

FINDING MYSELF ON THE SPECTRUM

SANM 748-NO2 M.A. FINAL PROJECT
SCAD WINTER 2024
ANDOR S. MATE

CONCEPT

In the intricate tapestry of my life's journey, my family and friends stand as pivotal threads, weaving guidance and support that have led me to discover my life goals. Gratitude fills my heart as I reflect on the profound influence they've had on my artistic pursuits. This concept is an ode to their impact, utilizing a blend of classic melodies and elegant yet chaotic artwork to mirror the nuanced nature of my personality, striving for peaceful coexistence while embracing a sense of freedom and uniqueness.

Rooted in my parents' wisdom, my journey commenced with learning computer skills, guiding me towards a graphic design degree in high school and college, where I secured two degrees. It was during my bachelor's program that the seed of creating creatures took root, a revelation that blossomed during a subsequent venture into cartooning at another art college. Here, I delved into the world of comics and discovered a profound love for robot design. This artistic evolution set the stage for further exploration.

While pursuing my cartooning degree, an unforeseen encounter with a motion media editing class unfolded. The enjoyment I derived from this experience became a catalyst for pursuing a Motion Media Degree after completing my cartooning studies. This phase in my journey became a bridge between traditional and contemporary artistic expressions, expanding my skill set and broadening my creative horizons.

An unexpected yet enriching chapter emerged through the influence of friends. Introducing me to diverse media forms such as live-action TV shows, movies, video games, and music, played a vital role in shaping my artistic style. Their introduction became a key component in the combination of various elements that contribute to the uniqueness of my work.

To convey this narrative visually, my family and friends will be depicted as different creatures, each representing their distinct personalities. This diverse character set reflects my desire for a unique and varied portrayal, emphasizing that characters in a story need not always conform to human forms. It's a visual celebration of my gratitude, expressing my journey and growth through this artistic lens, enriched by the influences of those dearest to me.

PROJECT BRIEF

Description of the Project: The project involves the creation of a motion media art video that visually narrates the evolution of the creator, showcasing the influence of family and friends on skills and personality. Characters within the video take on unique creature forms, deviating from conventional human-centric norms in motion media storytelling.

Content Description: The narrative unfolds in various chapters, beginning with childhood creative inclinations towards robots and heroes. It transitions through phases of academic guidance in graphic design, exploring comics during Cartoon Degree studies, and culminates in the exploration of motion media studies. The story symbolizes pivotal moments such as earning a Motion Media Degree and incorporates the influence of family and friends, representing diverse media experiences.

Technical Aspects and Media Usage: The project incorporates a variety of media, transitioning from traditional drawings to digital representations. Visual storytelling techniques involve scene transitions symbolizing key life phases, the use of symbols (film reel, camera, headset), and creative depiction of characters in creature forms. Motion media elements, including animation and dynamic lines, will bring vitality to the visual narrative.

Aesthetic or Stylistic Aspects: The aesthetic of the project is characterized by a departure from the norm, with characters taking on creature forms instead of traditional human representations. The use of vibrant colors, dynamic lines, and symbolic elements aims to create a visually engaging and emotionally resonant experience. The stylistic choices reflect a blend of childhood joy, academic growth, and the influence of various media. I will be using Adobe Photoshop, Illustrator, and After effects to develop the characters, background, motion, and special effects for this project.

Influences and Models: The project draws inspiration from personal experiences, notably childhood drawings, academic pursuits in graphic design and cartooning, and the exploration of motion media. The influence of family and friends serves as a foundational theme, with symbolic elements representing pivotal moments. The project also nods to diverse media experiences like video games and music, represented by symbols like a headset.

In summary, this motion media art project is a visually rich and emotionally resonant exploration of personal growth, weaving together influences from family, friends, academic pursuits, and diverse media experiences. The unique creature forms and symbolic elements add depth and creativity to the storytelling.

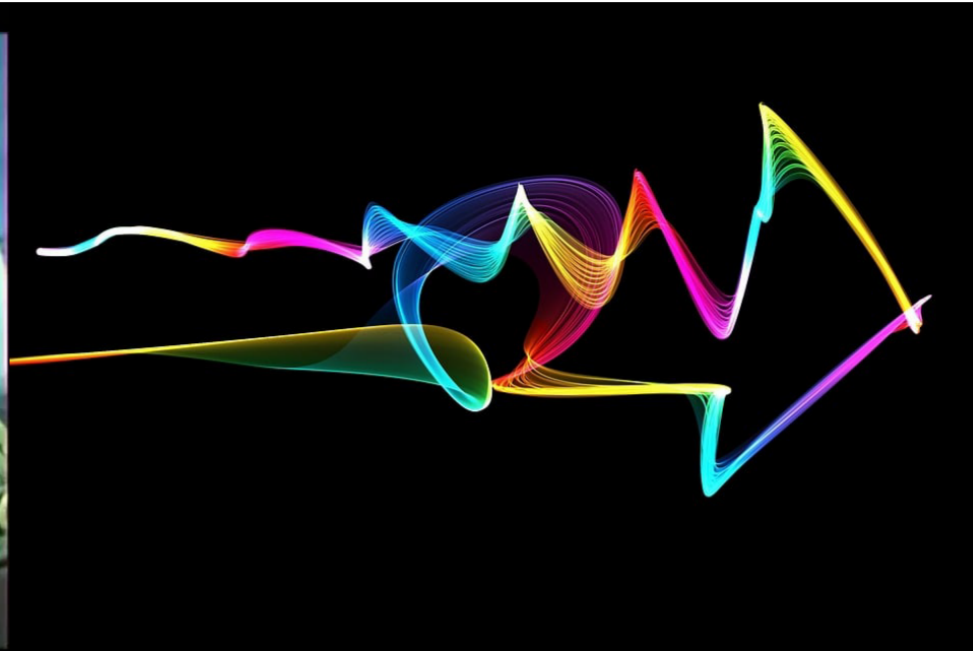
MOODBOARD 1



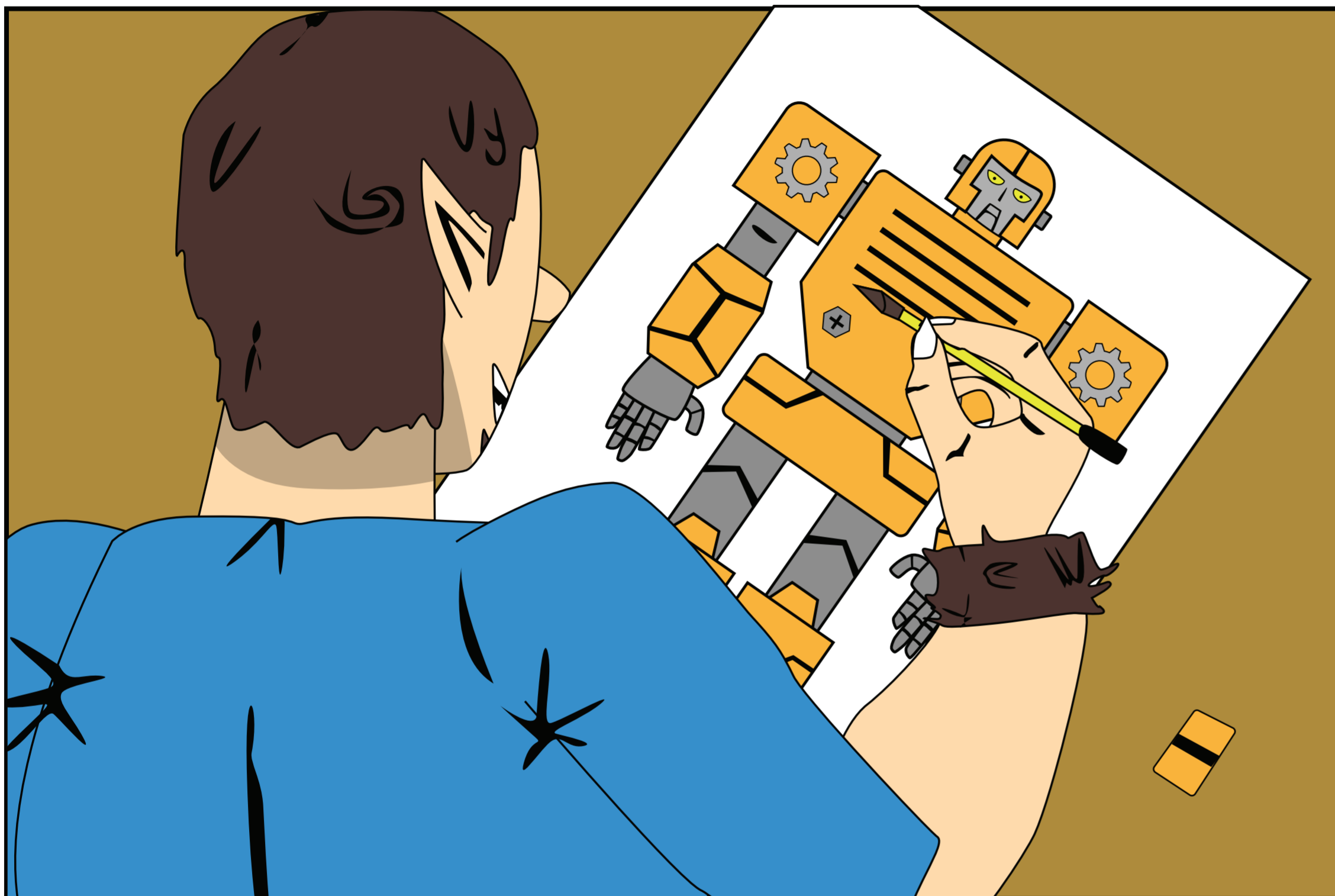
MOODBOARD 2



MOODBOARD 3



STYLEFRAME 1&2

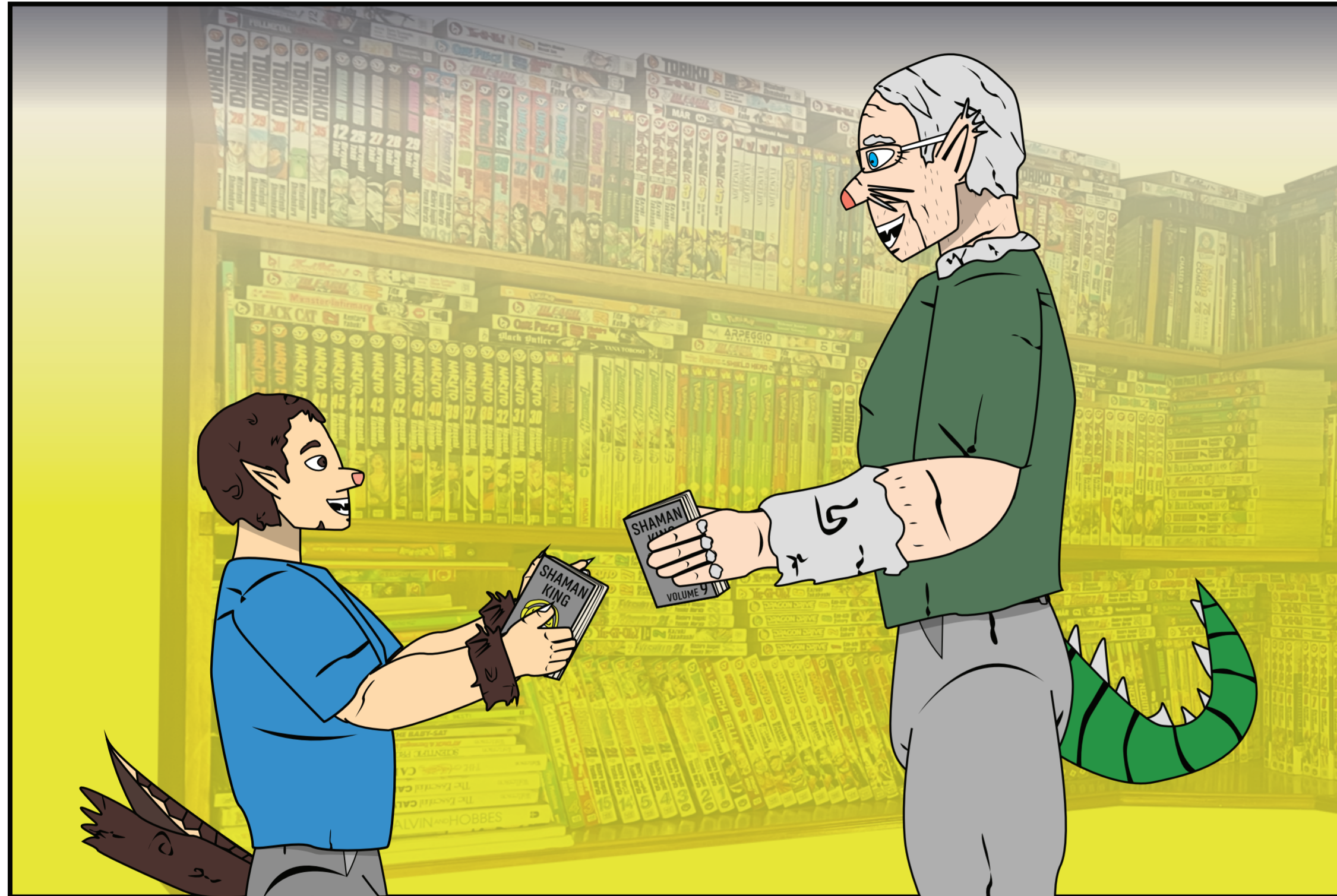


Scene 1: Andor joyfully sketches a robot on a medium-sized sketchbook, his face lighting up with a smile.

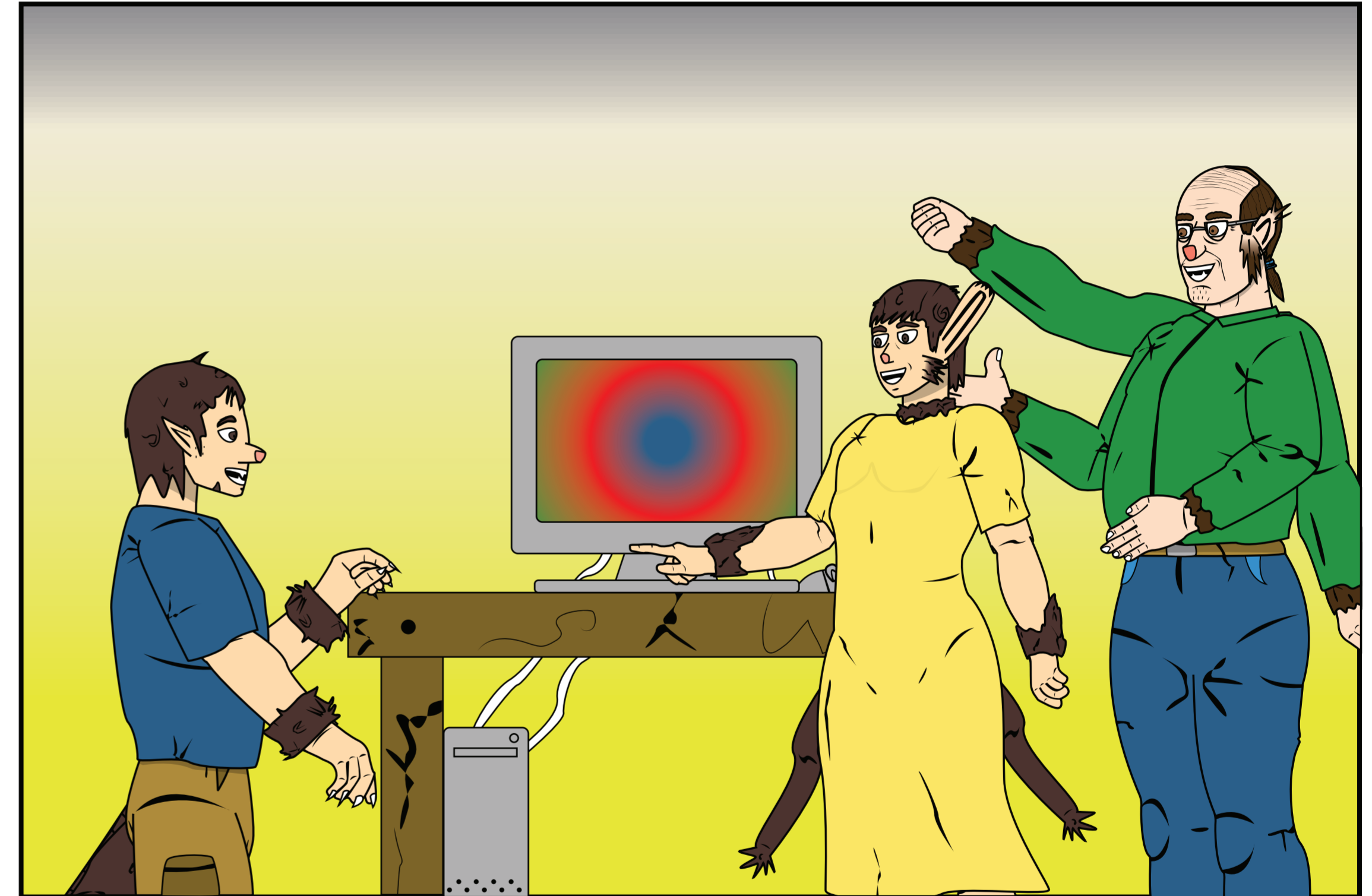


Scene 2: Andor gracefully walks through an open door, symbolizing the transition into a new phase.

STYLEFRAME 3&4

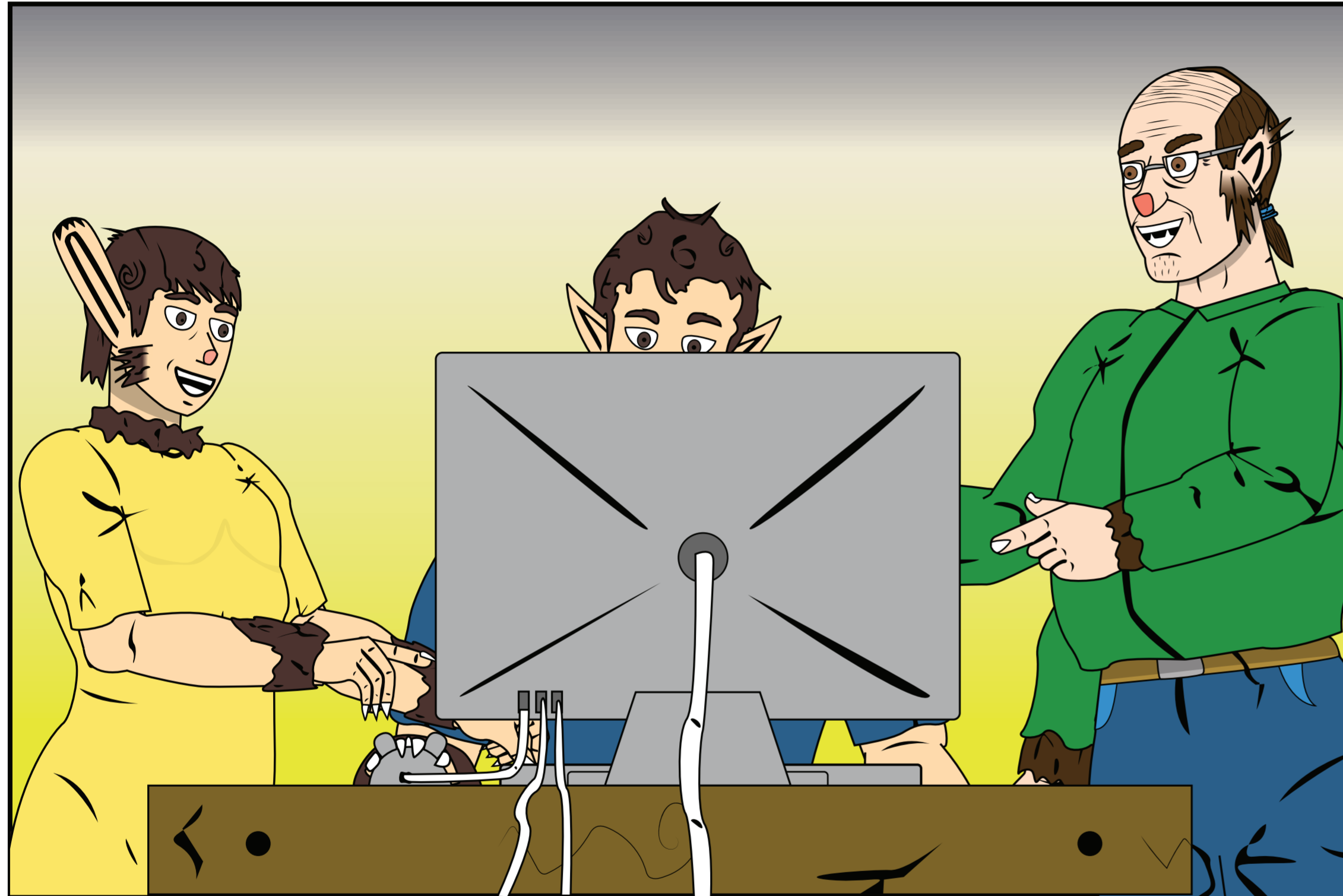


Scene 3: A family friend bestowed upon me one of the initial books that became a catalyst, altering the course of my life and fostering a profound love for reading.

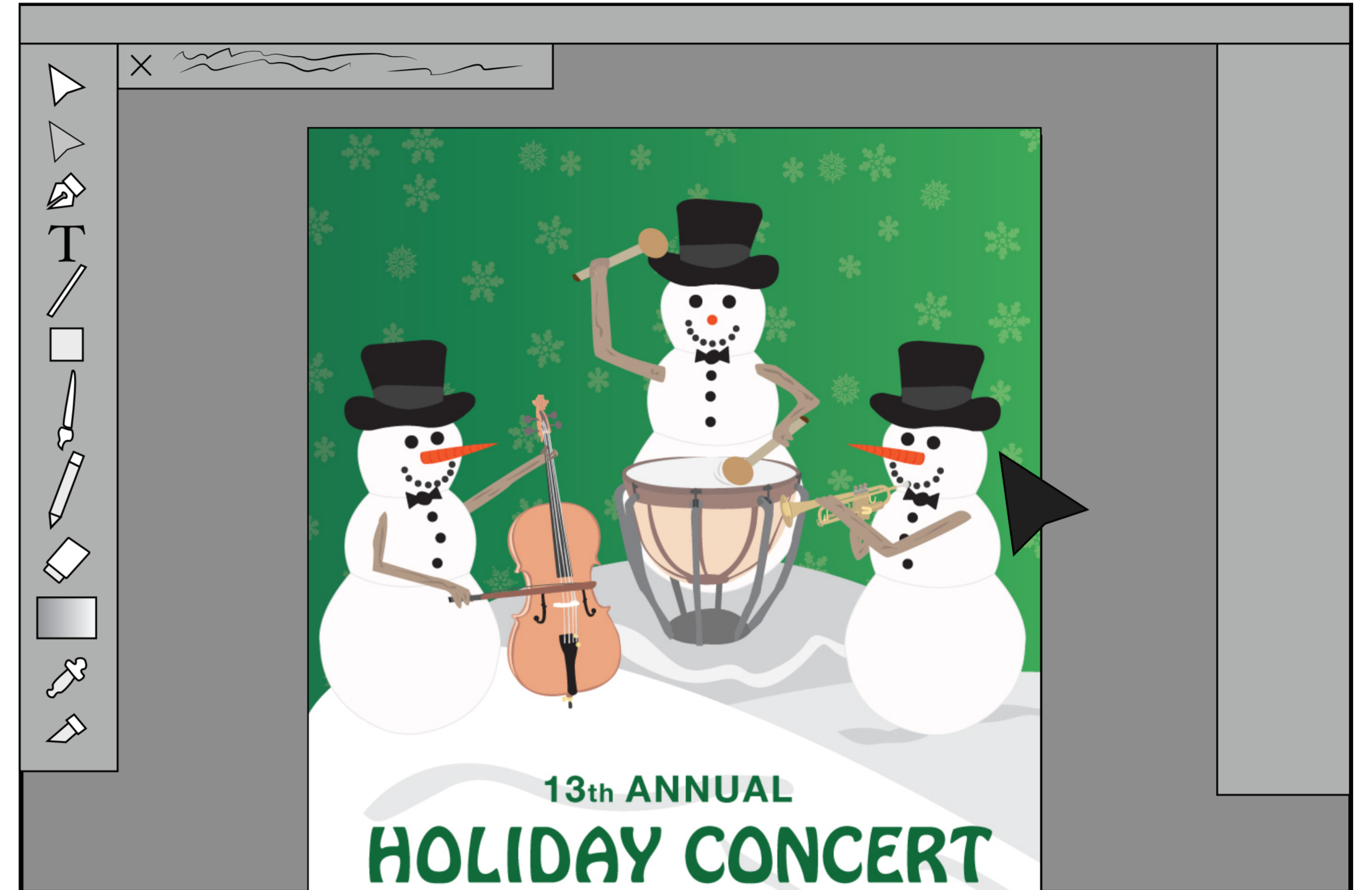


Scene 4: Mom and Mark have a computer, which Andor uses and they move their mouths to their respective talking.

STYLEFRAME 5&6

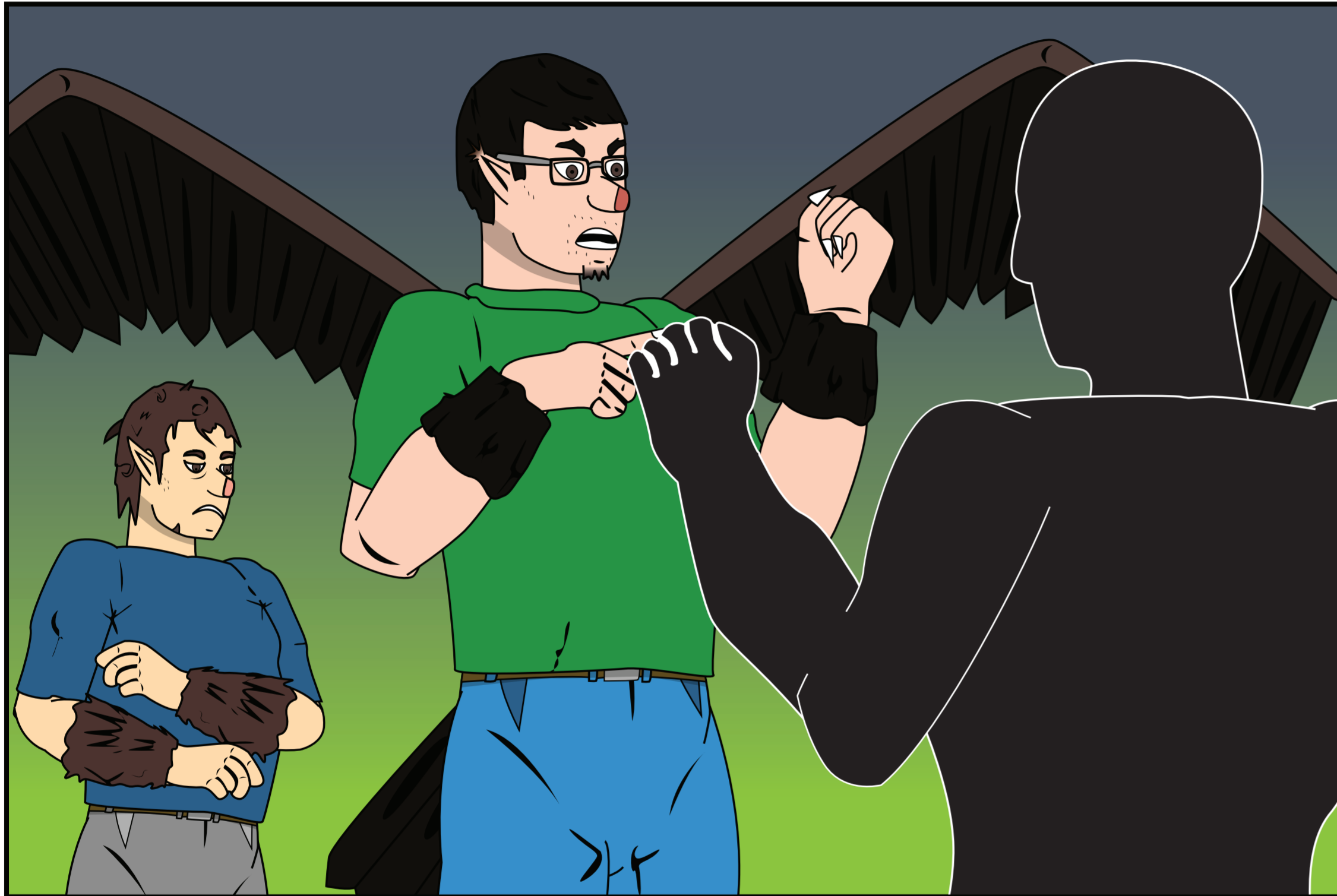


Scene 5: The scene shifts to Andor, focused and immersed behind the computer screen, signifying his exploration of digital realms.



Scene 6: On the computer screen, a mouse moves over a poster design, illustrating Andor's journey in developing his Graphic Design skills throughout High School and College.

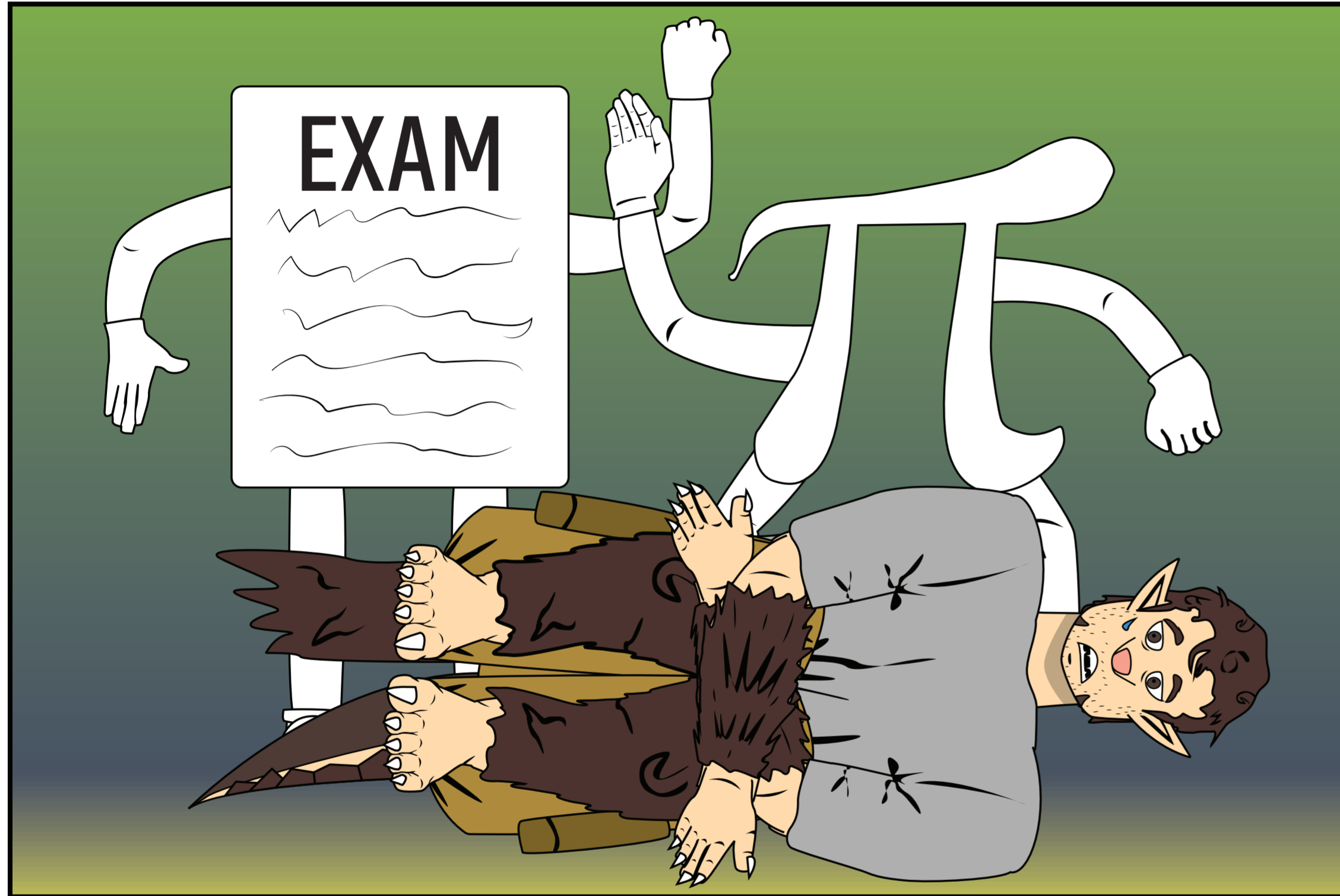
STYLEFRAME 7&8



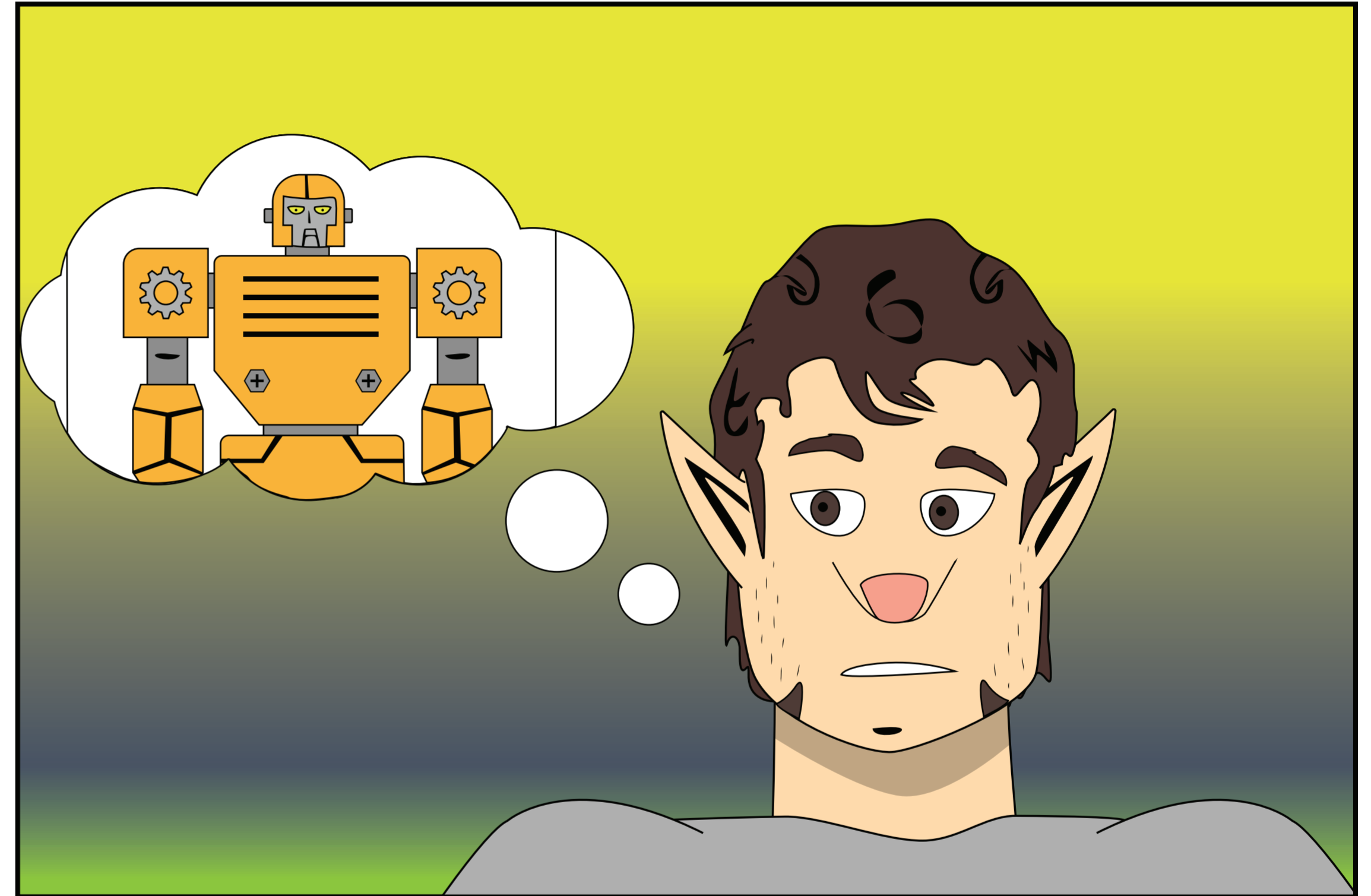
Scene 7: In high school, a steadfast friend intervened on my behalf, confronting a bully who was targeting me. This act of solidarity forged a bond that has endured, making them a lifelong friend.



Scene 8: Andor proudly holds a lengthy degree scroll, representing his achievements in High School, College, and Graphic Design.

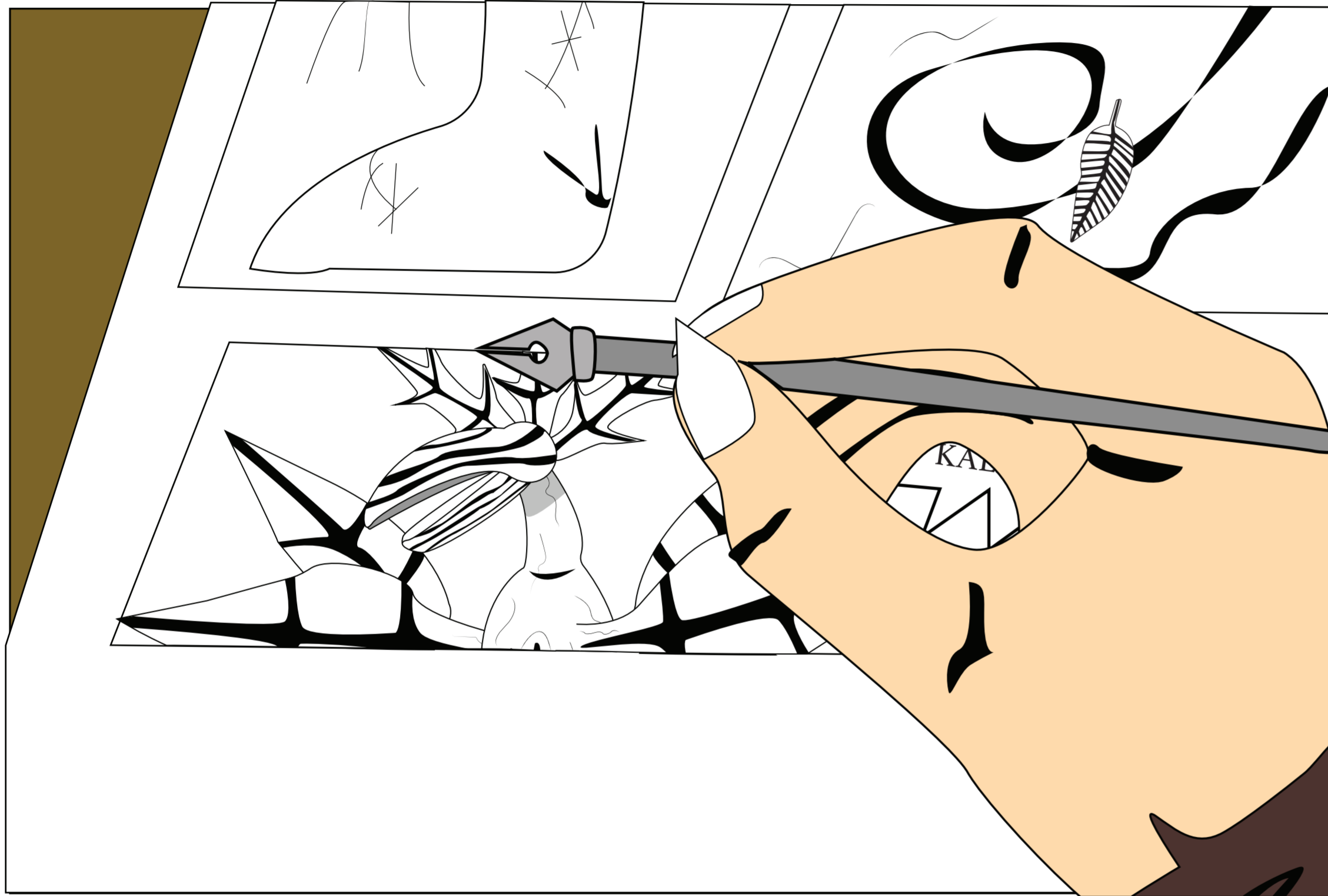


Scene 9: The sole challenge I faced throughout these years pertained to exams and mathematics.

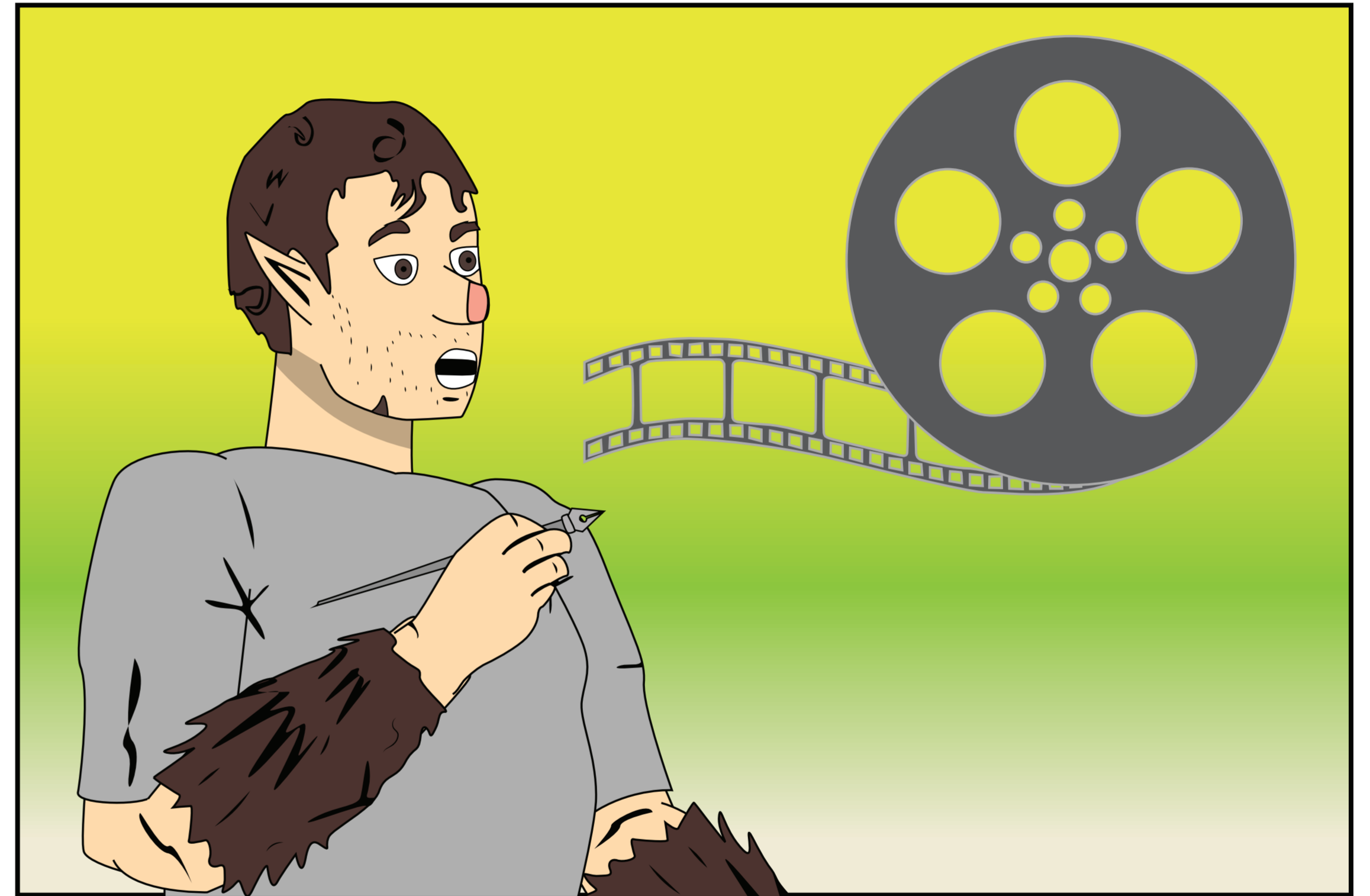


Scene 10: A thought bubble materializes above Andor's head, revealing the robot he had created in his childhood, emphasizing the roots of his creative journey.

STYLEFRAME 11&12



Scene 11: Armed with a pencil, Andor sketches on medium-sized paper, adopting a comic book format to express his evolving artistic style.



Scene 12: A film reel begins to move across the screen, capturing Andor's attention and symbolizing the shift towards Motion Media.

STYLEFRAME 13&14

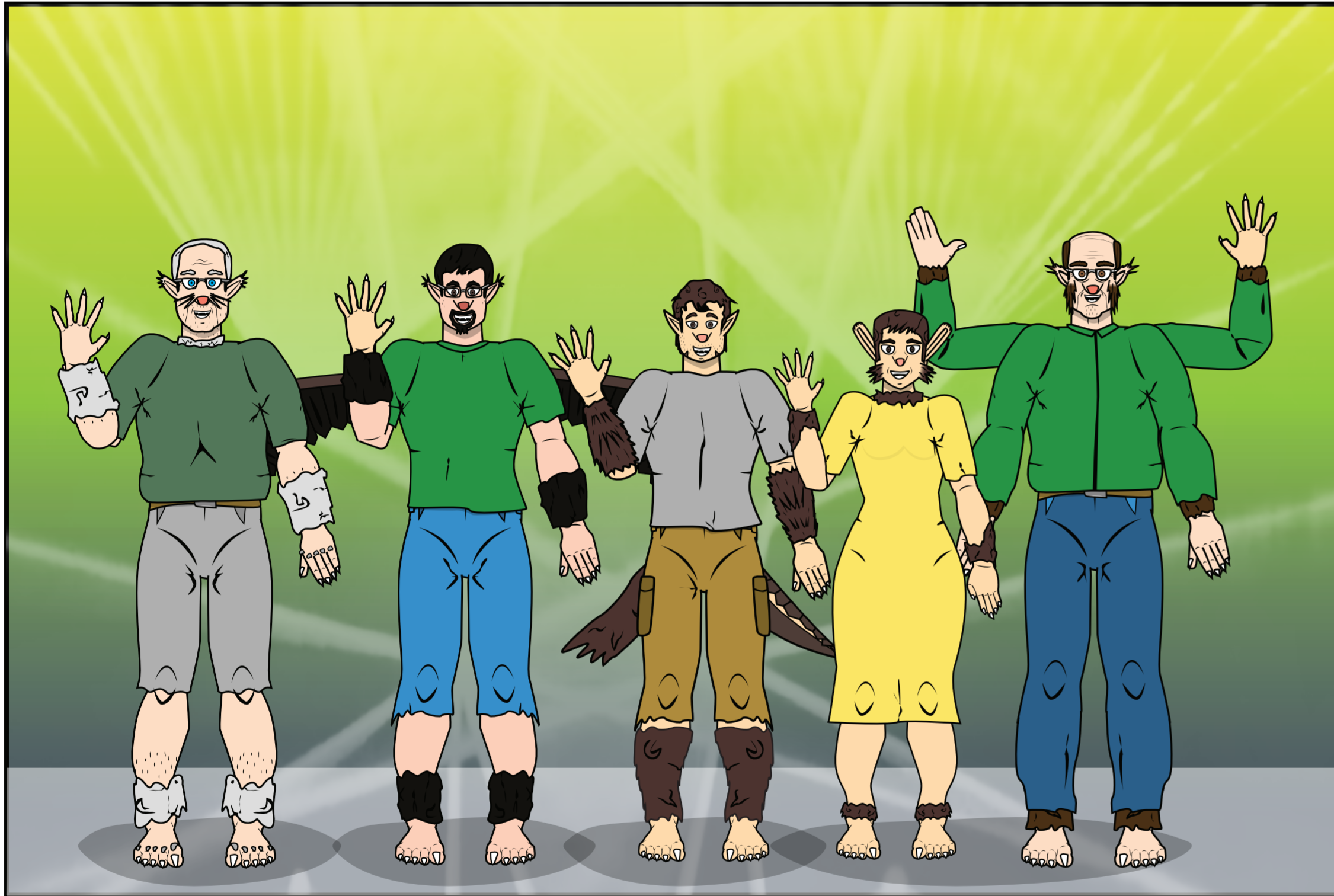


Scene 13: A demo reel of Andor's motion media work that he has done, marking a significant milestone in his artistic exploration.

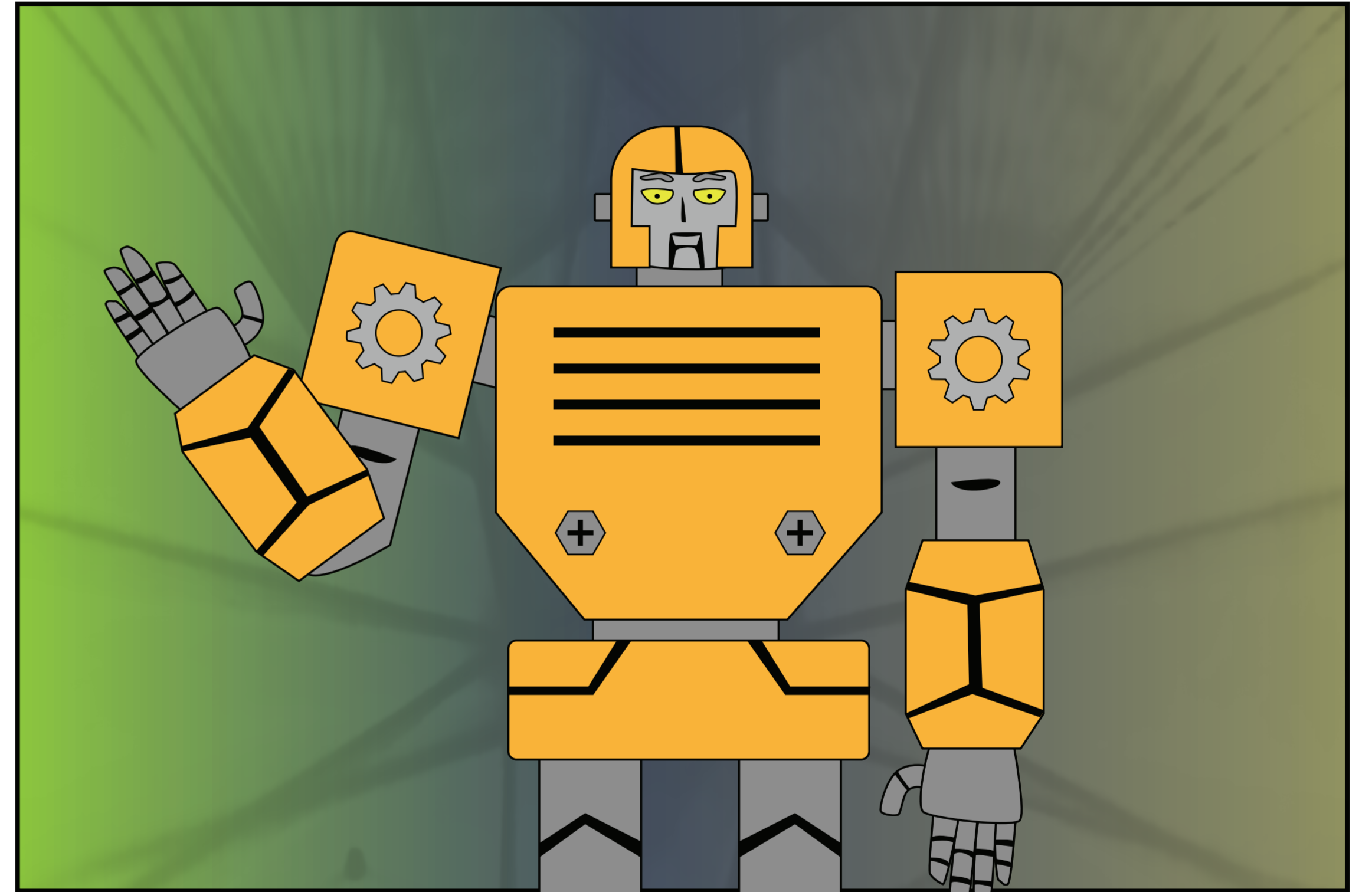


Scene 14: A close-up of Andor's face reveals a myriad of emotions, reflecting the depth of his artistic journey.

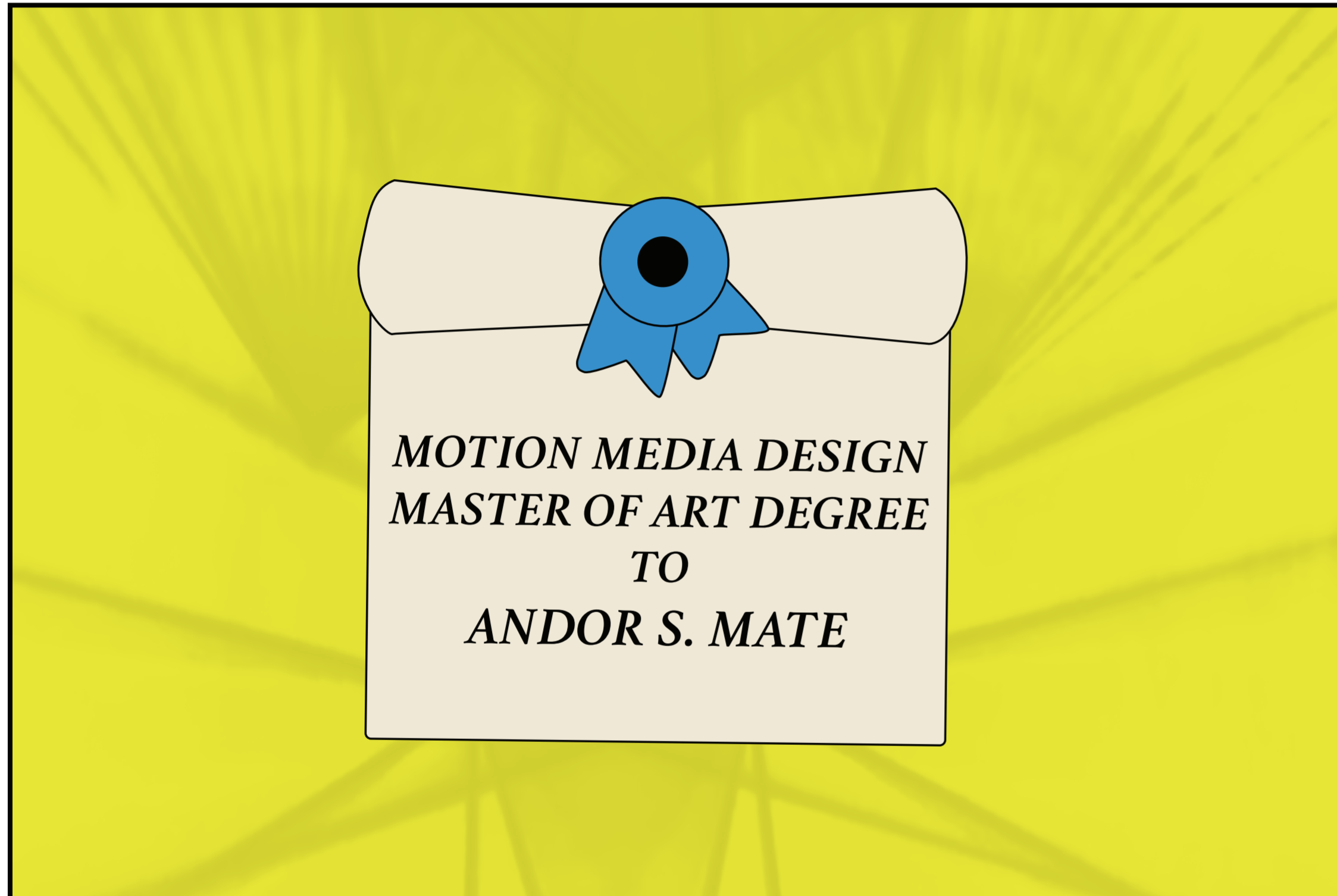
STYLEFRAME 15&16



Scene 15: I am debating on what to put in the last.



Scene 16: Scene 15 will slide to show the robot waving to present my artwork.



Scene 17: Coming from scene 14 would be my Motion Media Design degree representing how I come to this motion media piece.



Scene Title Sequences: This would be the title sequences which introduce the animation as this would have a rhythmic flow as the text fades and grows in.

Andor S. Mate

SANM 748-N02 M.A. Final Project

Professor Alessandro Imperato

1/22/2024

Savannah College of Art and Design

ASSIGNMENT 1: OUTLINE

Introduction:

In the intricate tapestry of personal growth, the influence of significant individuals plays a defining role. This narrative delves into the tale of my evolution, illustrating the impact of family and friends in shaping my skills and personality through the medium of motion media art. In this visual journey, every character within the video takes on a creature form, a unique representation of my artistic style, breaking away from the conventional human-centric norms prevalent in most motion media and storytelling.

Body:

Paragraph 1: The Early Artistic Roots

As a child, my creative inclinations found solace in drawing robots and envisioning myself as a favorite hero. The initial scene unfolds with my character immersed in drawing gears and robot-like artwork, capturing the essence of my childhood joy. Transitioning through a doorway reveals the passage of time, marking the phase when my parents guided me into the realm of computers and graphic design. The subsequent scene depicts my character, now with high school and college degrees in Graphic Design, and a newfound inspiration stemming from

childhood creatures and robots, leading to the exploration of comics during my studies for a Cartoon Degree.

Paragraph 2: Exploring Motion Media

The narrative advances to the chapter of motion media studies, symbolized by my character encountering a film reel, picking up a camera, and recording a world transformed by vibrant colors and dynamic lines. A pivotal moment unfolds as my character earns a Motion Media Degree. Sharing my creative endeavors with family, their smiles and encouraging thumbs-up affirm the significance of their support. The influence of friends introduces me to diverse media experiences, from video games to music, symbolized by a headset adorned with musical symbols.

Conclusions:

The profound impact of family and friends resonates throughout my journey, a sentiment encapsulated in the final scene. A close-up of my character's smiling face transitions to a wider view, revealing family and friends collectively smiling and waving towards the camera. Their influence has been instrumental, providing a profound understanding of myself, enhancing my skills, and offering insights into the intricacies of the world. The conclusion unfolds with my character weaving at the camera, symbolizing the interconnectedness of my journey and the gratitude I carry for those who played a significant role.

CREATIVE PROCESS

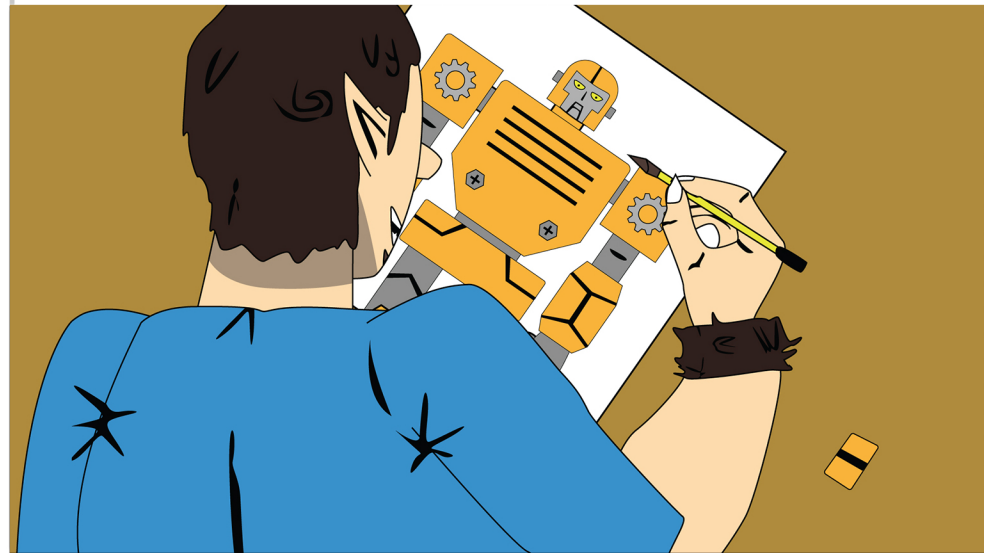
Within Adobe Illustrator, I create characters and plan their animations meticulously. This involves organizing each body part into distinct layers, positioning them precisely, and determining their sequential order for animation.

Transitioning into Adobe After Effects, I import the Illustrator assets and establish a hierarchical relationship by seamlessly linking each body part to its corresponding joint. My animation process unfolds through the adept utilization of position and rotation properties, complemented by the application of easing techniques, ensuring harmonious and seamless movement.

The motion design process is in a constant state of evolution, influenced by the ever-shifting landscape of my emotions. Witnessing the transformation of simple drawings into animated creations is a dynamic experience, as my emotional responses evolve with each animated sequence.

FIND MYSELF ON
Title: THE SPECTRUM

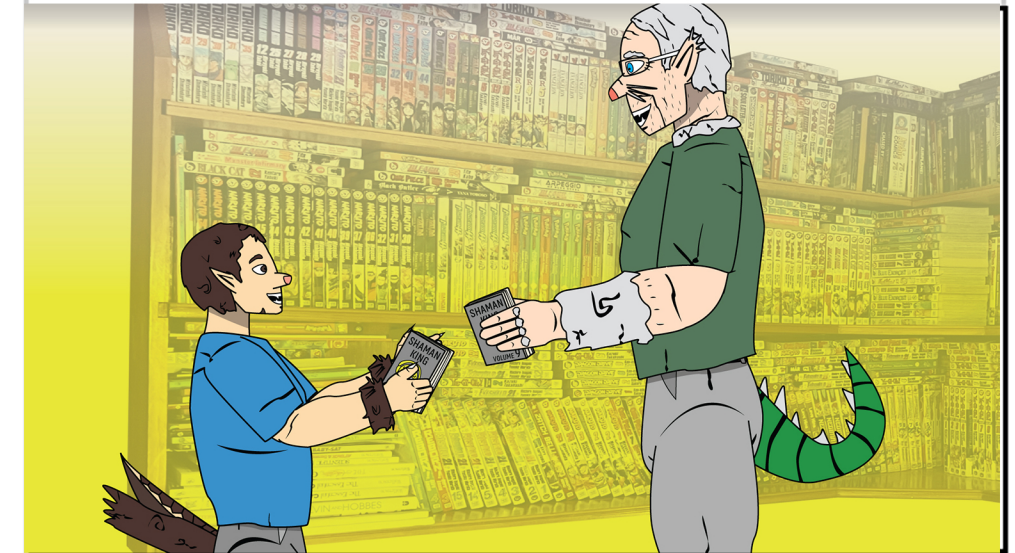
Scene	18 Scenes	Seq.	
Dir.	Andor S. Mate	DP	



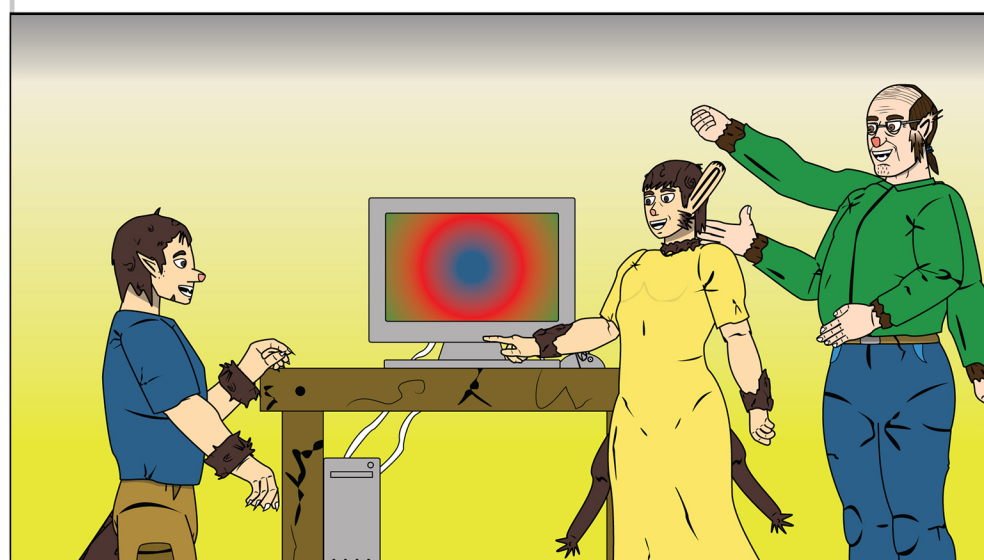
Scene 1: The opening frame gradually emerges, revealing the character positioned in the mid-range, with their back to the audience. Their hand moves a pencil across a sheet of paper drawing.



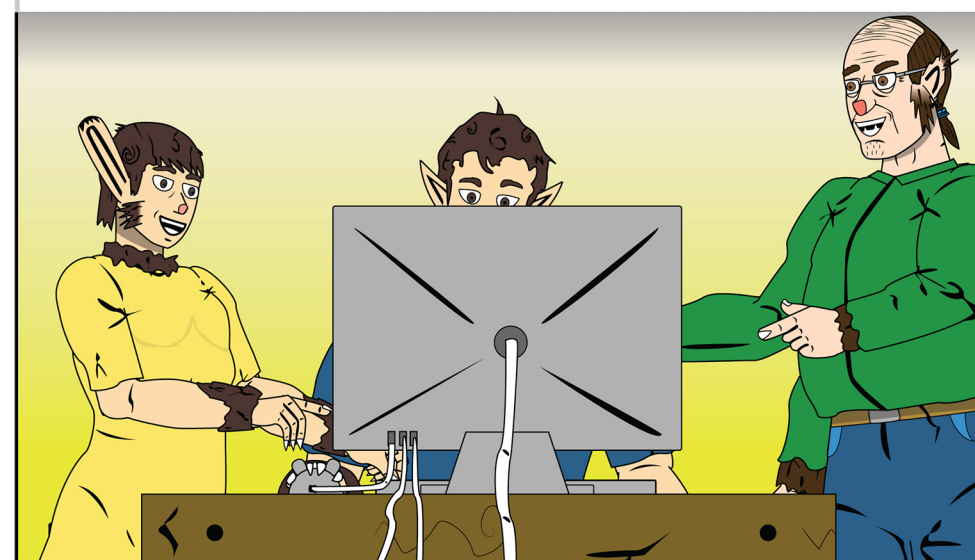
Scene 2: A seamless cut introduces the next scene, where Andor approaches a door. With a gentle push, the door swings open, allowing Andor to walk through its threshold.



Scene 3: Continuing from the preceding scene, as Andor walks, he encounters Roger in a side-angle shot. When Roger hands the book to Andor, a bookshelf smoothly slides into the scene, enhancing the visual narrative.



Scene 4: Transitioning seamlessly, the scene fades into the graduation moment, gradually zooming out to unveil Andor, accompanied by his mom and Mark. Together, they present the computer, synchronizing their movements to emphasize the significance of the moment.

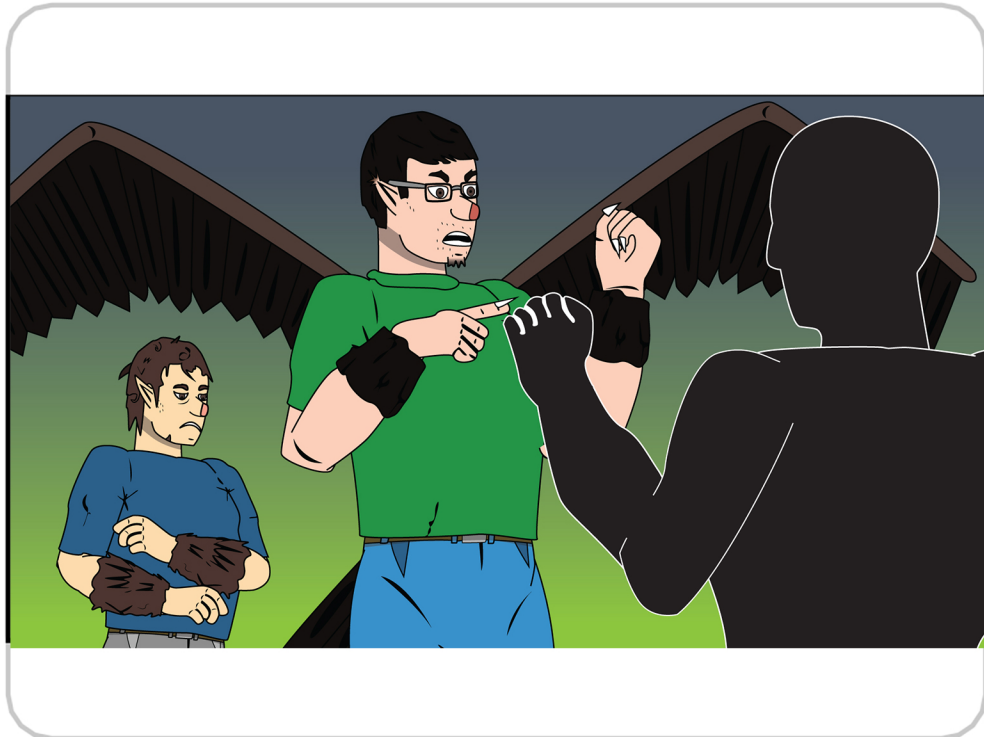


Scene 5: The narrative shifts to this scene, accompanied by subtle clicking sounds as Andor manipulates the mouse. Anya and Mark synchronously move their arms in response. A gradual, slight zoom emphasize the focus on the computer.

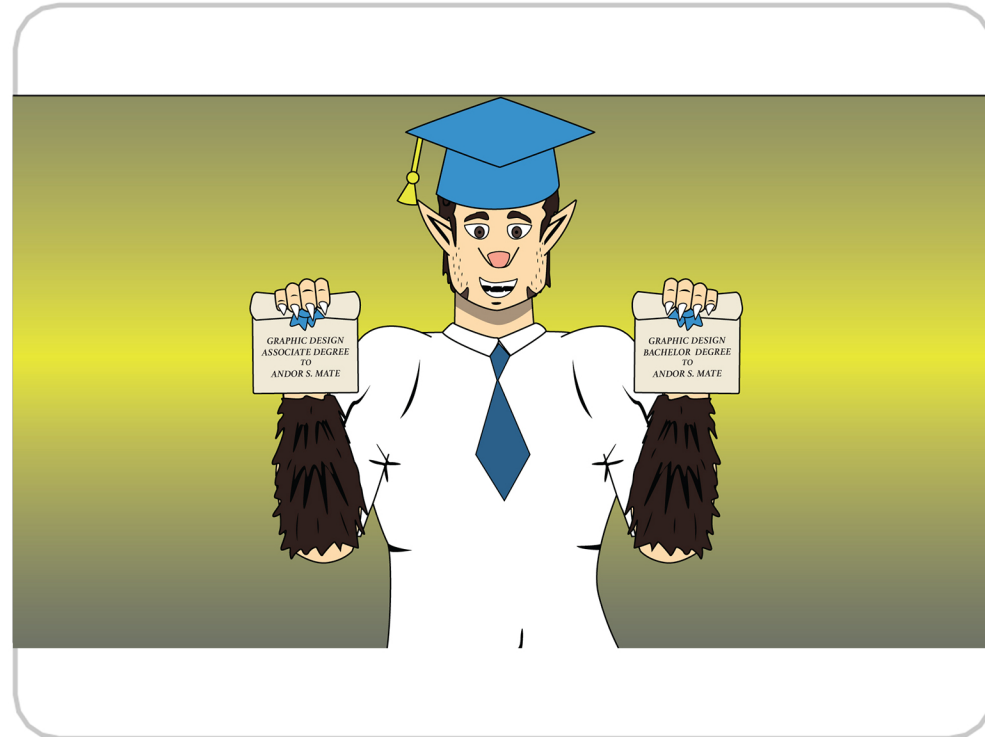


Scene 6: Transitioning from the previous screen, the image pixelates, unveiling a new scene where the mouse clicks around the computer screen, emphasizing the digital interaction.

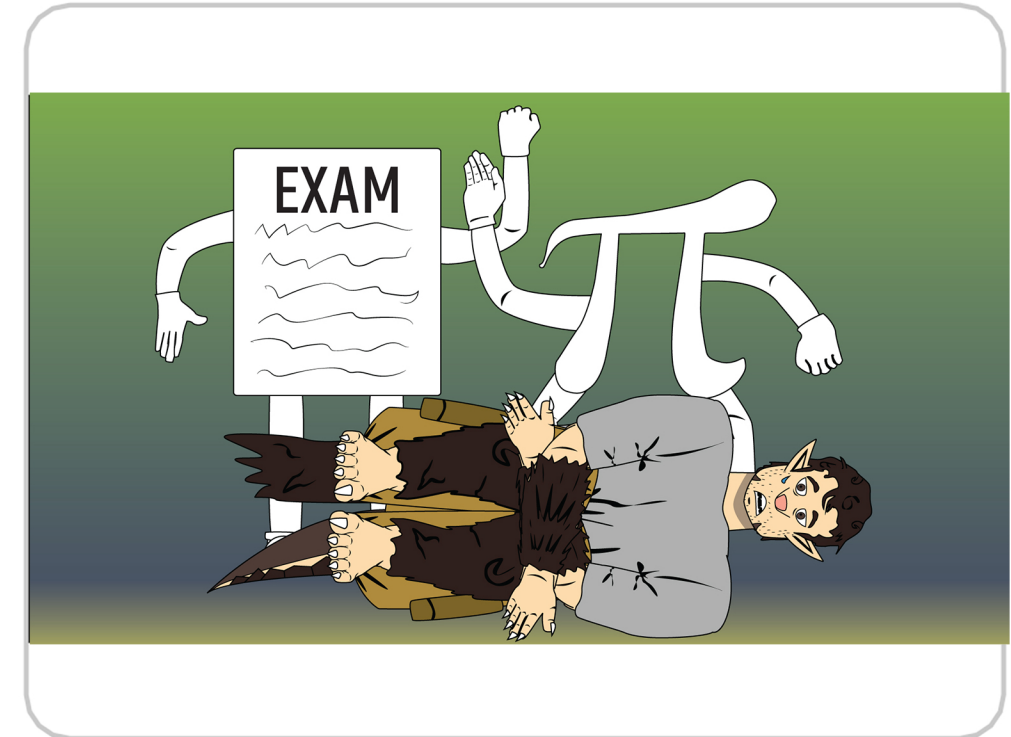
FIND MYSELF ON Title: THE SPECTRUM	Scene	18 Scenes	Seq.	
	Dir.	Andor S. Mate	DP	



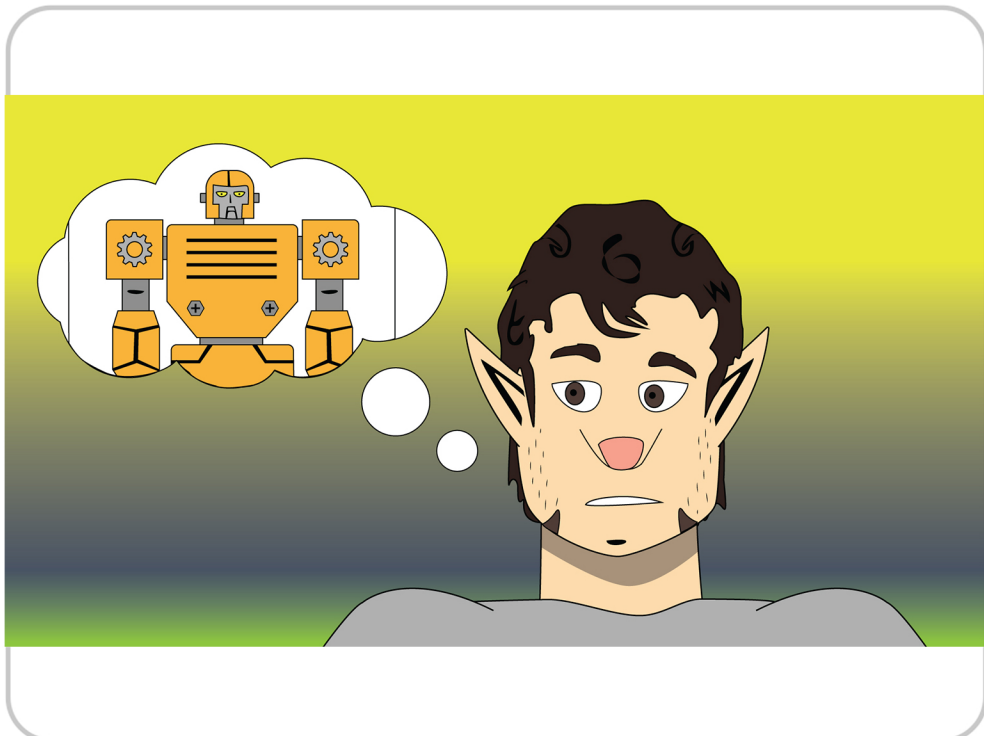
Scene 7: Transitioning smoothly, the scene fades in, centering on Andor before gradually zooming out to reveal the approaching bully. Suddenly, friends descend from above, intervening to halt the bully's advance.



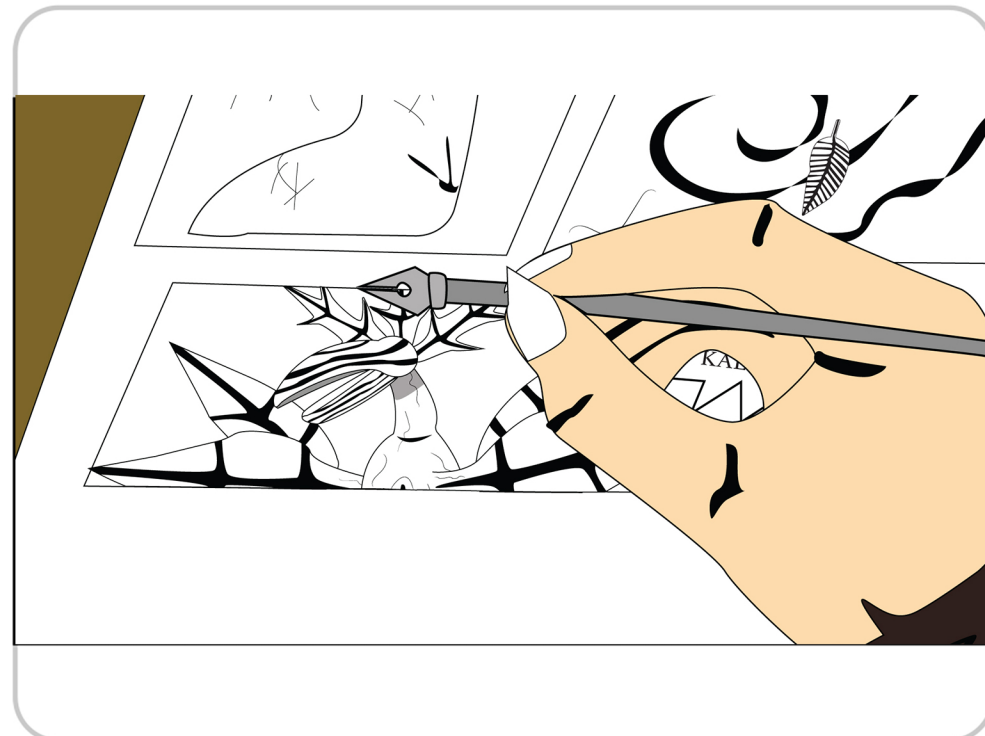
Scene 8: As the preceding scene fades out, a transition occurs with the white bubble texture giving way to a black texture. From below, Andor emerges, and simultaneously, the degree unfurls, presenting itself in a visually compelling manner



Scene 9: Descending from above, the scene unfolds to depict symbols of math and exams metaphorically slapping Andor. A close-up follows, highlighting each symbol being defiantly struck back by Andor, symbolizing a triumphant victory over challenges.



Scene 10: A close-up shot captures Andor rising from the preceding scene, deep in thought as he recalls a childhood memory. A thought bubble pop out of his head, encapsulating the essence of that touching moment.

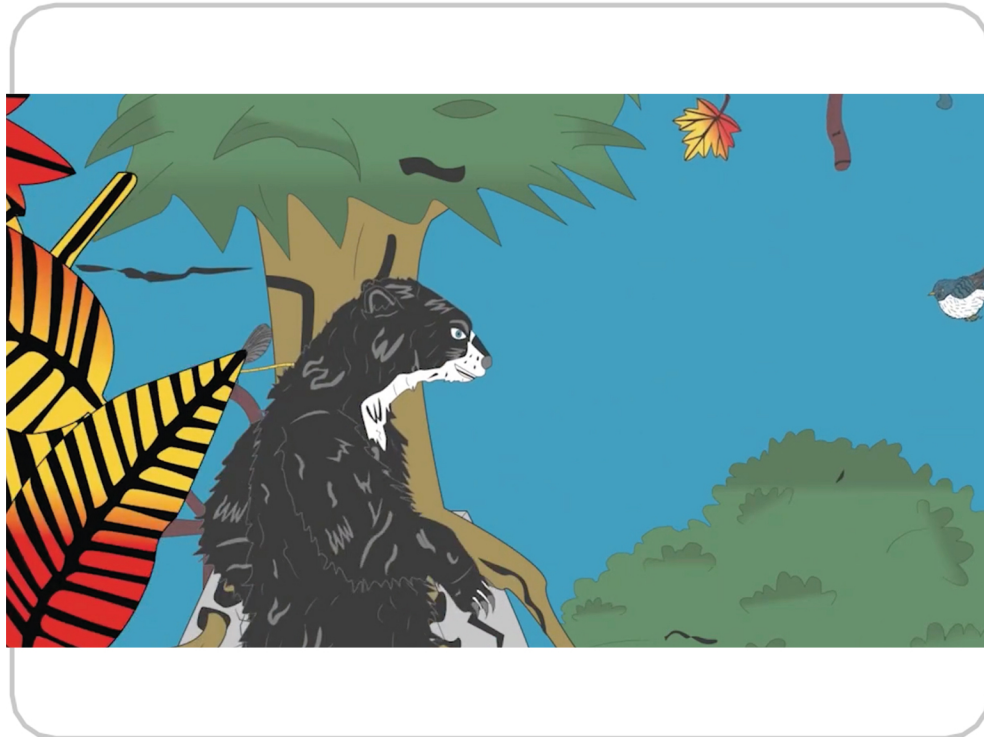


Scene 11: An overhead view captures a hand wielding a pen, intricately drawing out the comic, revealing the artistic process from a bird's-eye perspective.

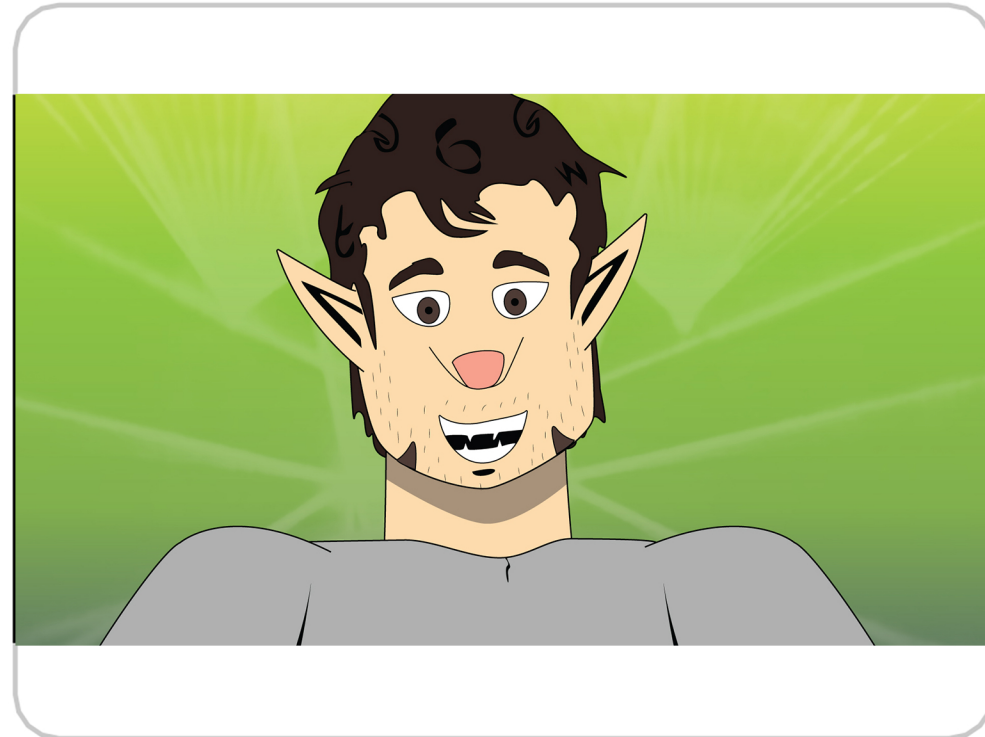


Scene 12: Transitioning seamlessly from the previous frame, the camera pans upward to reveal Andor sporting a smile. Subsequently, a film reel smoothly rolls onto the scene, symbolizing the progression into the next chapter of life.

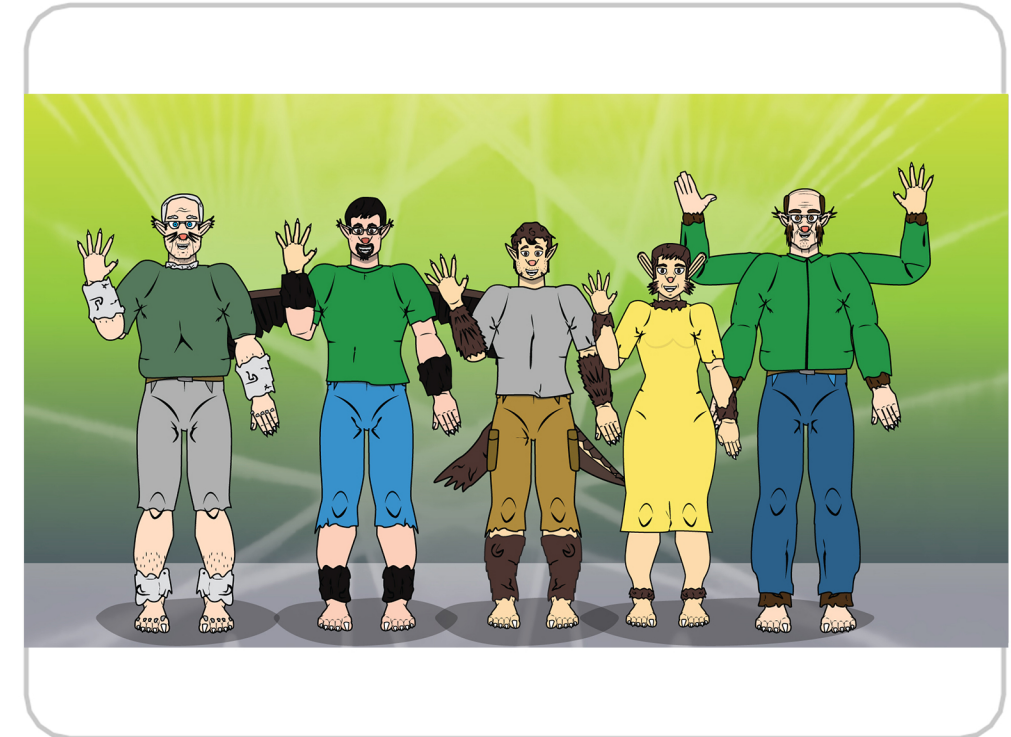
FIND MYSELF ON Title: THE SPECTRUM	Scene	18 Scenes	Seq.	
	Dir.	Andor S. Mate	DP	



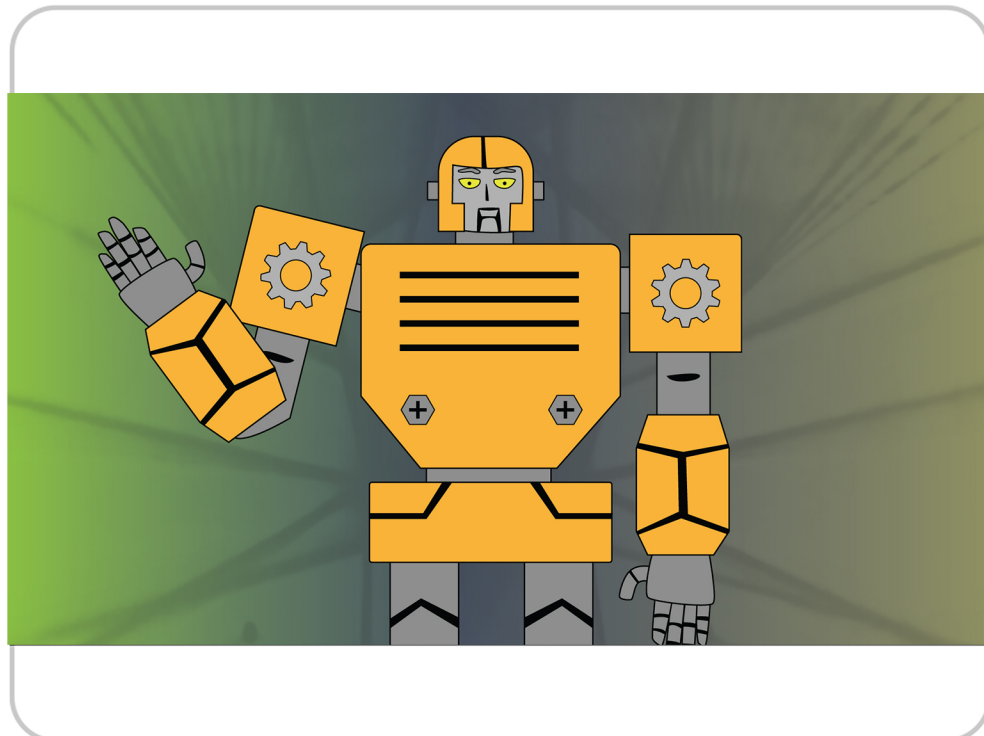
Scene 13: The next scene slides from the right which starts when it reaches the center.



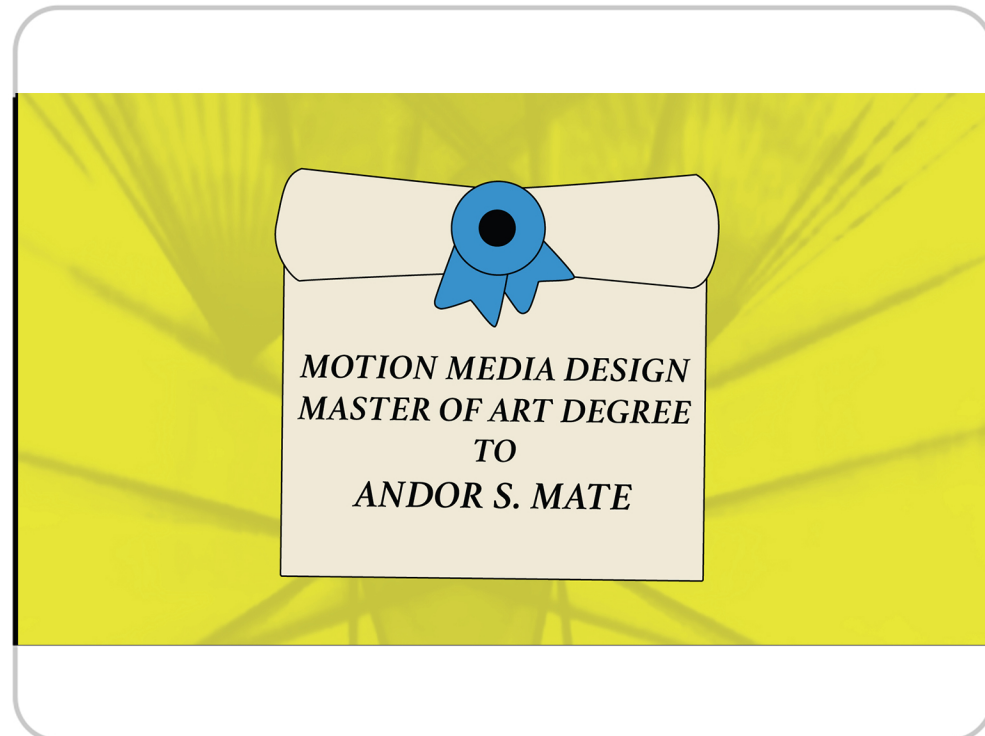
Scene 14: The camera's flash serves as a seamless transition, revealing a close-up shot of my face, capturing the moment with vivid intensity.



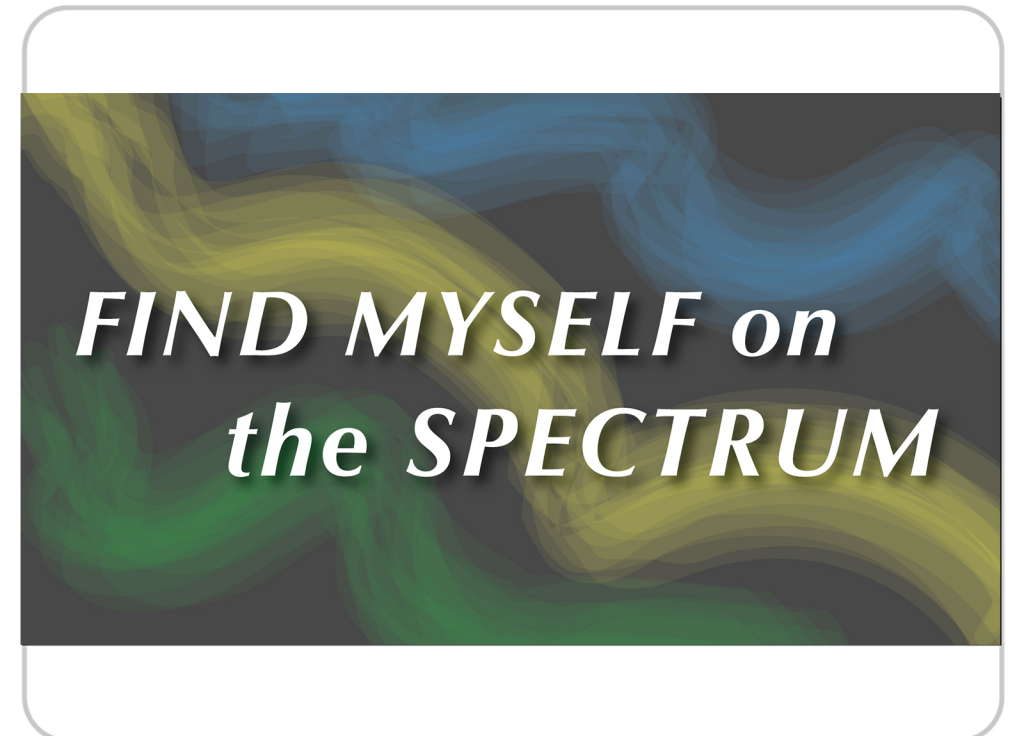
Scene 15: Expanding from the previous frame, a gradual zoom out unveils the individuals who have served as my inspiration, waving warmly at the camera.



Scene 16: Scene 15 will slide to show the robot waving to present my artwork.



Scene 17: Transitioning seamlessly to Scene 17, my degree, initially in scroll form, elegantly scales from the center while spinning. Eventually, it unfolds into a diploma, symbolizing the culmination of my academic achievements.



Scene Title Sequences: The culmination gently emerges, akin to an encroaching fog, as colors sweep over the scene like masterful brush strokes. In this cinematic atmosphere, the text unfolds, leaving the viewer with anticipation – "TO BE CONTINUED."