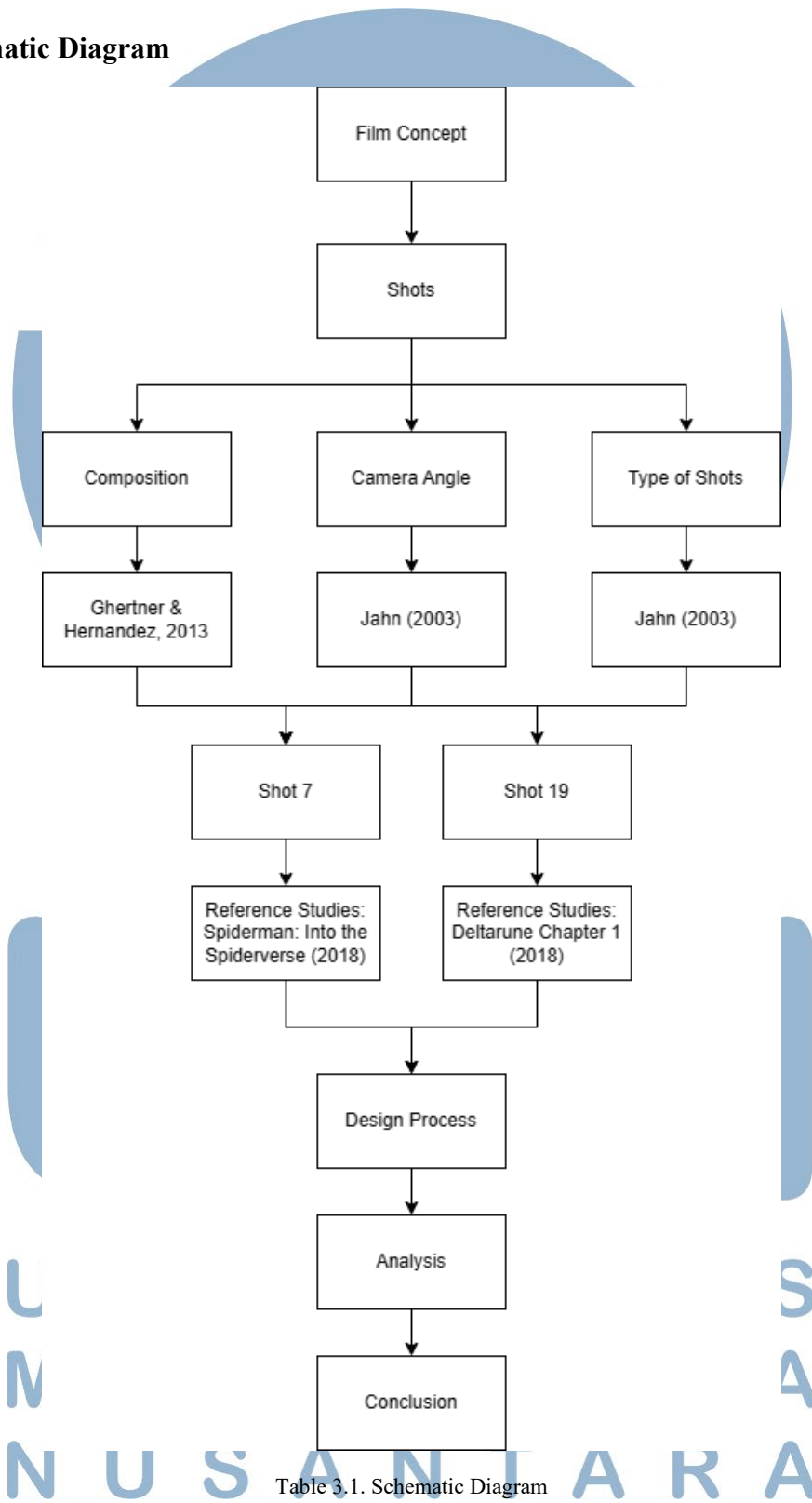# 3. CREATION METHODOLOGY

Schematic Diagram

Table 3.1. Schematic Diagram

Project Description

Film Title: Executive Dysfunction: Stunlocked by the Self

"Executive Dysfunction: Stunlocked by the Self" is a short informational motion graphic that elaborates upon Character A's executive dysfunction and breaks down how it works and affects his life.

Duration: 4 minutes, 33 seconds
Theme: Psychology, Executive Dysfunction
Genre: Informational
Production Format: Digital 2D Animation

Project Concept

Concept of Creation: A short 2d animation featuring a featureless "Character A" to serve as a subject to help elaborate upon Executive Dysfunction.

Concept of Form: 2D animation and motion graphics, similar to animation-based YouTube channels such as JaidenAnimations and Ice Cream Sandwich.

Concept of Work Presentation: Hand-drawn, 2D animation, Motion graphic.

Project Workflow

1.   **Pre-production:**

    a. Ideation: Employing the use of 2D animation due to a personal fascination
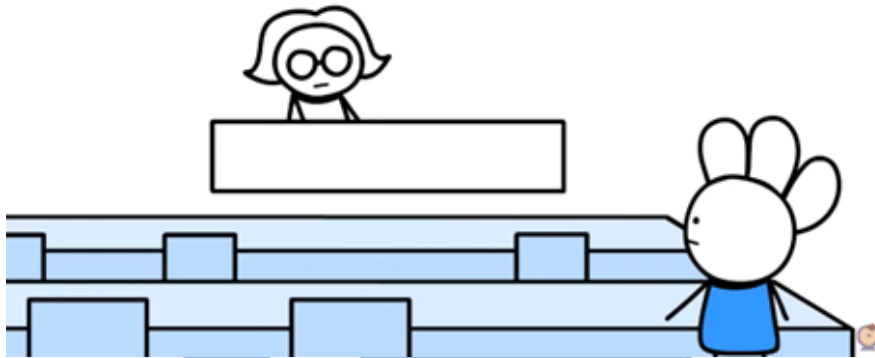   and investment in the medium.

Image 3.1. Shot from "my thoughts on school" from Ice Cream Sandwich

Source: https://www.youtube.com/watch?v=pd6ctfNsveg

Image 3.2. Shot from "The History of my Hair" from Jaiden Animations

Source: https://www.youtube.com/watch?v=e5dir37rPok

The visual style presented above are very simple and character-oriented compositions. They largely focus around the actions of the main character and the object of interaction. The coloring of the are also extremely simple, with mostly one color to fill out the background of the scene.

b. Observation: Qualitative Methodology, reading and analyzing research papers.

References:

Scene 7:

Image 3.3. Diamond hides from Shiro
Source: Land of the Lustrous, 2017

Image 3.4. Puss in Boots encounters the Big Bad Wolf

Source: Puss in Boots: The Last Wish, 2022

In both of the references utilized in this scene, the character that is being pressured is significantly smaller than the opposing force in the composition. In the first reference, the scene utilizes a low-angle shot to convey the dominance that the enemy has over the character.
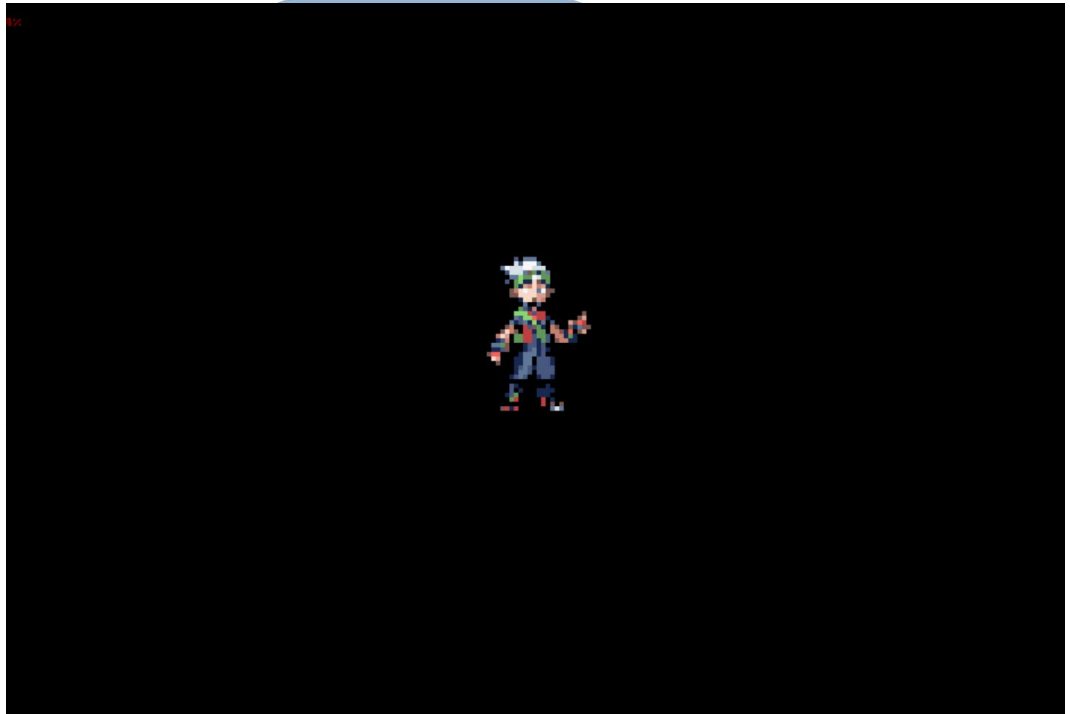
Scene 19

Image 3.5. Scene from "Welcome to the World of Pokemon!"

Source: Pokemon Emerald, 2004

Image 3.6. Kris and Susie fall down.

Source: Deltarune Chapter 1, 2018

In both scenes in the references utilized, both characters are entering a world that is entirely unknown to them. While the first reference is simply the character being scaled down, the second reference has a motif of "falling".

c. Literature Study:

Motion Graphics in Learning: Picture books are frequently used in early childhood learning, and images are used to help explain rudimentary concepts that may be difficult to explain in text. It has been proven that concepts are also easier to understand when they are placed in the medium of images.

Composition: Composition is the foundation on which all films are grounded, and thus it is important to define it properly.

Shots: Many factors go into the creation of a shot, such as Camera Angle and the Type of Shot used. This is one of the foundations of creating a 2D animation

Camera Angle: Camera angle has a great influence over how dynamic a shot will look, and proper understanding and use of it will assist in audience engagement.

Type of Shots: The type of shot that is used in a film can be used to convey different things. It is thus important to understand what kind of shots are available.

Executive Dysfunction: Executive Dysfunction is the primary topic of the thesis paper and the short motion graphic animation, and thus it is important to properly understand what the subject topic is through research papers and articles.

ADHD: ADHD, which is short for Attention-deficit Hyperactivity disorder, is commonly tied to Executive Dysfunction. Thus, by understanding ADHD, a more complete understanding of Executive Dysfunction may be attained.

2. **Production**

a. Form and Technical Experimentation:

Image 3.7. Shot 7 Concept

Shot 07	Type Shot	Composition	Camera Angle
Alt 01	Wide shot	Golden Ratio	Straight Ahead

Table 3.2 Alternative composition for Scene 7

The initial idea for Shot 7 was to create a more dynamic composition. By surrounding the character with opposing elements based on the utilized references, the feeling of pressure is felt. This concept uses a high-angle camera and the Golden Ratio for composition through the red objects to guide the viewer toward the main character in the center.
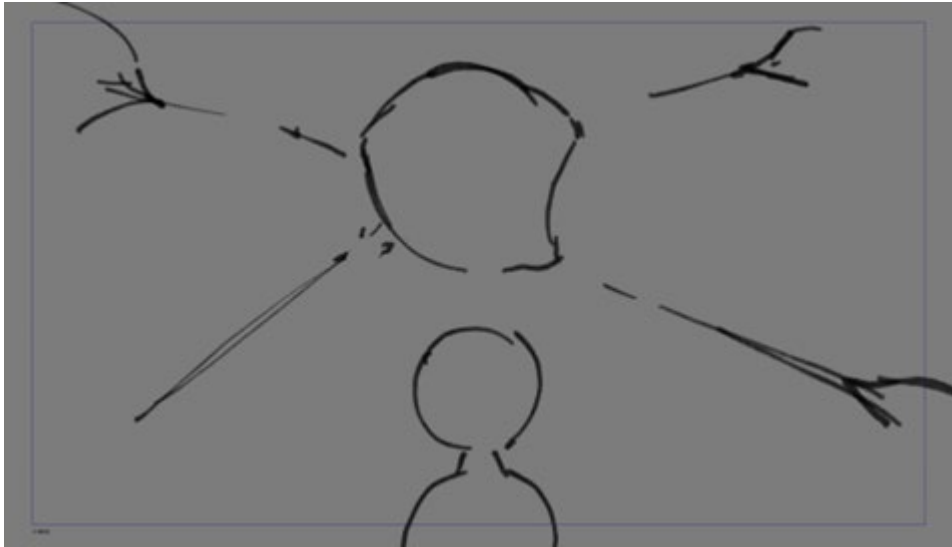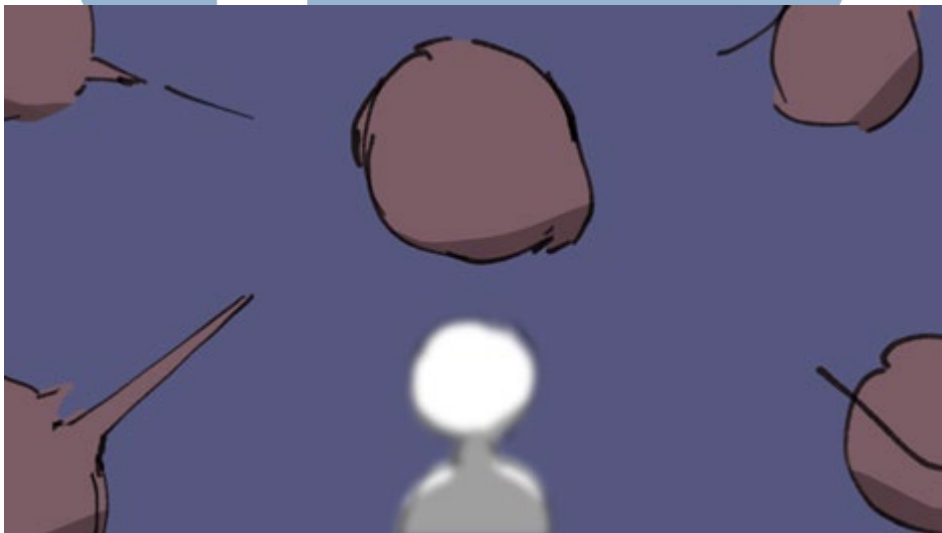
Image 3.8. Shot 7 WIP

Image 3.9. Shot 7 Final version

In the work-in-progress version and subsequently the final version, the shot was changed to that of a much simpler composition utilizing the Rule of Thirds to create more visual consistency with the rest of the animation. The working version of this scene uses a low-angle camera that reflects the first reference used to create a feeling of domination and pressure towards the main character.
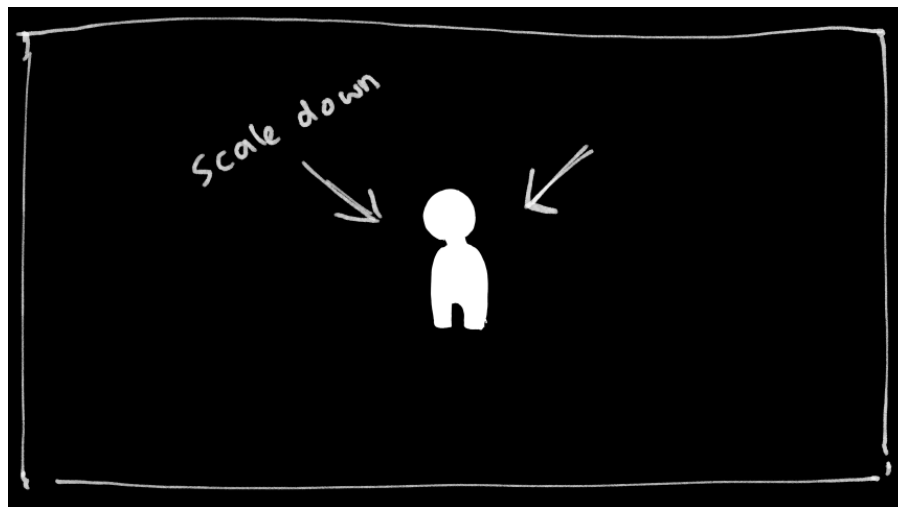
Image 3.10. Shot 19 Concept

Shot 19	Type Shot	Composition	Camera Angle
Alt 01	Wide shot	Rule of Thirds	Straight Ahead

Table 3.2 Alternative composition for Scene 19

In the concept scene for Scene 19, the character is simply scaled down. In the references used for this shot, this is to represent the feeling of being lost and dropped into an unknown and unfamiliar situation. While this composition and idea fits the role the scene is required to portray, the scene ended up feeling rather plain and boring to watch. The scene utilizes a straight-ahead angle to properly focus on the character, removing him completely from the background.
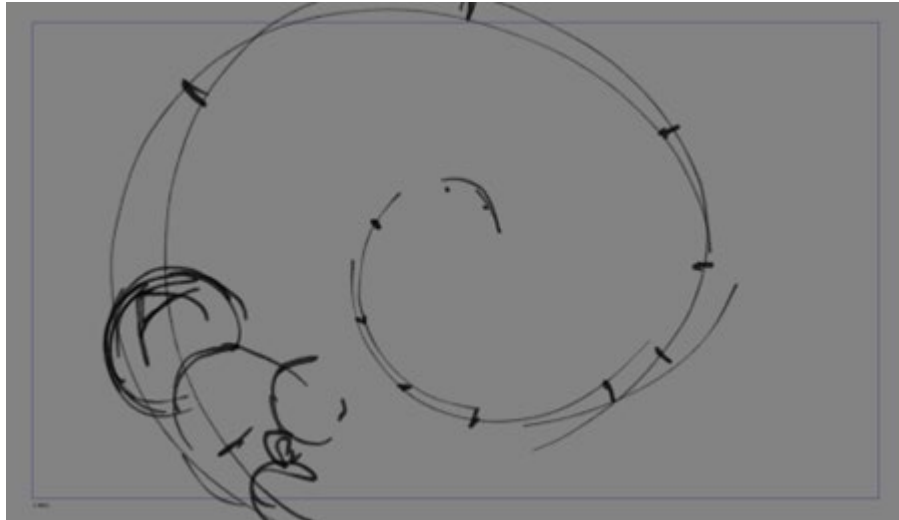
Image 3.11. Shot 19 WIP

Image 3.12. Shot 19 Final Version

In the final version of the scene that was ultimately used and worked on, this idea was adapted with the spiraling descent of the main character as it would be more dynamic and more emotionally captivating for the animation. To determine the spiral at which the character falls through in the animation, the Golden Ratio was used. The camera angle used was a POV shot seen from above to more properly capture the fall of the character.

b. Form and Technical Exploration:

In Land of the Lustrous (2017,) the feeling of pressure is achieved through the use of the camera angle, being a low-angle shot looking up at the monster.

In Puss in Boots: The Last Wish (2022) and Land of the Lustrous, both scenes utilize the composition in which the character is the smallest element in the shot, while the opposition and everything else appear to be much larger. These elements are utilized in Scene 7 to give the impression of pressure and domination against the main character.

In both Pokemon Emerald (2004) and Deltarune: Chapter 1 (2018), when the main characters are thrust into an unknown and unfamiliar environment, in Pokemon, being the world of Pokemon, and in Deltarune, the Underworld, they are metaphorically dropped. These two games represent this event by shrinking the character into a black screen to emulate the feeling of "falling". These events are utilized in Scene 19 as reference.
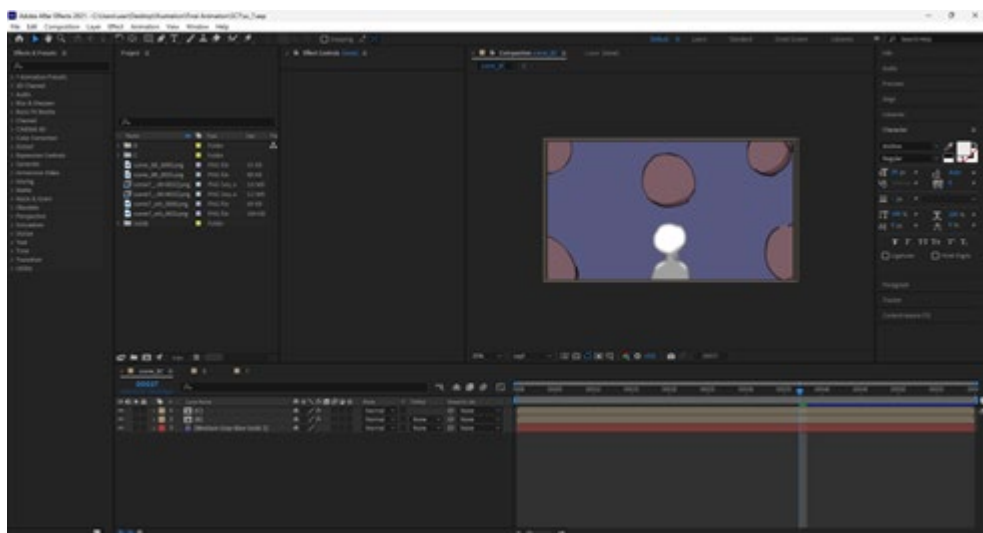
3. **Post Production:**

Image 3.13. Image of Adobe After Effects with Shot 7 Opened.

Compositing of the animation files with the backgrounds take place in Adobe After Effects. Effects are added such as white flashes to indicate impact and scaling adjustments to fit into the intended composition determined by the compositor. This process is repeated for all of the scenes that are required in the motion graphic animation. Each shot is exported using H.264 format.
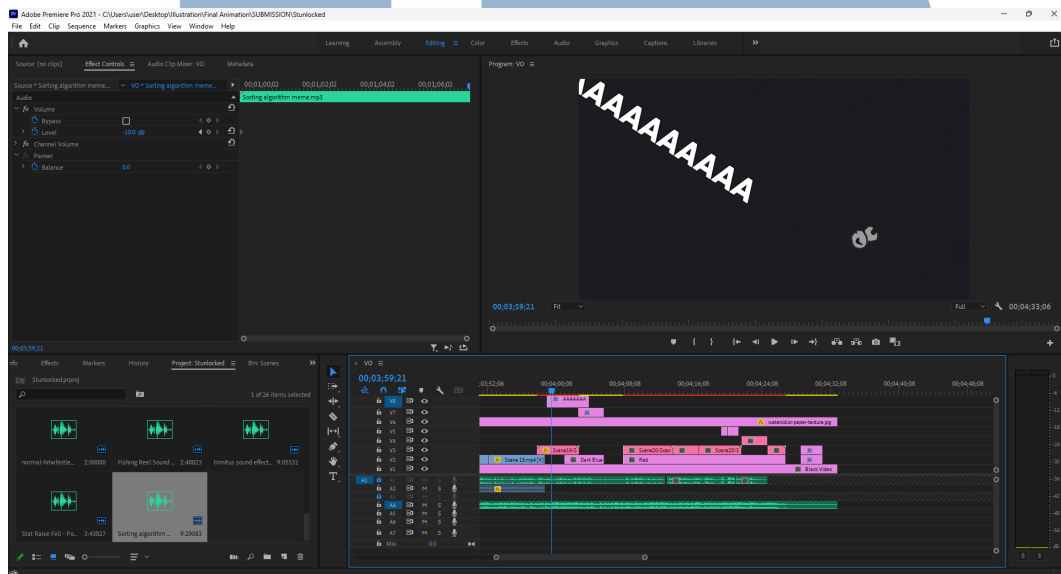

Image 3.14. Image of Adobe Premiere Pro.

After compositing all of the required scenes are completed, they are imported to Adobe Premiere Pro for assembly and additional effects. This includes sound effects, audio tracks, scaling of scenes, subtitles and movement effects, as well as extending and cutting shots to aid with pacing.

4. ANALYSIS

4.1. PROJECT RESULT

The foundational concept of Shot 7 was to invoke a claustrophobic feeling. The rules of composition can be used to help create a scene that can cause this feeling. Thus, framing the scene as the character is surrounded by an opposing force helps