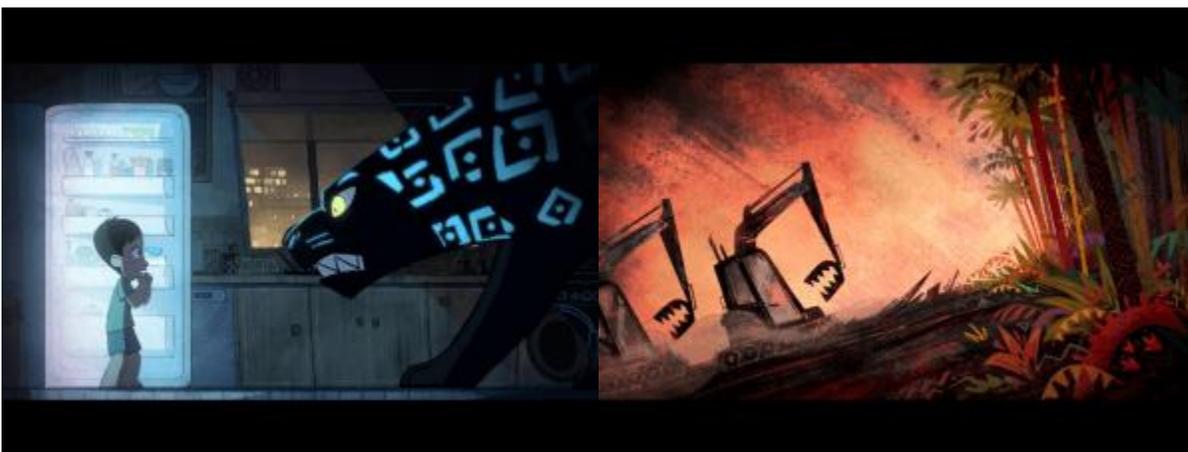
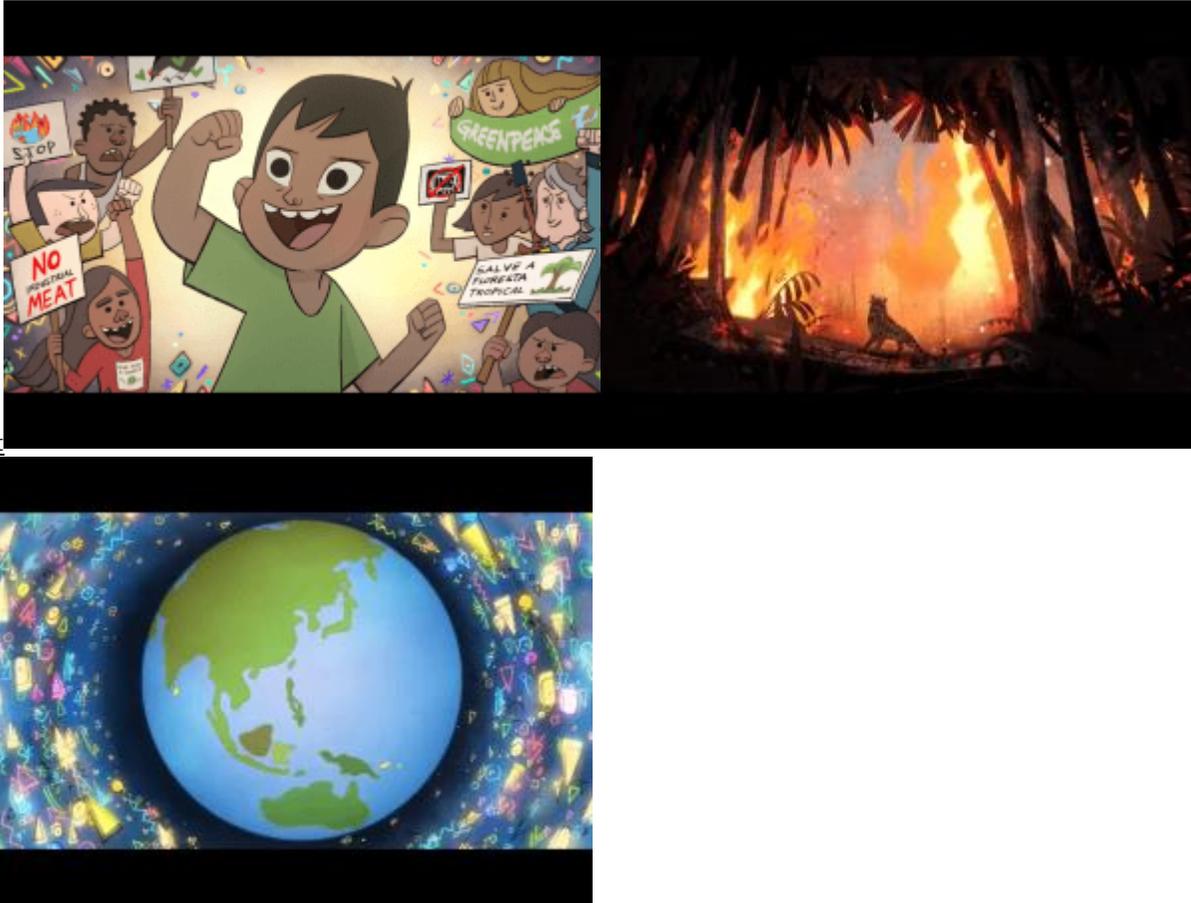


Aimee Smart (AAD011)

Sustainability:

When researching sustainability one company in particular that stood out called “Greenpeace” are truly selling the idea of a more sustainable future, with their animation called “There’s a monster in my kitchen”. This animation is touching and informational. The storyline of a young boy who found out that there is a huge terrifying leopard in his kitchen, he fears this leopard is going to eat him. As the leopard approaches the boy we see the leopard says “help, There’s a monster in my home”. The narrator explains that the large fast farming and factory companies are tearing down the forest to build their machines for mass meat farming. The young boy after hearing the leopard’s plea then decides to move to a more sustainable food source such as swapping meat for tofu or vegetables. He campaigns that he will encourage others to fight for the forests to keep them safe and partake in protests for the cause. In the end the leopard has become friends with the boy and they understand the importance of a sustainable future. This short is moving and has displayed plainly without any of the boring facts or statistics that every company usually turns too that sustainability is the way to a brighter and longer future.





Innovation:

Prior to this investigation I watched a video on animation. Since this is the career path I wish to follow. While watching this video I found it rather interesting because of the many facts that were shared about how the animation industry has developed throughout the years. One area I was attracted to was just how time and effort that goes into every stop motion animation and how many hours it can take to make a completed film.

Similarly I found out that the use of GCI (specifically the rendering of a human face) really only came around in the 1990's. This seemed to be the start of CGI exclusively being used in film. While watching this video I was charmed at the fact that the two mediums work so well together. Even though the industry started with stop motion dating back to 1879 to 1898 when the first short was created called "The Humpty Dumpty circus", it still hasn't stopped today becoming extremely popular with Tim Burton. Understanding the long and tedious time consuming process of stop motion creates a certain kind of charm and appreciation for a movie. CGI however has opened doors in the world of animation that could never have happened with the likes of Claymation. A director of Wallace and Gromit says "-such as smoke fire and sometimes water." Which is true CGI helps these things to feel real. But then again if we make things feel too real, then sometimes they don't have the same

Aimee Smart (AAD011)

fantasy feel as say a Tim Burton movie, where every character is somewhat human but also strange and whimsical. Creating these wonderful lands and backdrops and intertwining them with CGI makes for the perfect match.



Identity:

What is it? Who does it belong to? How do we associate identity with art? Many artists will project themselves into their art in order for the audience to learn about them or to bring awareness and education. For example, some will use it to explore social identity, such as gender, sexuality, race, nationality and heritage, others will use this as a way to convey a message about their product. Identity is very important for a brand or artist, by having an identity better yet a recognizable identity a brand can be known worldwide by just a symbol. For example Apple, this company have had the same logo since they started there technological upraise. Small silver Apple with a bite taken out of it. Simple and easy yet recognizable.

Top 20 most recognizable brand logos

- | | | | |
|----------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|
| 1.  | 6.  | 11.  | 16.  |
| 2.  | 7.  | 12.  | 17.  |
| 3.  | 8.  | 13.  | 18.  |
| 4.  | 9.  | 14.  | 19.  |
| 5.  | 10.  | 15.  | 20.  |

Aimee Smart (AAD011)

Communication:

I chose the logo for the Tour de France. This logo may just seem like the phrase “Tour de France” but upon closer inspection we can see that the logo is built up of shapes that when put together reveal a cyclist.



The choice of the yellow circle as the wheel of the cyclist makes it very easy to point out this small detail. The font is bulky and rustic. The flow of the text never really comes to a stop it forces the eye to follow the letters and find the small image hidden within the text.

Logo:

My logo is for a coffee shop called “sweetheart coffee” the live heart up top is a nod to the “sweetheart” in the name and the coffee cup within the circle is for the coffee part of the café.



Aimee Smart (AAD011)

Gender:

Gender in animation,

The movie "Cars" (2006) has 27 characters, 19 of which are male and just 7 minor roles are female. This is not a shy thing for Pixar as this gender inequality has been applied elsewhere. Female characters are always portrayed as minor roles or have this kind, helpful attitude but they never have any striving independence or any attributes that would portray a strong female character. Having said this Pixar recently have been progressive with gender inequality in characters recently, such as the movie "inside out" (2015). Not only is the main character a female teenager, there are also a majority of female characters within the main characters (5 female- 3 male). For years female roles were a minority in animated films, as of recent though Pixar have been taking measures to ensure this is not the case.



Place:

Hunker.com

The household makes use of many things used for decoration, one being by a window or door called wind chimes. One of their original purposes (a piece of design) being to measure weather and winds for ships and sailors, now used widely as a pretty decoration. They require the wind to display their purpose making a chiming sound when the different gauges of metal piping bang against each other, creating resonance in different pitches. Although they are not used for the same possibly lifesaving purpose they had for sailors, the chimes still serve their purpose as long as there is wind around. While researching this I came across a sculpture

An artist who has used wind chimes for inspiration and how nature effects them is Doug Aitken he said this

<https://sf.curbed.com/2019/9/12/20861305/doug-aitken-wind-chime-art-installation-sonoma-winery>

"I wanted to create a living artwork, a piece that would change continuously and be performed by the natural environment."