C H R O N O S P A C E Living in the Moment: Metaphorical Motion Design

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C H R O N O S P A C E

Living in the Moment: Metaphorical Motion Design

Guan-Huei Wu

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
Feb 14, 2018
Thesis Committee Approval

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

Chronospace
Living in the Moment: Metaphorical Motion Design
Submitted by Guan-Huei Wu

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Abstract

Live in the present. People often put too much emphasis on their past mistakes or planning for what their future may hold. We are living in the present and should focus on “The Now.” The present is the key to our future. Everything that happened in the past has shaped where people are now in the present.

People try to erase all the bad experiences and save only the good ones. However, everything that has happened, both positive and negative, provides some intrinsic value to people. The past is unchangeable. The future is untouchable. The present is what you can live in. Owning the moment will help one to make things turn into reality.

This thesis explores the concept of “Living in the Present” through motion graphics and metaphorical storytelling. Utilizing motion design principles in combination with concepts from Op art and optical illusions, this abstract concept of living in the present, comes to life. Motion graphics is the best method to visualize this abstract concept.

The time-based element provides an opportunity to mix 2D and 3D visual elements along with typography to help communicate the concept of living in the present.

Keywords:
Motion Graphics, Metaphors, Storytelling, Op art, Typography, Present
Introduction

If a timeline is a space, we can divide the space into 3 sections; future, present, and past. The possibilities in the future are just dreams that reside in our mind. These possibilities are pictured as objects of irregular shapes. We can envision dreams in our imagination but we can’t touch them. The aspects in the past are just memories of events that have already occurred. People are able to relive memories through mediums such as photos but people are not able to change what has occurred. Finally, the aspects of the present are different, as these aspects are touchable and changeable.

The project reflects the author’s attitude of life. Life is a process that teaches us how to encounter balance between past and future. It is nearly impossible to perfectly predict the future and as of today, impossible to alter anything from the past. However, people can create a better picture of what we want in each moment. The essential value of life is to support ourselves to turn a person who does not always dream, hesitates to take action when needed, lives with regret, and/or does not seize the opportunities that life provides into a person that is ready and willing to do what it takes to live a fulfilling and complete life.

This project also links two main subjects: one is motion graphics design and the other is living in the moment. The study includes how to turn an abstract concept to a visual design, applying design principles to create appropriate motion graphics while experimenting various methods to convey the concept: The future is untouchable-The past is unchangeable-The present is where you can really do anything.
Problem Statement

How can motion graphics help to communicate the abstract concept of living in the present and promote a message that all possibilities lie within the present?

Living in the present is a familiar concept. However, not many people fully realize the truth behind this message nor follow it in their lives. There are always reasons for everything that happens; both good and bad experiences. People should always learn lessons from their past. Learning from these experiences helps shape the present and build a better future.

More often than not, people focus too much on their past experiences and forget to live in the moment. Everything people have in the present is based on the outcomes of their past. Since people are unable to change anything in the past, they should live in the moment. The “present” is the only thing we are able to control.

This thesis is a motion graphics project that visually communicates the importance of “Living in the Moment.” This abstract concept will be brought to life using motion design principles combined with concepts from psychology, Op art, and optical illusions.

Metaphorical imagery will be used to deliver the message. A metaphor allows easier access to an abstract concept by providing the audience with something visual that they are familiar with.

Motion and metaphorical design can help communicate the message clearly and efficiently to the audience. The goal of the thesis project is to increase awareness of living in the moment.
Review of Literature

Color Matters: Branding & Identity, Shijian Lin, 2014
This book describes how to manipulate different colors to convey emotion and concepts in your work. The way to choose good color is useful for doing thesis.

GIF BOOK, Kurando Furuya, Kota Ishii., 2013
GIF is always developing a new expression as well as ensuring the popularity and the constant demand in the global world that requires the speed and lightness of the communication.

100 JAPANESE MOTION GRAPHIC CREATORS 2015, Eizo sakka hyakunin. 2015
The book collects the top 100 Japanese Motion Graphics Creators. The creators’ work provides tremendous inspiration on visual design and motion graphics.

Cartoon Modern: Style and Design in 1950s Animation, Amid Amidi, 2006
Cartoon Modern is a thoroughly researched, eye-popping, and delightful account of a vital decade of animation design.

The Illusion of Life: Disney Animation, Ollie Johnston, Frank Thomas, 1995
It explains the process of making animation and research. The way to do pre-production is a key to make a great motion. The content explains how to make an appropriate pre-production and schedule on a project.

The book introduces the different styles of motion graphics, such as what Japanese style is. The content provides inspiration for creating style frames by presenting different motion design styles. It is also a good reference for making good storyboards.

The book shares necessary algorithms for creating code to experiment graphic and solve design problem in the processing language. The algorithm is going to be helpful to build abstract graphics.

An Introduction to Information Design, Kathryn Coates & Andy Ellison, 2014
A nice book is for learning how to organize the information and visualize data. Information design is important for collecting files and visualize in motion.

**Visual Harmony: Proportion in Graphic Design, SendPoints, 2016**
A great book that provides examples to show what effective visual communication design is. Artists and designers can follow these principles to create better works.

**Drawing Type: An Introduction to Illustrating Letterforms, Alex Fowkes, 2014**
The guidebook that introduces typography in hand drawing type way. Typography plays an important role in the motion graphics. To learn how to create typographic layouts from examples and concepts in this book is good for thesis.

**Visible Magic The Art of Optical Illusions, Robert K. Ausbourne, 2012**
The book is talking about the visualization of optical illusions in the different way, such as 2D or 3D and even realistic photos from nature. These optical illusions picture is helpful for understanding the principles of creating optical illusions and get some inspirations.

**Japanese Optical And Geometrical Art, Hajime Ouchi, 1977**
There are several different styles of optical and geometrical art in this art book. These basic patterns are useful to creating much more different unique pictures by researching this book and using different perspectives to draw style optical illusions.

**The Art of INSIDEOUT, Pete Docter, Amy Poehler, 2015**
The art book introduces some concepts of emotion and psychology in the different expressions. The making art behind the scenes is good to let author learn how to visualize the abstract concept. The author can refer these concept arts to get inspiration to visualize story.

**1,001 Ways to Live in the Moment, Barbara Ann Kipfer, 2009**
This is a good book showing 1001 ways to live in the moment with some illustration. It analyzes living in the moment and offers reader a new perspective to see the concept.

**The Art of Now: Six Steps to Living in the Moment, psychologytoday.com, 2008**
This is a nice article talking about how the steps to living in the moment. The concept is helpful to understanding different viewpoint to live in the moment.
Metaphorical Thinking, mindtools.com, 2016
The article offers a new thinking to let audience come up much more ideas easily. The thinking is very helpful for doing metaphor in this thesis.

Graphic Design: The New Basics, Ellen Lupton, 2014
This book introduces some resource and examples from fonts, color to visual design and so on. It also shows readers how to build simple relationship by 2D elements like point, line and plane.
Design Process

Thesis Parameters
Type: motion graphics short film
Format: HDTV 1080
Resolution: 1920x1080 pixel
Compression: H.264
Frame Rate: 29.97fps
Frame Aspect Ratio: 16:9 (1.78)
Length: 103s

Tool and Software
Adobe After Effects, Adobe Illustrator, MAXON Cinema 4D

Target Audience
The project is metaphorical motion graphics for the public. Therefore, the target audience is relatively broad in scope. The metaphorical motion graphics is designed for all genders and mainly focus on ages 12 to 50. Occupation is not limited but education should be higher than 8th grade so there will be no problem with understanding the content.

Concept
The narrative explores one main character's perspective. This character has a cube with a geometric hole on the top of surface. The character goes through different spaces to try to grab any geometric objects. However, the character realizes something during the trip. The character comes to the realization that aspects and events of the future are untouchable. The aspects and events of the past are unchangeable. Only the aspects and events of the present are touchable and changeable.
**Design Process**

**Storyline**

In the initial stage of the story, the concept used is similar to Yin and Yang, to express the ideas regarding the past and the future. The entire motion graphics will not have any characters, voiceovers, or text to support telling this story. The only element driving this motion graphics is background music. After discussing with advisors, the author understood the great difficulties that came with trying to convey this abstract concept. Thus, the author decided to include first perspective and some texts to let the story goes through easily.

The stage of Chronospace starts with a character who has a cube with a hole on the top surface of the cube. There are two doors connected to two spaces in front of his left side and right side. The character goes through different spaces trying to grab any geometric objects in order to fill in the hole on the surface of cube. However, things in the future are untouchable. The things in the past are unchangeable. In the process of the trip, the character realized that only the things in the present space are touchable and changeable. We should live in the moment because present is where we can do anything.

**Naming**

The name of this motion graphics is an expression of time and space. In this motion graphics, there are 3 different time & space scenarios which are future, past, and present. The “Chronos” is from Greek “Khronos” which means time. Then, the author combines Chronos with space to create Chronospace.

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**Figure 1.** Structure details of the title.
Design Process

Figure 2. Typeface test of the tile of Chronospace.
**Design Process**

**Storyboard**

Figure 3. The storyboard 1 of 2 of Chronospace.
Design Process

Storyboard

Figure 4. The storyboard 2 of 2 of Chronospace.
Design Process

Color Palette

![Color Palette](image)

RGB 255/234/131  RGB 255/227/202  RGB 246/224/255
#FFE83         #FFE3CA        #F60FF

RGB 191/248/221  RGB 191/150/152
#BFF8DD        #BF9698

Figure 5. The color palette of Chronospace.

The main color palette in this film was chosen based on themes of the past, future and present. The past theme/reference utilizes mostly old black and white photos with some slightly brown photos because the past exists only in our memory which lives in the photo(s). The future color scheme is inspired by dreamy pictures because everything in the future lives in the imagination of one's dreams. The present theme/reference is from scene in the sunrise because the beginning of one's day is with the sunrise, everything starts from here. That's where we are able to do anything and make things happen.
**Design Process**

**Style Frame**

In the very beginning, the style frames (Fig 6, a) were not attractive and did not command the attention of the audience. The pattern and shape on the geometric shapes were not appropriate and appealing.

On the second stage of style frame (Fig 6, b), the author discovered problems with layout, visual design and tried to fix that after the author completed more design research. The author added few details such as focus points, depth of field, particles and etc. To make visual style appear more rich and attractive, the author conducted deep research on color theory and visual design. Also, the author adjusted a proportion of visual elements on each shot.

On the final stage of style frame (Fig 6, c), the author realized that the color on some shots were supposed to be more interesting. For example, the colors in the future shots are a bit unsaturated and low contrast. The color for elements on the past shot didn’t achieve a good balance with the background. The initial past element’s color is possibly distracting to people. Based on these points, the author developed final style frames. From color correction, color balance to saturation, and etc. The author made more detail changes to make each shot have a stronger visual design.

![Figure 6. Style Frames on the different stage](image)

**Design Process**

**3D Modeling**
All elements in this motion graphics are made using 3D in MAXON Cinema4D. The author also used a lot of different functions such as Mograph, Effector, and Object effects from Cinema4D to build models for each shot. Using only 3D was very helpful for making background tunnels, hands, doors and different types of geometric shapes when the author do animation because the camera is able to go through different spaces easily. Also, the scene can have more depth of field since all objects have a Z axis and can move around.

Figure 7. 3D modeling in MAXON Cinema4D.

**Design Process**

Texture
The texture and style on this motion graphics is flat. To reach this goal, the author used luminance and transparency on Material Editor from Cinema4D. In addition, the author also created texture using Adobe Illustrator to make sure he can render the visual design he wanted. In the early stage, the author attempted to use Cel shader on the Sketch and Toon module and apply Cel shader to all 3D modeling and particle. However, the outcome did not achieve author’s expectation after making multiple experimental trials on the texture. Since Cel shader would be able to have diffuse, shadows, or specular, the outcome is easily affected by light sources setting and camera setting.
Figure 8. 3D objects after texturing in MAXON Cinema4D.
Design Process

3D Particles

In the beginning, the author attempted to use X-Particles to execute particle effects in this film because there are so many online tutorials related to X-Particles. However, X-Particles is a paid plugin on Cinema4D, and the license is too expensive for me to afford. After some research, the author decided to use thinking particle from Cinema4D to carry out all particle effects on this film because it’s free. This choice brought out another problem; there are not many tutorials related to thinking particle as X-particles. In the early stage, it required many attempts to figure out how to manipulate the effects to arrive at what the author wanted. Also, the author made multiple test renders (Fig 9, e) in different ways. From setting the keyframe, adjusting parameter, to Xpresso, the author tried all different ways to figure out the best avenue to create the effects he wanted to demonstrate.

All particle effects in this film utilized thinking particle (Fig 9, a-d) with some effects from Cinema4D to create a customized visual design and motion design. The outcome looks good but each frame with particle takes 2 times longer to render than frames without.
Figure 9. 3D particles in MAXON Cinema4D.
Design Process

Animation

These motion graphics were all made in Cinema4D. One of the biggest challenges for the author was figuring out the best way to model and add 3d motion to all the assets in the shortest amount of time.

Another challenge for the author was the animation of the hand. There are five fingers on the one hand, and there are 3 joints on the one finger. It came out with some problems in the beginning when the author did the animation. The fingers couldn’t move and grasp objects as smoothly as the author expected. The author filmed some real hand grasping video as a reference to get some inspirations for making hand animation. This decision worked well, and the outcome looks good.

Figure 10. Screenshot of hand animation
Figure 11. Example of keyframe in the Timeline F-Curve and Timeline Dope Sheet in MAXON Cinema4D.
Design Process

Compositing

After the author render the sequence from Cinema4D, the author imported the sequence into After Effects and carry out compositing. Most color correction and transition the author completed in the After Effects because After Effects has more flexibility and parameters which the author was able to make necessary adjustments. In some shots, the author used the camera in Cinema4D to make the transitions while in the other shots the author used the camera in After Effects. Finally, the author applied depth of field to the camera in After Effects to make it look richer.

Music and editing

The music is an important key in this motion graphics. After the author discussed this with his advisors, he decided to look for a composer to make customized music for this motion design. The music was composed by Marc Laroussini, who specializes in constructing music for abstract concepts. Based on the storyboard and visual design, the music was discussed many times regarding the expressions of each shot, timing set scratch, lock timing to style. After the final music composition came out, the author completed a few adjustments and editing in After Effects and Premiere to make complete motion appear smoother and higher quality.
Design Process

Final Design

Figure 12. Final screenshot of Chronospace.
User Testing

The scenes and background are designed well done in overall.

Visual design is attracted and well done in overall.
User Testing

Color palette works well and is appealing in overall.

The special effects like particles is attractive.
User Testing

The transition between each shot is design well in overall.

Camera movement is smooth and design well.
User Testing

The layout and composition on each shot design well.

Editing on this film is well done.
User Testing

The music is designed well and match the scenes.

The film is well done in overall.
User Testing

This film is entertaining and engaging.

Based on the feedback from user testing, the author modified aspects of the color, layout, and background. The background color’s contrast was not strong enough and didn’t grasp the attention of the audience. The author increased the color saturation, contrast, and color balance on the texture and render setting. Additionally, the author changed the camera location and direction, geometric objects location, and particles setting to improve the balance of the layout. Furthermore, he fixed transition to make sure film looked appealing between each shot. The testing taught the author how to collect feedback from people of different backgrounds and to improve the author’s listening skills in order to understand people’s thoughts and perceptions. The more points of view the author can see, the better the design the author can create in the future.
Conclusion

The thesis project was a long journey for the author. During this journey, the author gained a bounty of skills, knowledge, and attitude. In the very beginning, everything challenged the author from topic, concept, visual design, to motion. Especially, the concept in this motion project is abstract. How to use abstract way to convey this abstract concept was a challenge to the author. After conducting research and conversing with advisors and friends, the author arrived at several different versions and improvements of the storyboard. In the meantime, the author realized that color palette is good to support the meaning behind the environment.

In the technique skills section, the whole motion graphics piece is 3D and made by MAXON Cinema4D. In the beginning stage, the author expended a large amount of time to learn all the skills the author need from online tutorial and professors. The author did not possess the majority of the skills needed to complete the project to a level of acceptable quality but through dedication and focus, the author was able to learn those skills and apply them adequately. For instance, like the particles in the Cinema4D, the author was not familiar with that in the initial stage but now the author can flawlessly execute the effect when and how he wants. In addition, like Cel Shader, rigging, texture, and animation are further skills and knowledge that the author inherited from the process. In addition, the author would like to thank you composer Marc Laroussini for the amazing background music for this work.

The most important aspect of this process was the further improvement and enhancement of ability to problem solve. The author has further knowledge of what it takes to efficiently execute the management of a project production. Other than the technique part, the author is able to evaluate each section in more appropriately and plan for each step on proper. The author no longer starts working on a project using software packages like After Effects or Cinema4D. Even though the author was continuously frustrated at each stage, he always found a way to overcome and solve the technical problems. Everything that occurred throughout this process will all be some of most important experiences in the author's life and has inspired the author to move forward towards a better future.
Appendix
Chronospace

Living in the Moment: Metaphorical Motion Design

Submitted by: Guan-Huei Wu

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

Date: Dec.02.2016
Thesis Proposal for the Master of Fine Arts Degree

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

Living in the Moment: Metaphorical Motion Design
Guan-Huei Wu
December 02, 2016

Thesis Committee Approval:

Chief Thesis Adviser: Prof. Chris Jackson, Visual Communication Design

_______________________________________________   __________________
Signature of Chief Thesis Adviser                       Date

Associate Thesis Adviser: Prof. Nancy Ciolek, Visual Communication Design

_______________________________________________   __________________
Signature of Associate Thesis Adviser                   Date

Associate Thesis Adviser: Prof. Shaun Foster, 3D Digital Design

_______________________________________________   __________________
Signature of Associate Thesis Adviser                   Date

MFA Thesis Candidate: Guan-Huei Wu, Visual Communication Design

_______________________________________________   __________________
Signature of MFA Thesis Candidate                       Date
Abstract

Live in the present. People often put too much emphasis on their past mistakes or planning for what their future may hold. We are living in the present and should focus on “The Now.” The present is the key to our future. Everything that happened in the past has shaped where we are now in the present.

We try to erase all the bad experiences and save only the good ones. However, everything that has happened, both positive and negative, provides some intrinsic value to people. The past is unchangeable. The future is untouchable. The present is what you can live in. Owning the moment will help you to make things turn into reality.

This thesis will explore the concept of “Living in the Present” through motion graphics and metaphorical storytelling. Utilizing motion design principles in combination with concepts from Op art and optical illusions, this abstract concept of living in the present, comes to life. Motion graphics is the best method to visualize this abstract concept.

The time-based element provides an opportunity to mix 2D and 3D visual elements along with typography to help communicate the concept of living in the present.

Keywords:
Motion Graphics, Metaphors, Storytelling, Op art, Typography, present
Problem Statement

How can motion graphics help to communicate the abstract concept of living in the present and promote a message that all possibilities lie within the present?

Living in the present is a familiar concept. However, not many people fully realize the truth behind this message nor follow it in their lives. There is always a reason for everything that has happened, both good and bad experiences. We should always learn lessons from our past. Learning from these experiences helps shape our present and build a better future.

More often than not, people focus too much on their past experiences and forget to live in the moment. Everything people have in the present is based on the outcomes of their past. Since people are unable to change anything in the past, they should live in the moment. The “present” is the only thing we are able to control.

This thesis is the motion graphics project that visually communicates the importance of “Living in the Moment.” This abstract concept will be brought to life using motion design principles combined with concepts from psychology, Op art, and optical illusions. Metaphorical imagery will be used to deliver the message. A metaphor allows easier access to an abstract concept by providing the audience with something visual that they are familiar with.

Motion and metaphorical design can help communicate the message clearly and efficiently to the audience. The goal of the thesis project is to promote an awareness to living in the moment.
Survey of Literature

**Japanese Motion Graphics 2013, Kurando Furuya, Yusuke Shouno, Natsumi Fujita, 2013**
The book introduces the different styles of motion graphics, such as what Japanese style is. I am able to get inspiration of style frame by looking at different motion design styles.

**100 JAPANESE MOTION GRAPHIC CREATORS 2015, Eizo sakka hyakunin, 2015**
The book collects the top 100 Japanese Motion Graphics Creators. The creator’s work provides tremendous inspiration on visual design and motion graphics.

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This book describes how to use exactly color to convey emotion and concept in your works. The way to choose good color is useful to me for doing thesis. The suitable color is able to express the closed emotion on the visual design.

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Cartoon Modern is a thoroughly researched, eye-popping, and delightful account of a vital decade of animation design.

**Visual Harmony: Proportion in Graphic Design, SendPoints, 2016**
A great book that provides examples to show what effective visual communication design is. Artists and designers can follow these principles to create better works. For example, using geometric shapes or lines to maintain the visual balance on the frame and leading reader to create focus point on their graphic design.

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The guidebook that introduces typography in hand drawing type way. Typography plays an important role in the motion graphics. To learn how to create typographic layouts from examples and concepts in this book is good for my thesis.

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The book is talking about the visualization of optical illusions in the different way, such as 2D or 3D and even realistic photos from nature. These optical illusions picture is able to help me to understand the principles of creating optical illusions and get some inspirations.

**Japanese Optical And Geometrical Art, Hajime Ouchi, 1977**
There are several different styles of optical and geometrical art in this art book. I can use these basic patterns to create much more different unique pictures by researching this book and using different perspectives to draw my style optical illusions.

**The Art of INSIDEOUT, Pete Docter, Amy Poehler, 2015**
The art book introduces me some concepts of emotion and psychology in the different expressions. The making art behind the scenes is good to let me learn how to visualize the abstract concept. I can refer these concept arts to get inspiration to
visualize my story.

**1,001 Ways to Live in the Moment, Barbara Ann Kipfer, 2009**
This is a good book to show 1001 ways to live in the moment with some illustration. It analyzes living in the moment and offers reader a new perspective to see the concept.

**The Art of Now: Six Steps to Living in the Moment, psychologytoday.com, 2008**
This is a nice article talking about how the steps to living in the moment. The concept is helpful to me to understand different viewpoint to live in the moment.

**Metaphorical Thinking, mindtools.com, 2016**
The article offers a new thinking to let audience come up much more ideas easily. The thinking is very helpful to me to do metaphor in this thesis.

**Magical Geometry: Graphic Design and Visual Composition, Sendpoints, 2016**
This is a book that introduces the different way to use geometry on the design. It shows a lot of examples that included interior design, visual brand identity, product packaging design and etc. From viewing different way to use geometry on design, reader is able to get inspiration on geometric design.
Design Ideation

Mood Board

Personal Style
Methodological Design

A motion graphics piece will be presented digitally to convey the core concept with ambient background music. The visual style is the 2D flat elements. I will use CINEMA 4D to create the 3D sections and Adobe After Effects to create 2D sections with some appealing transitions in my thesis project.

Color Palette

Target Audience

The project is metaphorical motion graphics for the public. Therefore, the variety of my target audience is relatively broad. The metaphorical motion graphics is designed for all genders and mainly focus on ages 12 to 50. Occupation is not limited but education should be higher that 8th grade so there will be no problem with understanding the content.

Stephen Federman, 15
Student, 12th grade
Looking for his life’s goal

Ryan Moore, 24
Art Student, MFA first year
Major in fine art

Kathleen Ramage
Producer, studio team
Manage the studio
Target Computer and Facilities

Computer: Desktop, Laptop, Mobile
Platform: iOS, Android, Windows, Macintosh
OS: OSX greater, XP greater
Monitor PPI: 72dpi
Resolution: 1920x1080
Accessories: Sound, Internet

Implementation and Strategies

Type: motion graphics
Duration: 1.5 minutes
Format: QuickTime HD, H.264
Software: Adobe After Effects, Adobe Illustrator, Adobe Photoshop, Cinema 4D
The Thesis Project

Plot
The narrative explores one main character’s perspective. This character has a cube with a geometric hole on the surface. The character goes through different spaces to try to grab any geometric objects. However, things in the future are untouchable. The things in the past are unchangeable. In the process, the character realized that only the things in the present space are touchable and changeable.

Visual Storytelling
The character’s perspective will be shown in a virtual abstract world. Geometric shapes between different spaces represent experiences from people met in life, plans and dreams in the future. Bright color in the future space represents the further plan. Dark color in the past space represents the things in the past.

Storyboards
Determine cameras, transitions and scenes
Empty

Fade in OWN THE MOMENT.

He presents a cube with a hole on the top surface. There are two doors in front of him on the left and right.

He enters one of the doors and explores the place. The first door is the future.

The things that he sees in this area are floating objects with irregular shapes. It is an endless tunnel with low visibility and coordination, due to the abstract objects and hazy surroundings.

He tries to grasp one of objects.

However, things in here are untouchable. Everything just phase through the character’s hand.

He tries to grab anything in sight that is floating but soon realizes that they are not physically there. He goes back initial space.
When he returns to initial space, he decides to enter the other door.

There are a multitude of geometric objects that are being sucked into the other side of endless tunnel.

He tries to push one of object down the hole of cube.

The object doesn't match with the hole that is on the surface of cube.

He tries to do same thing again.

It's fail again.

He realizes that everything here is touchable but their properties are unchangeable.

He goes back initial space.

The character does not know what to do next.
He notices that there is a light on his back. He turns around to check it out.

There is another door on the other side. He is moving into the door.

In this space, there are tons of same shaped objects that are floating that are different colors and patterns.

He pushes one of objects down to the cube. Top view.

The object matches with the hole on the cube very well this time. Top view.

Lights will emit from the cube that the character inserted the object into. The cube will reflect the patterns that the inserted object had within. Top view.

The character uses another object and tries again. Top view.

Match again. Top view.
The cube emits lights that are same pattern of object.

Top view.

One of light emits toward camera. The shot turns to white and bright.

Fade in "OWN THE PRESENT"

The "N" of OWN will move to left side. The PRESENT will move to left side, too.

PRESENT IS NOW.

"Text will fade out after 5 seconds.

Fade in "The present is unchangeable. The future is unchangeable. The present is what you can really do anything."
Style Frame

Future style

Past style
Present style
Dissemination

The electronic thesis document I am going to submit to the RIT Archives and Digital Media Library. In addition, I am also thinking to submit the thesis project to several competitions and festivals for its exposure. At same time, a blog is going to be launched for recording the progress and milestone. Another considerable choice is a thesis website that will introduce the video, ideation and its background.

Design Competitions
Adobe Design Achievement Awards – Motion Graphics
CG student awards
Vimeo Festival – Motion Graphics
Reddot Design Awards – Film & Animation
Annecy International Animated Film Festival
My RØDE Reel Short Film Competition - Rode
Ottawa International Animation Festival
SIGGRAPH
Bass Awards
Say It In Eight Student Film Festival
Best Short Competition - Animation
HATCH Experience Conference
MIA Animation Festival
Monstra festival
Northwest Animation Festival
Evaluation Plan

After the final presentation, I will provide a questionnaire to the target audience. Based on the feedback and responses in questionnaire, I am going to refine my thesis design and narrative structure. In addition, a pre-completion test motion will take place with a focus group from related and unrelated fields. Collecting their critical analysis from multiple aspects is going to be a supportive way to evaluate whether my work is effective. In addition, another most significant event of RIT, 2017 IMAGINE RIT, that is also a good opportunity to get more suggestions and feedback before the final defense.

Pragmatic Considerations

Budget
My concern of budget and expense is mainly focused on copyright of background music and sound effects. Based on the website Audionetwork, the average price of music provided is 3 dollars for students. The max amount of my budget is 350 dollars for original composition. To sum up, my total expense is under 450 US dollars.

Asset List
Two endless tunnel
A cube
A human Hand
A 3D space like universe
3D abstract objects
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