

Principles of Animation Arts

NHS Prostate Cancer awareness

Name : Miki Kondo

Student ID : 18011807

Myblog : [https://mikikondooooooooooooo.myblog.arts.](https://mikikondooooooooooooo.myblog.arts)

Date : 26. 01. 2023

Title

Let's talk about the prostate cancer

Concept / Idea

Genre

2D animation

Logline

Cancer is not often openly discussed in the Black community, so Black men who have experienced prostate cancer share their stories, hoping to raise awareness as well as break down the barrier of fear.

Synopsis

2 main patients share their stories of their prostate cancer experiences, encouraging viewers to get tested (early) and give them hope. Through this, hopefully the viewers will feel comfortable about opening up as well as accept medical (and familial) support.

The art style would be simple for the eye to look at, using simple and relatively warm colours. The backgrounds would also be simplified. There are more characters to reinforce that sense of support, and to suggest that patients who go through this won't be alone.

Division of Tasks

For this production, my co-producer Haylee and I decided to roughly divide the production tasks. By doing so, we were able to focus on our respective areas of being good at and work more efficiently. As a result, we were able to complete more work down to the finest level of detail.

The general work assignment is as follows.

Concept creation: Haylee, Miki

Audio production: Haylee, Miki

Story structure: Haylee

Character design: Haylee

Storyboarding: Haylee

Animation line drawing: Haylee

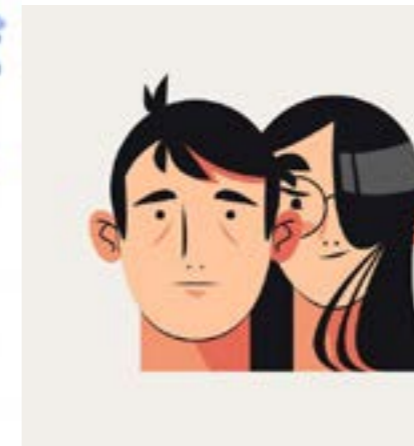
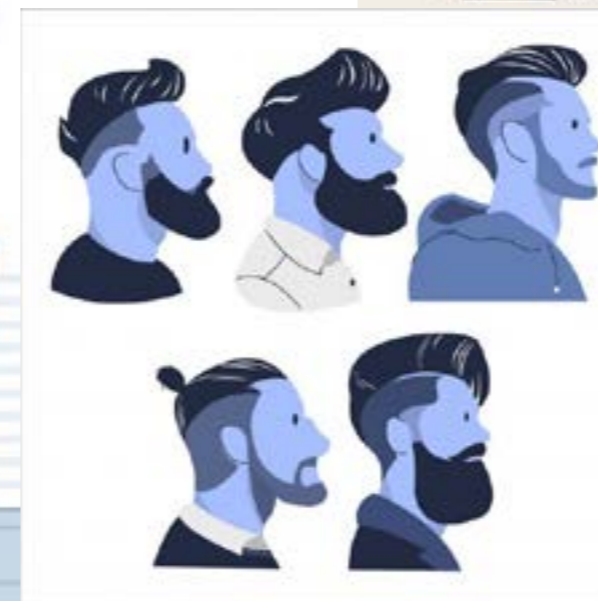
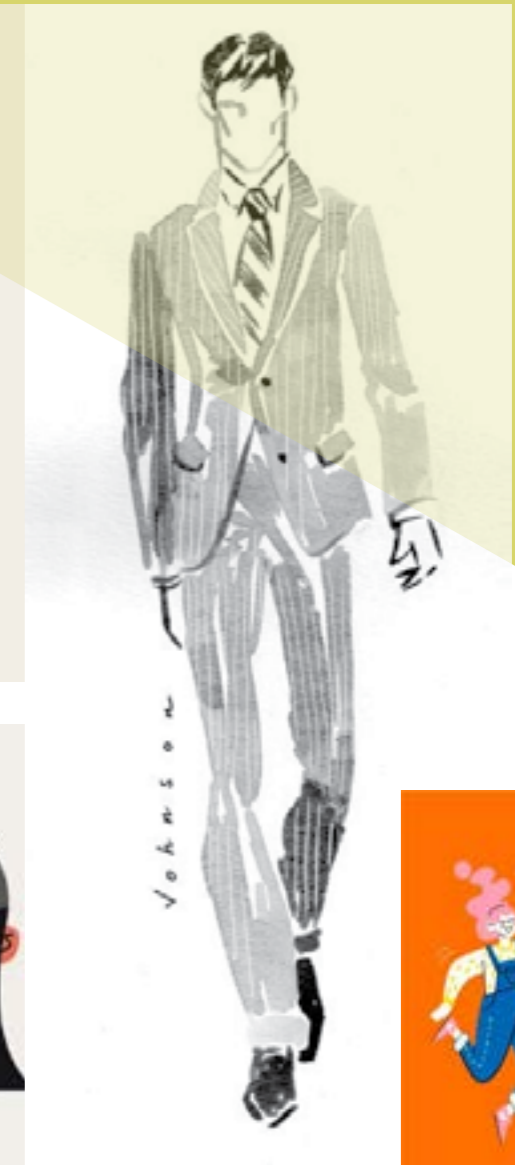
Background design: Miki

Animation coloring: Miki

Title, credits, subtitles, etc. general editing: Miki

Production Process

Mood Board



For the animated atmosphere, Haylee and I looked for images that were as cute as possible, yet simple, focusing on warm-colored objects to eliminate the barrier to the fear of cancer.



We also discussed how to make the characters simple and attractive, exchanging as many ideas as possible to reconcile our respective concepts.

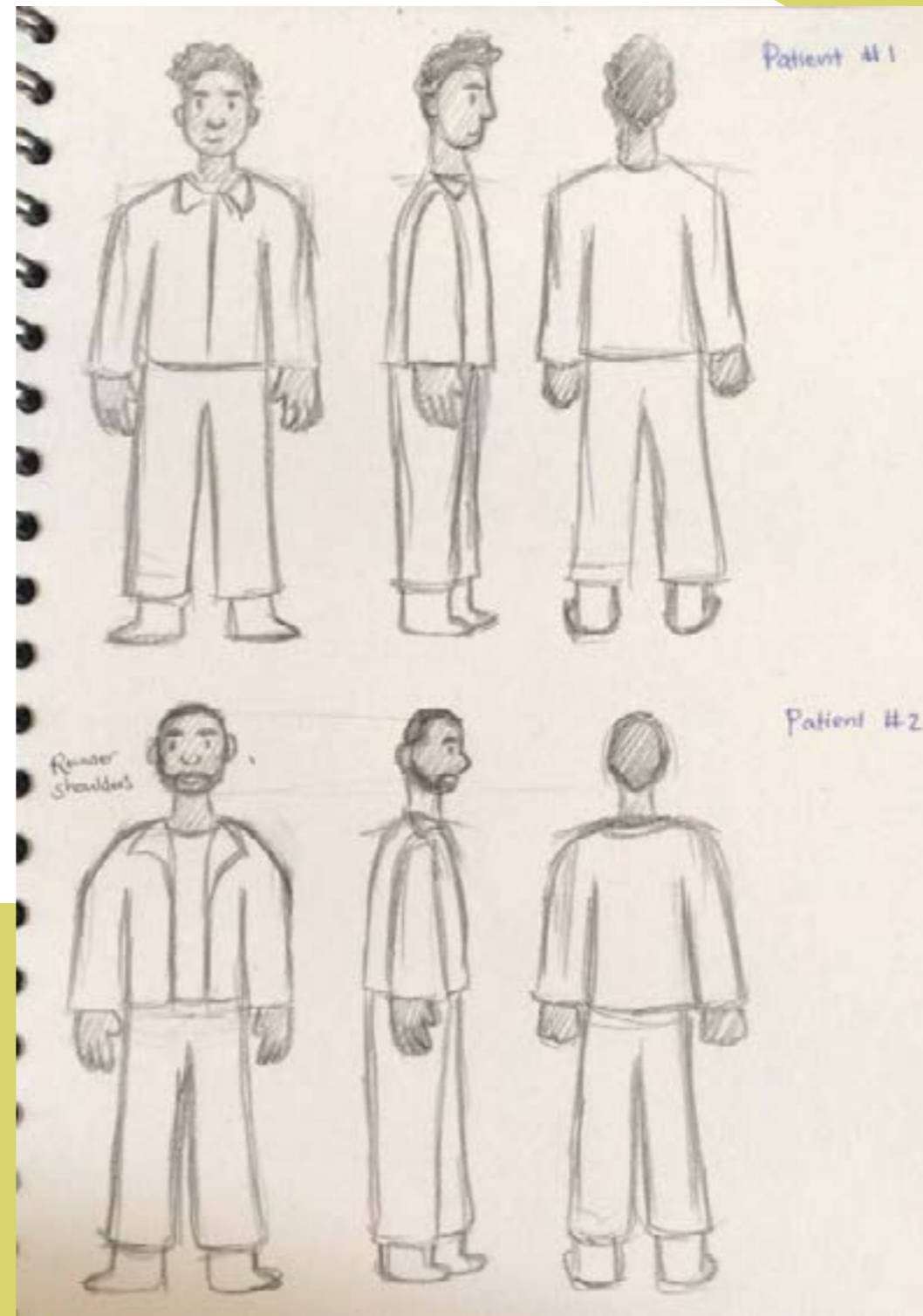


Scripts

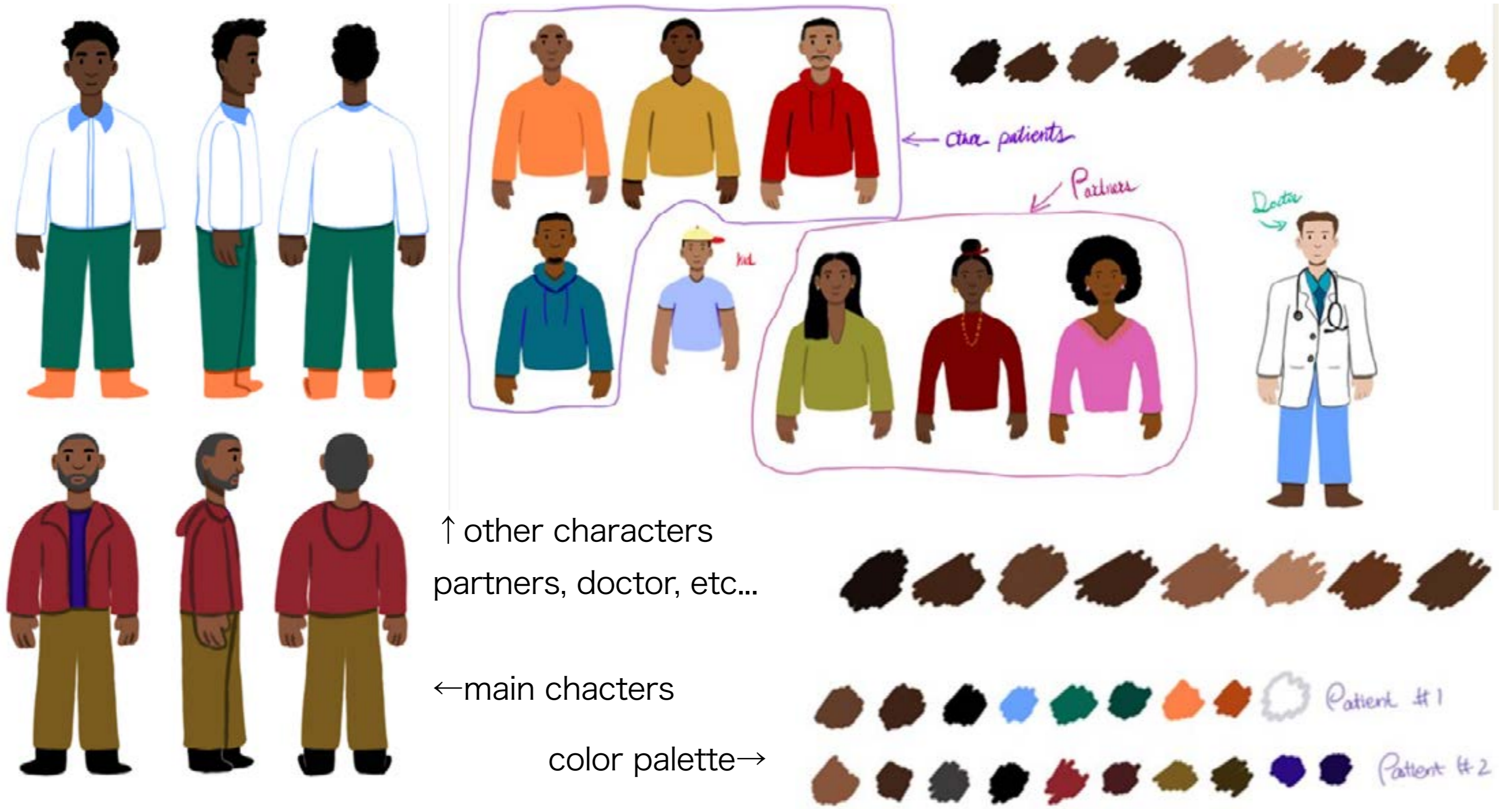
“I’ve been a prostate cancer patient. Cancer’s a subject that puts people into shock. We don’t even want to take that word into our mouth… because it means death. But we need to talk about it, also in the family. It can also be a hereditary thing, so that we prepare them also for the future. And being quiet – we don’t want to reinforce that. Prostate cancer is not a death sentence. There are cures. You get the treatment, take it. Get what is best for you and your family. Work with the doctors; and we have to explain that so that people lose this fear. Many men brought their partners – a partner is very important, in this case, that’s what I found. If you get diagnosed and you get treated early, you can actually recover. Even when it’s in the advanced stage, you can still do something about it. Cancer is not a devil. Everybody’s journey is unique, that’s the way forward.”

Character Design

Main person in charge: Haylee



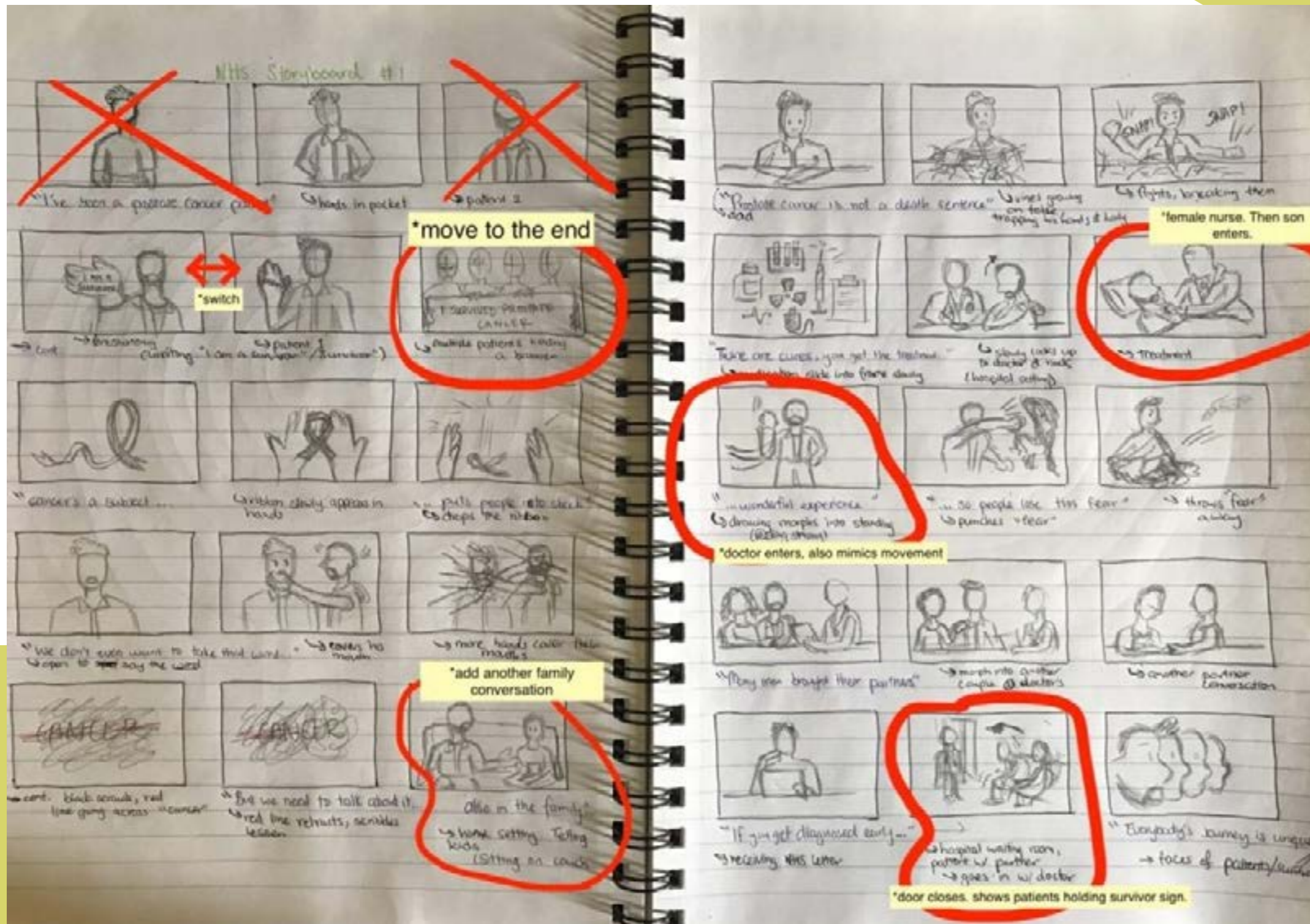
Based on the overall concept we discussed, Haylee came up with the first idea for the character. As I explained in the logline, She designed that the two main characters first, since the development of the story is based on a setting where they are talking to each other.



In addition to the main characters, Haylee also designed their respective partners and doctors. In her designs, she focused on the different impressions and expressions of each character to give the viewer a sense of each character's story behind in a short one-minute animation.

Storyboard

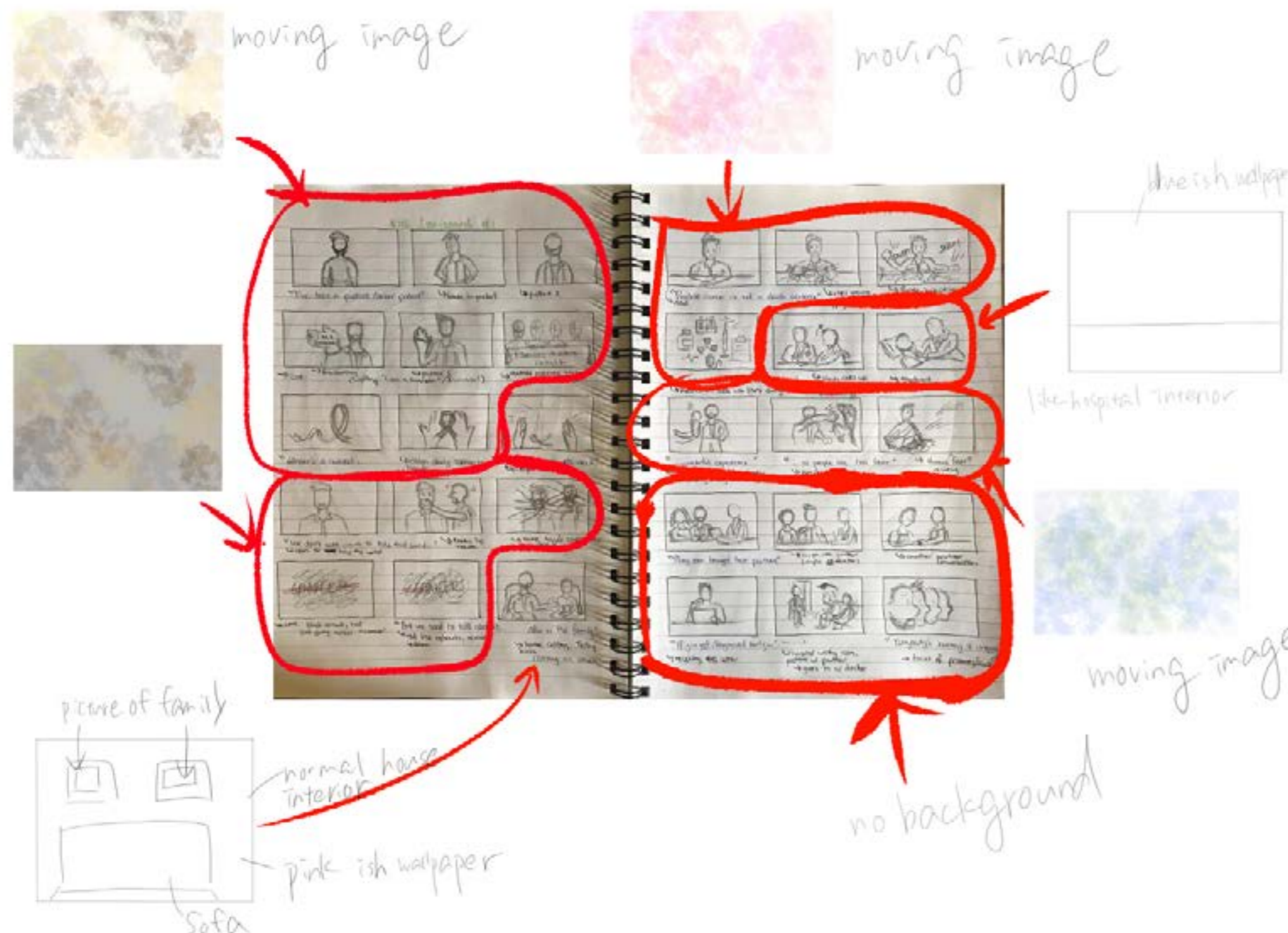
Main person in charge: Haylee



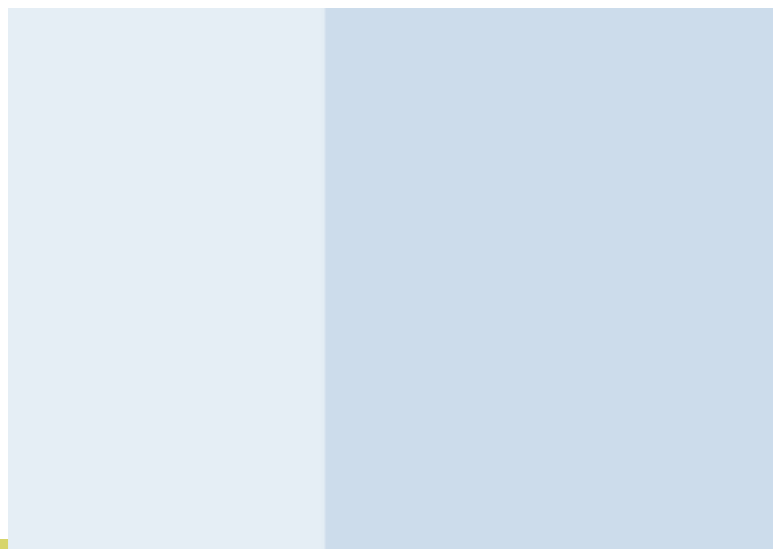
The story structure was based on the script we created. First, Haylee came up with the story, and then we proceeded with the story based on the characters we had set up. In the process, it was inevitable that we would break away from our traditional image of cancer and the way we think about it. In the end, it was created as a very bright and clear storyline.

Environment Design

Main person in charge: Miki

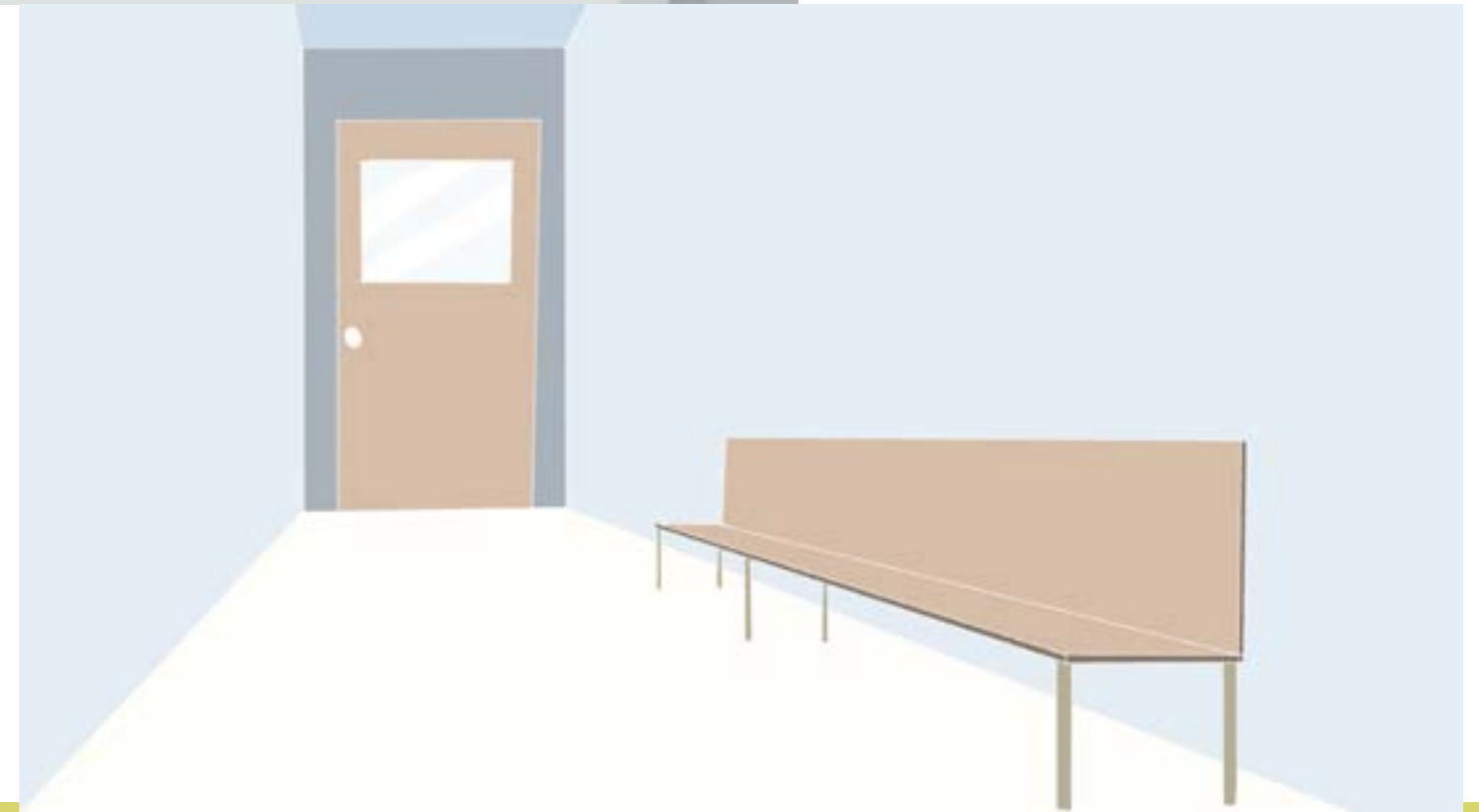


In designing the backgrounds, I considered how people would feel about each scene. For example, a scene with the word "cancer" would have a dark emotion, while a scene with hope at the end would have a light emotion. Then, I chose colors for the background to match each emotion, and used warmer colors to make the overall scene less frightening.



This is the background of the scene where the main characters discuss with their families. I used warm colors to show the kindness and importance of the family.

Here is a background from the last hospital scene. It is from when the doctor calls the patient in for treatment for cancer. By adding depth and walking down the hallway to the back, it represents walking with someone on the long road ahead.



In designing the background, I used warm, simple colors to allay fears of cancer. And I took great care to avoid color crashing with the character's clothing and skin. As a result, I succeeded to create a bright impression while keeping the viewer focused on the characters.



Sound / Editing

Main person in charge: Miki

In doing the overall editing, I ran into a few problems. First, do we have background music or not, and if so, what kind of music should we use? In the end, we decided not to use background music because we felt it would interfere with the scripting. Moreover, It was also very important for us to keep everything clear and compact within the short one-minute time frame (1 minute and 8 seconds including credits and title). I used simple subtitles to make each scene as easy to read as possible, and I tried to make the transition between scenes as smooth as possible by using colors that were as close to or the same as the previous scene as possible to give the viewer a smooth impression despite the rapid transitions.

Critical appraisal

What I have learned from this NHS project is the importance of first understanding the client's feelings, and then, how to express and convey the client's feelings to the people who would see the work. Understanding the client's feelings" may seem simple at first glance, however it is not so easy to do in reality. When I first listened to the hour-long recording, I had no idea how to cut a minute out of such a long recording. It was also the same for Haylee, my co-producer. Thus, we began by creating audio snippets of each minute, playing them to each other, and exchanging ideas. The most important guiding principle was, "What do we most want to communicate through this audio, and what do we want to get out of the client's voice?" The concepts we set forth were "getting rid of the fear of cancer" and "getting treatment as soon as possible. These were the two sentences that the clients repeated over and over again in the recording. And that is where we began to reconstruct the audio from the beginning to the end. First of all, it goes without saying that the process was very challenging. We had to be very careful not to break the client's feeling, but also to convey our own feelings. With the finished audio, we began to develop a story from the script. Finally, we succeeded in moving the entire story from the dark image of cancer to the bright image of a cure.

As I explained in the slide of "Production Process" section, we decided to divide the work among us based on our respective areas of being good at. I had seen Haylee's work several times before, and had done assignments with her as well, so I had some idea of what she is good at and what she is not so good at. She is good at coming up with stories and characters based on a story. I, on the other hand, am better at thinking about the world, the overall editing, the music, etc., rather than inventing the story and characters. After considering these factors and discussing them with each other, we decided to divide the work among us and proceed with this assignment. I believe this is a very effective approach in the real working world, and one that is often used to improve efficiency. What I found while working with her was how fast and accurate she works. I think she has a talent for doing a given task very quickly and getting everything exactly as it needs to be done. I followed her lead, giving her input on the characters and deciding on colors, backgrounds, etc. I felt a little bit like a real job and a little bit professional. Haylee would clearly give her opinion on what I had come up with, saying "this is good" or

“this is not good. That was also very stimulating for me. Having lived in Japan all my life, it is very likely that people don’t tend to give their opinions very clearly. For example, many people would say things like, “It’s good, but this part is a bit...” and their words would be muddled. I had been hesitant to express my opinion clearly at first, but the interaction with Haylee gave me the opportunity to clearly state what I thought was good or bad. Coming from different cultures, I think we also stimulated each other very well.

Furthermore, one of the most challenging parts of the assignment was the use of Toon Boom software, which was completely new to me and I did not know what to do with it at first. I learned little by little in class and with the help of my friends, I was able to use Toon Boom, but only for rudimentary operations. For this assignment, I used Toon Boom for all the animation. I colored the line drawings that Haylee drew and added the backgrounds. This was the most time-consuming part of the assignment, and there were a few days when I didn’t sleep until morning. However, it helped me get used to the process and made me want to use Toon Boom more to create different works of art. I feel that this is a very big gain and growth, because without this assignment, I would have relied on the software I had been using. Thus, learning new skills and software is a great joy and I feel that it will give me strong confidence in my future assignments and in my life. I am very grateful to my teachers for helping me grow, as well as my teammate Haylee and my other classmates.

Finally, as for what I would like to work on in the future, I would like to make more “people-oriented” works. Through this 2-month NHS animation production period, I tried for the first time to “create a work from the voices of real people”. And I received a lot of input from my teachers, my co-producer Haylee, and my classmates. It was very stimulating for me and motivated me to do more of this kind of work. So, in my third year, I would like to be more motivated to work with people and create works that are close to people.

Showreel

YouTube

https://www.youtube.com/watch?v=7YHdENJHD_A

Myblog

[https://mikikondooooooooooooo.myblog.arts.](https://mikikondooooooooooooo.myblog.arts)