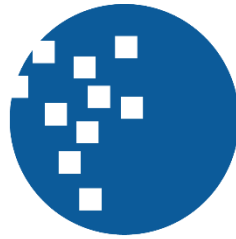


**DESIGNING SHOTS THAT
CONVEY AN ATMOSPHERE OF SERENITY
IN TERRAN'S ANIMATED ADVERTISEMENT**



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CREATION THESIS

**CHRISTY ARIELA TRIATMODJO
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**FILM STUDY PROGRAM
FACULTY OF ART AND DESIGN
UNIVERSITAS MULTIMEDIA NUSANTARA
TANGERANG
2025**

**DESIGNING SHOTS THAT
CONVEY AN ATMOSPHERE OF SERENITY
IN TERRAN'S ANIMATED ADVERTISEMENT**



Submitted in partial fulfillment of the requirements for the degree of
Bachelor of Arts (S.Sn.)

**CHRISTY ARIELA TRIATMODJO
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**FILM STUDY PROGRAM
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STATEMENT OF ORIGINALITY

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Study Program : Film

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(Christy Ariela Triatmodjo)

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TERRAN'S ANIMATED ADVERTISEMENT

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PREFACE

This thesis was written as part of the requirements to complete the undergraduate program and represents the author's effort to explore the role of shot design in conveying serenity within Terran's animated advertisement. Throughout the process, the author received valuable guidance, support, and encouragement from lecturers, peers, and the creative team involved in the project. The author extends sincere gratitude to all parties who contributed their time and insight, making this work possible.

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7. My family, for material and moral support in completing this thesis

It is hoped that this thesis can provide useful insights for readers in understanding how shot design can create a specific mood.

Tangerang, 4 December 2025



(Christy Ariela Triatmodjo)

PERANCANGAN SHOT YANG MENCIPTAKAN ATMOSFER KETENANGAN DALAM IKLAN ANIMASI TERRAN

(Christy Ariela Triatmodjo)

ABSTRAK

Penelitian ini mengkaji bagaimana seorang storyboard artist dapat menerapkan composition, shape and depth, serta shot type untuk merancang shot yang mampu menyampaikan suasana ketenangan dalam iklan animasi Terran. Ketenangan, fokus estetika utama dari brand Terran, dieksplorasi melalui dua storyboard shot terpilih: Water Blossom dan Tea Ceremony. Penelitian ini menggunakan metode kualitatif yang didukung oleh teori mengenai composition, shot type, dan mengenai shape and depth. Referensi visual yang relevan, termasuk iklan Instagram Gucci Bloom, seri iklan ilustrasi Lancôme, dan film animasi pendek Resilience, juga dianalisis untuk memahami bagaimana ketenangan disampaikan dalam karya-karya tersebut. Proses pembuatan storyboard melibatkan penyusunan tiga sketsa alternatif untuk setiap shot dan mengevaluasinya melalui proses trial and error untuk menentukan mana yang paling efektif dalam menyampaikan suasana yang diinginkan. Hasilnya, shot Water Blossom menggunakan rule of thirds dan space and depth, sedangkan shot Tea Ceremony memanfaatkan arsitektur simetris dan konteks ruang yang lebih luas. Meskipun terbatas pada dua shot dan hanya berfokus pada tahap pra-produksi, penelitian ini menekankan pentingnya perancangan shot yang dilakukan secara sengaja dalam membentuk emosi dan suasana dalam iklan animasi.

Kata kunci: Ketenangan, Storyboard, Shot Design

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DESIGNING SHOTS THAT CONVEY AN ATMOSPHERE OF SERENITY IN TERRAN’S ANIMATED ADVERTISEMENT

(Christy Ariela Triatmodjo)

ABSTRACT

This study examines how a storyboard artist can apply composition, space and depth, and shot type to design shots that convey an atmosphere of serenity in Terran’s animated advertisement. Serenity, as the central aesthetic focus of Terran’s brand, is explored through two selected storyboard shots: Water Blossom and Tea Ceremony. The research uses a qualitative descriptive method supported by theories from theories on composition, shot types, space and depth. Relevant visual references, including the Gucci Bloom Instagram advertisement, illustrated Lancôme advertisement series, and the 2D animated short film Resilience, were also analysed to understand how serenity is conveyed in existing works. The storyboard creation process involved producing three alternative sketches for each shot and evaluating them through trial and error to determine which best communicated the intended mood. As a result, the Water Blossom shot uses the rule of thirds and layered depth, while the Tea Ceremony shot relies on symmetrical architecture and expanded spatial context. Although limited to two shots and focused solely on pre-production, this study highlights the importance of intentional shot design in shaping emotional tone in animated advertising.

Keywords: Serenity, Storyboard, Shot Design

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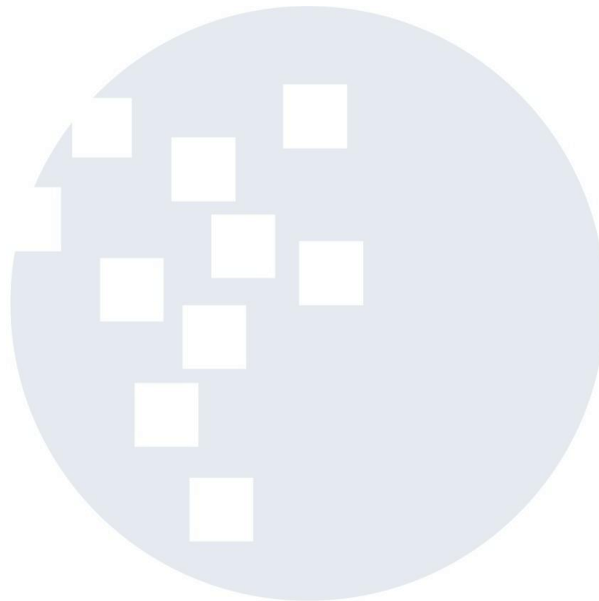


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