

1. CREATIVE BACKGROUND

The motivation behind creating Terran's animated advertisements was largely due to the growing popularity of short-form video trends in the advertising industry. platforms such as TikTok, Instagram Reels, YouTube Shorts etc., have changed how people are consuming media, and now prefer shorter, visually appealing and shareable content. short-form video is currently one of the best methods for communicating with consumers on behalf of a brand, particularly when it comes to reaching youth demographics. this also shows that brands will be required to adapt their marketing strategy in order to continue to remain relevant and competitive in an increasingly saturated digital market.



Figure 1.1 Terran Perfumes. Source: Author (2025)

Terran is a cosmetics brand that creates a line of perfumes that tell stories that is inspired by East Asian culture. Right now, Terran offers four lines of perfumes (Tea Ceremony, Hanami, Mandarin, Water Blossom). The primary target market for Terran's product line is the teenage to young adult demographic, with a predominance of females. The teenage to young adult demographic is characterized as digitally savvy, rapidly consuming media and prefers content that includes a strong visual identity, as well as storytelling and emotional aspects. Consumers are also likely to form strong feelings about a brand based upon their overall brand experience. As such, when consumers interact with a brand using creative or interactive forms of content, this tends to result in enhanced satisfaction with the brand and increased loyalty to the brand. (Lu & Kim, 2022) (Osman et al., 2024)

Short, animated advertisements can be suited to these characteristics, as they offer both storytelling and a concise format. By choosing animation, the author aims to distinguish Terran from conventional perfume advertisements, which frequently rely on live action. Animation also provides the author with a more flexible way to introduce storytelling, symbolism, and stylised imagery that can emphasise the brand's East Asian inspiration.

The theme of Terran's products and branding is heavily inspired by East Asian culture, especially Japanese, Chinese, and Korean aesthetics. This decision is based on both the global and local cultural trends, which include the popularity of East Asian pop culture, including anime, K-pop, C-dramas, and more, which has gained popularity quickly locally in Indonesia. One example of the rise of East Asian pop culture in Indonesia is the popularity of K-pop, which is also linked to the popularity of Korean TV dramas, recently getting more frequently broadcast on Indonesian television networks. The spread of Korean pop culture has been further supported by social media, which allows fans to connect and share content globally. (Sutton, 2018) (Jung, 2011)

However, while there are already a lot of local Indonesian brands that use East Asian pop culture references to market their brand, only a few have used the deeper, traditional, and Zen-inspired aesthetics of East Asian culture. The author identified a gap in the market that gave the author the chance to differentiate Terran from competitors by integrating Eastern culture into its visual branding and telling stories about the culture through advertising. The author hopes that by emphasizing elements like harmony, serenity and the essence of Zen, Terran will provide a more sophisticated and deep representation of East Asian influence than the typical pop-culture representation.

Terran's final advertisement will include four animated scenes, each about 15 seconds long, with each representing one of Terran's four unique fragrances: Hanami, Mandarin, Water Blossom, and Tea Ceremony. Each ad will have an animal character, in an environment, to communicate the mood and story of that fragrance. The result of the advertisement will be uploaded on Terran's social media. Through the use of storytelling, cultural influences, and short-form video content, Terran aims to be a brand that uses innovation to bridge traditional and modern approaches.

1.1 RESEARCH QUESTIONS AND SCOPE

How does a storyboard artist utilize composition, shot types, and space and depth to design shots that convey an atmosphere of serenity in Terran's animated advertisement? The main purpose of this study is to explain the author's role as a storyboard artist who uses composition, shot types, and space and depth to design shots that convey serenity in Terran's animated advertisements. The objective of creating a serene atmosphere in Terran's advertisements is linked to Terran's brand identity that draws inspiration from the Zen aspects of traditional East Asian cultures (Japanese, Chinese, and Korean).

The author will restrict the analysis to two shots selected from Terran's advertisements (Tea Ceremony, and Water Blossom). This study will only analyse and explore all of the pre-production stages involved in the creation of Terran's animated advertisement; it will not examine audience reactions, whether Terran's marketing strategy was effective, nor any of the other technical aspects of the production process beyond the pre-production storyboarding process. By restricting the number of shots analysed to two in Terran's animated advertisement, the author aims to do a more detailed analysis of how to represent a serene atmosphere through visual elements used in the pre-production process for short form animated advertising.

1.2 CREATIVE OBJECTIVES

The primary objective of this project is to analyse how a storyboard artist applies composition, shot types, and space and depth in the design of selected shots from Terran's animated advertisement to convey an atmosphere of serenity. By focusing on two representative shots, this study seeks to demonstrate how these three principles can be translated into shots that evoke serenity during the pre-production stage. The final result of this project will be to create an animated advertisement for Terran's new product launch.

The author sees this project as a means of applying theory-based knowledge of shot design in practice and improve the author's ability to make storyboards. The research is meant to be a contribution to understanding on how visual elements can be used to convey a specific atmosphere (serenity) in an animated advertisement, in addition, this project can also become a resource for students and practitioners of film, animation, and advertising interested in the study of storyboarding.

2. THEORETICAL FRAMEWORK

In order to explain how composition, space & depth, and shot type were used in the two selected shots (Tea Ceremony and Water Blossom), the author utilizes a variety of theories. The author is using these theories to find out how to depict a serene atmosphere in Terran's animated advertisement. These theories lets the author analyse the ways in which a storyboard artist's choices about the visual aspects of their films can enhance or detract from the intended mood of a particular shot.

2.1 Composition

Composition relates to how a storyboard artist deliberately arranges the visual elements within a frame. Composition controls how objects, characters, and backgrounds relate to one another and where the viewer should look at in order to follow the visual emphasis of a shot. Storyboarding uses composition to direct the audience's attention to what is most important about the scene. Composition is a very important tool used for the process of visual storytelling, which storyboard artists use to convey a particular mood or atmosphere in a scene. (Begleiter, 2010)