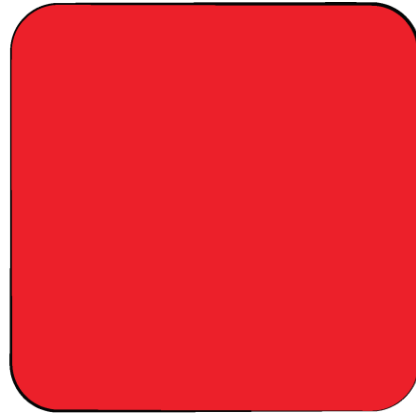
## Location:

New York Javits Convention Center 11th Ave. between 34th St. and 38th St. in Hell's Kitchen, Manhattan

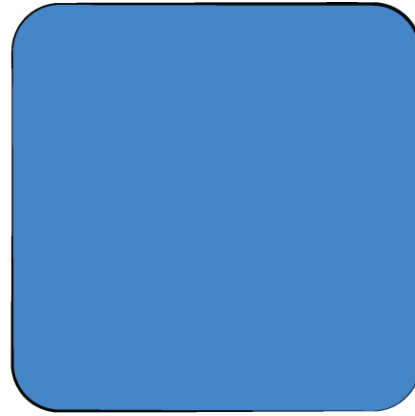
Social Media: Facebook, Twitter, Instagram, YouTube

Website: <https://www.newyorkcomiccon.com/>

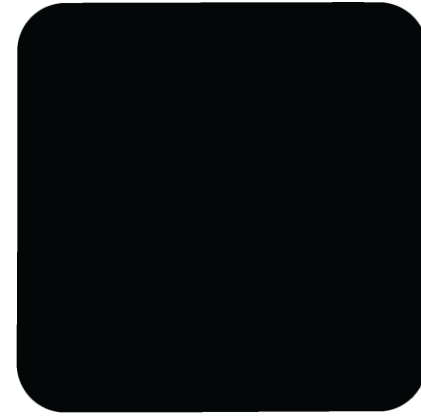
## COLOR PALETTE



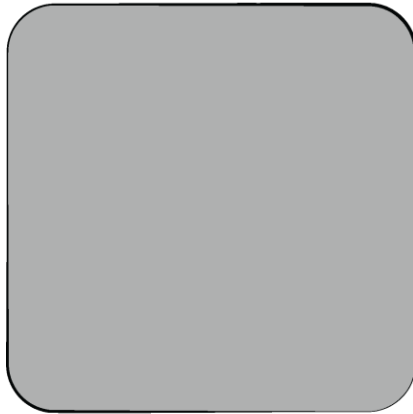
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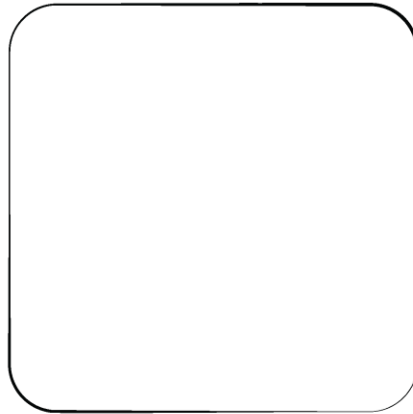
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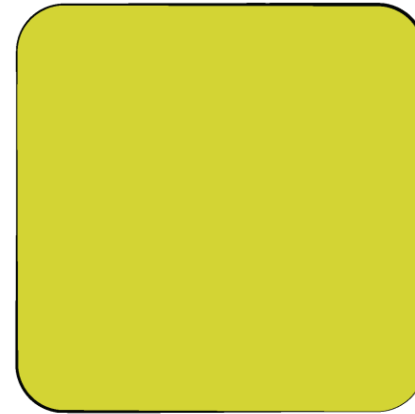
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**#AFAFAF**

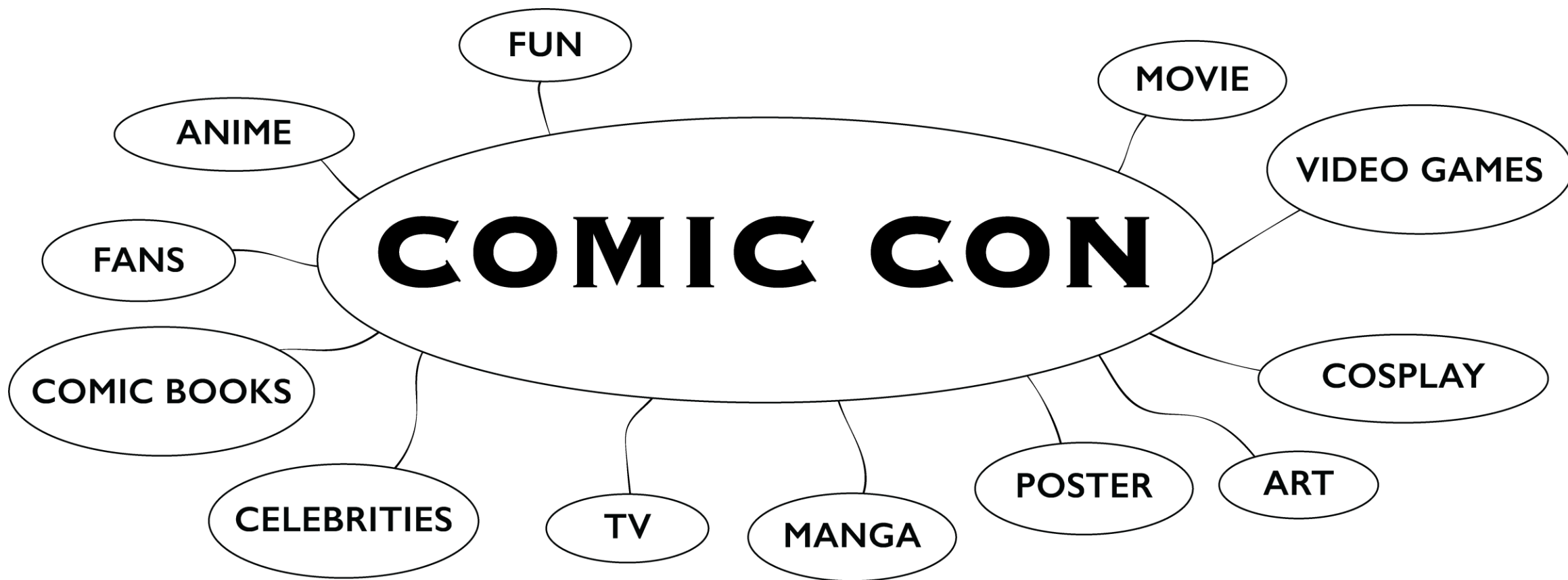


**#FFFFFF**



**#D3D332**

# BRAINSTORM



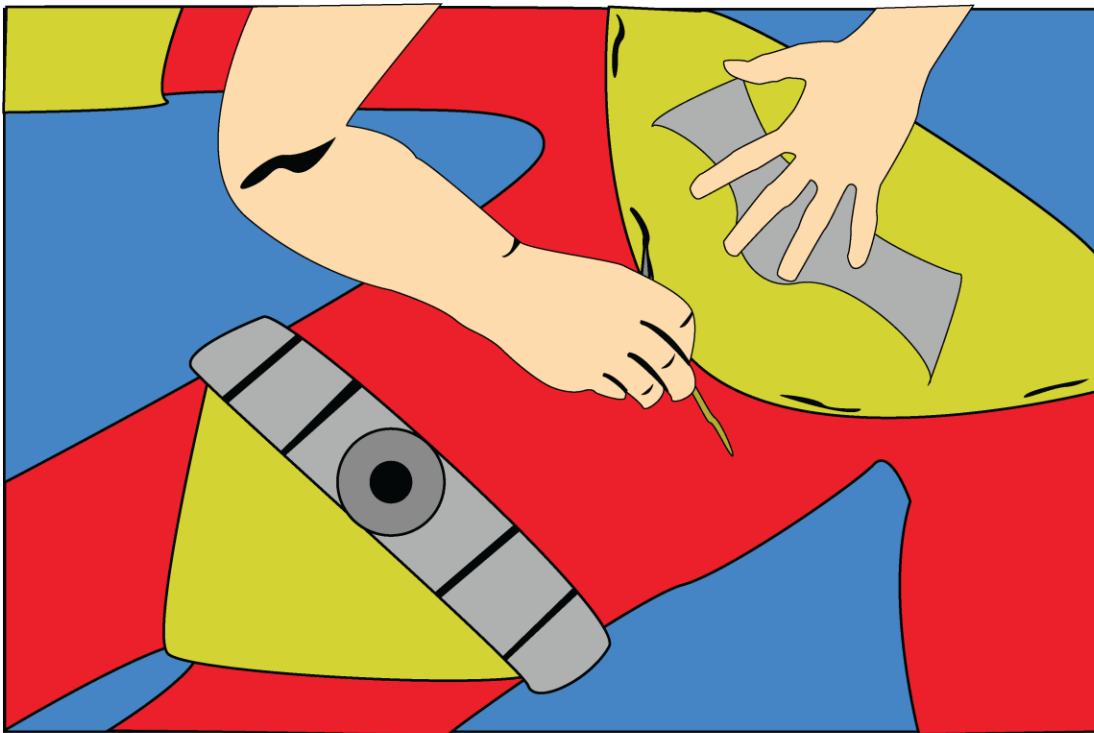


# MOODBOARD

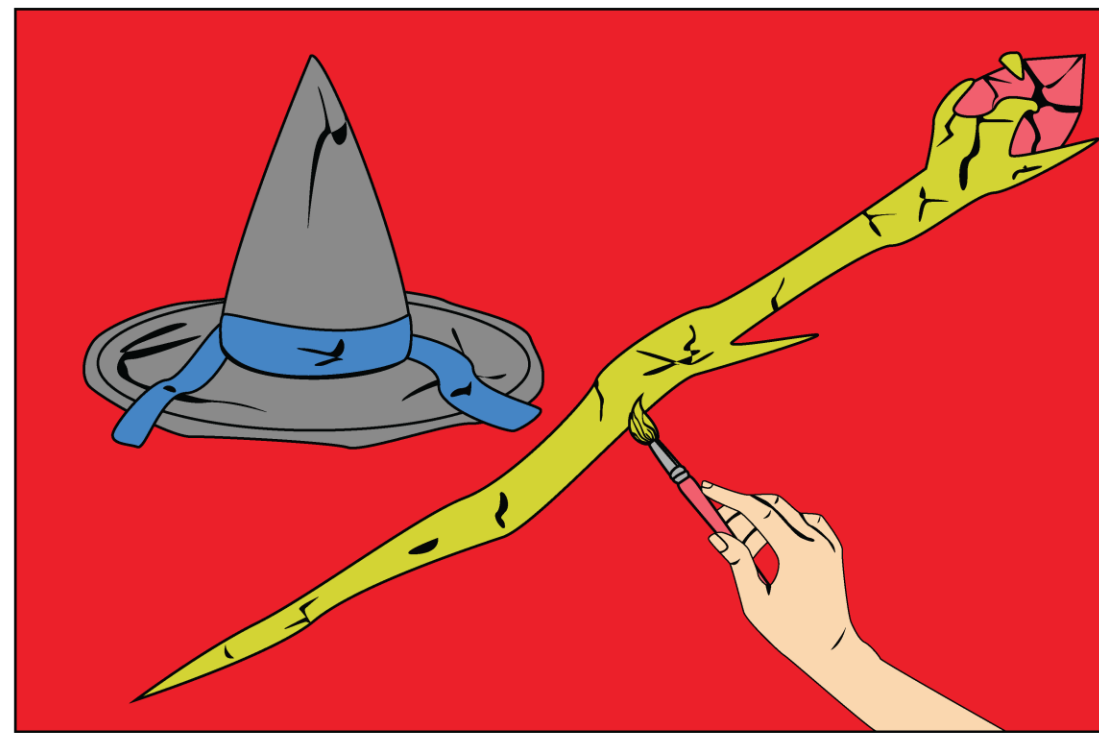




# STORYBOARD PAGE 1

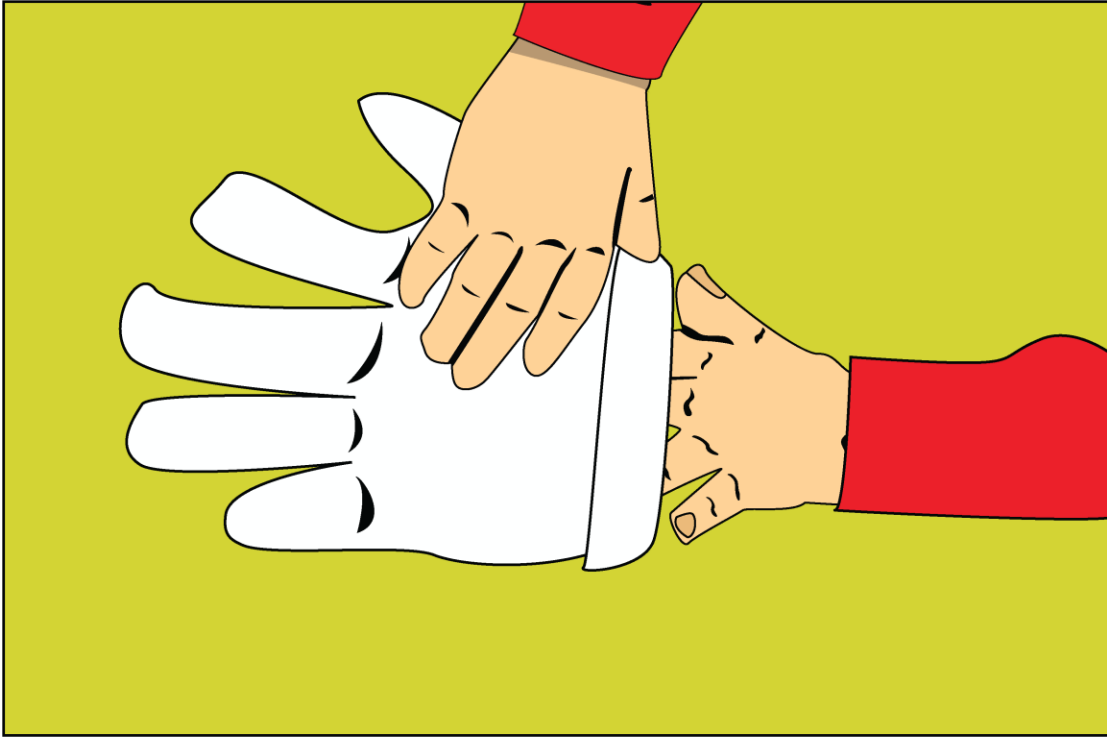


**Scene 1:** The first scene is hands sewing a costume.

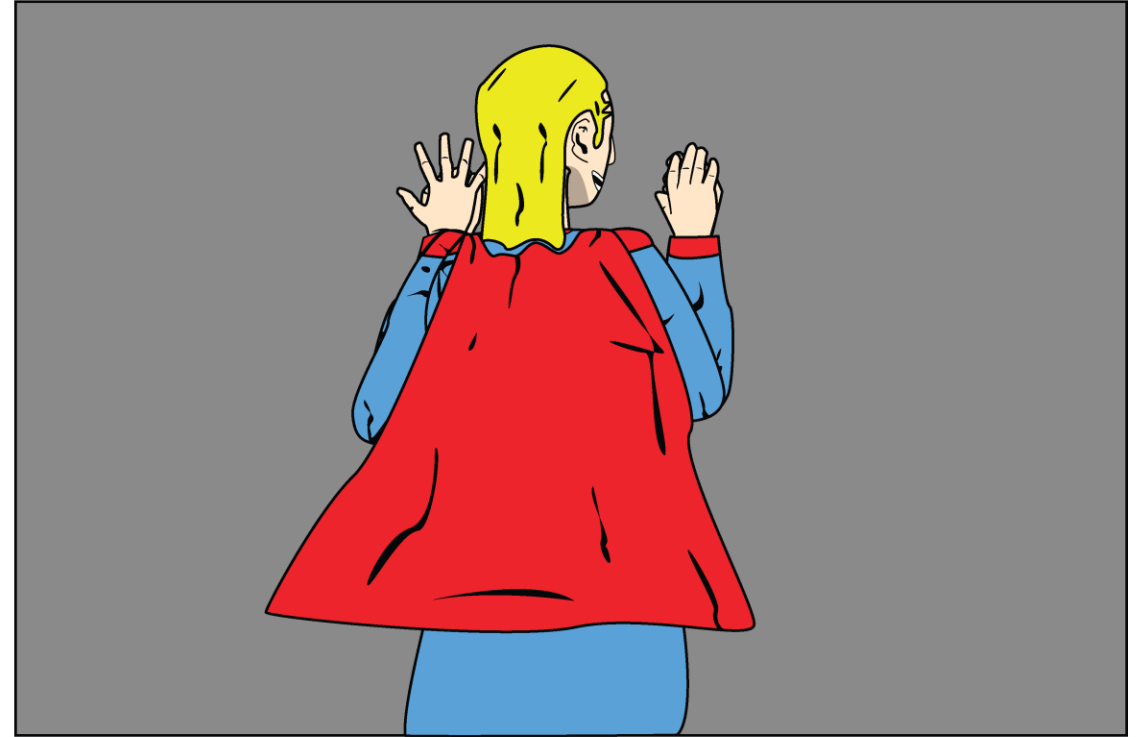


**Scene 2:** The following up scene is finishing touches for props.

## STORYBOARD PAGE 2

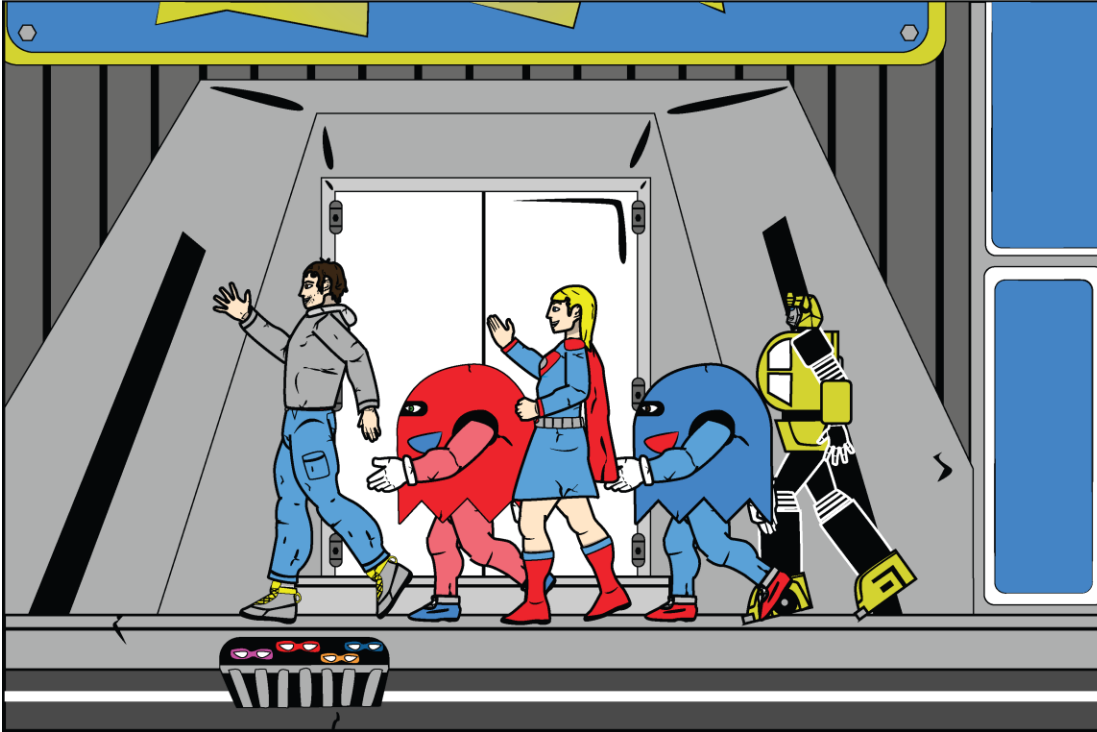


**Scene 3:** A hand is putting on the cosplay glove as a sign of getting their costume on.

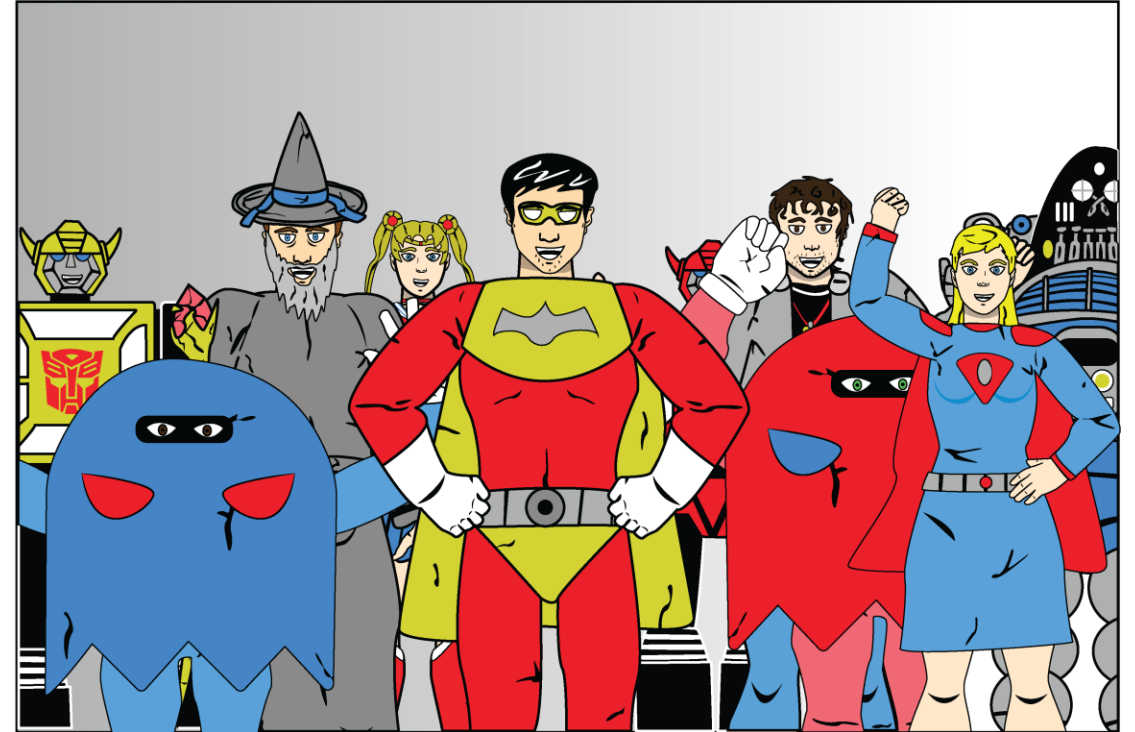


**Scene 4:** Another person putting on their cosplay cape.

# STORYBOARD PAGE 3

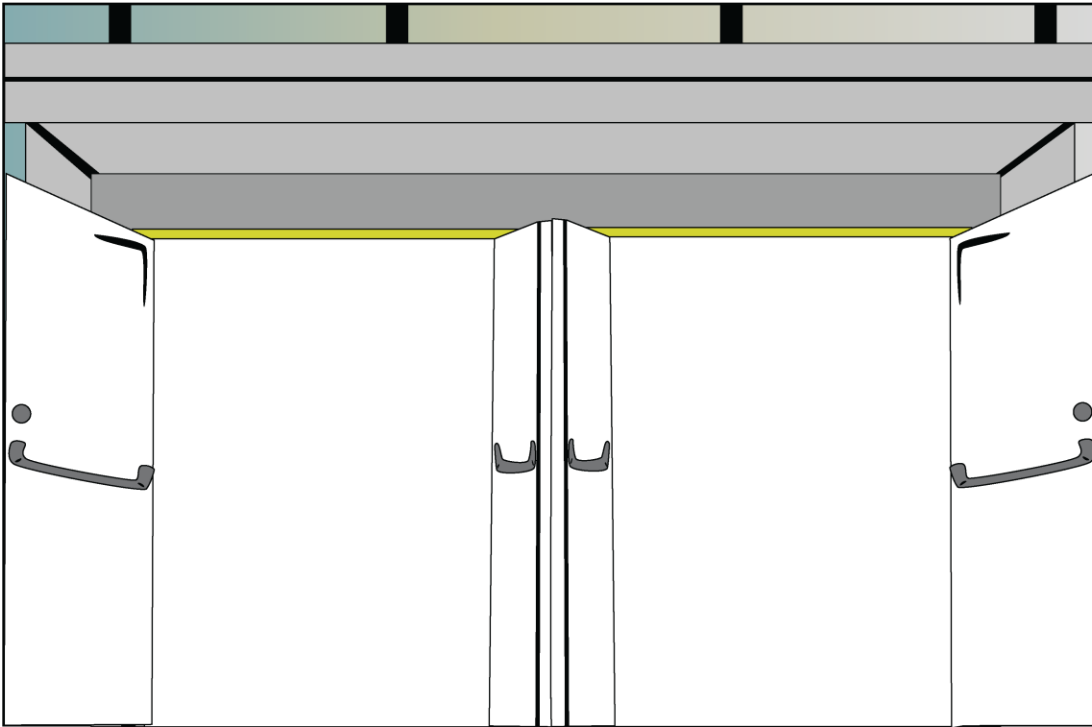


**Scene 5:** A few Comic Con Fans are walking down the streets of New York to get to the event.

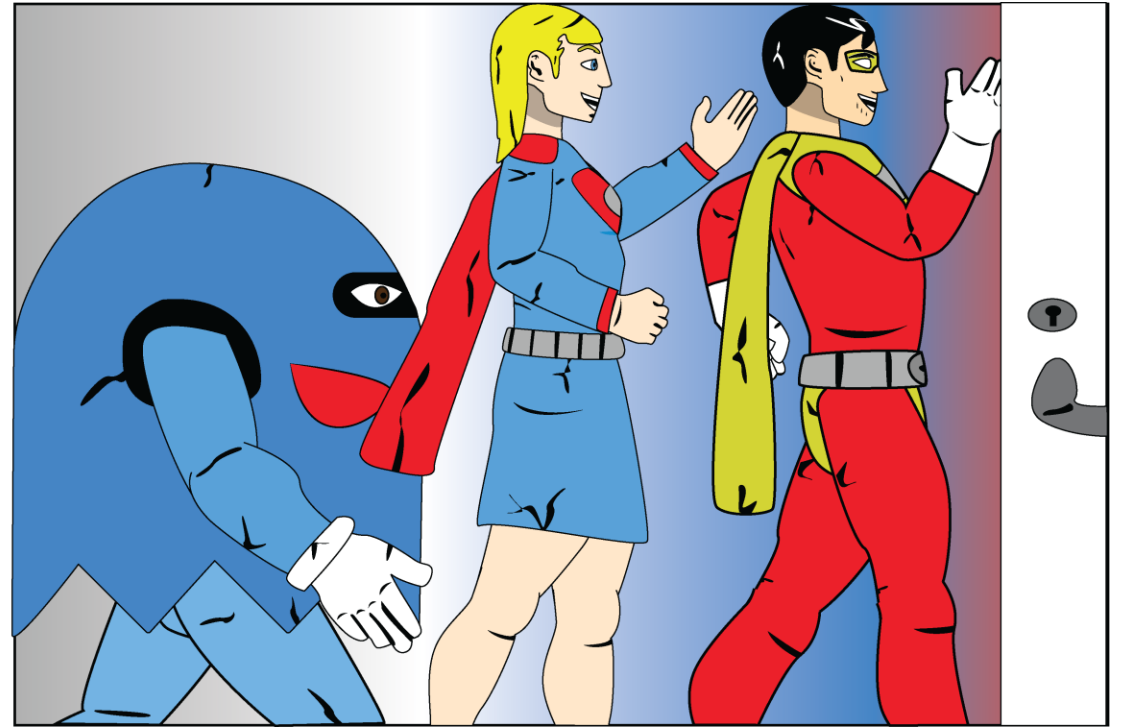


**Scene 6:** A bunch of Cosplayers will wait at the doors.

## STORYBOARD PAGE 4

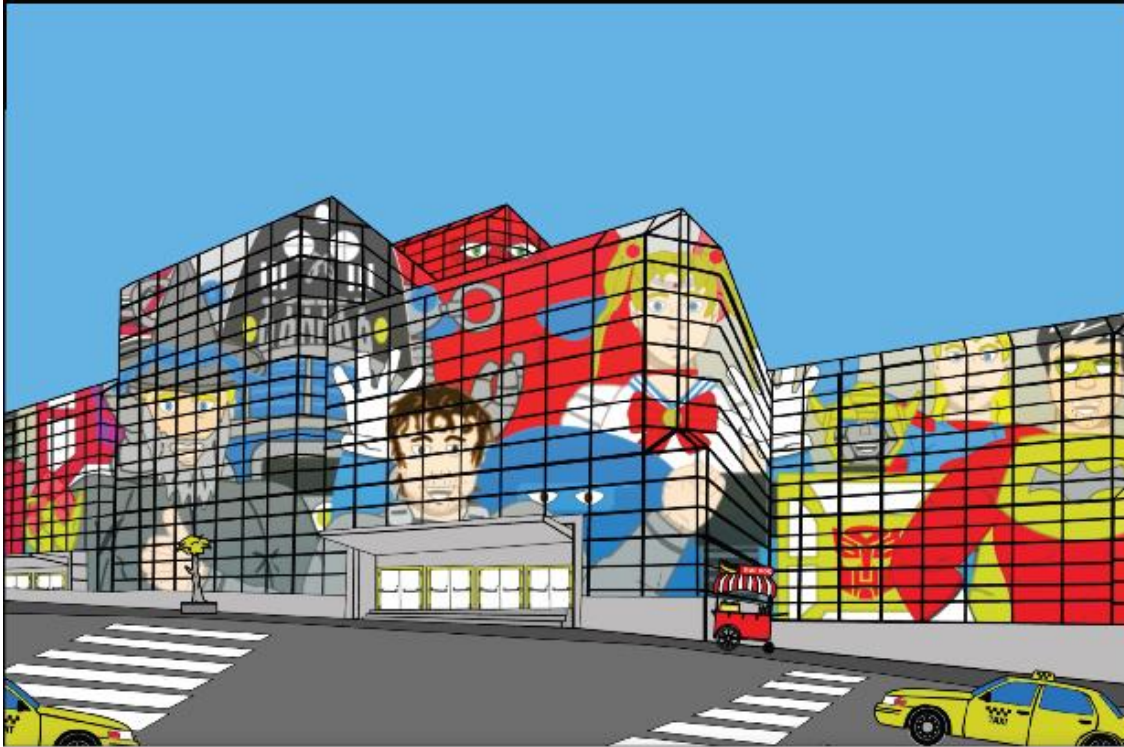


**Scene 7:** The doors will open up.

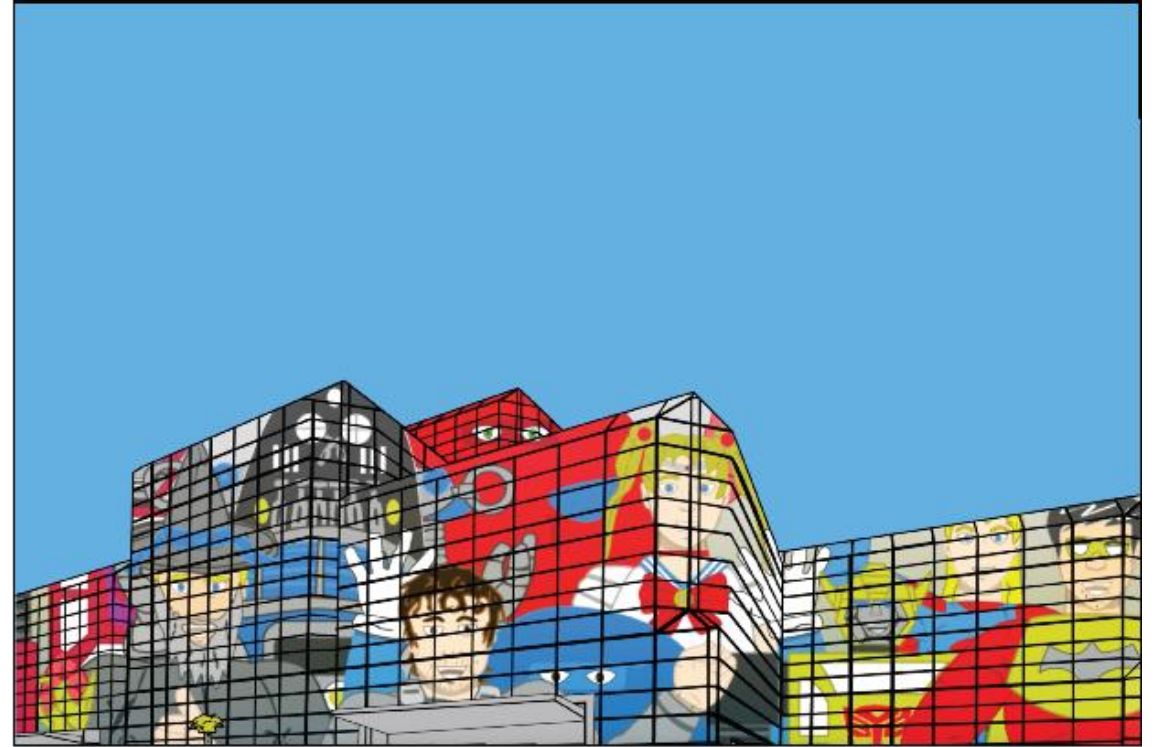


**Scene 8:** Cosplayers will rush in from a side angle.

# STORYBOARD PAGE 5



**Scene 9:** A far distance shot of the Javit Center, then slightly zoom in.



**Scene 10:** Then zoom out of the Javit Center then rise up to look at the sky.



## STORYBOARD PAGE 6



Scene 11: The logo will then appear as confetti appears.



Scene 12: The info for the Comic Con will appear.



# PSA COMMERCIAL



Best Buddies Logo, created by  
Keith Haring (1989)

# CONCEPT

## -Proposal:

Best Buddies is an international non-profit organization whose mission is to help mentally and/or physically disability people to gain friendship from others, be confident, and be part of the community.

Best Buddies was founded by Anthony Kennedy Shriver at Georgetown University in 1987, but later in January 1989 was developed into Best Buddies International. What I propose is to create a PSA on what Best Buddies can do by creating friendship using the colors of their organizations, objects that integrate with their events and what they do, and text that foretells their mission. For tune, I will be using part of a soothing melody, then convert to a happy tune.

Organization Website: <https://www.bestbuddies.org>

# SCRIPT

People around world who have mental and physical disabilities will face life alone, scared not knowing what the future holds for them.

Best Buddies organization help create bond of friendship with others that is strongest in the entire galaxy and give the confidence to confront any challenge their face with.

The program has assisted people and changed their lives, give them one of the most fantastic gift in life  
FRIENDSHIP.

Help each other in times of need as they stand side by side, introducing new experiences.

Everybody need a friend!

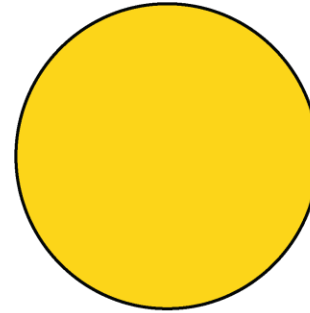
Please join Best Buddies to spread hope and friendship.



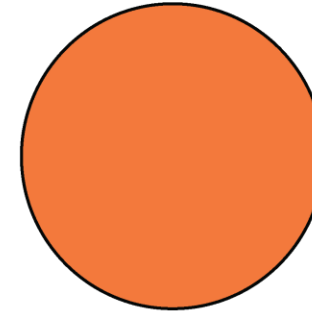
# MOODBOARD



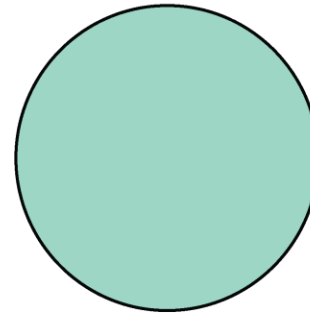
# COLOR PALETTE



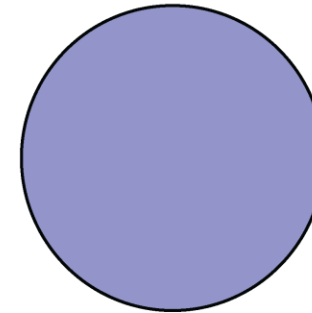
#fed51d



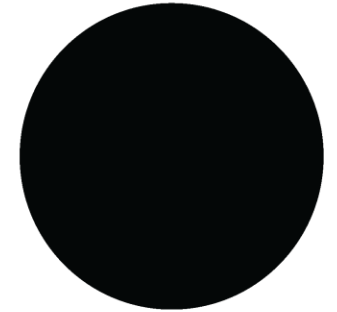
#f3793d



#9ed5c4



#9495c9



#000000

## FONT CHOICE

**FONT CHOICE:  
-ORANGIC BRAND  
BEST BUDDIES**

**REGULAR:  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABDCEFGHIJKLMNOPQRSTUVWXYZ  
0123456789+ -\* /@#\$( )[]**

# PEOPLE AROUND WORLD



MENTAL AND PHYSICAL DISABILITIES



SCARED  
ALONE FUTURE



**BEST  
BUDDIES**

**STRONGEST  
IN THE ENTIRE GALAXY**

**CONFIDENCE**

**TO CONFRONT ANY CHALLENGE**

CHANGED  
THEIR LIVES

FRIENDSHIP

HELP

EACH OTHER IN  
TIMES OF NEED

STAND  
SIDE



SIDE



INTRODUCING  
NEW  
EXPERIENCES

EVERYBODY  
NEED A  
FRIEND!

BEST BUDDIES<sup>®</sup>



[HTTPS://WWW.BESTBUDDIES.ORG](https://www.bestbuddies.org)

SCARED  
ALONE  
FUTURE



**VICTORINOX**  
**SWISS ARMY**

# CONCEPT

## - Concept:

The brand and company that I will be using for Project A is Victorinox, which is a Swiss Company that creates multiple products that are used in everyday life such as kitchen items, watches, and of course their famous Swiss Army Knife. I went with this company because their products are sturdy and provide help, also I have owned a Swiss Army Knife. My idea for the Motion Media film would have a curved edge rectangle drop down to the corner side and it begins to pop out letters of the company along with the logo to represent the usefulness of the company's product. I will be using red, white, and gray to represent the company. I will be using calming music along with a few clicks when a tool for a switch army knife tool comes out.

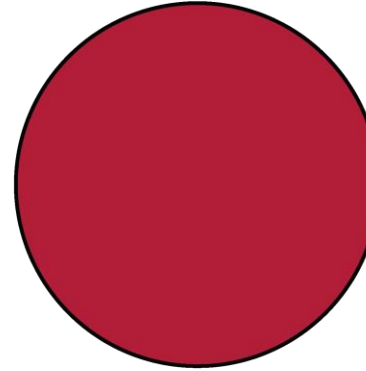
## - Research:

The Victorinox company started in 1884 by Karl Elsener, who opened a cutler's workshop in Ibach-Schwyz. His ideas for manufacturing a compact knife with array different functions was a success and revolution. So, the Swiss Army Knife was born. As the years went by, customers wanted more from the product, so the legendary Swiss army knife evolved in different forms worldwide. It has quality, function, innovation, and iconic design of other categories; household and professional knives, watches, travel gear, and fragrance. The descendants of Karl Elsener still own the company to this day.

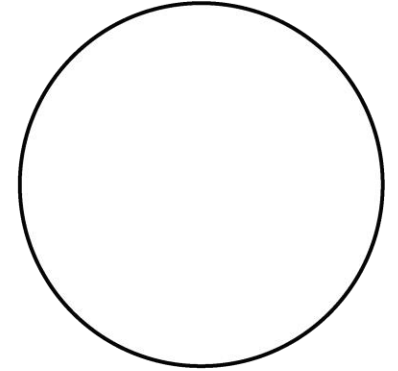
# MOODBOARD



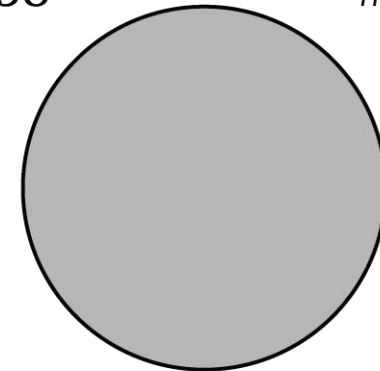
# COLOR PALETTE



#b21e38



#ffffff



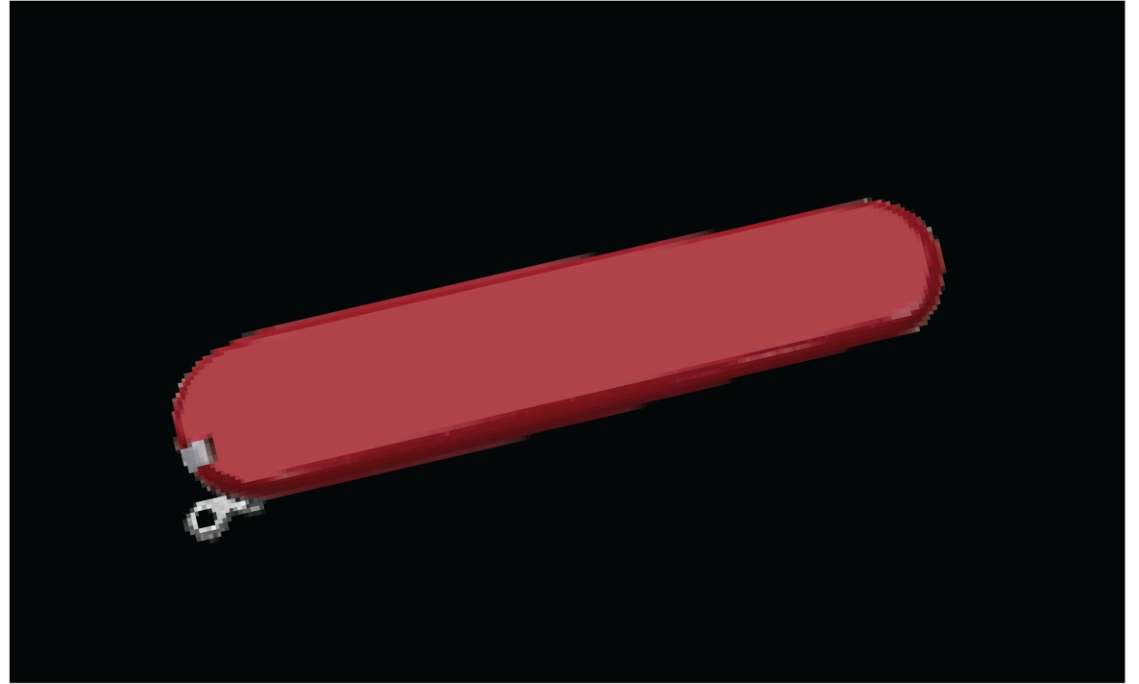
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# THUMBNAIL 1&2

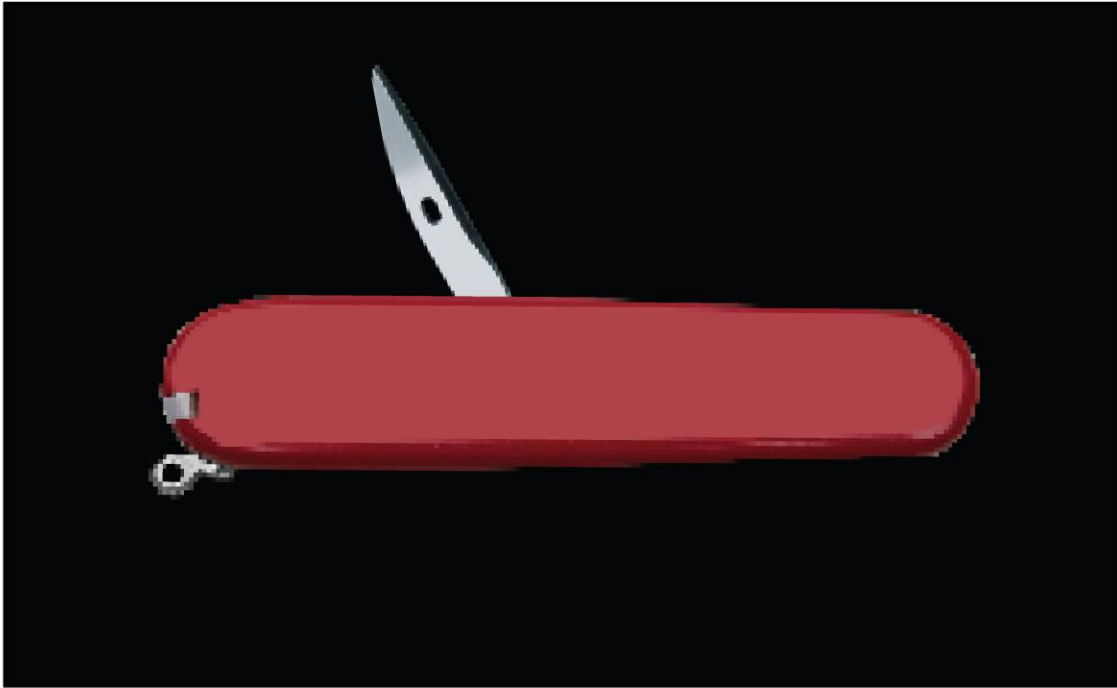


The first scene start off with a blank red scene

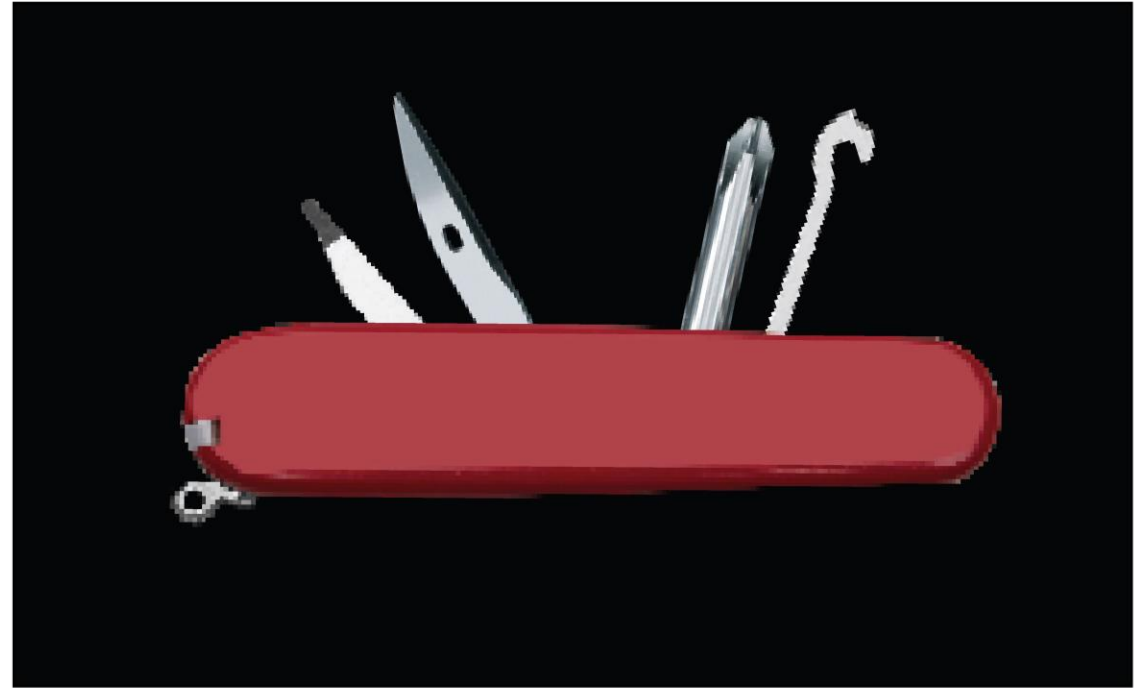


The second scene will be a piece of the Swiss Army Knife coming spinning and scaling from the center.

# THUMBNAIL 3&4

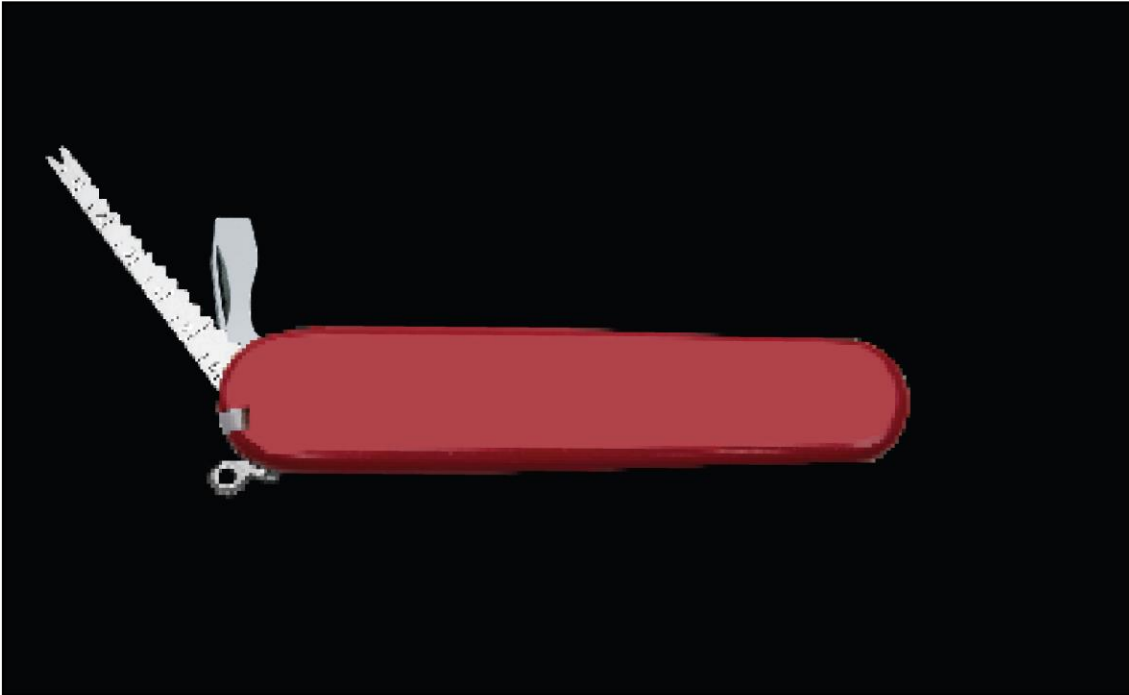


The Third scene will have the mini knife of the swiss army knife pop out.

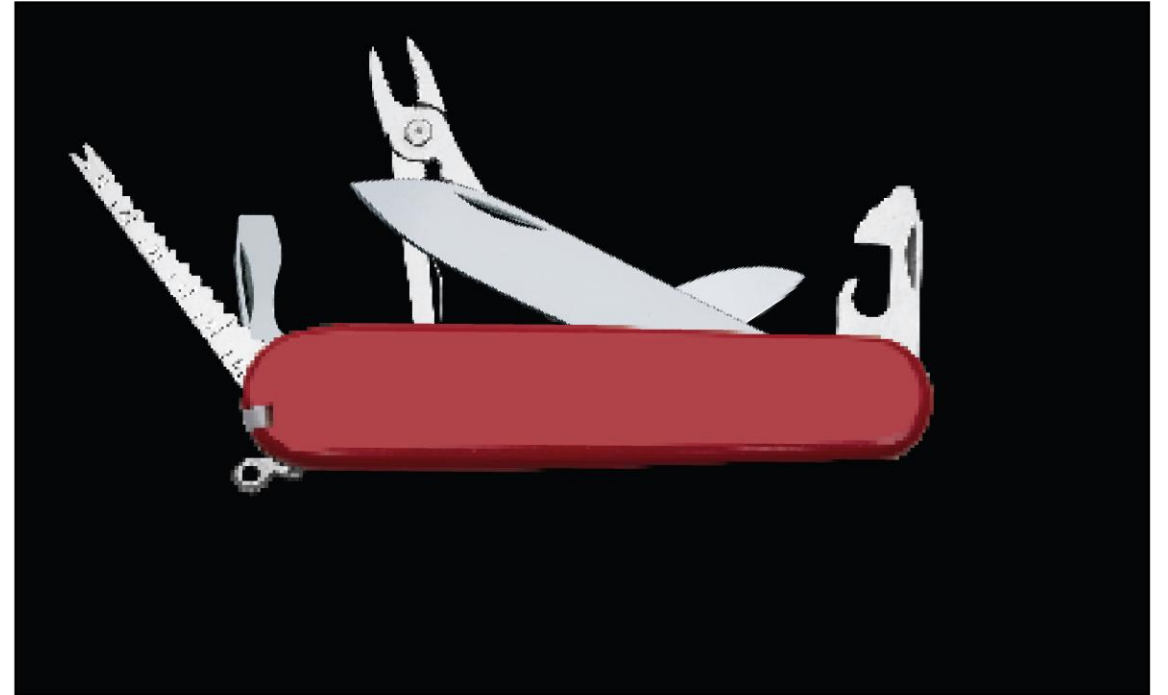


The fourth scene will have the other tools pop out.

# THUMBNAIL 5&6



The previous scene tools will go back to the body, then the next set of tools will pop up out.



All other tools of the Swiss Army knife will pop out to show the product full function tools.

# THUMBNAIL 7



The Final Scene will have the company logo pop out and the text will relieve as the body knife drops below.



*Coca-Cola*

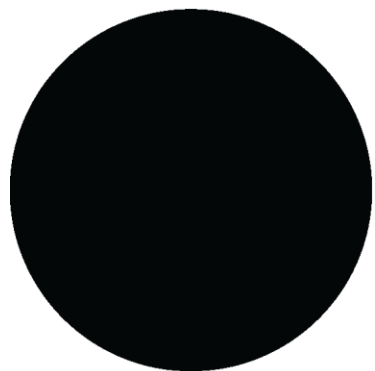


# CONCEPT

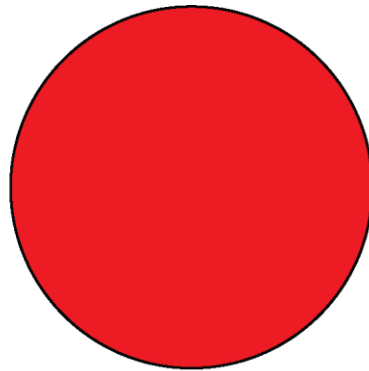
## Shapeshifting Coca Cola

When viewers are looking at this ad, they are reminded of what Coca-Cola means to them. The first scene shows a framed Coca-Cola in a museum to represent how coke is art. The second scene will zoom into a picture of a stadium. Then a coke runs to third base as a baseball is flown over the Cola to sign that coke is enjoyed at sporting events. Then the camera will follow the ball over the stadium into the sky where a Coke then begins to duplicate itself as a sign that coke has different varieties into five coke bottles. The bubbles is for how Coca-Cola is sweet and fuzzy. The fifth scene will have the three international Coca Cola will drop from sky. The sixth scene is somebody picking up a Coca-Cola at picnic and then a gulp is heard. The seventh, eighth, and ninth scene will be construct of a silk-screen painting of the Coca-Cola. The final scene will be zooming out of the closeup of ninth to show the painting is the same painting from the museum.

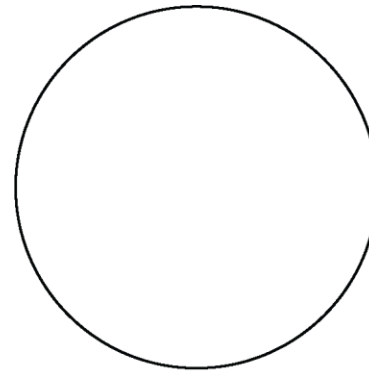
## COLOR PALETTE



**#000000**

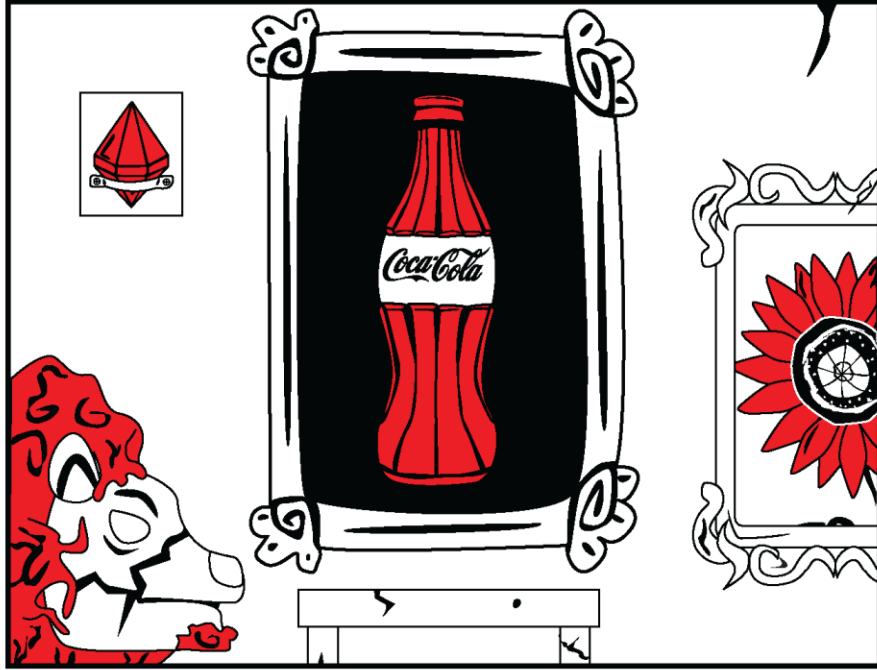


**#ED1C24**



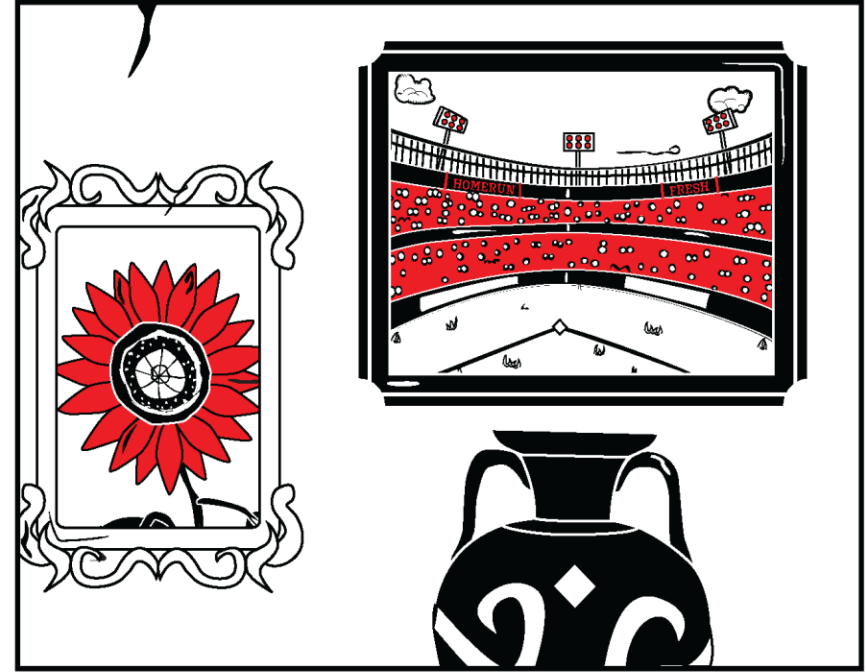
**#FFFFFF**

## Scene 1



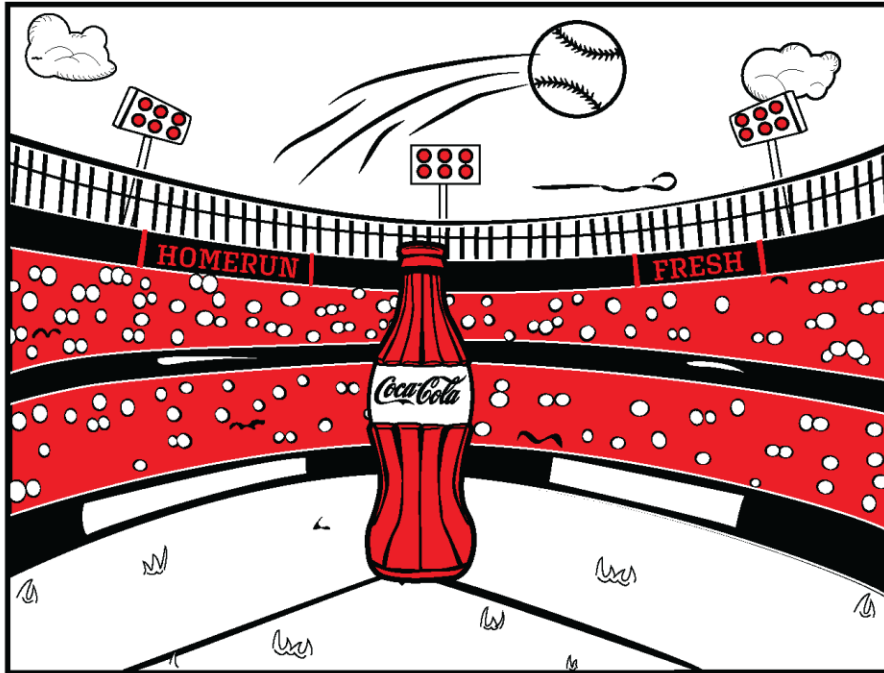
The first scene is faded in and the environment is an art museum as Coke is art. It will then zoom on a picture of a stadium, for the next scene.

## Scene 2



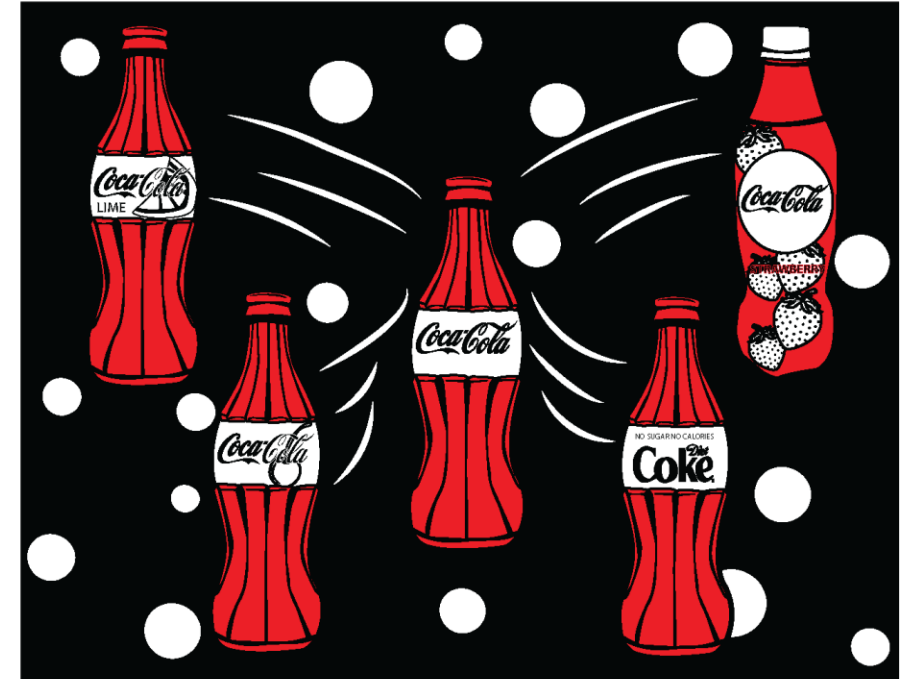
The camera will then move to the right to a picture of a stadium. It will then zoom on a picture of a stadium, for the next scene.

### Scene 3



The second scene will be a stadium with Coca-Cola taking third base as baseball fly over it. This mean Coke is enjoyed at sporting event.

### Scene 4



The Coca-Cola will duplicate itself and other two will have different variety's which is Cherry on the left and diet on the right.

Scene 5



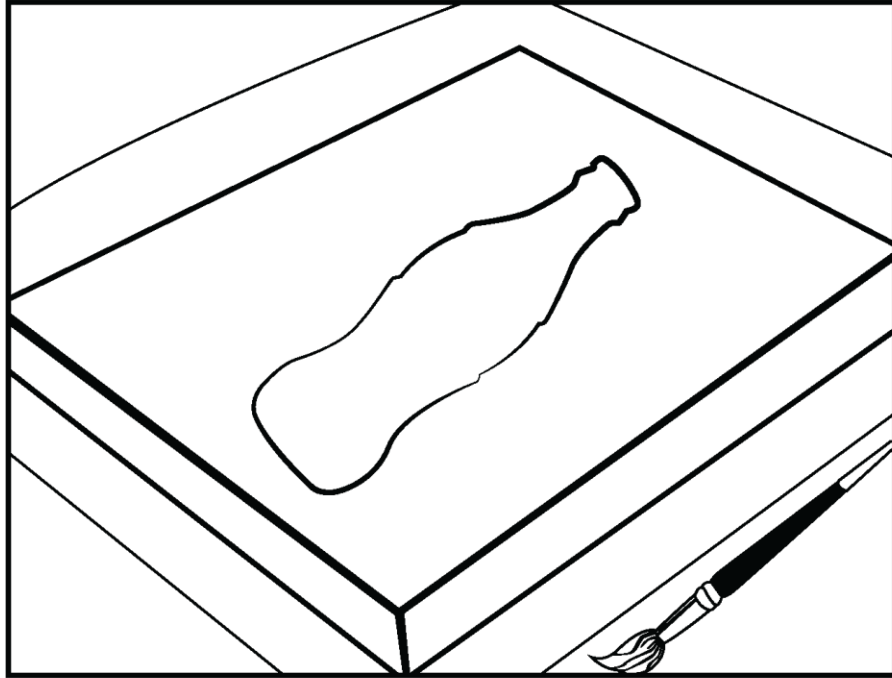
In this scene, multiple Coca-Cola with different language will drop from the sky to show international.

Scene 6



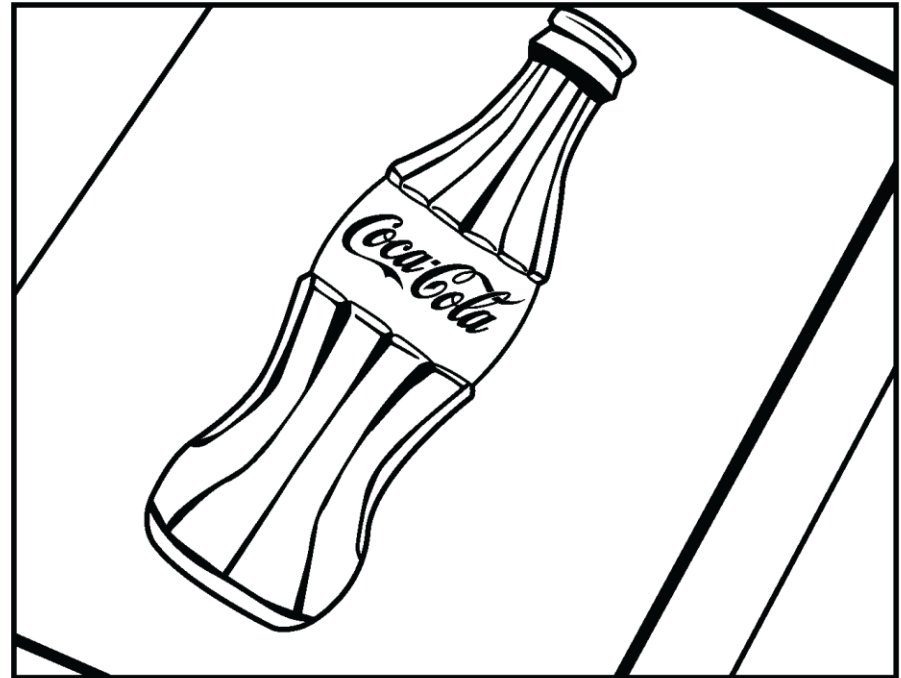
The six scene will be the Coca-Cola being taken away at a picnic by a hand, then a gulp is heard off screen.

### Scene 7



The seventh scene a flat canvas where a Coca-Cola will be made into art for this scene, eighth, and ninth scene.

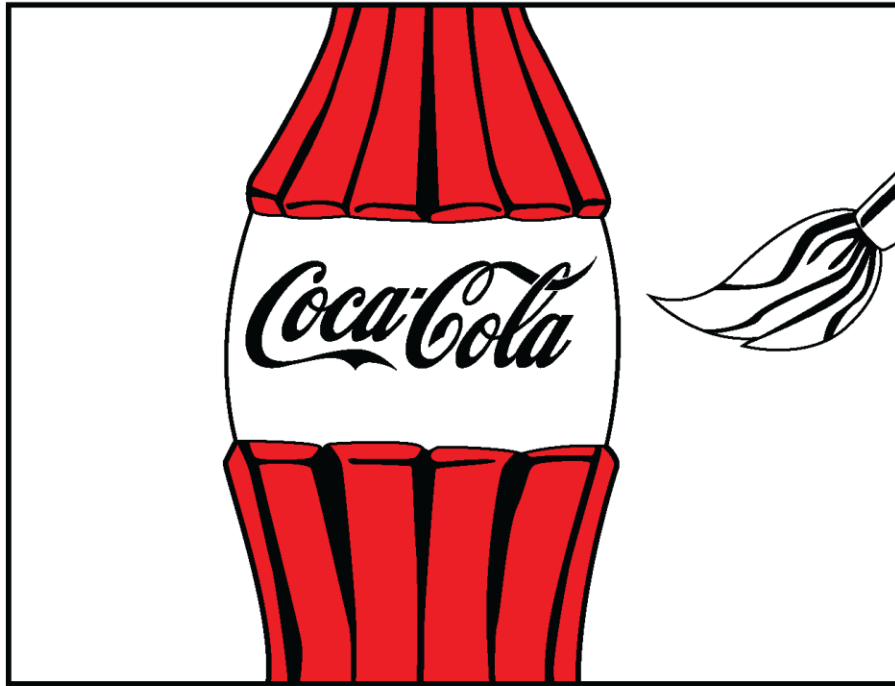
### Scene 8



The eighth scene will be adding detail to the still in progress Coca-Cola silk-screen art work.

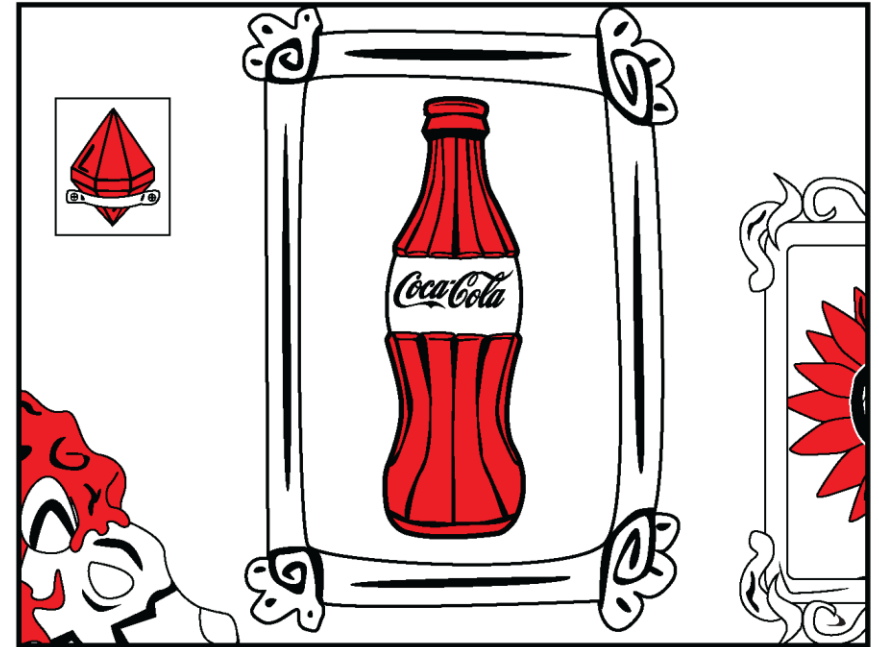


### Scene 9



The ninth scene will be a close up of colored silk-screen painting.

### Scene 10



The final scene will be a zoomed out from the last scene to show the completed silk-screen painting which is the same one from the museum at the start of animation.



# FUTURE CLASS

In my remaining coursework, I would like to take script writing class to enhance my writing skills and I would like to take a sound design class to improve my audio adjustment skills. I believe with this course I can round up my knowledge to be successful in the work environment.

- DWRI 725 - Short Form Narrative Lab
- MOME 712 - Motion Media Projection for Public Environments
- SNDS 701 - Sound Design for Film and Video

# Career Goals

I would like to develop stories, which could start with a graphic novel/cartoon, then progress to a motion media film that entertains and educates everyone, merge together the knowledge what I have in BFA in Cartooning and MFA in Motion Media Design to do just that.

I would like to develop stories and shows that could help people with autism to learn. After I graduate from SCAD, I will be sending out my resume to companies that relate to my degrees. One example, such as Marvel which is connected to Disney. These companies already have the platform to help me to reach children and adult who desperately need help and understanding in this fast-paced world. I will also work as a freelance Graphic Designer/ Cartoonist/ Motion Media Artist. While I am continuing to work on this thesis project, I will be adding education to the rest of the comics and works.

**THANK YOU!**