The Misconception of Social Anxiety Disorder: Creating Understanding Through Motion Graphics

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The Misconception of Social Anxiety Disorder

Creating Understanding Through Motion Graphics

Kaijun Qu

A Thesis submitted in partial fulfillment of the requirements for the degree of:

Master of Fine Arts in Visual Communication Design
School of Design
College of Imaging Arts and Sciences
Rochester Institute of Technology
Rochester, NY

08 December 2017
Thesis for the Master of Fine Arts Degree
MFA Visual Communication Design
School of Design
College of Imaging Arts and Sciences
Rochester Institute of Technology

Thesis Title

**The Misconception of Social Anxiety Disorder**
Creating Understanding Through Motion Graphics
Kaijun Qu

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Abstract

This thesis project explores Social Anxiety Disorder, by showing emotions and feelings of the person who suffers from social phobia to help his/her friends and classmates to understand them.

The symptoms of a person with social phobia can be seen as being afraid of communicating with other people, appearing in public, and/or being the center of attention. In such situations, others may easily misunderstand them, so the patient can lose the chance to communicate to others. As a result, the patient’s condition will be getting worse. Therefore, it is very hard for people with social phobia to make new friends.

So, their friends and classmates need to know the true thoughts and feelings of the person who suffers from social phobia for understanding the patient’s behaviors to help him/her.

Social anxiety disorder, also called social phobia, can result in individual issues in human relations. Sometimes, some minor words from others may stimulate people with social phobia and their emotions and make their current situation worse. When their friends do not have much knowledge about their status, a person suffering from social phobia can be frustrated with his/her sensitive mind.

The purpose of this thesis project is to raise public awareness and spread basic information about social phobia through a short motion graphic. It includes some signs and symptoms of the social phobia, and show what kind of behaviors indicate a potential social anxiety disorder. Through this motion graphic, people whose friends suffer Social Anxiety Disorder can learn more about it and better understand them.

<table>
<thead>
<tr>
<th>Keywords</th>
<th>Social Anxiety Disorder</th>
<th>Motion Graphic</th>
</tr>
</thead>
<tbody>
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<td></td>
<td>Social Phobia</td>
<td>Symptoms</td>
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<td></td>
<td>Loneliness</td>
<td>Mental Health</td>
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<td></td>
<td>Anxiety</td>
<td>Public Awareness</td>
</tr>
</tbody>
</table>
Problem Statement

What is the problem?

It is very hard to know the true thoughts of person who suffers from social phobia, because they are afraid of communicating with others. Sometimes, they will not be understood. Friends and classmates should learn more about social phobia to understand their behaviors.

What kinds of ways can be used to let the afflicted’s friends and classmates know about their situations?

These days, most everyone has high-tech products, such as smartphones, smart watches, and computers. Those products will be great media to spread the information of social phobia. And a motion graphic animation will be the fastest way to present this information to the public.

How this thesis project can be realized?

First of all, searching background information on the internet and library. At the same time, this thesis project will post several surveys on the internet to collect information about the feeling that social phobia sufferers struggle with. Meeting with the psychology professor and student will help content correction and explore sufferers’ inner world. After that, this project will organize that information to create a script and storyboard. Next, Adobe Illustrator and Photoshop will be used to create main characters and scenes, then Adobe After Effects to create the motion animation.

Is this thesis project useful?

People who suffer from Social Anxiety Disorder tend to torture themselves, and they are not willing to communicate with others actively. So, their friends and family members should be close to them and start the conversation first to communicate with them. Therefore, this motion graphic will help them to learn more about social phobia sufferers’ true thoughts and the reason of their unusual behaviors. Then, people who suffer from social phobia can be understood by their friends and classmates.
Thesis Statement

Design Inquiry

How to let the family members and friends of those Social Anxiety Disorder sufferers understand their situations? How to make the person who has social phobia obtain understanding from other social members?

Personal Stance

It could increase people’s understanding/awareness about the social fear disease through showing those social phobia sufferers’ stories about their disorders and relative cases to their family members and friends. It could help the public understand the people who have social phobia by disseminating correct knowledge about the social fear disease.

The Concept

The first behaviors of the patient who has social phobia are usually over much and reasonably being scared of things or situations outside. They know this fear reaction is excessive and irrational, but the patient cannot control their behaviors and such situations are repeated again and again. Significant anxiety symptoms often accompany with fear attacks. The patient wants to vigorously escape from some of the things, people, and situations which make scared of. It could take the negative impact on the people who have social phobia for their regular activities if they are always are in this situation in the long term. For example, they may lose their friends and families and become more withdrawn, or even escape from the society.

Proof concept:

According to the poorly stated, this sentence is incorrectly presented. They also expect they can take part in the real social activities with others, however, their excessive fear of the outside world can make them lose opportunities to make new friends and explain their irrational behaviors to old friends. This situation may make them more and more lonely. Therefore, showing what the sufferers think to the public is the primary approach to make them know the truth.
This thesis research focuses on motion graphics, 2D graphic, 2D animation techniques to create a motion animation to explain social phobia. Showing the emotion and feelings of the person who suffers from social phobia. The motion graphics will enable the audience to: learn about the knowledge of social anxiety disorder; understand the behavior of the person with social phobia; and know the reason why they are afraid of socialization.

Proof concept:

Goals: This design inquiry aims to raise public awareness and spread basic information about social phobia through a short motion graphic. It will include some signs and symptoms of the social phobia, and show what kind of behaviours indicate a potential social anxiety disorder. Through this motion graphic, people whose friends suffer from Social Anxiety Disorder can learn more about it and then understand their friends.

Objectives

<table>
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<tr>
<th>Research design topics</th>
<th>Storyboards</th>
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</thead>
<tbody>
<tr>
<td>Identify methodology</td>
<td>Create motion graphics</td>
</tr>
<tr>
<td>Increase awareness</td>
<td>Collect feedback of the motion</td>
</tr>
</tbody>
</table>
Design Research
Situation Analysis
Defining Concepts
Review of Literature
Situation Analysis
Situation Analysis

Social anxiety disorder\(^1\) (Social phobia) affects nearly 3\% of the world’s population\(^2\). In the United States, epidemiological studies have recently pegged social phobia as the third largest psychological disorder in the country. Some alarming researches were conducted by psychologists at Brigham Young University and the University of Utah. They found that social phobia (both actual and perceived) may be more deadly than smoking. Social phobia and feelings of loneliness increase a person’s chance of premature death by 14 percent — nearly double the risk of early death from smoking\(^3\).

Social phobia affects people of all ages, though this disorder usually begins in adolescence. Most people suffering from social phobia know that they should not be afraid to communicate with others, but they cannot control their fear. Without any treatment, social phobia can last for many years or even a lifetime.

A few people with phobias seek treatment for their anxiety. So, the help from families and friends will be significant to treat Social Phobia. There are some articles online showing general information about social phobias. But there is no article that completely explains the symptoms of social phobia and how to treat it. Also, there is no efficient way to describe social phobia to the patients’ friends and classmates.

---

Actually, there are a lot of solutions that can help people who suffer from social phobia to reduce their fear when they try to communicate with other people.

When people with social phobia try to communicate with their classmates, they feel too nervous to speak. Their classmates need to have patient listening skills and say some comforting words. Moreover, when people with social phobia are afraid of participating in group activities. Their friends and classmates need to encourage them to challenge themselves and tell them that to socialize with other people will be a very easy thing. Moreover, when people who suffer social phobia blame themselves that they cannot do anything well. Their friends and classmates need to tell them that everyone will make mistakes, and they should pay more attention to their advantages rather than blame themselves.

But people with social phobia usually gives others some feelings that they are unfriendly. Because when people who suffer social phobia talk with others it is very hard for them to focus their attention on others’ words. Because they are too nervous to do that. Due to this condition, people with social phobia will easily lose the chance to make a new friend.

Also, it is very hard to learn about social phobia and know patients’ true thoughts and understand them, because people with social phobia are very hard to communicate with.

Based on those situation, a easy and efficient way to understand people who have social phobia is very necessary for their friends and classmates to understand each other and give appropriate support to them.
Defining Concepts
Research Approach

It is quite significant to do some early researches on the topic of the new project. Moreover, for this topic of social phobia, it not only depends on online articles and description of the book, and also it should know more life status of the patients. Hence, at the beginning of the study, a lot of articles and books were read, at the same time, watching many videos of speeches of the people who have social phobia.
To understanding whole thinking and pain of the people who have social phobia, a lot of discussions on social phobia forums helped make the questionnaires.

| The cause of social anxiety disorder | There are many factors that could trigger social phobia. For example, there are some adverse effects of innate mental illness. Moreover, it has a strong relationship with the living environment of the patient.

‘There is a relationship between the reason of social fear of illness and early parent education. That is why the most of the period of onset is during in teens. For example, family education is too harsh, and parents constantly blame the child’s character lead to suppressing from their childhood. Family relocation is too frequent; children lose social opportunities; parents over-protection and making them lose their social environment, are easy to trigger social fear. Moreover, the social environment in which they are living is rather poor. For example, people around them have violent tendencies, being unfriendly, and making patients experience poor interpersonal relationships, which can also cause social shadows and trigger social fears.’
Chinese counselors --- Shan Ruo

Also, social phobia is also likely to be caused by biological issues.

‘The incidence of social phobia is due to a disorder in the body called "serotonin" chemicals. This substance is responsible for transmitting information to brain neurons. Too much or too little of this material can cause people’s feelings of fear’
The famous American professor of psychiatry’ --- David West Han
## Research Approach

| The difference with introverted personality | Most introverted people prefer to live alone, compared to the people who have the social phobia, they have same points in which they do not want to talk or have fewer communications. Hence, whether an introvert is the person who have social phobia? Surely not, there is an apparent difference between the people who are more introverted and the people who have the social phobia. When they stay in an unfamiliar environment, the introvert will not feel excessive discomfort or anxiety because they want to own a peaceful place which has no noise in the surroundings. Compared with the people who have the social phobia, social phobia patients have an intense fear of many social environments.  

‘The difference with the people who more introverted is the psychological experience of both. The people who more introverted, they feel more is ‘shy,’ however, the people who have social phobia feel more is ‘worries’ and ‘fear.’”  
Chinese counselors --- Shan Ruo |
<table>
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<tbody>
<tr>
<td>The influence of other people</td>
<td>Social phobia patients with the core symptoms are scared of being reviewed among small cliques. When they feel someone paying attention to them, they will feel unnatural, scared to look up and scared to look into their eyes. Their most feared people are heterosexuals, harsh bosses and the fiance (fiancée) parents or acquaintances. When they have communication with people, they may have some symptoms such as displaying low self-evaluation, fear of being criticized and even blush, shaking hands and nausea. If the attitude of the outside world to them is not very friendly or exclusive will make their situation worse, the symptoms can develop to the extent of panic attacks.</td>
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</table>
Research Approach

| About the treatment of social phobia | The social phobia could be cured. For people who have social phobia, phobia can help themselves by using self-psychological suggestion every day, at the same time, they also need to coordinate the medicine given by the doctor and take part in some social activities. Most people think the people who have social phobia should continue to actively enjoy some social communications when their social phobia has appeared. However, the extremely wrong behavior makes people who have social phobia exclude socialization even moral, and the reason is that the patient lack communication experience and skills with other people in a long term. If we force them to do some social communications, it may increase their frustration and inner conflict. Hence not only does it not helps the state of an illness relieve but also make the condition more dangerous. Therefore, naturally and slowly changing patient’s life and social environment is a reasonable recovery process. |

Review of Literature
### Online Articles

<table>
<thead>
<tr>
<th></th>
<th>Author</th>
<th>Title</th>
<th>Source</th>
<th>Access Date</th>
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<tbody>
<tr>
<td></td>
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<td>This article talks about that how people’s relationships can have significantly effect on their overall health. If people do not have social life, this condition will cause them to feel lonely and raise the risk of a number of physical and psychological health problems. Therefore, people should prioritize spending time with the people around them.</td>
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<td></td>
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<td>Accessed December 05, 2014.</td>
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<td></td>
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<td>This article introduces the distinction of social phobia and bashfulness. On one hand, shy people do not like too crowded and loud places, and they just do not want to socialize; on the other hand, people with social phobia have social barriers and can not socialize with other people, although they really want to.</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>This article discusses the influence of social phobia, and what kind of harm it will bring to patients.</td>
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</table>
Review of Literature

| Online Articles | 4 | Thomas A. Richards.  
"Social Anxiety: Symptoms and Treatment."  
Social Anxiety Association.  
---|---|---|

This article talks about what social anxiety disorder is, what kind of things will cause social anxiety disorder, how it is diagnosed, and what kind of symptoms will be included. Also it shows some treatment options for social anxiety disorder patients. Richards insists that cognitive therapy is based on the idea that certain ways of thinking can trigger or fuel, certain mental health problems such as anxiety and depression. Also, it can help your thought patterns be more realistic. Therapy is usually done in weekly sessions of about 50 minutes each, for several weeks.

| 5 | Says, Damian, Moe Says, Athena Cofee Says,  
Matthew Mendens Says, Shin Yee Says,  
Oscar Charles Says, and Louise Says.  
"Phobia Statistics and Surprising Facts About Our Biggest Fears."  
FearOf.net. 2016.  
---|---|---|

This article talks about social phobia facts, statistics and definition. According to this article, social phobia is defined as the extreme fear of social situations where the individual is afraid of being judged by or embarrassed in front of other people. Specific phobias are characterized by an irrational or unwarranted fear about a specific situation, object or animals. In some cases, these objects of dread can prove to be dangerous.
Review of Literature

Videos

1. "This Actually Happens A Lot."
   Vimeo.
   Accessed October 18, 2016.
   This video talks about the daily life of social phobia patients like how they communicate with their friends and what kind of things will make them fear.

2. "Social Anxiety Disorder."
   Vimeo.
   Accessed October 18, 2016.
   This video shows the basic information of social phobia, and give some specific examples. It gives people some suggestions of how to help their friend(s) or family members to get away from this disease.

3. "Teens and Anxiety: What You Need to Know "
   Vimeo.
   Accessed October 18, 2016.
   This video focuses on through face to face interview with teenagers who suffer from social phobia to know their inner thoughts. In this video, those teenagers will talk about what kind of bad experiences they suffered from. And it shows what kind of help can make them feel better.
Review of Literature

Blogs 1 "What is the experience of social phobia?"
Tag: Psychology, Behavior Analysis, Social Phobia
ZhiHu PostBar—Mu Fan
https://www.zhihu.com/question/29773433

2 "What is the essential difference between social phobia and introverted personality?"
Tag: Psychology, Psychological Counseling, Social Phobia
ZhiHu PostBar
https://www.zhihu.com/question/26850953
Accessed December 05, 2014.

3 "How to overcome the social phobia?"
Psychological Counseling, Social Phobia
ZhiHu PostBar—Zhang Bavol
https://www.zhihu.com/question/19683263
Accessed April 21, 2014.
# Review of Literature


Patient is a large health website which provides a lot of various health information and medicine information. Also people can exchange their ideas about different symptoms on this website.
Process
User Research
Ideation
Development
User Research

Target Audience:
Teenagers (10-15) who have friend(s) or classmates with social phobia.

Experience map full show psychological changing of the audience who watched this project video.

Target Audience 1:

Personal Informations:
Age: 15
Location: Boston, NY, US
Degree: High-school
Housing: Off Campus
Language: Native English

Biography:
George was born in Boston, NY. He is a High-school student. He has a strong sense of curiosity, is very interested in new things.

"My friend Yang Zhang suffer social phobia has been nearly one year, every time when I want to say "hi" with he, he will quickly leave the class. I totally don't know how to communicate with him. Maybe I need give up to communicate with him... ..."
User Research

Target Audience 1:

Figure 2: Experience map for Mike

Experience Map:

What is social anxiety disorder?

Why will they be afraid of communication with others?

Can she make a new friend in this party?

She looks so scared...

She seems need to help... ...

Why she can't control her fear?

Oh, that's so bad. Maybe she need encouragement.

We need to give them more patience.

That's good! She may has a new friend!

Yes we need try to understand them.
User Research

Target Audience 2:

Personal Informations:

Age: 14
Location: Buffalo, NY, US
Degree: Middle-school
Housing: Off Campus
Language: Native English

Biography:

Amy was born and grew up in Buffalo, NY. She has many hobbies, such as playing the piano and reading books. Also she loves nature and traveling.

"Annie was a cheerful girl, but in recent times, she is not willing to talk with people, even afraid of contacting with others. Each weekend she keeps staying in her room all day. I really want to know what had happened."
Target Audience 1:

**Experience Map:**

How they may treat her?

I love the motion graphics.

That may be a huge challenge to her!

Everyone look friendly, but why she think they are so scared?

The facial expressions help me to follow the story.

She seems very nervous, maybe she need a little time to adapt this party.

Monsters look horrible... ... 

That’s her point view of others. Someone blame her... ... 

Oh, she gets the candy.

I think we need pay more attention to this issue.
Ideation
It is critical to the research and collection of information for an initial idea. In the beginning stage of a project, inspiration collection needs to come from multifaceted perspectives. In the process of gradual improvement of views, different stages should correspond to different expressions. Sketching, mind-mapping, storyboard, a structure of story would appear in turn according to the various stages of the implementation of ideas. These processes are repeated, and continuously updated and changed, so the final result came from many feedbacks and changes of the survey.
### Methodology

**Problem Analysis**

Overall objectives: Through showing the inner feeling and thinking of the person with the social phobia to tell her own story to let her friends and classmates know her true feelings and thoughts. Then, audiences will get to know that what kind of things can avoid stimulating social phobia patients' mind, and what the efficient way to help them build their confidence is.

**Formular Strategies**

- Brainstorming possibilities: Quick sketches
- Defining design concept and scope: Storyboards
- Design: Character design, each scene design

**Implementation**

Search background information from the Internet and library. Also post several surveys on the internet to collect information that how those people with social phobia feel. Make face to face interviews with psychological professor and students to help content correction and social anxiety disorder patients' inner worlds exploration. After that, organize the information to create a script and storyboard. Arrange weekly meeting with advisors to revise the storyboard, characters, and script.

For the next steps, this thesis project will use Adobe Illustrator and Photoshop to create main characters and scenes, then use After Effects to create a motion animation.

The final product for this thesis project is a rendered 90 seconds HD (1920*1080) QuickTime motion animation. It will be easy to watch and understand. This motion animation can be watched online, on mobile devices, or on digital screens in public spaces. It will provide people with a quick, convenient and comfortable way to learn about social anxiety disorder. The anticipated software components are Adobe After Effects, Photoshop, Illustrator and Audition would be used if needed.
Methodology

At the beginning of design, one of the most frequently modified stages is sketching. The form of the whole story has created an enormous frame and then more and more details have been put in. We can see that it has many same points between storyboard1.0, 2.0 and 3.0 because the content could extend after the framework has established. Therefore, the story could become more and more prosperous. In the subsequent design section, the content of the storyboard will be more and more perfect, eventually forming a complete story structure.
Figure 7: Skectching (Black and white Storyboard)
Methodology

In the later stage of the design phase the content coming from the previous brainstorming process was shown. Brainstorming began with the divergence of a core vocabulary, which produced many highlights and content related to the topic.

Figure 8: Brainstorming
Development
The beginning of this project provided a lot of data and research for subsequent design. However, since the content is too large, it cannot contain the complete applications in the project. Hence, the massive challenge of this project is to select out essential part of lots of data. After the choice, connecting intimately between information and story together which could complete the story plot. For example, at the beginning of the animation, broadcasting some knowledge and story summary about the social phobia can help the audience know better about the later story content. Providing the summary of story content to them at the end of the animation could help the audience discover their mind, and at the same time, the whole story is to focus on the psychological changes of the people who have the social phobia and then extend the story.
The style of the project, the choice of colors and fonts were determined by the content and plot of the story. It is very important to maintain the harmony and unity of the picture, so the selection of the colors of the project must be with purpose. Since the theme of the project is a Halloween party, for the color choices, it is important to make the audience able to identify the color combinations of the Halloween elements quickly.

**Figure 9: Color selection**

- **Orange**
  - R:237
  - G:128
  - B:35
  One of the symbols of Halloween is the pumpkin, so the pumpkin color becomes the primary color of the project. Other similar colors are made based on the pumpkin color subtle adjustments so that the picture becomes harmonious and unified.

- **Orange**
  - R:237
  - G:163
  - B:75
  Bright orange and pumpkin color are similar colors, the use of orange can create a warm and sunny scene.

- **Purple**
  - R:53
  - G:51
  - B:115
  Purple is the primary color rendering the terrifying atmosphere, contrasting with the bright orange, and its use provides a significant help in turning the plot of the story.

- **Dark blue**
  - R:72
  - G:29
  - B:70
  Most Halloween parties held at night, so dark blue has become an indispensable color. Moreover, dark blue and purple are similar colors, which its use has provided a significant help for dark scenes.
## Visual Language

Although the use of words takes up only a small part of the final animation, its appearance is also crucial.

The target audience of this project are between ages 10 to 15, hence for the choice of fonts the cute fonts correspond to the style of the story better. The end of the project animation using the "Helvetica Neue Regular" font whose aim is to convey the content very clearly.

<table>
<thead>
<tr>
<th>Typeface selection</th>
<th>Are You Serious</th>
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<tr>
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<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
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<th>Please write me a song</th>
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<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
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<th>Helvetica Neue Regular</th>
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<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
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Character Development

The entire design of the project will subdivide into many sections. Character design is the part that takes the most time and experience. A good character design should not only meet the cognitive needs of the target audience but also conform to the style of the whole story. Therefore, the character set presented by the final animation has undergone many changes.
Character Development

Figure 11: Emotions
The final main character is a 12 years old little girl whose name is Amy with social phobia. She always clings to her mother. When she arrives the classroom, she tends to stay close to her teacher. She rarely raises her hand in class and never volunteers to read out loud and refuses to participate in group activities, often blushing or even crying if facing the uncomfortable situations.

Figure 13: The little girl with social phobia (Final design)
Character Development

Figure 14: The model of character design

To maintain the unity of all the character styles, I designed the original model of one character, and the final versions of all the characters are based on this prototype.
Character Development

Figure 15:
Other people
(From the point view of normal people)
A vital expression of the project is to show the different pictures they see by comparing ordinary people’s standard perspectives with those unique perspectives of the young girl with social phobia. This perspective is shown by designing a scary monster characters, based on the original ordinary characters, and highlighting the horror of Halloween.
Scene Development

The primary backdrop to the animation is an indoor Halloween party, so there are plenty of Halloween elements in the scene design: candies, the night, the moon, bats, pumpkins, spiders and people dressed in various costumes.

Figure 17:
The poster of this show
Scene Development

Figure 18: Interior Scene

The whole animation was done as vignettes, and the aim is to highlight the terrifying atmosphere of Halloween.
Script

The script of this project animation consists of three parts which are Narrative, Monologue, and Dialogue.

**Figure 19: Narrative**

The purpose of narration is to help the audience quickly understand the key messages of the project and make it easier for viewers to follow the story.

00:00~00:15
Beginning(15”~18”)
The person who suffers social anxiety disorder is afraid of face to face communication with other people or having to interact with others in a public situation.
This story is about a young girl with social anxiety disorder attending a Halloween party to challenge herself by interacting in a social situation. It also depicts how she perceives other people and how they may treat her.

Ending(10”~15”)
Actually, in the real life, others will easily misunderstand people with this social phobia, and can make it harder for the afflicted to make new friends. Understanding those who suffer this social phobia is the first step to help them.

**Figure 20: Monologue of person with Social Anxiety Disorder**

Monologue’s role is to show the emotional and inner activities of the little girl.

Everyone look so scared!!

Oh my god.......

What shold I do?....

Ok...I just want to get some candys...
The emergence of dialogue is the turning point of this story. When the little girl is immersed in pain, the little boy’s cordial greetings warm her heart.

(Friendly person):
Hi~ How are you?

The main character (The little girl Thought monologue):
I...eh...I...am...eh...fine...fine...
I...would... would...eh...I...would...like...

(Tow unfriendly people):
A: So weird!
B: What is she talking about?

(Friendly person):
That it is OK, I can understand you!

(Friendly person):
Thank you.
Abstract of the story

This story is about a young girl with social anxiety disorder attending a Halloween party to challenge herself by interacting in a social situation. It also depicts how she perceives other people and how they may treat her.

Figure 22: The structure of the story

01 The beginning
- Explain what is social anxiety disorder
- A brief introduction about the story

02 The main story
- Voice over
- Dialogue

03 The ending
- Conclusion
Project Deliverables
Motion Graphics
Motion Graphics Deliverables

The final product for this thesis project is a rendered 90 seconds (roughly) HD (1920*1080) QuickTime motion animation. It will be easy to watch and understand. This motion animation can be watched online, on mobile devices, or on digital screens in public places. It will provide people with a quick, convenient and comfortable way to learn about social anxiety disorder.

Motion graphics, 2D graphic design, 2D animation techniques will be used. Motion graphics production will be created with Adobe After Effects. The characters and scenes will be created by Adobe Illustrator and Photoshop. The text and music will be added in Adobe After Effects after the previous processes.

The voice over will be recorded in RIT’s recording room and post-remixed in Adobe Audition. The background music will be purchased on website.
At the beginning of the video, the doctor introduced the knowledge about social phobia and the problems that social phobia patients encounter in their daily life. When the doctor pointed out the theme of the story, the blue scene behind the doctor slowly transmitted to the thematic Halloween night scene.
When the camera enters the indoor scene, the various elements related to Halloween (formed by the transition of the Halloween night scene) first appeared on the screen. These factors can make the audience quickly into the atmosphere of Halloween. As the screen shrank, the main characters came up one after the other in the picture.
This screen shows that the little girl who had the social phobia had a nervous state when she entered the Halloween party. And the ordinary people’s perspective: a happy Halloween party.
With the increased anxiety of the little girl, her fear became bigger and bigger. She began to lose control of her fears, and into the horrifying environment which she imagined.

Figure 26: Motion Graphics Deliverables
Figure 27: From the perspective of a little girl with social phobia: People at makeup parties were no longer friendly ordinary people, but rather terrible monsters. The surrounding environment had become increasingly dim, horrible.
The little girl who had the social phobia even thought her appearance drew the attention of these ‘monsters,’ and these ‘monsters’ wanted to hurt her.

Figure 28: Motion Graphics Deliverables
The little girl who had the social phobia wanted to flee the current situation, so she encouraged her to pick up some candy to relieve her over-tension. But even the candies around were also terrible ‘monsters'.

Figure 29: Motion Graphics Deliverables
Someone saw the strange performance of the little girl and approached her. But in this little girl’s eyes, such scene was like a "monster" that wanted to hurt her.
The most honest conversation became a severe interrogation in the eyes of the little girl. She felt as if she was standing in the middle of the stage, in the face of countless people speaking.
Currently, she recalled the scolding and misunderstanding of her by the other party goers. So she became more and more depressed, and could not even speak.

Figure 32: Motion Graphics Deliverables
Motion Graphics Deliverables

Figure 33: But this friendly little boy did not blame her for the silence of the little girl, instead, giving her candies and tell her "That’s ok, I can understand you!"
The little girl who has social phobia felt this boy’s goodwill. She accepted the candy and her confidence was encouraged. Therefore, she decided to overcome social phobia.
At the end of the story, the doctor reappears, sums up the story, and tells the audience: A simple goodwill move is likely to be a huge motivator for the people who have the social phobia and vice versa, a wrong word could hurt their vulnerable hearts.

Understanding and giving patience to those who suffer this social phobia is the first step to help them.
User Testing and Feedback
The first questionnaire collected mainly on people's perceptions of the people who have the social phobia and how people deal with the relationship between them and the people who have the social phobia.

Online Surveys

Survey (Please select your answers)

1. **What do you think the person with social anxiety disorder is? (multiple choice)**
   - Shy to speak in public
   - Be afraid of communicating with other people
   - Do not want to make new friends
   - Do not like socializing
   - Hate group activities
   - Enjoy being alone
   - Unfriendly
   - Others ____________________________________________

2. **What kind of reasons do you think will lead to the person suffering social anxiety disorder? (multiple choice)**
   - Genetics
   - Unhappy family
   - Lack of confidence
   - Less friends
   - Too shy
   - Be bullied
   - Others ____________________________________________

3. **If your friend(s) or classmates suffer from social anxiety disorder, and would you willing to keep contact with him/her?**
   - Yes
   - No
   - Others ____________________________________________

User Testing and Feedback
The second questionnaire mainly collected the content is that people’s opinions and feedback, after watching the video.

**Thesis Show Survey**

1. **Do you think the story is very easy to follow?**
   Yes___  No___

2. **Do you think illustrations are work?**
   Yes___  No___

3. **Do you think facial expressions can help you to understand the story?**
   Yes___  No___

4. **How do you feel the speed of this motion animation?**
   Too fast___  Too slow___  Just right___

5. **If your friend suffer social phobia will you help she/he?**
   Yes___  No___

6. **Do you think people should pay more attention to the issue of social anxiety disorder?**
   Yes___  No___

**Comments:**

_______________________________________________________

_______________________________________________________
<table>
<thead>
<tr>
<th>User Testing and Feedback</th>
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<tr>
<td><strong>Online Surveys Feedback</strong></td>
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<td><strong>Thesis Show Survey Feedback</strong></td>
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</table>
Evaluation and Conclusions
Evaluation and Conclusions

Evaluation on User Testing

The survey online and survey in the thesis show results from the two studies indicated the participants responded positively to the motion graphics. Almost all viewers of the video considered the story was straightforward to understand and the visual style was appropriate to this motion graphics. What's more, a majority of the audience think that they gain some knowledge of social anxiety disorder from this motion graphics. And they were willing to pay more attention to this social issue in the future. They all think that this an educational and exciting way to show knowledge of social anxiety disorder to the public.

Overall, the outcome of the two testing ways was that this thesis project could raise public awareness and spread necessary information about social phobia. And let the public understand people who suffer from social anxiety disorder, and treat them friendly.

After watching this thesis project, most of the audience have a new understanding of social anxiety disorder, and they know that the person who has the social phobia is not against socialization, but fearful of social interaction with other people because they do not know how to overcome their psychological disorders thereby fear of socializing. A majority of audience indicate that they are willing to help their friends to battle with this social disease if they have social phobia. Another situation is that if they encounter a stranger in a party, they are willing to communicate with the person who has social phobia actively and help them provide social accomplishment. This effect is a very positive social impact.

And so, this project will continuously influence more audiences and help them to gain more knowledge about the social phobia which could help the audience understand the people who have the social phobia about their behavior.
Evaluation and Conclusions

Benefit (For Public)

1. Provide the chance to the public to gain some knowledge of social anxiety disorder.
2. Provide the chance to the public to know the real thoughts of the person who suffers from social anxiety disorder.
3. This project will continuously influence more audience and make them know more knowledge about the social phobia which could help the audience understand the people who have the social phobia about their behavior.

Learned to this thesis:

During the process of design, I learned some knowledge as follows:

1. I have gained some medical education (the psychology and social anxiety disorder), have learned to create fluid motion in Adobe AfterEffect and have learned how to do character design.

Future Development

Based on the feedback of user testing, this project will develop as follows:

1. Further work with educational institutions and schools to increase awareness of social phobia.
2. In the dissemination of knowledge of social phobia, summing up more ways to treat social phobia and adding to the project.
3. Add knowledge of the project to prevent social phobia rate growing among people.
4. Make the project a short video clip to make it easier to promote social phobia on public screens.
Appendix

Thesis show surveys

Copy of Proposal
The Misconception of Social Anxiety Disorder

1. Do you think the story is very easy to follow?
   Yes √ No __

2. Do you think illustrations are work?
   Yes √ No __

3. Do you think facial expressions can help you to understand the story?
   Yes √ No __

4. How do you feel the speed of this motion animation?
   Too fast___ Too slow__ Just right √

5. If your friend suffers social phobia will you help she/he?
   Yes √ No __

6. Do you think people should pay more attention to the issue of social anxiety disorder?
   Yes √ No __

Comments:

I love this story! It’s very easy to understand!
And, the facial expressions can help me to follow the story! Nice work! ❤️.
Thesis show surveys

The Misconception of Social Anxiety Disorder

1. Do you think the story is very easy to follow?
   Yes / No

2. Do you think illustrations are work?
   Yes / No

3. Do you think facial expressions can help you to understand the story?
   Yes / No

4. How do you feel the speed of this motion animation?
   Too fast / Too slow / Just right

5. If your friend suffer social phobia will you help she/he?
   Yes / No

6. Do you think people should pay more attention to the issue of social anxiety disorder?
   Yes / No

Comments:

I love the idea, the social issue should be

focused by others. I love the illustration.
The Misconception of Social Anxiety Disorder

1. Do you think the story is very easy to follow?
   Yes / No

2. Do you think illustrations are work?
   Yes / No

3. Do you think facial expressions can help you to understand the story?
   Yes / No

4. How do you feel the speed of this motion animation?
   Too fast / Too slow / Just right /

5. If your friend suffers social phobia will you help she/he?
   Yes / No

6. Do you think people should pay more attention to the issue of social anxiety disorder?
   Yes / No

Comments:

I love the animation. The characters cool and the facial expression are flawless with each motion. Very good!
The Misconception of Social Anxiety Disorder

1. Do you think the story is very easy to follow?
   Yes √ No __

2. Do you think illustrations are work?
   Yes √ No __

3. Do you think facial expressions can help you to understand the story?
   Yes √ No __

4. How do you feel the speed of this motion animation?
   Too fast __ Too slow __ Just right √

5. If your friend suffer social phobia will you help she/he?
   Yes √ No __

6. Do you think people should pay more attention to the issue of social anxiety disorder?
   Yes √ No __

Comments:

This project let me know some knowledge about social phobia! And I really like the style of this motion graphics. Love it!
The Misconception of Social Anxiety Disorder

1. Do you think the story is very easy to follow?
   Yes\checkmark\ No___

2. Do you think illustrations are work?
   Yes\checkmark\ No___

3. Do you think facial expressions can help you to understand the story?
   Yes\checkmark\ No___

4. How do you feel the speed of this motion animation?
   Too fast___ Too slow___ Just right\checkmark

5. If your friend suffers social phobia will you help she/he?
   Yes\checkmark\ No___

6. Do you think people should pay more attention to the issue of social anxiety disorder?
   Yes\checkmark\ No___

Comments:

Interesting story & lovely animation.

It's a very fasching topic and the way of displaying such topic is very innovative. Overall, the story is very easy to understand and the style is pleasant. Love this project! <3
The Misconception of Social Anxiety Disorder

1. Do you think the story is very easy to follow?
   Yes √ No ___

2. Do you think illustrations are work?
   Yes √ No ___

3. Do you think facial expressions can help you to understand the story?
   Yes √ No ___

4. How do you feel the speed of this motion animation?
   Too fast ___ Too slow ___ Just right √

5. If your friend suffer social phobia will you help she/he?
   Yes √ No ___

6. Do you think people should pay more attention to the issue of social anxiety disorder?
   Yes √ No ___

Comments:

The elements and characters are really delicate.

And the story is riveting us to watch it till end with it very meaningful. GJB
The Misconception of Social Anxiety Disorder

1. Do you think the story is very easy to follow?
   Yes/ No

2. Do you think illustrations are work?
   Yes/ No

3. Do you think facial expressions can help you to understand the story?
   Yes/ No

4. How do you feel the speed of this motion animation?
   Too fast/ Too slow/ Just right

5. If your friend suffer social phobia will you help she/he?
   Yes/ No

6. Do you think people should pay more attention to the issue of social anxiety disorder?
   Yes/ No

Comments:

Really cool graphics!! Love the style and the story.

It's really easy to follow!!
Thesis show surveys

The Misconception of Social Anxiety Disorder

1. Do you think the story is very easy to follow?
   Yes √ No

2. Do you think illustrations are work?
   Yes √ No

3. Do you think facial expressions can help you to understand the story?
   Yes √ No

4. How do you feel the speed of this motion animation?
   Too fast __ Too slow __ Just right √

5. If your friend suffer social phobia will you help she/he?
   Yes √ No

6. Do you think people should pay more attention to the issue of social anxiety disorder?
   Yes √ No

Comments:

The different point of view show me the patient’s real thought. That’s very interesting!

Love the character design. Very meaningful project!
The Lethality of Social Anxiety Disorder

Creating Understanding Through Motion Graphic

Kaijun Qu
Thesis Proposal for the Master of Fine Arts Degree

Rochester Institute of Technology
College of Imaging Arts and Sciences
School of Design
Visual Communication Design
# Thesis Proposal for the Master of Fine Arts Degree
MFA Visual Communication Design  
School of Design  
College of Imaging Arts and Sciences  
Rochester Institute of Technology

## Thesis Title
**The Lethality of Social Anxiety Disorder**  
Creating Understanding Through Motion Graphic

### Committee Approval

<table>
<thead>
<tr>
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<th>Name</th>
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<th>Signature</th>
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<tr>
<td>Chief Thesis Advisor</td>
<td>Nancy Ciolek</td>
<td>Associate Professor, School of Design</td>
<td></td>
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<tr>
<td>Associate Thesis Advisor</td>
<td>Chris Jackson</td>
<td>Professor, School of Design</td>
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<tr>
<td>Associate Thesis Advisor</td>
<td>Thomas Gasek</td>
<td>Associate Professor, School of Film and Animation</td>
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<td>MFA Thesis Candidate</td>
<td>Kaijun Qu</td>
<td>MFA Thesis Candidate</td>
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Bibliography
Abstract

This thesis project explores Social Anxiety Disorder, through showing emotions and feelings of the person who suffers from social phobia to help their friends and classmates understand them.

The symptoms of a person with social phobia are being afraid of communication with other people or appearing in public, and being the center of attention. In this situation, others will easily misunderstand them, so the patient can lose chances to communicate to others. As the result, the patient’s condition will be getting worse. Therefore, that is the reason that it is very hard to make new friends for people with social phobia.

So, their friends and classmates need to know true thoughts and feelings of the person who suffers from social phobia for understanding the patient’s behaviours to help them.

Social anxiety disorder, also called social phobia, can result in individual issues in human relations. Sometimes, some minor words from others may stimulate people with social phobia and their emotions and lead their current situation to be worse. When their friends do not have much knowledge about their status, a person suffering from social phobia can be frustrated with their sensitive mind.

The purpose of this thesis project is to raise public awareness and spread basic information about social phobia through a short motion graphic. It will include some signs and symptoms of the social phobia, and show what kind of behaviours indicate a potential social anxiety disorder. Through this motion graphic, people whose friends suffer social anxiety disorder can learn more about it and then understand their friends.

Keywords

Social Anxiety Disorder  Motion Graphic
Social Phobia  Symptoms
Loneliness  Mental Health
Anxiety  Public Awareness
Problem Statement

What is the problem?

It is very hard to know true thoughts of the person who suffers from social phobia, because they are afraid of communicating with other people. Sometimes, they will not be understood. Also it is very hard to realize that their friends and classmates want to give them a hand, and may misunderstand them and keep themselves away from others. Friends and classmates should learn more about social phobia to understand the behaviours.

What kinds of ways can be used to let patients' friends and classmates know?

In these days, everyone has high-tech products, such as a smartphone, smartwatch, computer, iPad. Those products will be a great medium to spread the information of social phobia. And a motion graphic animation will be the fastest way to present this information to the public.

How this thesis project can be realized?

First of all, search background information on the internet and library. At the same time, this thesis project will post several surveys on the internet to collect information about the feeling that social phobia sufferers struggle with. Meeting with the psychological professor and student will help content correction and explore sufferer’s inner world. After that, this project will organize that information to create a script and storyboard. Next, Adobe Illustrator and Photoshop will be used to create main characters and scenes, then use Adobe After Effects to create the motion animation.

Is this thesis project useful?

People who suffer from Social Anxiety Disorder tend to torture themselves, and they are not willing to communicate with others actively. So, their friends and family members should be close to them and start the conversation first to communicate with them. Therefore, this motion graphic will help them to learn more about social phobia patients' true thoughts and the reason of their unusual behaviors. Then, people who suffer from social phobia can be understood by their friends and classmates.
Thesis Statement

This thesis research focuses on motion graphics, 2D graphic, 2D animation techniques to create a motion animation to explain the patients' social phobia, which will contribute to their friends and classmates in finding the right way to help them.

Situation Analysis

Social anxiety disorder\(^1\) (Social phobia) affects nearly 3% of the world’s population\(^2\). In the United States, epidemiological studies have recently pegged social phobia as the third largest psychological disorder in the country. Some alarming researches were conducted by psychologists at Brigham Young University and the University of Utah. They found that social phobia (both actual and perceived) may be more deadly than smoking. Social phobia and feelings of loneliness increase a person’s chance of premature death by 14 percent — nearly double the risk of early death from smoking\(^3\).

Social phobias affect people of all ages, though this disorder usually begins in adolescence. Most people who suffer social phobia know that they know should not be afraid of to communicate with others, but they cannot control their fear. Without any treatment, social phobia can last for many years or a lifetime.

A few of people with phobias seek treatment for their anxiety. So, the help from families and friends will be significant to treat social phobias. There are some articles online to show general information about social phobias. But there is no article that completely explains the symptoms of social phobia and how to treat it. Also, there is no efficient way to describe social phobia for the patients’ friends and classmates.

---

Actually, there have a lot of solutions can help people who suffer social phobia to reduce their fear when they try to communicate with other people.

When people with social phobia try to communicate with their classmates, they feel too nervous to speak. Their classmates need to have patient listening skills and say some comforting words. Moreover, when people with social phobia are afraid of participating in group activities. Their friends and classmates need to encourage them to challenge themselves and tell them that to socialize with other people will be a very easy thing. Once more, when people who suffer social phobia blame themselves that they can not do something well. Their friends and classmates need to tell them that everyone will make mistakes, and they should pay more attention to their advantages rather than blame themselves.

But people with social phobia usually gives others some feelings that they are unfriendly. Because when people who suffer social phobia talk with others it is very hard to focus their attention on others’ words. Because they are too nervous to do that. Due to this condition, people with social phobia will easily lose the chance to make a new friend.

Also, it is very hard to learn about social phobia and know patients’ true thoughts and understand them, because people with social phobia are very hard to communicate with.

Based on those conditions, to sum up, an easy and efficient way to understand people who have social phobia is very necessary for their friends and classmates to understand each other and give appropriate support to them.
## Survey of Literature

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<tr>
<td></td>
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<td>This article talks about that how people’ relationships can have significant effect on their overall health. If people do not have social life, this condition will cause them to feel lonely and raise the risk of a number of physical and psychological health problems. Therefore, people should prioritize spending time with the people around them.</td>
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<tr>
<td></td>
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<td>This article introduces the distinction of social phobia and bashfulness. On one hand, shy people do not like too lively places, they just do not want to socialize; on the other hand, people with social phobia have social barriers and can not socialize with other people, but in fact, they really want to socialize.</td>
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<tr>
<td></td>
<td></td>
<td>This article discusses the influence of social phobia, and what kind of harm it will bring to patients.</td>
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<tr>
<td></td>
<td></td>
<td>This article talks about what social anxiety disorder is, what kind of things will cause social anxiety disorder, how it is diagnosed, and what kind of symptoms will be included. As well as, it shows some treatment options for social anxiety disorder patients. Richards insists that cognitive therapy is based on the idea that certain ways of thinking can trigger or fuel, certain mental health problems such as anxiety and depression. Also, it can help your thought patterns to be more realistic. Therapy is usually done in weekly sessions of about 50 minutes each, for several weeks.</td>
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### Videos


   This video talks about the daily life of social phobia patients. How they communicate with their friends and what kind of things will make them fear.


   This video shows the basic information of social phobia, and give some specific examples. It gives people some suggestions of how to help their friend(s) or family members to get away from this disease.


   This video focuses on through face to face interview with teenagers who suffer from social phobia to know their inner thoughts. In this video, those teenagers will talk about what kind of bad experiences they suffered from. And it shows what kind of help can make them feel better.

### Website


   Patient is a large health website which provides a lot of various health informations and medicines informations. Also people can exchange their ideas about different symptoms on this website.
Design Ideation

Character Design
Design Ideation

Storyboard
Script

**Narrative:**
Thought monologue of person with Social Anxiety Disorder

The main character (The little girl Thought monologue):
Why does everyone stare at me? They must be think I am so weird...
... I can not move my body... ... Oh my god! I am so nervous, I can not breathe at all... ...What should I do?! OK, try to get some candies... ...

(Friendly person):
Hi~ How are you?

The main character (The little girl Thought monologue):
I...eh...I...am...eh...fine...fine...
I...would... would...eh...I...would...like...

(Tow unfriendly people):
A: She looks so weird!
B: What is she talking about?

(Friendly person):
That it is OK, I can understand you!
My sister has same condition as you, do not be too nervous, everything will be fine!

(Friendly person):
This for you.
Methodological

Problem Analysis

Overall objectives: Through showing the inner feeling and thinking of the person with social phobia to tell her own story to let their friend(s) and classmates know her true feelings and thoughts. Then, let audiences know that what kind of things can avoid stimulating social phobia patients’ mind. And what the efficient way to help them build their confidence is.

Formular Strategies

Brainstorming possibilities: Quick sketches
Defining design concept and scope: Storyboards
Design: Character design, each scene design

Implementation

Search background information on internet and library. As well as, post several surveys on the internet to collect information that how those people with social phobia feel. Face to face interview with psychological professor and students will help content correction and explore their inner world. After that, organize that information to create a script and storyboard. Weekly meeting with advisors to revise storyboard, character, and script.

For the next steps, this thesis project will use Adobe Illustrator and Photoshop to create main characters and scenes, then use After Effects to create a motion animation.

The final product for this thesis project is a rendered 90 seconds (roughly) HD (1920*1080) QuickTime motion animation. It will be easy to watch and understand. This motion animation can be watched online, on mobile devices, or on digital screens in public spaces. It will provide people with a quick, convenient and comfortable way to learn about social anxiety disorder.

The anticipated software components are Adobe After Effects, Photoshop, Illustrator, Audition would be used if needed.
Target Audience

The audience of this short motion graphic film is teenagers (10-15) who have friend(s) or classmates with social phobia. These people may misunderstand their friend(s) or classmates who suffer social phobia. When they want to give some help and support to their friend(s) or classmates but don’t know how to do that. This thesis project will explain to them basic information of social phobia and what the true thoughts of their friend(s) or classmates with social phobia is.

Persona

Name: Lucy
Age: 10
Location: Rochester, NY, US
Occupation: Student
"My friend Yang Zhang suffer social phobia has been nearly one year, everytime when I want to say hi with he, he will quickly leave the class. I totally don’t know how to communicate with him."

Name: Mike
Age: 12
Location: Chicago, IL, US
Occupation: Student
"Annie was a cheerful person, but in recent times, she is not willing to talk with people, even afraid of contacting with others. Each weekend she keeps staying in her room all day. I really want to know what had happened."
The final product for this thesis project is a rendered 90 seconds (roughly) HD (1920*1080) QuickTime motion animation. It will be easy to watch and understand. This motion animation can be watched online, on mobile devices, or on digital screens in public spaces. It will provide people with a quick, convenient and comfortable way to learn about social anxiety disorder.

Motion graphics, 2D graphic design, 2D animation techniques will be used. Motion graphics production will be created on Adobe After Effects. The characters and scenes will be created by Adobe Illustrator and Photoshop. The text and music will be added in Adobe After Effects.

The voice over will be recorded in RIT’s recording room and post-remix in Adobe Audition. The background music will be purchased on online website.
Implementation Strategies

A short motion graphics film is the final product of this project. This thesis will focus on exploring social phobia patients’ real feeling and thinking. The main purpose is to know their true thoughts about how they feel regarding their surrounding people and things. Then, people can understand the person who suffers from social phobia and try to make friends with them. Information collection will be found from the internet article, posted survey and interviews.

The major part of motion graphics will be achieved by Adobe After Effects, Photoshop and Illustrator. Characters and main scenes will be created in Adobe Photoshop and Illustrator, and transitions will be created in Adobe After Effects. Face to face interview with a physiology student will help and posted survey can help this thesis project get the main content that people want to know.

All software mentioned above have been learned and practised before, which will save time and help this project to build final deliverables. The weekly meeting with chief advisor and committee members will ensure that this thesis project is on track.

The scope of this project, includes the Information gathering, data analysis, social studies, length of the final motion graphics product, and software technique, which are all beyond a typical course assignments.
Dissemination

The final thesis project will be a short film and publish on the internet (Youtube, Vimeo, Weibo and etc). The powerful search engine can help people to access keywords on the internet to view the film about how to help those with social phobia. A short film will more directly and powerful to show the information to those people who have friend(s) who suffer social phobia. People will more willing to choose the easier way to obtain this knowledge. This film will be free to download and to use it for noncommercial ways.
Evaluation Plan

Considerations
- What is the most efficient way to help people to gain the knowledge of social phobia?
- Has the message reached the intended target audience?

How
- Face to face interview with a psychological professor and students.
- Online Surveys.

Online Surveys
For the survey, main questions are:

1. **What do you think the person with social anxiety disorder is? (multiple choice)**
   - Shy to speak in public
   - Be afraid of communicating with other people
   - Do not want to make new friends
   - Do not like socialize
   - Hate group activities
   - Enjoy being alone
   - Unfriendly
   - Others ____________________________________________

2. **What kind of reasons do you think will lead to the person suffers social anxiety disorder? (multiple choice)**
   - Genetics
   - Unhappy family
   - Lack of confidence
   - Less friends
   - Too shy
   - Be bullied
   - Others ____________________________________________

3. **If your friend(s) or classmates suffer from social anxiety disorder, and would you willing to keep contact with he/she?**
   - Yes
   - No
   - Others ____________________________________________
Pragmatic Considerations

Travel expenses:
Transportation fee to meet psychology students, doctors and target audiences. The expense will be about 100 dollars.

Conference/competition entry fees: To be determined.

The cost for printouts, Software and Hardware:
This thesis project is a non-profit student work. In such case, it is free to use school’s software in teaching version. Plug-ins will be purchased if needed. The expense is about 220 dollars.

Copyright licensing fees:
The music and sound effect will be purchased on freeplaymusic.com. One piece of music is about 50 dollars.
Bibliography


