A Passionate Journey: Info-Motion Graphics video exploring why and how to find work you love.

Jia Zhou
jz2120@rit.edu

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A PASSIONATE JOURNEY

Info-Motion Graphics video exploring why and how to find work you love.

Jia Zhou
MFA Candidate

Visual Communication Design MFA Program
School of Design
College of Imaging Arts & Sciences
Rochester Institute of Technology

20 March 2017
JIA ZHOU’S THESIS COMMITTEE

Chief Thesis Adviser:
Daniel Deluna, Associate Professor
School of Design, Visual Communication Design

Associate Thesis Adviser:
Chris Jackson, Associate Dean, Professor
School of Design

Associate Thesis Adviser:
Shaun Foster, Assistant Professor
School of Design, Visual Communication Design
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ABSTRACT

Benjamin Disraeli, a 19th century British Prime Minister, once said, “Man is not a rational animal. He is only truly good or great when he acts from passion.” Passion is the fuel that can power you toward the realization of your dreams. To live a truly satisfying and purposeful life, it is important for every individual to know what their passions are so life will be fulfilling.

Teenagers choose their career after they graduate from high school. They begin to wonder what they will become and what contributions they can make in the future. It is important for people to choose something interesting that leads them to work hard in their career. This thesis is a motion graphics piece called “A Passionate Journey.” It presents an idea to students to help them contemplate about the things in which they have always been interested, discover their true passions, and choose jobs based on their enthusiasm. When people pursue something of which they are fond, they ultimately become successful. Information is received by people’s minds, silencing their inner critics and offering them the courage and self-confidence to pursue whatever they love. Therefore, the goal of this motion graphic design is help people to start observing themselves, think about what always makes them passionate, and choose something about which they are passionate in their future careers.

Keywords: Passion; Visual Communication Design; Needs; Career; Interested; Self-actualization; Motion graphics.

PROBLEM STATEMENT

According to a famous century-old motto, passion is the driving force behind success and happiness. When it comes to choosing jobs, some people hesitate to take jobs that they love. However, they get frustrated and upset easily when they are not well-paid, even if the job is interesting. Besides, they also feel stuck when they get a mundane job.

Apparently, a job is not simply a way for people to make their ends meet or support their lives. At the same time, a job is a part of lives because many people spend more than eight hours a day at work. It is insane to get a job with great perks but that ends up draining all our energy because when we get back home, we may fail to have any energy left to enjoy the lives for which we toil all day.

People need passion to motivate them to get up every morning when they are feeling exhausted and sleepy. Without passion or interest in work, we all get fixated about paid vacations that have not yet come. No matter what jobs we take, it is necessary for us to develop passion because many jobs are easy, and to be persistent at work, people need passion to keep them going over a sustained period of time.

Everyone has passion, but not all people know what to do with their passion, and some people do not even know what the passions deep down in their hearts are. Sometimes, people may not be aware of what truly engages them until they examine their own habits and behaviors from a detached, inquisitive perspective, which means that identifying one’s passion is something psychological.

Teenagers tend to ponder over what they will become in the unknown future. It is important to guide them to choose suitable careers and send them on the right paths. This motion graphic design visualizes this psychological problem. Therefore, viewers will learn about this psychological issue with ease. After analyzing this motion graphic piece, viewers can start observing themselves and thinking about what makes them happy, passionate, and fulfilled. Later, a subject should be chosen based on their interest for their future career.
THESIS STATEMENT

This motion graphic design visualizes the psychological problem that jobs should suit people’s personalities and interests. In this way, it will become easy for them to make the right decisions. The intention of this motion graphics piece is to raise awareness about self-actualization and allow teenagers to start observing themselves and thinking about what makes them happy, passionate, and fulfilled so they will choose a subject they love for their future career.

The author created a eye-catching motion graphics video that presents this topic: why and how to find the work you love.
**Research**

Keywords:
- Passionate, Psychologist, Hierarchy of Needs, Life, Jobs, Hobbies, Power, Happiness, Satisfy, Advise, Purpose, Core Value...

Key Questions:
- What do you want to become when you grow up/after you graduate?
- Does this job make you feel good about yourself?
- Do you talk about it to anyone who are willing to listen to you?
- Are you delighted to teach it to others?
- Would you like to spend more of your time doing it?
- Does it make you want to get out of bed in the morning?
- When you are doing it, do you lose track of time?
- When you are talking about it, do you become more animated and enthusiastic?
- If it is allowed, would you like to spend more time getting engaged in it?

The Benefits of Doing What You Love:
- More joy
- More happiness
- More synchronicities and coincidences
- More success (both inner and outer)
- Less fear (but not fearless)
- Less worry
- Less stress
- Fulfilment, psychological, basic needs

<table>
<thead>
<tr>
<th>Priority 1</th>
<th>FULFILLMENTS’ NEEDS</th>
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<tbody>
<tr>
<td></td>
<td>self-actualization</td>
</tr>
<tr>
<td></td>
<td>Joy, purpose, significance</td>
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<tr>
<th>PSYCHOLOGICAL NEEDS</th>
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<tr>
<td>· esteem needs</td>
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<tr>
<td>value, confidence,</td>
</tr>
<tr>
<td>achievement.</td>
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<tr>
<td>· social needs</td>
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<tr>
<td>friendship, family,</td>
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<tr>
<td>love, companionship.</td>
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<table>
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<tr>
<th>BASIC NEEDS</th>
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<tbody>
<tr>
<td>· safety needs</td>
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<tr>
<td>security, stability,</td>
</tr>
<tr>
<td>protection, boundaries.</td>
</tr>
<tr>
<td>· physical needs</td>
</tr>
<tr>
<td>shelter, food,</td>
</tr>
<tr>
<td>warmth, sleep.</td>
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</table>

People needs three major points in their lives that are **Basic needs, Psychological needs, and Fulfillment needs.**
Target Audience

The target audience is students who recently graduated from high school who are starting to think about what they will become and wonder what every single individual with a different occupation looks likes. They are going to choose a major that directs them toward a specific career in the future. It is important for people to choose a subject in which they are interested and have passion.

Age arrange from thirteen to nineteen.

Name: Wendy
Age: 18 years old

Her Story: - She is about graduate from high school.
- She is trying to figure out what major she should apply for the college.
- She also what know want to do in the future.
PROCESS: PLANNING

Methods
Every person has an internal compass that can accurately guide them to their path, but first, they must be willing to become steady and accept suggestions. They must become self-experts and understand themselves. Motion graphics videos are built to be engaging, informative, and easy to watch, combining text, characters and images to deliver a message. With voiceover, music, or sound, another sensation of experience is heightened. It is this effect that holds people’s attention and effectively transfers targeted messages to the target audience. That’s why the author created this eye-catching motion graphics video that illustrate this topic and explains why and how to find the work you love.

Script
People gain knowledge every day from school, family, and society, but everyone has unique strengths. Even though you may not have a clear vision about your career, you are probably curious about the unsure parts of your life. It is important to follow your curiosity and explore your potential interests.

Secondly, there must be a person or an object that you admire or worship. Think about who inspires you and who has made great achievements that encourage you to become like them. Write down why this person inspires or interests you. Over time we will build a repository of things we can apply to our own lives and exist passionately.

The motion graphic will show the reason behind it and how to discover the occupations we may enjoy. There are several many types of jobs, including the investigative, artistic, entertainment, conventional, realistic, and social work. I choose three job fields, design, business, and science, because these three categories have investigative, artistic, and entertaining aspects. Jobs should be suitable for people with different personalities, and people should follow their passions.
PROCESS: PLANNING

Assets Based on different interests and characteristics of these occupations. These three persons will be interested in various things. Therefore, here is the list of the objects appearing in this motion graphics piece.

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Objects/ Interests</th>
</tr>
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<tbody>
<tr>
<td>Designer</td>
<td>Painting; Posters; Photoshop; Pictures; Advertisement; etc.</td>
</tr>
<tr>
<td>Businessman</td>
<td>Name cards; Newspaper; World; Speech; Contract; etc.</td>
</tr>
<tr>
<td>Scientist</td>
<td>Computers; Chemistry; Doctor; Data, etc.</td>
</tr>
</tbody>
</table>

There are also a lot of assets shown in different scenes

<table>
<thead>
<tr>
<th>Scenes</th>
<th>Streets; Houses; Buildings; Stores; Home; etc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objects</td>
<td>Tables; Documents; Books; Character; Computers; etc.</td>
</tr>
</tbody>
</table>
PROCESS: PLANNING

**Format**  Motion Graphics

**Duration**  80 seconds

**Software**  Adobe Illustrator and Adobe Photoshop for basic graphic components. After Effect for creating the motion graphic.

**Hardware**  Hardware will consist of an LED television and/or projector.

**Color Palette**

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Color</th>
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<tbody>
<tr>
<td>#90e9cb</td>
<td>#ffebdc</td>
</tr>
<tr>
<td>#fcd592</td>
<td>#a1e3fd</td>
</tr>
<tr>
<td>#f6bb39</td>
<td>#88b8f8</td>
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<td>#ba7c7d</td>
<td>#6a5075</td>
</tr>
<tr>
<td>#eadede</td>
<td>#54a459</td>
</tr>
<tr>
<td>#f6bb39</td>
<td>#f1e9e7</td>
</tr>
</tbody>
</table>
This motion graphics design uses the typeface BeBAS Neue, which is a sans serif font family. BeBAS Neue is easy to read on screens. It has several different weight options. The new weights used in this motion graphic design piece remain true to the style, with familiarly clean lines, elegant shapes, and a blend of technical straightforwardness and simple warmth, which makes it uniformly appropriate for this motion graphic design (see Figure 2).
In addition, a voice over was added to this motion graphics piece. A good motion graphic can begin with a strong script that is strengthened by a powerful and moving voiceover. Voiceovers work well for data visualizations, information access, and video explanation. Therefore, this motion graphics design helps increase awareness about hearing recommendations and suggestions about the right career.

“Passion is the fuel that can power you toward the realization of your dream. Choosing a job from the heart you will get more joy, happiness, and fulfillment in your life.

How to find work you love? One way is to observe and understand yourself.

We are learning things every day from school, family and society. Each person has their expertise, and you can find something unique about yourself.

Even though you may not have a clear vision for your career. Think about what make you curious and turn this to a career.

What interests you? who inspires you? Has someone influence on you and let you think “I want to be just like him”. Write down why that inspires or interests you. Over time you'll have this repository of things that can use to apply to your life and have a more passionate existence and make a better impact.

Passion is the driving force behind success and happiness. if you do really like what you're doing, you could eventually become a master of launch. And then you will be able to get a good fee and enjoy your life everyday. As it said: choose a job you love and you will never have to work a day in your life.”
PROCESS: SKETCHING

Sketches  Environment: (see Figures 3-4)

Figure 3: Starting with a dream.

Figure 4: Get up in the morning.
Sketches

Environment: (see Figures 5-6)

Figure 5: Livingroom

Figure 6: Various things happened/ shown in the street.
PROCESS: SKETCHING

**Sketches**  Elements: (see Figures 7-8)

*Figure 7: Graphic design*

*Figure 8: Marketing*
PROCESS: SKETCHING

Sketches  Elements: (see Figure 9)

Figure 9: Science

Once the author has the sketches and rough storyboard, she began translating the sketches into actual vector designs. Everything at this stage is used in the final animation stages, so the author tried to add more details on each elements. For example: (see Figure 10)

Figure 10: Creating the street scene in Adobe Illustrator.
"Passion is the fuel that can power you toward the realization of your dream." Start it with a rocket launching.

Rocket is traveling freely in the space.
Figure 13: The alarm clock is ringing

Figure 14: Character is swapping the phone and getting up in the morning. The color tone changes from dark to bright.
Figure 15: A shining day start. When the voiceover said: “Choosing a job from the heart you will get more joy, happiness, and fulfillment in your life.”

Figure 16: Character is sitting on the sofa and thinking about what he should do in his life. And the voiceover said: “How to find work you love? One way is to observe and understand yourself.”
Figure 17: Character starts to think about what he usually pays attention to? A street is establishing.

Figure 18: And the voiceover said: “We are learning things every day from school, family and society.”
Figure 19: While the voiceover is saying: "We are learning things every day from school, family and society." and the setting changed to a classroom.

Figure 20: Relevant elements are shown in the blackboard.
Figure 21: A person good at or interested in Chemistry.

Figure 22: A person who is good at or interested in Chemistry may choose a career of being a doctor that makes a contribution in the world. And the voiceover goes: “Each person has their expertise, and you can find something unique about yourself.”
Figure 23: A person good at or interested in Art.

Figure 24: A person who is good at or interested in Art may lead in to an artist career.
And voiceover goes: "Each person has their expertise, and you can find something unique about yourself."
Figure 25: Elements shown about “Graphic design”. And voiceover goes: “Even though you may not have a clear vision for your career. Think about what make you curious and turn this to a career.”

Figure 26: More elements shown about “Market Research”, and voiceover goes: Think about what make you curious and turn this to a career.
Figure 27: Voiceover goes: “What interests you? who inspires you? Has someone influence on you and let you think “I want to be just like him”. Write down why that inspires or interests you. Over time you’ll have this repository of things that can use to apply to your life and have a more passionate existence and make a better impact.”

7 comps were shown one by one in this one scene. (see Figure 28-33).

Figure 28: World map with line transmission

Figure 29: Conversation bubbles.
Figure 30: Handshaking, trader success.

Figure 31: Business elements. Suitcase, contract and etc.
Figure 32: More elements appear - Data.

Figure 33: A person is giving a speech.
Figure 34: Losing track of time while doing something the character likes. And the voiceover goes: "Passion is the driving force behind success and happiness."

Figure 35: Color tone from bright to dark. More Certificates appears in the scene. The voiceover goes: "If you do really like what you’re doing, you could eventually become a master of launch."
Figure 36: Trophy, money and diamond added in the scene. And the voiceover goes: “And then you will be able to get a good fee and enjoy your life everyday.”

Figure 37: Old saying goes: “Choose a job you love and you will never have to work a day in your life.”
After designing the full storyboard and creating the essential elements in Adobe Illustrator, the author started to create the motion graphics in Adobe After Effects. She needs to focus on making the animation dynamic and attractive and think about how to control different transformations by appropriately adjusting timing. Staging, timing, layout, and fluency are the main aspects that must be completed for this time-based project.

**Staging**

The purpose of staging is to direct the viewers’ attention. In this motion graphic piece, there are no extraneous details in the background, and pleasing elements appear in the center of the screen, which helps keep the main focus in the center, even though the scene is moving (see Figures 38-41).
Timing
If the motion graphics design is too rushed, then the viewer will not process the messages. If it is too slow, then the viewers lose interest. The author used some tips to help improve this motion graphic design (see Figures 42-45).

- Adding a voiceover decreases the amount of time for which text must be shown.
- If there is much information to be shown, give viewers extra time to process the information. If the information is relatively light, the text or contents can be on the screen for little time.
- Animate linear motion that starts and stops with acceleration and deceleration.
Composition
A good composition will attract viewers’ attention (see Figures 46-49).
IN ADOBE AFTER EFFECTS

Layout
In an info-motion graphic video, it is important to keep the layout clean and organized. Use visuals to deliver the message and guide the viewer through the video. (see Figure: 50-51)

Secondary actions
Secondary actions help support primary movements. For example, in the scene shown in Figures 52 and 53, the moving hands of the character and the blinking eyes are considered as secondary actions. It supports the main animation movement and makes the scene interesting.
The most challenging part was animating the character smoothly in the scene. After doing some research and watching a few online tutorials, the author started by drawing the character in Adobe Illustrator. Then the author imported the character into After Effects to build the animation.

In After Effects, the author created a rig based on the puppet tool and null objects (see Figures 54-57).
IN ADOBE AFTER EFFECTS

Figure: 55

Figure: 56

Figure: 57
The analysis of the feedback qualitative by professors, students, and viewers, and the author revised the thesis project according to all the feedback. The evaluation criteria and process are essential to determining whether this motion graphic design was successfully designed and whether people clearly understood the subject matter of the thesis.

**Stages**
1. Storyboard evaluation.
2. Animatic evaluation.
3. Graphic design / visual evaluation.
4. Final motion graphics video evaluation.

**Comments**
During the whole proposal and design process, the author received feedback from her professors, classmates, and colleagues. Some of this feedback is listed below:

Comments (or pros):
- Nice visual style.
- It's great to have the voice over.
- Some transition looks good.

Suggestions (or cons):
- Add a voice over.
- Start the spaceship with a very small rocket.
- 0:43-0:47 Nice images. But hard to know what I am supposed to focus on. What could you do to improve that problem?
- 1:06 Text Reveal. Time it a little better to the voice over.
- 1:06 Text Reveal. Typo
- Classroom scene. Need to add some text and graphic at the blackboard.

**Conclusion**
Overall the feedback was informative, the visual style was attractive, and viewers like receiving information by video. Improvement suggestions mainly focused on the timing, details, and some scene transitions. “Passionate Journey” was continually modified based on feedback from different people with that aim to deliver a better message.
The thesis show was able to support another user testing method. It was conducted on December 8th, 2016 in the Visual Communication Design Lab at RIT. For this method, a few students were asked to complete a survey after watching the motion graphics design piece.

Results demonstrated that the visual style was good and appropriate for teenagers, and the most of the viewers loved the color scheme, transitions, and visual effects. In the meantime, several improvement suggestions were mentioned by the viewers:

- The content is quite broad. Maybe add a deeper story that will engage audiences and impact the feelings.
- The character in the video can be improved.
- Color palate is a little bit old.
- Add more bright color.
CONCLUSION

This motion graphic piece is providing a way to raise awareness of self-actualization and allow viewers to experience what it feels like to choose something in which they are interested. They will get passion, happiness, and meaningful careers in their lives.

During the whole proposal and design process, the author planned well at the beginning and managed time well. This made the process efficient. From the illustrations, coloring, and voiceover to the motion transitions, the goal of making this motion graphic was to make sure that this infographic motion design is easy to understand and pleasant to see. The result is this motion graphics video attract peoples' attention and effectively transfers targeted messages to the target audience.

Overall, this project was as well produced and surpassed the author’s expectations. She was satisfied with the result of this motion graphic design, which presents important teenage-friendly information.
Appendices: Original Thesis Proposal
A PASSIONATE JOURNEY
Motion Graphics video exploring how different people view the world

Jia Zhou
MFA Candidate
Visual Communication Design MFA Program
School of Design
College of Imaging Arts & Sciences
Rochester Institute of Technology

4 February 2015
THESIS COMMITTEE APPROVAL

Chief Thesis Adviser:
Daniel Deluna, Associate Professor
School of Design, Visual Communication Design

Signature of Chief Advisor     Date

Associate Thesis Adviser:
Chris Jackson, Professor, Graduate Director
School of Design, Visual Communication Design

Signature of Associate Advisor    Date

Associate Thesis Adviser:
Shaun Foster, Assistant Professor
School of Design, Visual Communication Design

Signature of Associate Advisor    Date
ABSTRACT

Benjamin Disraeli, a 19th century British Prime Minister, once said, “Man is only great when he acts from passion.” Passion is the fuel that can power you toward the realization of your dreams. To live a truly satisfying and purposeful life you need to know what your passions are so you can fill your day with them.

Teenagers choose their career when they graduate from high school. They begin to wonder what they will become in the future. It is important for people to choose something interesting in to lead into their career. I am going to create a motion graphics piece called "A Passionate Journey". It will show people with different occupations and how they see different things in their life. People are interested in different things, so their views can be different. It will give a idea to those students to think about what things they always are interested in, and help students to discover their true direction in life and choose a job based on their life's passion. When people pursue something they love, they will ultimately be more successful. All those information will be received by people's mind, silencing their inner critic and give them the courage and self-confidence to pursue what they love. So I hope people after seeing this motion graphic, they can start observing themselves, thinking what make them passionate for the all time and choosing something they love for their future career.

Keywords: Passion; Visual Communication Design; Needs; Career; Interested; Self-actualization; Motion graphics.
PROBLEM STATEMENT

Everyone has passion but not all the people know what to do with their passion and some does not even know what their passion are. Sometimes, people may not be aware of what truly engages them until they examine their own activities and behaviors from a detached, inquisitive perspective. This topic is actually a psychological problem. There are many suggestions to guide people know how to find the passion and how important it is. For my research and observation, people needs three major points in their lives that are basic needs, psychological needs, and fulfillment needs.

Teenagers are start thinking what they needs in this age period. It is important to guide them to choose career in a right direction. My motion graphic design will visualize this psychological problems. So they will know this psychological issue in a easy and entrainment way. After seeing this motion graphic piece, views can start observing themselves, thinking about what make them happy, passionate, and fulfilled, and then they will choose a subject they love for their future career. A right direction career will fulfill their basic, psychological and fulfillment needs.

Key Questions:
What kind of things you do that you realize you lose all track of time?
What kind of things when you are talking about it, you become more animated and enthusiastic?
What is the self-actualization meaning to a person?
How may a designer motivate change through a motion graphic piece?
THESIS STATEMENT

My thesis will be shown that people with three different occupations and how they see different things in their life. Pass through a subjective view to experience the human’s basic needs, psychological needs and fulfillments needs. The intention of this motion graphics piece is to raise awareness of self-actualization and allow teenagers to start observe themselves, thinking about what make them happy, passionate, and fulfilled, and then they will choose a subject they love for their future career.
SURVEY OF LITERATURE

**Book**

What's Next? Follow Your Passion and Find Your Dream Job
by Hannon, Kerry

Filled with inspiring stories from real people who have changed careers mid-life, What's Next? is an exciting roadmap for anyone looking to make their next job their dream job. From a former mortgage banker who's back in the classroom to a tough cop turned Nashville music agent, these in-depth testimonials offer encouragement and advice and prove that it's possible to pursue your passion. What’s Next? offers those seeking a more fulfilling path the tools to get started and the inspiration to do it now.

Creative Motion Graphic Titling
by Braha, Yael
Byrne, Bill

Captivate your audience and enhance your storytelling with this tutorial based 4-color cookbook, featuring dozens of solutions to your titling needs. Each chapter includes case studies and interviews with the pros, lending cutting insight and lessons learned that will have you creating inspired title sequences in no time.

by Bolles, Richard Nelson

This job-hunting classic is revised and updated annually. It includes useful Internet sites and explains how to select a career counsellor.
SURVEY OF LITERATURE

**Book**  
Design Studies: Theory and Research in Graphic Design  
by Bennett, Audrey  
In an age of globalization and connectivity, the idea of "mainstream culture" has become quaint. Websites, magazines, books, and television have all honed in on ever-diversifying subcultures, hoping to carve out niche audiences that grow savvier and more narrowly sliced by the day. Consequently, the discipline of graphic design has undergone a sea change. Where visual communication was once informed by a designer's creative intuition, the proliferation of specialized audiences now calls for more research-based design processes.

Design Creativity 2010  
Editors: Toshiharu Taura, Yukari Nagai  
Design Creativity 2010 comprises advanced research findings on design creativity and perspectives on future directions of design creativity research. The papers included were presented and discussed at the first ICDC (International Conference on Design Creativity), which was held at Kobe, Japan, in 2010. Design Creativity 2010 encourages readers to enhance and expand their activities in the field of design creativity.

Creative Careers: Paths for Aspiring Actors, Artists, Dancers, Musicians and Writers  
by Loveland, Elaina  
Offering a wealth of creative career paths, accurate income information, job descriptions, and relevant college courses to take, this guide shows that creative people aren’t doomed to be “starving artists” and that there are numerous ways to make a living in creative fields. More than 75 creative professions are featured from across the arts spectrum, with practical advice from working professionals about the advantages and disadvantages of their chosen creative careers. Whether one wishes to pursue the traditional path of professional performer or writer and find a related part-time arts career or wants to investigate full-time employment in creative fields, this guide shows that real world jobs can offer creative fulfillment.
SURVEY OF LITERATURE

**Book**

Starting Your Career as an Artist: A Guide for Painters, Sculptors, Photographers, and Other Visual Artists

by Miller, Stacy; Wojak, Angie

Starting Your Career as an Artist is a comprehensive manual full of sound advice for artists seeking to advance their professional careers. Veteran art career professionals Angie Wojak and Stacy Miller show aspiring artists how to evaluate their goals, create a plan of action, and use their talents to build a productive life in the art world. Chapters cover topics essential to the emerging artist, such as building community through networking, collaborating, and finding mentors; setting up a studio; health and safety for artists; artist’s resumes and CVs; developing marketing plans; finding alternative exhibition venues; and refining career aspirations. In addition, the book includes inspiring and insightful interviews with professional artists and well-known players in the art scene.

**Career Match: Connecting Who You Are with What You’ll Love to Do**

by Zichy, Shoya

Bidou, Ann

"Career Match" is a one-of-a-kind guide that uses the author’s revealing 10 minute self-assessment to help people discover their ideal work. Featuring in-depth chapters for each personality type, the book shows readers how to find a career that fits their passion and personality, and then shows them how to get it. It is an invaluable resource for those in need of direction, whether they’re seeking a new path or trying to confirm that they’re already on the right one.

**Article**

Natural history: A scientist’s eye

Linda Lear

Nature 508, 454–455 (24 April 2014) doi:10.1038/508454a

Published online 23 April 2014

Beatrix Potter’s meticulous artistry served mycology and entomology as well as children’s fiction, reveals Linda Lear.
SURVEY OF LITERATURE

Video Tutorial
Digital-tutors
www.digitaltutors.com/
Lynda.com
http://www.lynda.com

Website
The creators project
http://thecreatorsproject.vice.com
Pinterest
http://www.pinterest.com
Co. Deisgn
http://www.fastcodesign.com
Motional
http://www.motional.net
Variety
http://variety.com
TED
http://www.ted.com
DESIGN IDEATION

Personal Styles
Sketches
DESIGN IDEATION

Storyboards

get up, open eyes

wake up because the sound of music

transfer to another clock

get a cup of coffee

transfer to another coffee

transfer to another coffee
DESIGN IDEATION

Storyboards

open the door and ready to go outside

walking in the street

see some houses, buildings, etc.

information is changing during the walking

go into the office

do basic works (designer)
Storyboards

![Diagram of a businessman doing basic work](image1)
- do basic works (businessman)

![Diagram of a scientist doing basic work](image2)
- do basic works (scientist)

![Diagram of a store](image3)
- go off work and see some stores, etc.

![Diagram of a trail of information](image4)
- information is changing during the walking

![Diagram of a store with food](image5)
- see some stores, and buy some food
DESIGN IDEATION

Storyboards

think different things during the work

information is changing during the walking

see things during the walking

go home, have some food.

close eyes.
METHODOLOGICAL DESIGN

Target Audience

The target audience will focus on those students that just graduate from high school and they start thinking what they will become and wonder each person with different occupation looks likes. They are going to chose a major that lead into a career in the future. And It is important for people to choose something which they interested in and have passionate about it.

Age arrange from thirteen to nineteen.

Content

The motion graphic will show that people with different occupation see variously things. Pass through a subjective view to experience the human’s basic needs, psychological needs and fulfillments needs. The intention of this motion graphic is to raise awareness of self-actualization and allow views to experience people choose something interested in, they will get a passion, happiness and meaningful career in their life.

Content Detail

There are several many types of jobs, such as: investigative, artistic, enterising, conventional, realistic, and social. I choose three fields of jobs, design, business, and science, from those three categories, investigative, artistic, and enterising. Jobs should suit people’s personality and follow their passionate, so they will be more easier and more effective to chose. In my motion graphics piece, there will show a designer, a businessman and a scientist see different in their sight, what things make them most interested in and have passionate about, what are they thinking about it at that time.

Each kind of jobs has their own characteristics.

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Characteristics/ Interests</th>
</tr>
</thead>
<tbody>
<tr>
<td>Designer</td>
<td>Being able to image shapes; High imagination; Visualize how things fit together; Like the making crafts; Like Museums and gallery; Typographic; Layout; Grids; etc.</td>
</tr>
<tr>
<td>Businessman</td>
<td>Manage money wisely; News; Discussing; Market, Stockmarket; Analyzing ideas; Calculate, Profit, Success, etc.</td>
</tr>
<tr>
<td>Scientist</td>
<td>Growing plants; Research; Challenge; Collecting; Engineer; Crossword puzzles; Build; Sound; Light; Electricity; etc.</td>
</tr>
</tbody>
</table>
IMPLEMENTATION STRATEGIES

**Format**  Motion Graphics

**Duration**  70 seconds

**Software**  Adobe Illustrations and Photoshop for basic graphic components.  
Adobe InDesign for typography and graphic design.  
Autodesk Maya for incorporate 3D elements.  
Include: Modeling, Shading (Toon shader), Animation, Lighting.  
After Effect for create the motion graphic.  
Include: Editing, Effects.

**Hardware**  Hardware will consist of an LED television and/ or projector.

**Ability**  Classes I have learned in these 2 years:  
Real Time Design  
Digital Media Integration  
3D Visual Design  
3D Particles and Dynamics  
3D Modeling and Motion  
Typography  
Digital Design in Motion  
Motion Graphics
IMPLEMENTATION STRATEGIES

Based on different interests and characteristics of these occupations. These three persons will see different things. So here is the list of the objects they will see in the motion graphics. Based on different interests and characteristics of these occupations. These three persons will see different things. So here is the list of the objects they will see in the motion graphics.

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Objects/ Interests</th>
</tr>
</thead>
<tbody>
<tr>
<td>Designer</td>
<td>Crafts; Posters; Fashionbooks; Pictures; Advertisement; etc.</td>
</tr>
<tr>
<td>Businessman</td>
<td>Namecards; Newspaper; News in TV; Products; etc.</td>
</tr>
<tr>
<td>Scientist</td>
<td>Computers; Toys; Plants; Crossword puzzles; etc.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Scenes</th>
<th>Objects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Streets; Houses; Buildings; Stores; Markets; etc.</td>
<td>Tables; Documents; Books; Food; Fruit; Computers; etc.</td>
</tr>
</tbody>
</table>

I will use Autodesk Maya to model the environment and some objects.

During the whole scene, the three persons may think variously things too. So in the scene, I will combine the information design as second composition in my motion graphics piece. Viewers can see what are they thinking in the motion graphics piece. And also there will some rcommendations and suggestions of the right path of the career.

I will use InDesign, Photoshop, Illustrator and After Effect to create and combine the scene.
DISSEMINATION

This thesis project will be promoted through different venues. The thesis will be displayed at Rochester Institute of Technology's Visual Communication Design Thesis Exhibition in Summer 2015. It will be submitted to design competitions as well. These include the following:

1. Adobe Design Achievement Awards:
   https://www.adobeawards.com/us

2. Communication Arts:
   http://www.commarts.com/competitions

3. Imagine RIT (May)

4. iF STUDENT DESIGN AWARD
   http://ifdesign.de/student_index_e

5. SPARK FWD 2015
   http://sparkfx.ca

6. The Blue Sky Internation Animation Festival
   http://www.blueskyfestival.com/

7. ATHENS ANIMFEST
   http://athensanimfest.eu/en

8. International Animation Film Festival

9. Animac – International Animation Film Festival
   http://www.animac.cat/

10. Anima Mundi – International Animation Festival of Brazil

11. Anima – Brussels Cartoon and Animation Film Festival
    http://www.animafestival.be
EVALUATION PLAN

My analysis of the feedback will be qualitative by professors, students and other sort of viewers. And I will revise the thesis project according to feedback.

Stages
1. Storyboard evaluation.
2. Animatic evaluation.
3. 3D Design evaluation.
4. Final motion graphics.
In order to compensate, equipment expenses for LED television and/or projector will be rented. And also additional money will be cost for the thesis project. These include the following:

**Budget**
- Software support (include plug in, etc.): $250
- Contest entry fee: $150
- Total: $400
TIMELINE

**February** 1. Start working on Animatic

**March** 1. Start working on creating 3D elements and environment. Modeling, etc.
2. Get feedback.

**April** 1. Continue working on creating 3D elements and environment. Modeling, texturing, lighting, etc.
2. Get feedback.

**May** 1. Continue working on creating 3D elements and environment. Modeling, texturing, lighting, etc.
2. Get feedback.

**June** 1. Continue working on creating 3D elements and environment. Modeling, texturing, lighting, etc.
2. Start rendering and modify the 3D environment.

**July** 1. Continue working on creating 3D elements and environment. Modeling, texturing, lighting, etc.
2. Render and modify the 3D environment.

**August** 1. Continue working on creating 3D elements and environment. Modeling, texturing, lighting, etc.
2. Render and modify the 3D environment.

**September** 1. Start working on motion graphic.

**October** 1. Continue working on motion graphic. 2. Get feedback

**November** 1. Continue working on motion graphic. 2. Get feedback

**December** 1. Continue working on motion graphic. 2. Committee meeting. 3. Paper

**January** 1. Continue working on motion graphic. 2. Paper

**February** 1. Continue working on motion graphic. 2. Paper

**March** 1. Committee meeting. 2. Prepare to perform motion graphic.
3. Prepare everything for presentation. 4. Paper

**April** 1. Committee meeting. 2. Prepare everything for presentation.
3. Paper done
Appendices: Evaluation Form
Evaluation Form

Name: Jia Zhu
Thesis: Passionate Journey

Overall Satisfaction
How do you think about this Motion Graphics? 1 2 3 4 5

Background music, voiceover and sound effects
How do you feel about the music voiceover and sound effects? 1 2 3 4 5

I think the voice is not inspiring, too plain.
Maybe woman voice would be better.

Visual Design
How is the look and feel of the Motion Graphic? 1 2 3 4 5

Motion is great! Like your transitions.

Information Delivered
Is this motion graphic perfect for delivering a of information about the topic: Finding a Job You love? 1 2 3 4 5

I think color palette is a little bit cold.
It’s about you love and about passion — those feelings associate with warm colors.

Any another comments?


Thank You!
# APPENDICES: EVALUATION FORM

## Evaluation Form

**Name:** Jia Zhou  
**Thesis:** Passionate Journey

<table>
<thead>
<tr>
<th>Overall Satisfaction</th>
<th>How do you think about this Motion Graphics?</th>
<th>1 2 3 4 5✓</th>
</tr>
</thead>
<tbody>
<tr>
<td>Background music, voiceover and sound effects</td>
<td>How do you feel about the music voiceover and sound effects?</td>
<td>1 2 3 4 5✓</td>
</tr>
<tr>
<td><strong>Visual Design</strong></td>
<td>How is the look and feel of the Motion Graphic</td>
<td>1 2 3 4 5✓</td>
</tr>
<tr>
<td><strong>Information Delivered</strong></td>
<td>Is this motion graphic perfect for delivering a of information about the topic: Finding a Job You love?</td>
<td>1 2 3 4 5✓</td>
</tr>
</tbody>
</table>

Any another comments?

I think maybe you can add a background music and keep the voice as well.

Thank You!
# Evaluation Form

Name: Jia Zhu
Thesis: Passionate Journey

<table>
<thead>
<tr>
<th>Overall Satisfaction</th>
<th>How do you think about this Motion Graphics?</th>
<th>1 2 3 4 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Background music,</td>
<td>How do you feel about the music voiceover and</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>voiceover and sound</td>
<td>sound effects?</td>
<td></td>
</tr>
<tr>
<td>effects</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visual Design</td>
<td>How is the look and feel of the Motion Graphic</td>
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</tr>
<tr>
<td>Information Delivered</td>
<td>Is this motion graphic perfect for delivering a of information about the topic: Finding a Job You love?</td>
<td>1 2 3 4 5</td>
</tr>
</tbody>
</table>

Any other comments?

I like the color scheme that you chose. The motion itself looks totally nice, smooth & good quality. The content is more informative than inspiring. May be if you focus more on specific group you can add deeper story that will engage audience and impact to feelings.

Thank You!
BIBLIOGRAPHY