

5. CONCLUSION

This study was conducted to address the research question of how a storyboard artist can utilize composition, space and depth, and shot type to design shots that convey an atmosphere of serenity in Terran's animated advertisement. Specifically in the process of creating short form animated advertisements for Terran's new product. The author conducted theoretical review and visual explorations throughout this project. Based on the theoretical review and the visual exploration carried out through multiple stages of trial and error, several key conclusions can be drawn.

Shot design is a complex process that requires the author to do more than simply apply theoretical principles to each storyboard. Each shot must also be designed thoughtfully to align with narrative intention and emotional tone (in this case, serenity). In the context of Terran's animated advertisement, shot design becomes a medium for expressing serenity through composition, shot type, and space and depth.

The process of designing shots for Terran's animated advertisement can be divided into 3 main steps. The first step, research and development, is where the author committed to doing research into theories that may be applied to their shot design, which include Begleiter and Bowen's theories on composition, Bowen's theory on shot types, and Bordwell and Thompson's theory on space and depth. The author also explored other theories such as Zen Buddhism, which relates to East Asian ideas of serenity as well as the Golden Ratio theory; however deemed they were deemed unfit for this project. The author also searched for relevant reference works that can assist in visualising how these theories look when applied to a finished work. These works include Gucci Bloom Instagram Advertisement by Nouriflayhan, Lancôme illustrated advertisement series created by Chinese illustrator Jude Chan, and Resilience, a short film by Yunie Choi.

Secondly, the author moved on to the storyboard creation process, where they created 3 alternative storyboard sketches for each shot. Alternating between different shot types, composition, and space and depth. Using the theories research in the previous research and concept development step, the author analysed the effectiveness of each sketch and whether or not they will communicate the intended mood of the advertisement.

The final step of the production stages is the storyboard finalisation. The author continuously revised and improved each sketch before deciding on Alternative Sketch 2 for the Water Blossom Shot and Alternative Sketch 3 for the Tea Ceremony Shot. To make sure that these shots best convey the intended message, the author once again analysed them using the theories and references found in the previous step.

Although this study focuses on only two shots, narrowing the scope allows the author to be more precise and detailed. By concentrating on composition, space and depth, and shot type, the storyboard hopes to successfully communicate the intended mood, serenity. The author aims to convey serenity through the Water Blossom shot through its use of the *rule of thirds*, a *wide shot* type, and a layered space and depth, and the Tea Ceremony shot through a balanced symmetrical composition, a *wide shot* type, as well as a layered space and depth. Through these decisions, the author expects to communicate Terran's serene brand identity through shot design.

However, this study is limited by its narrow focus on two shots and its focus on only the pre-production stage rather than full animation. In future studies, the author can choose to explore additional cinematic elements (such as colour, lighting, and camera movement) to develop a deeper understanding of mood creation in animated advertising. The author can also include audience reception in future studies to improve the validity of this research.