THE BAD SIDES OF MODERN INDUSTRY

BY

TRIET NGUYEN MINH

A thesis submitted in partial fulfillment of the requirements for

the degree of Master of Fine Arts Program in Visual Arts

at Mahasarakham University

October 2015

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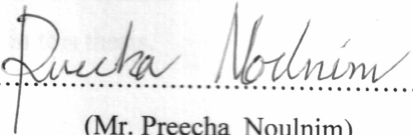at Mahasarakham University**

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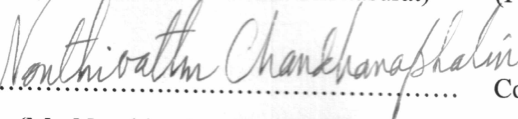
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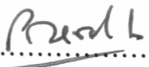
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ABSTRACT

This visual arts creation thesis, *The Bad Sides of Modern Industry* was created from the inspiration of the relationship between human and modern industry. This thesis consisted of two purposes, which were to study the relationships between human and modern machine and to create visual arts using mixed media arts that were expressed via the form of industrial machines. The technique used in this thesis is flash animation which conveyed the relationship of human and modern industry in a satirical way. This thesis also explains how modern industry can make our life bad. The operation of this creation was collected field data, documentary data, and influence from creative work. The data analysis was clearly analyzed in order to theme, form, technique, and process through visual element and visual principle to satisfy of concept and special character for 5 pieces. Each new piece in the thesis was developed based on the good points of the last pieces which have the same art concept.

The result of this creation was found on short animation videos about the bedsides of modern industry. This creation also brought about the new particular appearance in mixed media arts and becomes a good example for other artists who want to develop flash animation.

บทคัดย่อ

วิทยานิพนธ์ฉบับนี้ นำเสนอในหัวข้อ "ด้านไม่ดีของอุตสาหกรรมที่ทันสมัย" (The Bad Sides of Modern Industry) สร้างขึ้นจากแรงบันดาลใจของความสัมพันธ์ระหว่างมนุษย์และอุตสาหกรรม ในปัจจุบันที่ทันสมัย วิทยานิพนธ์ฉบับนี้ประกอบด้วยวัตถุประสงค์ 2 ประการ ประกอบด้วย 1) เพื่อ ศึกษาความสัมพันธ์ระหว่างมนุษย์และเครื่องจักรที่ทันสมัยและ 2) เพื่อสร้างสรรค์ผลงานทัศนศิลป์ ซึ่งเป็นศิลปะสื่อผสมที่แสดงผลงานผ่านรูปแบบของเครื่องจักรอุตสาหกรรม เทคนิคที่ใช้ในวิทยานิพนธ์ ฉบับนี้เป็น flash animation (ภาพเคลื่อนไหว) ที่ถ่ายทอดความสัมพันธ์ระหว่างมนุษย์กับอุตสาหกรรม ที่ทันสมัยในเชิงเสียดสี ซึ่งวิทยานิพนธ์ฉบับนี้ยังอธิบายถึงวิธีการของอุตสาหกรรมทันสมัยที่สามารถทำให้ ชีวิตของเราไม่ดี การดำเนินงานของการสร้างสรรค์นี้ได้รับการเก็บรวบรวม ข้อมูลภาคสนาม ข้อมูล สารคดี และได้มีอิทธิพลต่อแนวความคิดสร้างสรรค์ จากการทำงาน การวิเคราะห์ข้อมูลที่ได้รับ การวิเคราะห์อย่างชัดเจน เพื่อให้ได้ซึ่งรูปแบบ เทคนิค และขั้นตอนการดำเนินงานสร้างสรรค์ ผ่านองค์ประกอบภาพและหลักวิชาการ เพื่อตอบสนองต่อ แนวความคิดของผู้สร้างสรรค์ ซึ่งตัวละคร พิเศษในผลงานทั้ง 6 ชิ้นนั้น แต่ละชิ้นผู้สร้างสรรค์ได้พัฒนา ปรับปรุง จนถึงชิ้นสุดท้าย ซึ่งมีแนวคิดและ เทคนิคกระบวนการเดียวกันทุกชิ้น

ผลของการสร้างสรรค์วิทยานิพนธ์นี้จะพบได้ ในวิดีโอภาพเคลื่อนไหวสั้นๆ เกี่ยวกับด้านไม่ดี ของอุตสาหกรรมที่ทันสมัย ซึ่งผู้สร้างสรรค์ได้รับการพัฒนาในการผสมสื่อศิลปะและเป็นตัวอย่างที่ดี สำหรับบุคคลอื่นๆ ที่ต้องการจะพัฒนา Flash animation (ภาพเคลื่อนไหว) ต่อไปได้

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CHAPTER I

INTRODUCTION

Primary Inspiration

I was born in the biggest city of Vietnam where the urbanization develops continually and expands dramatically. With the fast-spaced society, numerous factories and storehouses were being built. Most people think that is positively or consider it is a sign of development. They believed that the area is developed and enriched by inventors. But I really think that they were wrong. With many children like us, those factories and storehouse just are play-yard invaders. Our childhoods are full of images of noisy factories, working engines, toxic leaked tubes or smoked sky. Malformation children were born more than before.

Although modern industry brings wealth and convenience to our life, it's still creepier than what it made for us. It can make our life easier or faster, but it also causes air pollution and harmful to our health. Sometimes, working machine make a razzle-dazzle and irritations of modern life. People in the big city look like android creations more than natural creations.

The bad sides of modern industry have a strong attachment to many bad imaginations. It becomes a strong inspiration for me to make video arts which are flash animation videos which talk about the negative aspects of industrialization and modernization. Flash animation can send the feeling to the spectators easily because the movements of modern machines are the same type of moving objects in flash animation videos. The effect from flash animation describes the negative sides of modern life better than the other technique. Flash animation is a good idea for this thesis when it talks about the bad sides of modern industry in a satire way.

Concept

Every artist have their own art believe. In my opinion, the movement can create the feeling more attractive than other quiet art elements. The movement of art element is the most important part of mixed media art which included flash animation art. My art believe is flash animation which is a collection of many art elements included form, sound, music, movement and content. Each art element can create the feeling and imagination by their own ways.

The effects of flash animation can show the properties of modern industry perfectly because the movement principles of flash animation look like the movement of an android creature or a machine. With the property of this technique, I want to describe the bad sides of modern industry and the negative relationship between human and modern industry in forms of working machine, swiveling gears or android creatures. There is the impact of new methods, technology and modern industry on human life. Human society depends of industry machines too much to forget other more important parts, nature, health, environment or habitat. Human create machine but machine takes the control in modern life. In this thesis, I want to turn the relationship between human and modern industry into flash art elements in flash animation videos.

Purpose of Creation

1. To study the relation between human and modern industry and how modern industry can make our life worse.

2. Create the visual arts which was video arts in satire way that expressed via form black animated shadows was used from flash animation technique which conveyed the bad sides of modern industry.

Scope of Creation

1. Theme

The theme content is description of the relationship between human and modern industry. That description also covers the bad effects of modern industry to human life which problem are not cared by most of us.

2. Form

The arts creation form looks like shadow arts or a stage of shadow puppet movie which appear at many country of South East Asia like Malaysia, Indonesia, Thailand and Vietnam. The main characters appear as machinery forms and use the same original with operations like shadow puppet characters. It makes viewer feel curious and attracted.

3. Techniques

The technique in use is flash animation - a modern digital technique of visual arts. All of objects or characters of the video are made by computer software. Most of them are controlled by computer script code. Some of them are made with a drawing digital tablet with traditional animation method (frame by frame animation).

Operation of Creation

1. Data collection

1.1 Field Data

Usually, source of inspiration is images of big city or images of working factory. Sometimes, it is also activity of traffic systems or industry machines.

1.2 Documentary data

There are many sources of data. Most of them are the real photos or videos of factories, modern city (negative view), industry machines or traffic systems. This kind of date gives an excellence idea source.

Documents or news reports are the other kind of data in use. This kind of data gives an interesting imagination source for works.

1.3 Influence from creative work

Childhood have a strong attachment to many un-sympathy images of modern industry makes me choose that for my concept. My arts form is influenced by many short films or arts animation films of arts festivals or arts competition in the world. Specially, animations with epigrammatic style attract me more than normal.

2. Data analysis

2.1 Analysis for clarity of creation and theme

Arts works are built base on epigrammatic images of modern industry and its machines. Modern industry and natural side exist at the same time. But nowadays, modern industry is developing without control. It is killing the natural side step by step.

2.2 Analysis for form symbols

Modern machines, traffic vehicles or factories from truth photos will be copied in a funny and mysterious way. With the black shadow as form, the main characters will become attracting. The viewers can imagine by themselves because all of details or textures of main characters will be removed.

2.3 Analysis for techniques

Flash animation is the kind of artworks which are made base on a defined storyboard. Those storyboards will be transformed to animated objects on computer. Flash animation in a simple comparison, is a kind of animated digital drawing.

3. Creation of works

3.1 Making sketches

Making sketch is based on the real photos or videos of city activities or working manufactories. All of the storyboard is made quickly by drawing on the paper. It is very simple and un-detail. The main characters will be made after that with new creative forms. Background and sound will be examined when all plans has finished.

3.2 Creation of works

Sketches will be turned into digital artworks on computer. With some computer software, all of parts of the project will be connected together for the final clip. The final clip have many elements: moving characters, backgrounds, effects or sounds, should be rendered completely from the film making software.

4. Stages of disseminating works

    4.1 Disseminating works in the form of exhibition.

    4.2 Writing documents in supplement to creation.

    4.3 The article of thesis should be published full paper in journal or international conference.

Definition of Terms

1. Adobe Creative Suite: A production of Adobe Corporation. Adobe Creative Suite includes many computer software which support to graphic, animation, photography, web development, film making.

2. Brainstorming: A group or individual creativity technique by which efforts are made to find a conclusion for a specific problem by gathering a list of ideas spontaneously contributed by its member. It was popularized by Alex Faickney Osborn in the 1953.

3. Digital drawing tablet: A kind of drawing input device. It help user transform their hand drawing artworks into computer. Usually, it is a frame with a sensitive surface.

4. Flash animation: A kind of video arts technique. It is made by computer which supports digital painting and film making. Most of animated actions are controlled by computer codes.

5. Frame rate: The number of pictures on a video second. Frame rate is usually number looks like 15, 24, 25, 27, 29.9, 30 fps.

6. Key-frame: A mark on timeline of video. It helps the user remember where they leave their code. They also control and limit action, effect or property of objects in the video.

7. Maya: An ancient empire in the middle of America. Maya is well-knows with architecture, arts, sculpture and special giant pyramids. Nowadays, Maya empire does not exist anymore. Their society is still a mysterious question with modern human.

8. Mind map: A mind map is a diagram used to visually outline information. A mind map is often created around a single word or text, placed in the center, to which associated ideas, words and concepts are added. Major categories radiate from a central node, and lesser categories are sub-branches of larger branches. Categories can represent words, ideas, tasks, or other items related to a central key word or idea.

9. Shadow puppet movie: Traditional puppet art which appear at many countries of South East Asia like Malaysia, Indonesia, Thailand and Vietnam. It is usually a white screen with many characters shadow on it. The controllers act their puppets when they stand between the screen and spot lights. The shadow will appear on the screen as what the audience watch.

10. Video stage: The area where the audience can see the components of the video. Everything locates outside of this area is unavailable for the audience.

CHAPTER II

LITERATURE REVIEW

According to the purpose of the creation, this thesis study focuses on the bad sides of modern industry. To support the study purpose, the framework of process is selected accordingly. This chapter reviews related literature, covering the following topics:

1. Field Data
2. Documentary Data
3. Influences from Creative Work

Field Data

I was born and grown up in a small district in Hochiminh city where have many polluted factory. Images of factories, blur smoke, polluted water, strange machines strongly impacted me when I was young.
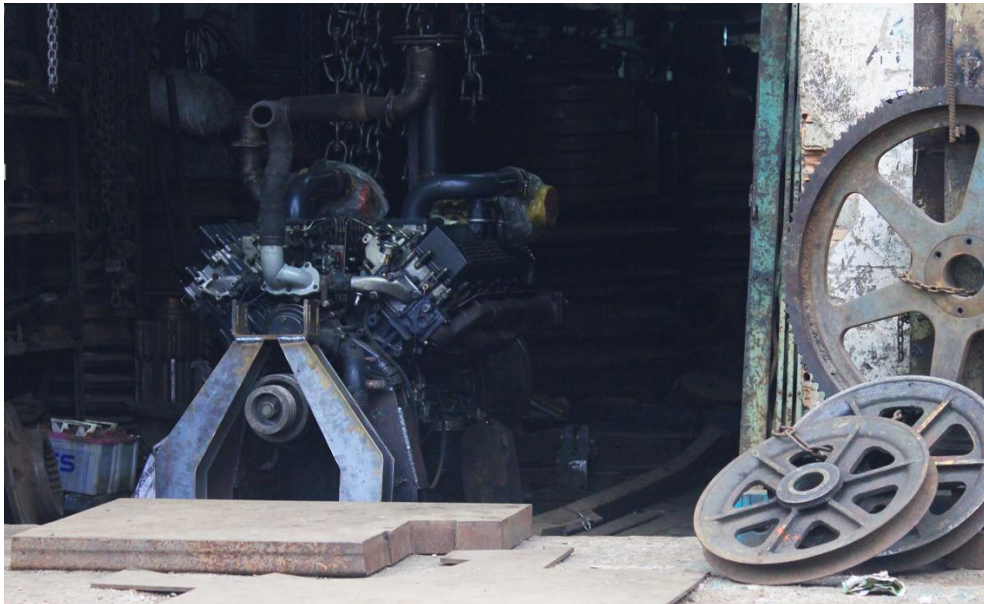
Figure 1 A factory right inside a residential. The picture is taken at district 7, Hochiminh city

The places where have big cities will be known as a developing and rich area. However, behind the magnificent, there are still some places are full of dark and fearful which just be understood by people who really stay with them. Everything has two own sides and modern industry is the same. It is making magnificent, wealth or future life, but in the other hand, it is removing human normal heath and nature life.

Figure 2 An industrial landfills near my home. The picture is taken at District 8, Hochiminh city.

All the citizens of big cities know how dose modern industry destroyed their nature life, but most of them do not care about it. 20 years ago, most people hoped that their city grow up quickly because they believed that it make them become rich and happy. But now, all of them hope that they can breathe the fresh air of 20 years ago again. But now, one of important things they hope that they can breathe the fresh air. There are all of image of industry machines, air pollution, water pollution and possible causes and effects of modern industry to our life. Furthermore, they play a role as a vast resource for this thesis.

Documentary Data

Most of data are images or videos which collected from internet. Feeling and imagination usually begins from real images of stuffy city life. Pictures from camera or downloaded from internet are the big data source in arts form transforming. Pictures of factories, machines, vehicles, water filter systems, robots are transformed to artworks in a funny ways as view of children.

Sketch book or artist work collection is the good ideas for work research. There are many kinds of sketch which is found on internet, exhibition or photo book. The work with strong feeling creating and art elements are perfect for me to research. These are not only picture but also concept and the way they create their works. Most of their works are full of thinking, skill and feeling.

Figure   3   A work from photo book collection

Title ： The Landing

Artist ： Scott Robertson

Technique ： Digital Painting

Beside that, research new technique - flash animation - is also a good way to develop idea for works. Flash animation technique animates the objects by using script code. Objects are controlled by key-frames, so this technique will creates an effect on its objects like android property. Most of object move inflexibly as lifeless machines.

Influence from Creative Work

I started to research technique of flash animation from tutorials of Ryan Boyle and Tin Hodge. But the man really have a strong influence on me is Jossie Malis - a Peruvian artist.

Jossie Malis was born in Peru but he finished his bachelor and master of visual arts in Spain. Malis' videos usually describe human lifestyle and truth face of modern society. Malis creates his own world by making a modern Maya city with a modern lifestyle. The world Malis created is as modern well as mysterious. It is easy to understand why Malis add many Maya texture in his videos, he's a Peruvian. The biggest project which followed in 7 years by Malis is an animation project named "Bendito Machine". In 7 years, Malis has created 4 parts of "Bendito Machine" which each part extends around 5 minutes. I have never seen a video artist who has following hsi project for long time with the same concept like Jossie Malis.

Figure   4   Screenshot of "Bendito Machine I" (2006)

Title : Bendito Machine I

Artist : Jossie Malis

Frame ratio : 16:9

Duration : 00:04:47

Technique : Flash technique

One special thing in Malis' video is his art form. Most of animation clips of Malis are the same of a shadow puppet movie stage. All of stages are full of black shape characters or objects on a bright background. This technique is very useful when help Malis attract his viewers. Character's details are removed to make main stage become mysterious.

Figure   5   Screenshot of "Bendito Machine III" (2009)

Title : Bendito Machine III

Artist : Jossie Malis

Frame ratio : 16:9

Duration : 00:06:36

Technique : Flash technique

Videos of Malis look like cartoon for children when it has many funny and interesting animated elements. However, these cute layouts of cartoon have a real story inside which is not for children. It is a tiny complicated society with many kinds of feeling. It describes the real face of modern society when it talks about violent, greedy, selfish, envy or even sinful power.

From the technique standpoint, Malis is known as a person with perfect flash animation skills. He usually uses computer software like: Adobe illustrator, Toon Boom Animate to create his videos. Malis also get many animation awards. Jossie Malis draw his characters with technique of a 10 years old kid, because his characters style is an offbeat sense of interesting.
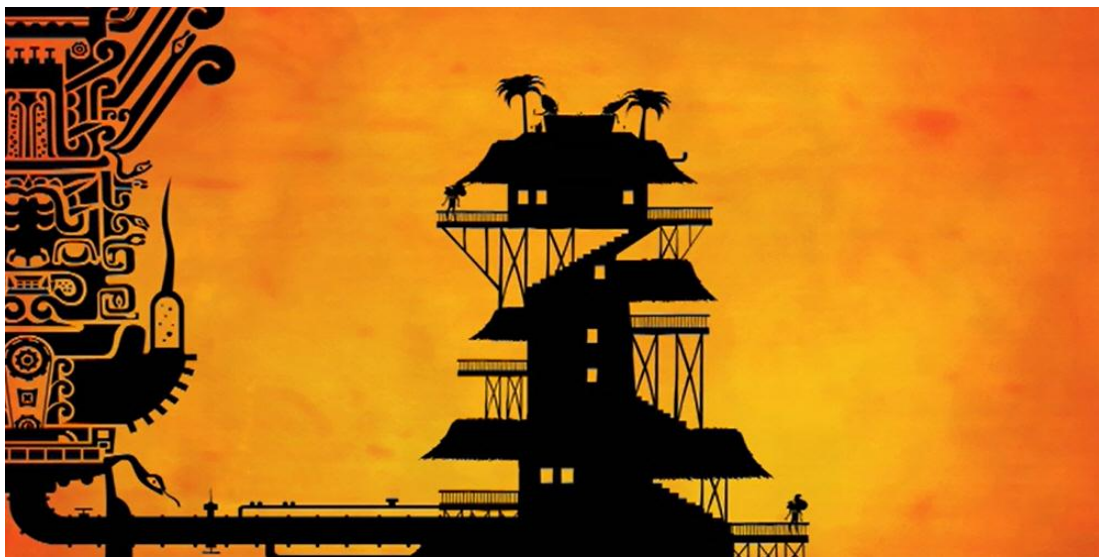

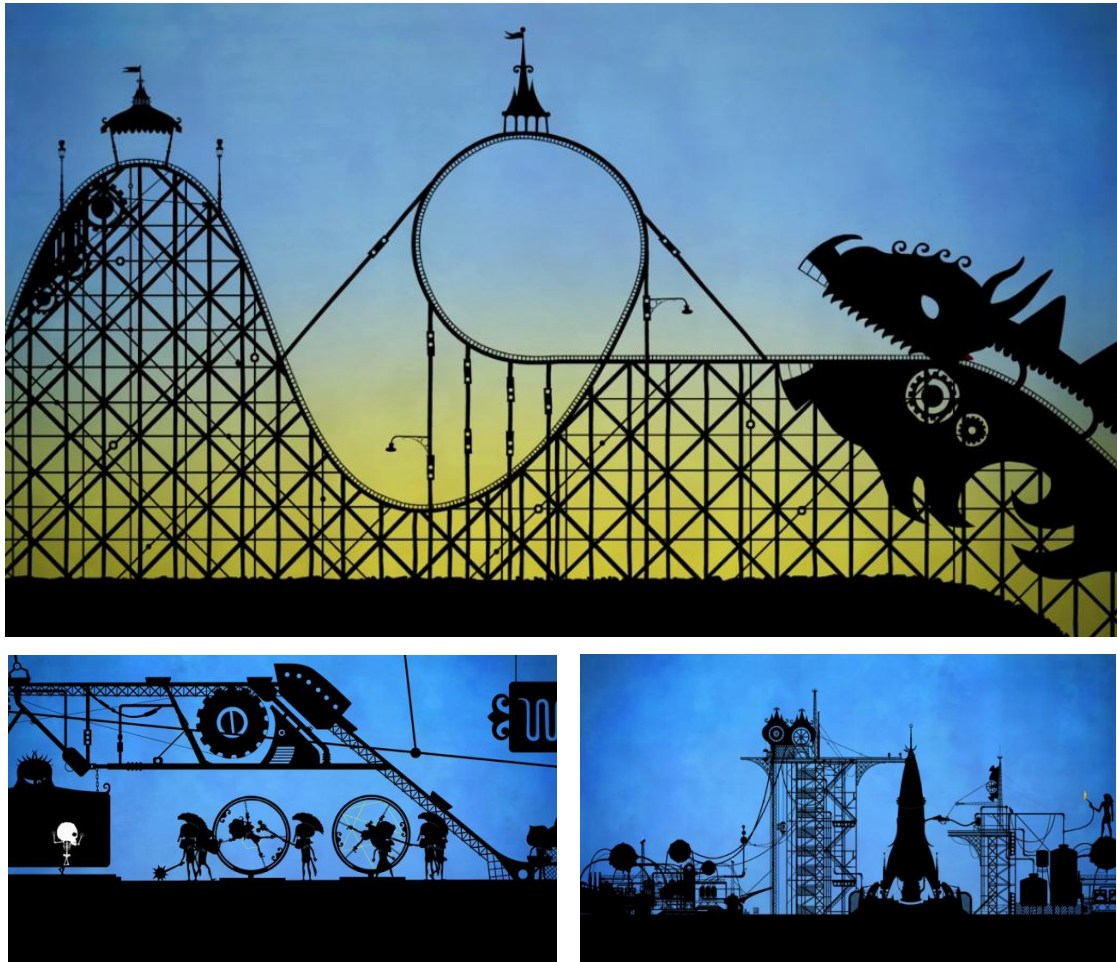Figure   6   Screenshots of "Bendito Machine IV" (2012)

Title : Bendito Machine IV

Artist : Jossie Malis

Frame ratio : 16:9

Duration : 00:11:14

Technique : Flash Animation

Beside "Bendito Machine" project, Jossie Malis also makes many other animation videos like: Good Morning Isuma (2006), Pacha (2005), Gojira (2009)...

Figure 7 Screenshot of "Gojira" (2009)

Figure 8 Screenshot of "Pacha" (2005)

Figure   9   Malis' final sketch and planning map

Artist ： Jossie Malis

Frame ratio ： 16:9

Duration ： 00:11:14

Technique ： Digital Painting and Giclee Prints

The method and the way Malis use in his projects is a good suggestion for other animation video projects. Flash animation in video arts will give artist more technique options in choosing for their projects.

Flash animation videos usually have an outside story and an inside meaning. Outside story is very easy to understand. It makes the video is more interesting and help the video keep its viewers not fall into boring. But the real meaning of the video is deep inside. It is very difficult to understand but it really sends an invisible message to its viewers. Sometimes it takes viewer a several times watching to understand the message.

Malis's videos are an amazing example for making characters and realistic things into video arts. In addition, I learnt how to construct art element which has given pleasure. Moreover, there are many parallels between this thesis and technique and content of Malis's works.

"Father and Daughter" is made by Micheal Duduk De Wit. It is the best animation film at Oscar in 2000. A father says goodbye to his young daughter and leaves. As the wide Dutch landscapes live through their seasons so the girl lives through hers. She becomes a young woman, has a family and in time she becomes old, yet within her there is always a deep longing for her father.
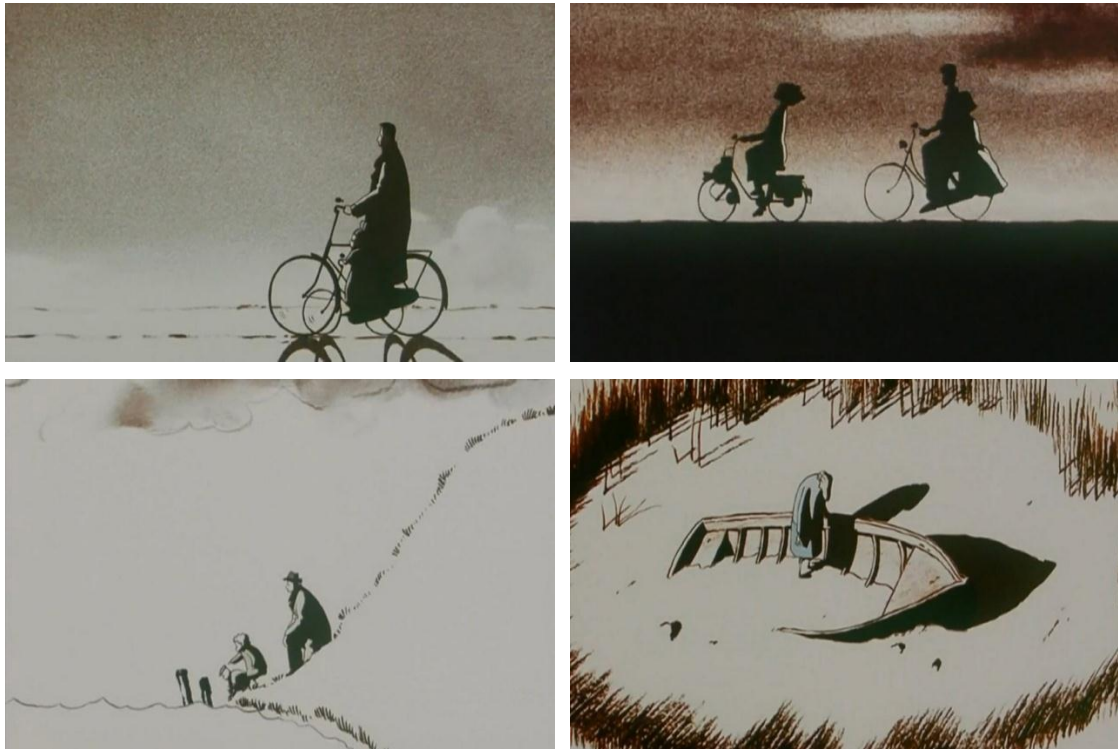
Figure 10   Screenshots of "Father and Daughter" (2000)

Title : Father and Daughter

Artist : Micheal Duduk

Frame ratio : 16:9

Duration : 00:09:23

Technique : Classic Animation

"Father and Daughter" is remarkable production of Micheal Duduk. It is a way of communicating emotions or feelings, stories without having to use words.

Other 2 animation films of Micheal Duduk De Wit are: Tom Sweep, The Monk and the Fish (Oscar Award 1995).

Another example of flash animation is "Invention of love" by Andrey Shushkov - a beautiful short animated film inspired by the technique of the 2005 Australian short animated film "The Mysterious Geographic Explorations of Jasper Morello". What is really impressive in this film is the way the light penetrates the intricate cut out shadows producing a warm honey like atmosphere that is completely different to the cold and calculated Morello film.

Figure 11 Screenshots of "Invention of Love" (2005)

Title ： Invention of Love

Artist ： Andrey Shushkov

Frame ratio ： 16:9

Duration ： 00:09:45

Technique ： Flash Animation

Andrey Shushkov was used special technology for "Invention of Love". It gives not only my challenges but also inspire me to develop ideas for my works in this thesis.

Invention of Love is produced at St. Petersburg State University Center for Culture and Arts in 2010.

Figure 12   A work of Jasper Morello (2005)

Title : The Mysterious Geographic Explorations

Artist : Jasper Morello

Frame ratio : 16:9

Duration : 00:26:08

Technique : Mixed Animation technique

Andrey Shushkov and Jasper Morello prompted me to learn how to express emotions through moving of characters in production. They have well-prepared about definition of Flash animation. Andrey Shushkov's works inspire me to construct composition and give an emotion by using different shades. In addition, Jasper Morello's works is a perfect example for the fusion of animation technologies to making unique and particular productions.

I am not only like animation works but also digital painting. I learnt how to use coloe and texture in my works. Texture and color effect to feeling in works. Among artists who I like, I admire Argentina artist, Osvaldo Gonzalez and American artist Robh Ruppel.

Osvaldo Gonzalez said in photobook named "Ultimate Illustration!" that *"My pieces are visionary illustrations on human condition that protray scenarios from improbable event, raise questions, and demand the participation of the recipient. I like to mix drawings, photos, and incorporate found objects in my compositions. I always try to give the impression of an old photograph. The digital environment is perfect for reflecting my ideas and making them a reality."*

Figure 13 Digital painting in a photo-book named Ultimate Illustration!

       Title : Rebirth (2003)

       Artist : Osvaldo Gonzalez

       Frame size : Non fit size

       Technique : Digital painting

He created an idea from old picture and make texture for his work which attracted me. Old pictures and computer's effect are an good and smart idea.
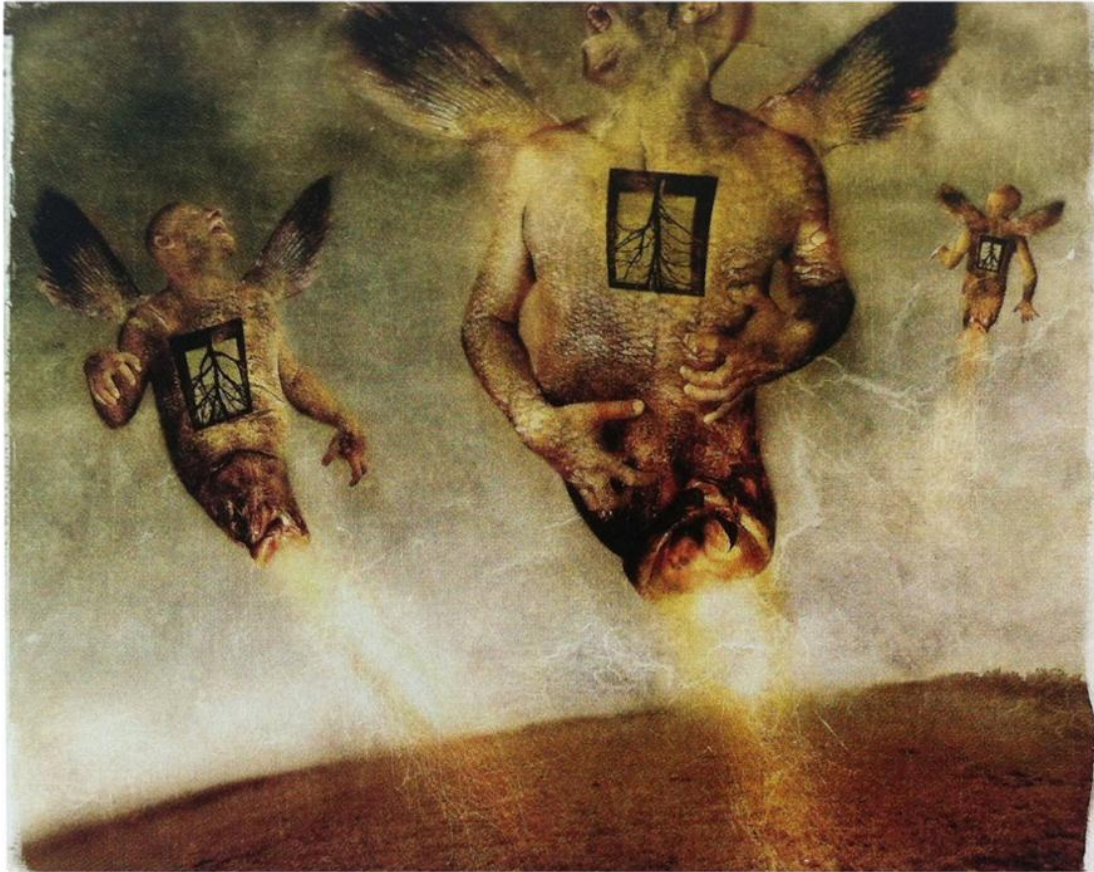

Figure 14 Osvaldo Gonzalez's Digital painting 1
Title : Exodus (2004)
Artist : Osvaldo Gonzalez
Frame size : Non fit size
Technique : Digital painting

Content of Osvaldo Gonzalez's works have a relation to my concept in this thesis. An idea of his works is one of best idea for my next works.
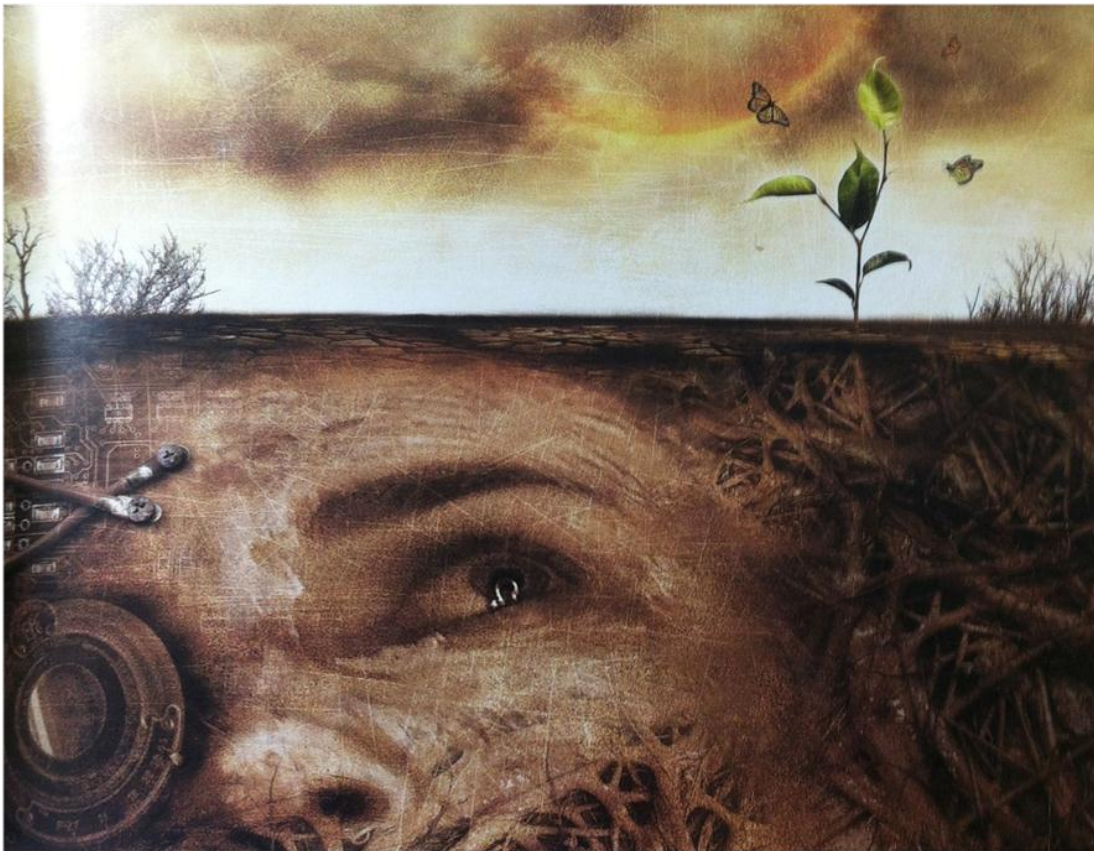
Figure 15 Osvaldo Gonzalez's Digital painting 2

Title : The watcher (2006)

Artist : Osvaldo Gonzalez

Frame size : Non fit size

Technique : Digital painting

Other digital paiting artist is Robh Ruppel who impressed me by his sketch. Ruppel's work is concept for designing gmae so that all his drafts are painted details of machine, hi-tech, robot and spaceship.

Robh Ruppel said to « Digital Paiting Technique – volume 2: "Sci-fi is one of my favorite genres, probably because it leaves a lot of room for invention. It has to look real, and still follow the same laws of light interaction and good design. Good sci-fi is really just good design. Patterns, rhythms and proportion still master but the forms can take on a new and never before seen appearance that is familar, yet different."
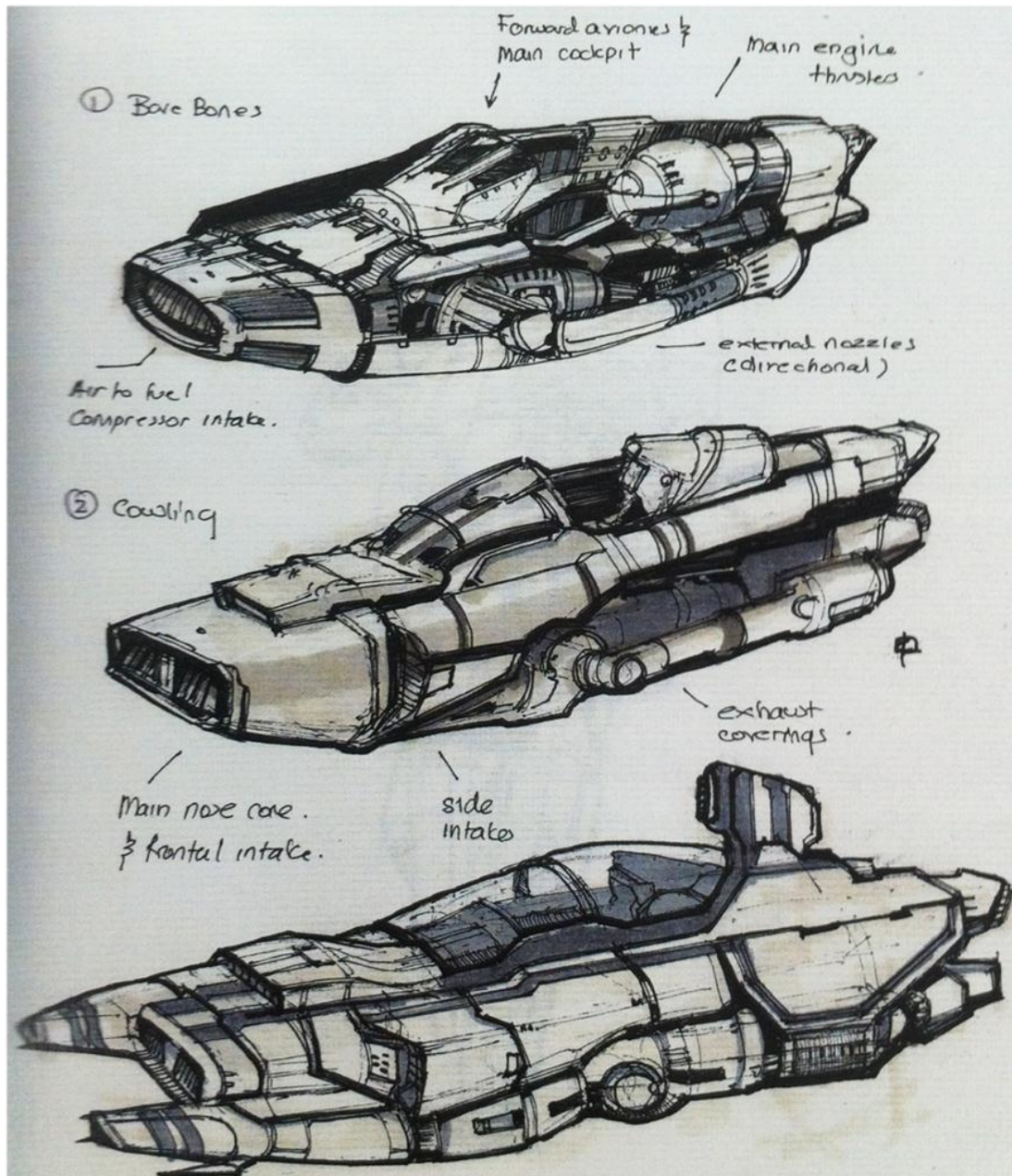
Figure 16 Robh Ruppel's sketch 1

Ruppel describe details of his idea through showing directions on his drafts. Robh Ruppel is organized, smart and logic person. When it is organized at the first time, the next steps become easier.

Figure 17 Robh Ruppel's sketch 2

I learnt how to make and organize a draft from Ruppel. I also like to draw hi0tech, machines, robot and spaceship. This is as similar as Ruppel. Therefore, Ruppel's drafts are my source to develop my works.

CHAPTER III

CREATIVITY METHODS

This chapter gives an outline of the study design and procedure. The procedure of the study concluded from chapter two and other frameworks which involve with the bad sides of modern industry. This creation will be presented according to the following topics:

1. Sketches
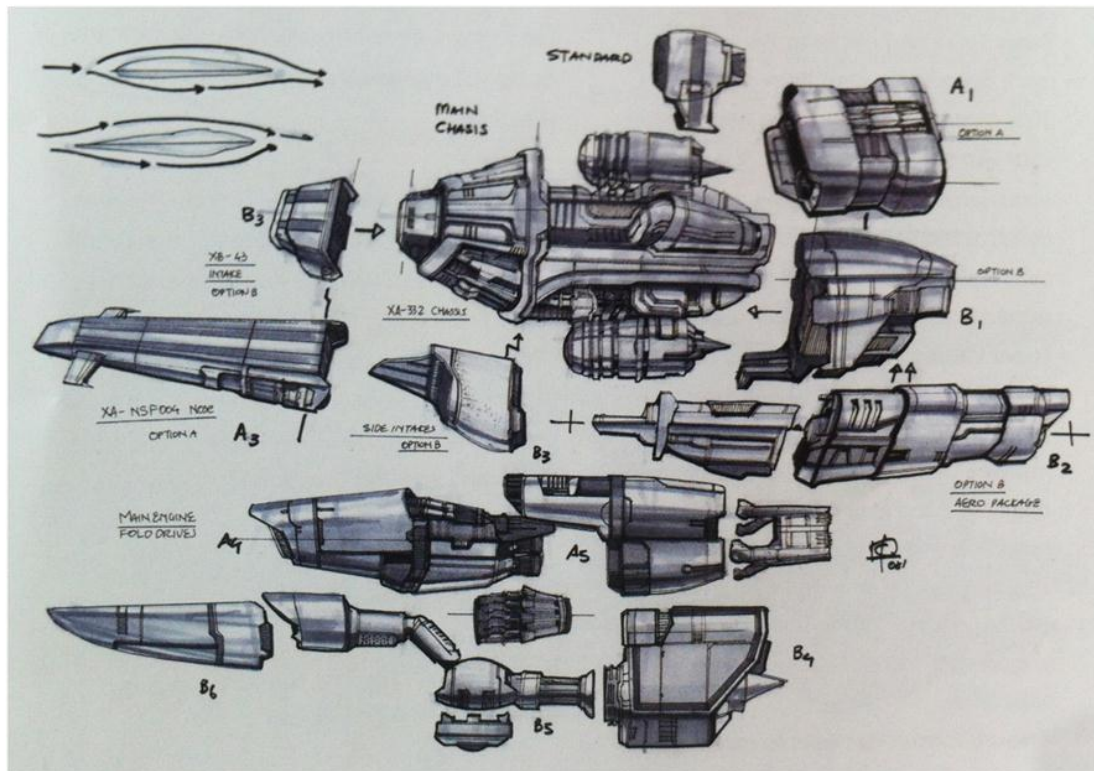2. Material and Equipment
3. Work creation

Sketches

According to finished research process, all of the data will be recapitulated in a map. This map is "Mind map" - a method helps users arrange their data easier and scientifically. Mind map is the basic of sketch developing process.

The information which shown by mind map will decide the shape and property of characters. The important information will become the topics for another map called "Brain storming map". Brainstorming method will extends the map size when gives many sub-topics randomly. The good ideas will be chosen for the final sketch.
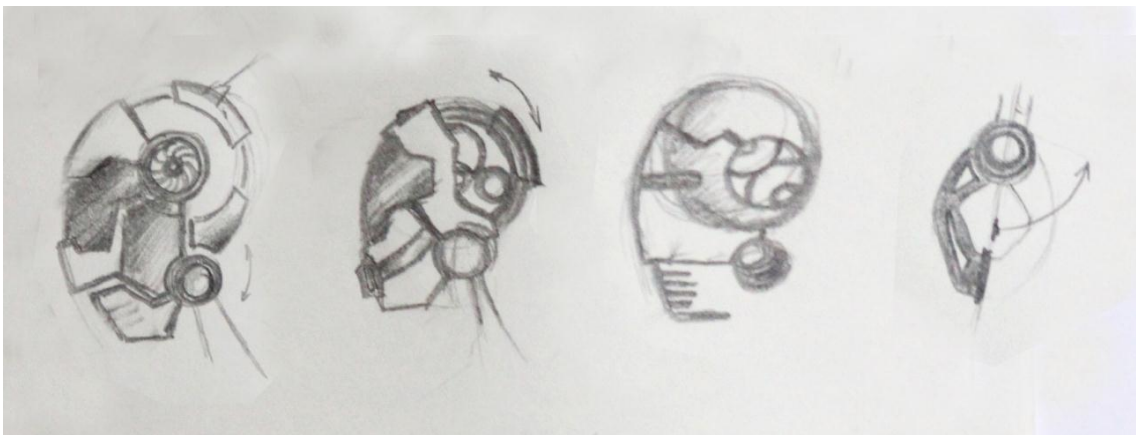
Figure 18 Character sketch 1

Figure 19 Character sketch 2
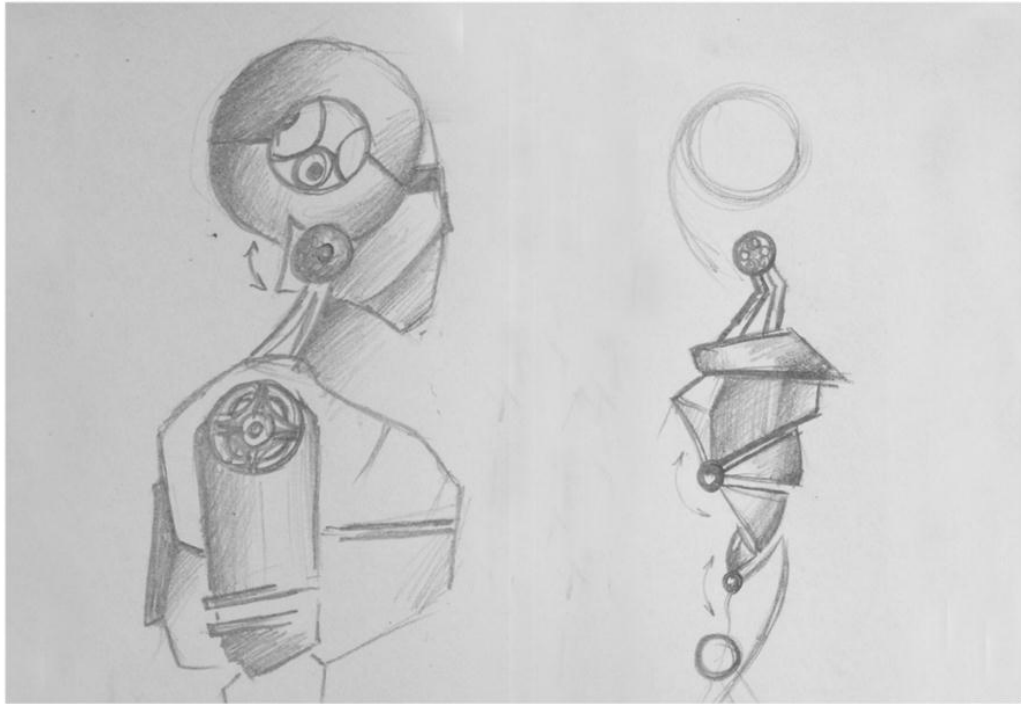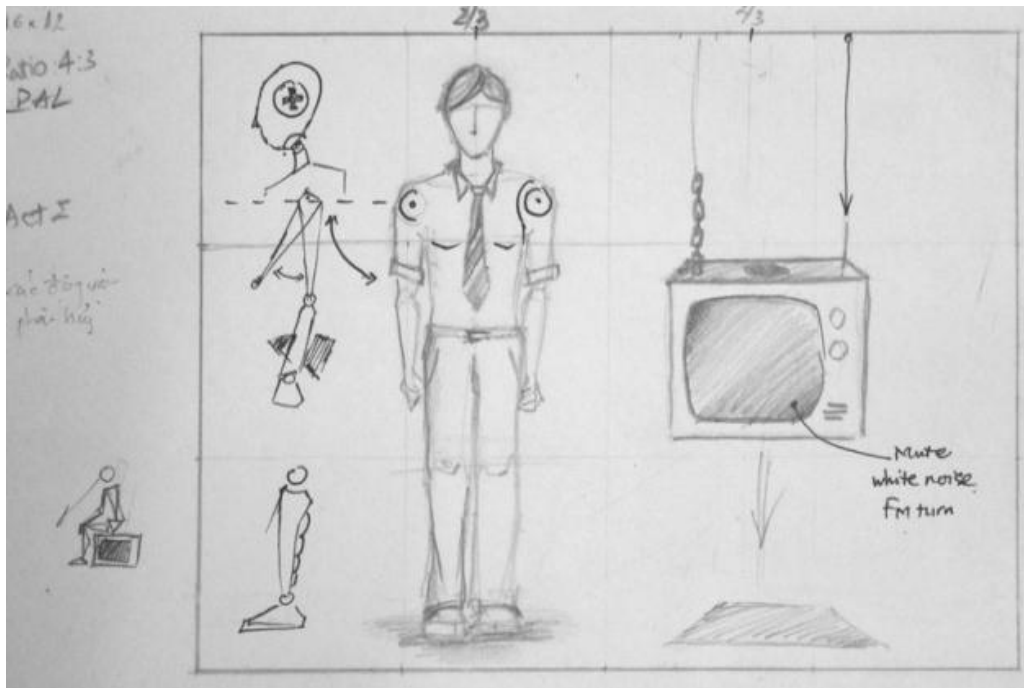

Figure 20 Scene sketch

When all important characters are sketched, they will be collected into a composition called scene. I try to make my scenes look like shadow puppet movies which are usually made with many dark characters on a brighter background. All of the final scene sketches are made and edited on computer.
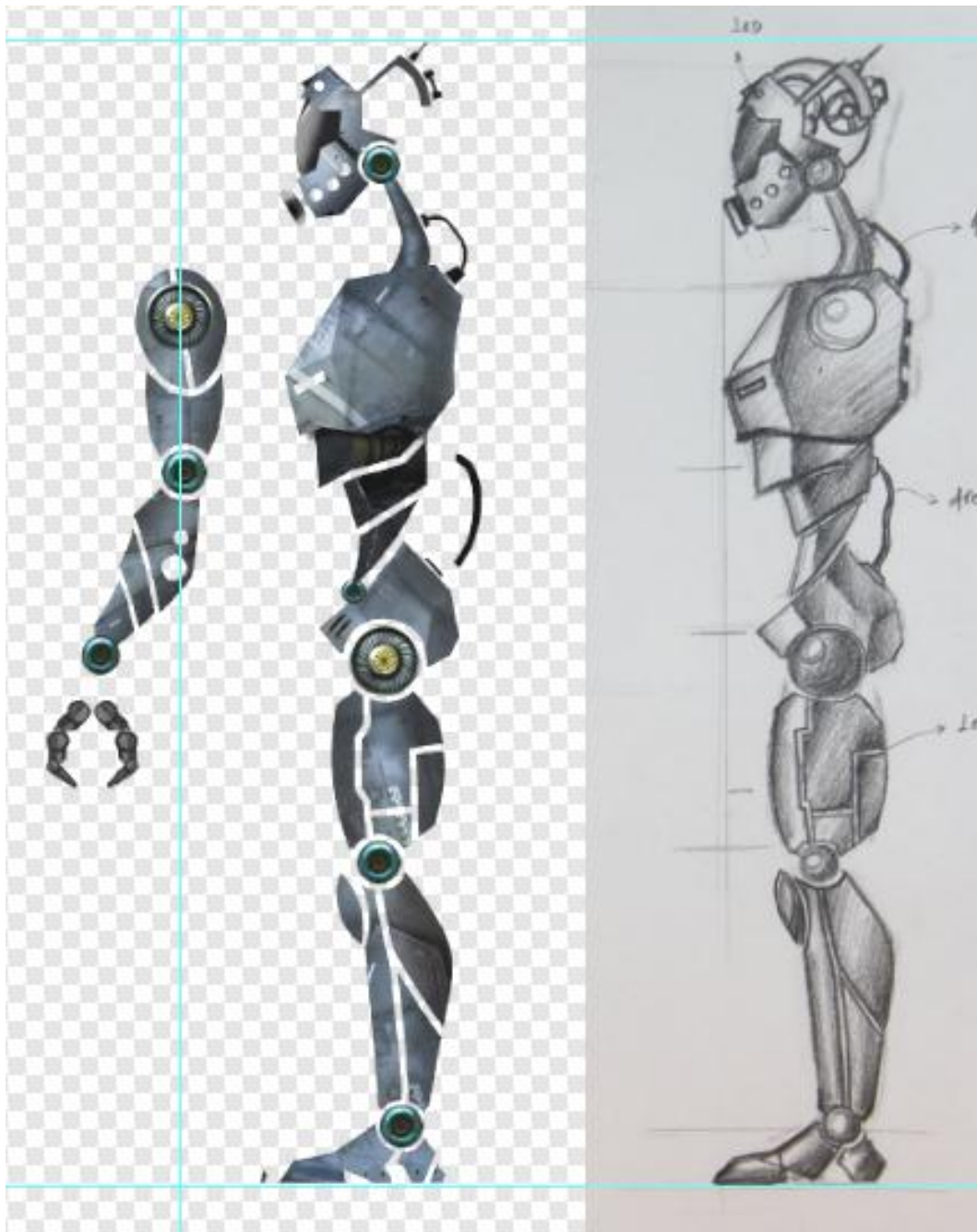
Figure 21 Final character sketch and its detail on computer

Material and Equipment

Flash animation is a digital technique in video arts which use computer software to create artworks on computer directly. The sketches must be converted into digital artworks on computer for scene layouts. Hand-drawing sketches will be re-drawn on a digital drawing tablet.

Figure 22 Digital drawing tablet

With this technique, the artist also needs some equipment like: a computer for film editing, digital camera, sound recorder or scanner. There are many digital software support flash animation but in my opinion, software in Adobe Creative Suite and Toon Boom Animate are better than the other.

Figure 23 Software packages of Adobe Creative Suite 5

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Work Creation

    1. Sketch and layout

      Sketches are made base on the inspiration and concept. Pictures and information of project components will be collected into a mind map. The best reasonable idea will be used for sketch.
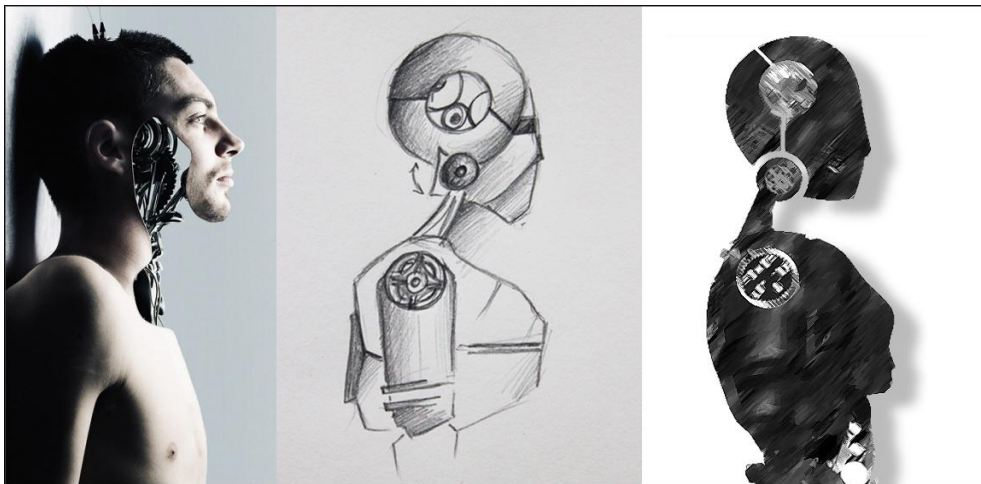
Figure 24 From idea picture to final character sketch

      All of hand-drawing sketches will be transformed to digital artworks on computer by using digital drawing tablet. These artworks have the same quality with final video layout. Software in use is Adobe Photoshop and Adobe Illustrator.
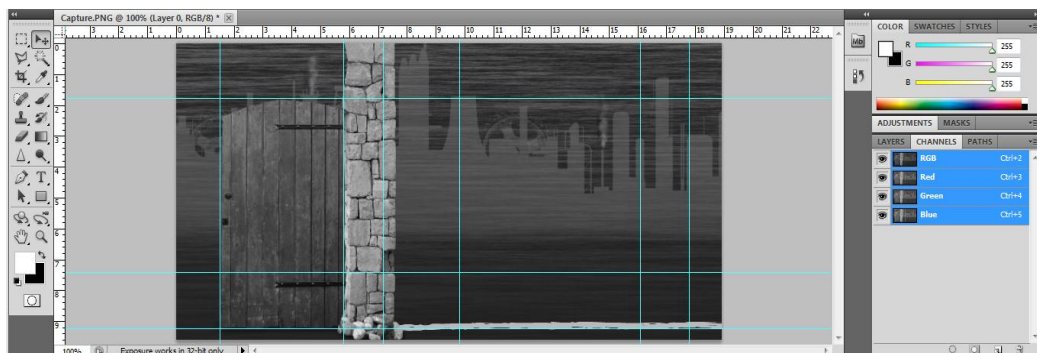
Figure 25 Final scene layout in Adobe Photoshop

2. Character detail

  Final character artwork must be divided into many parts before using. Every part is put into an independent layer which will be imported to animation software. With this step, detail of main character is also improved.
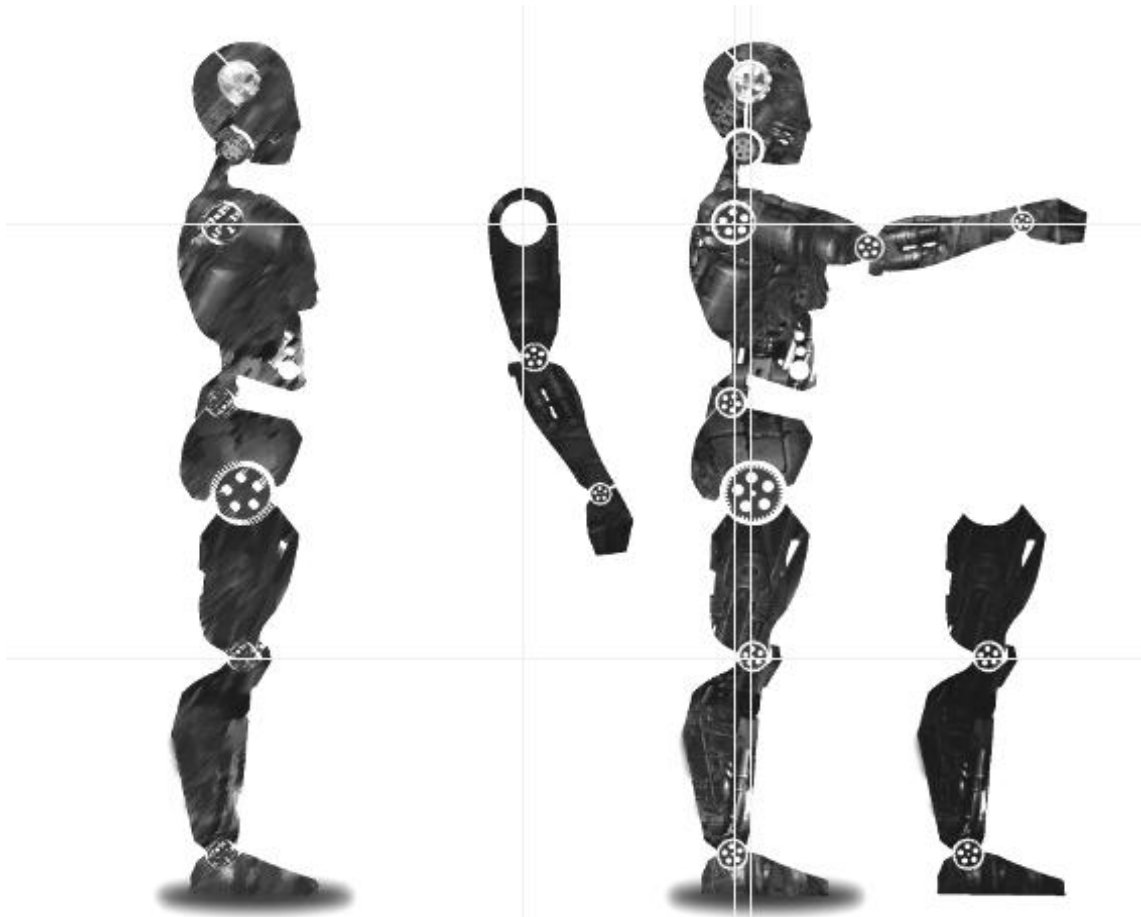
Figure 26 All parts of main character

  Some parts of the character take a role as a base container which is usually not moving. This container is a parent layer of the other parts which are moving frequently.

When the parents move, their children will move too. But there is no need for the parent to move when their children move. For example:

```
                      Head
Character  <         Upper Body  ──────────────>  Left hand and right hand
                      Lower body  ──────────────>  Left foot and right foot
```
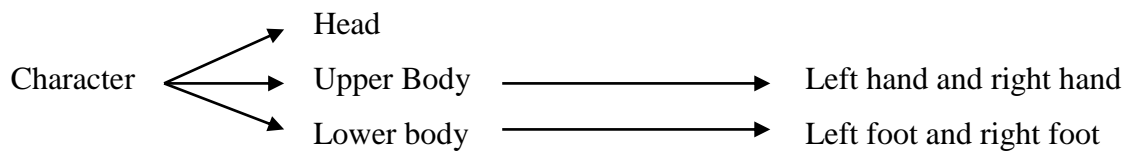
   3. Scene setup

     Final background artwork and all character will be imported to animation software like: Adobe After Effect or Toon Boom Animate. An animation project requires many scenes which could have many characters.
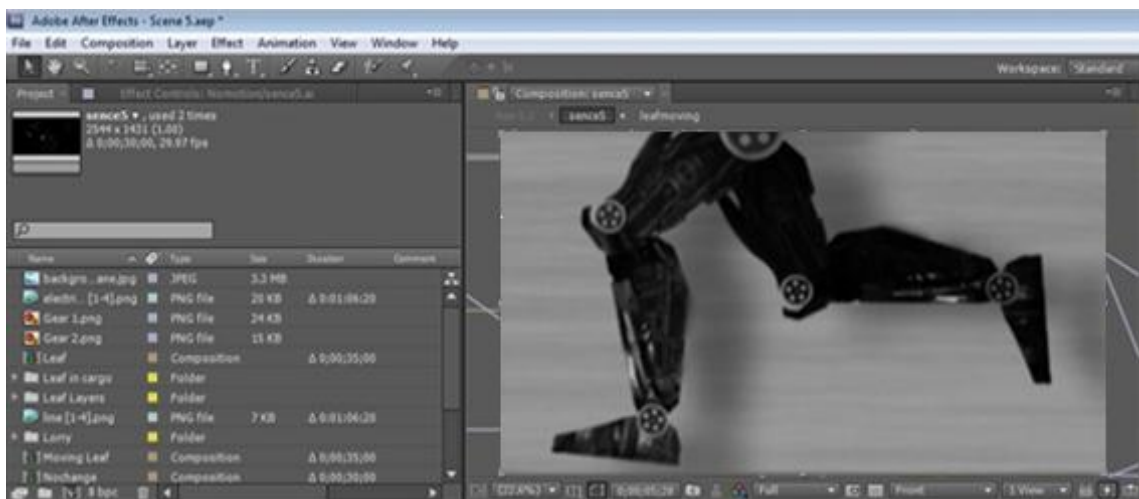
Figure 27 A scene in Adobe After Effect

4. Animate the character

There are many ways to make an animated character. The simple motion characters are controlled by action key-frames. Other complex motion characters are not only controlled by key-frames but also computer action script code.

Figure 28 Key-frames and action script codes in Adobe After Effect

Code the moving objects is very complex and difficult. It takes a long time for working more than other steps. However, this step is the most interesting step of flash animation making process.

Sometimes, the animated objects are very difficult to control by key-frames and scripts. In this case, they will be drawn by using traditional animation technique. Traditional animation is also called "frame by frame animation". Object should be drawn step by step manually without helps of scripts. Usually, it requires 10 to 15 pictures for a second, but some artists also can draw 24 or 30 pictures for a second. The number of pictures on a second is called "frame rate".

Figure 29 Frame by frame animation

5. Connect all scenes together

After all scenes are finished, they will be imported into Adobe Premiere Pro to arrange and edit to be a full length animation video. But this version still does not have sounds, called "draft version". This draft version is made for error checking, frame rate correcting or length checking.

Figure 30 Make draft version on Adobe Premiere Pro

If the draft version does not have any error or mistake, it will be moved to the next step - sound making. If there is any problem with the draft, it will be put into Adobe After Effect again for edit before can go to next step.

6. Sound effect

Sound is still edited on Adobe Premiere Pro. Most of sounds are recorded and edited with Sony Sound Forge before can be imported in to Adobe Premiere Pro. Some other normal sounds can be downloaded from internet or Sony Sound Forge sound library.
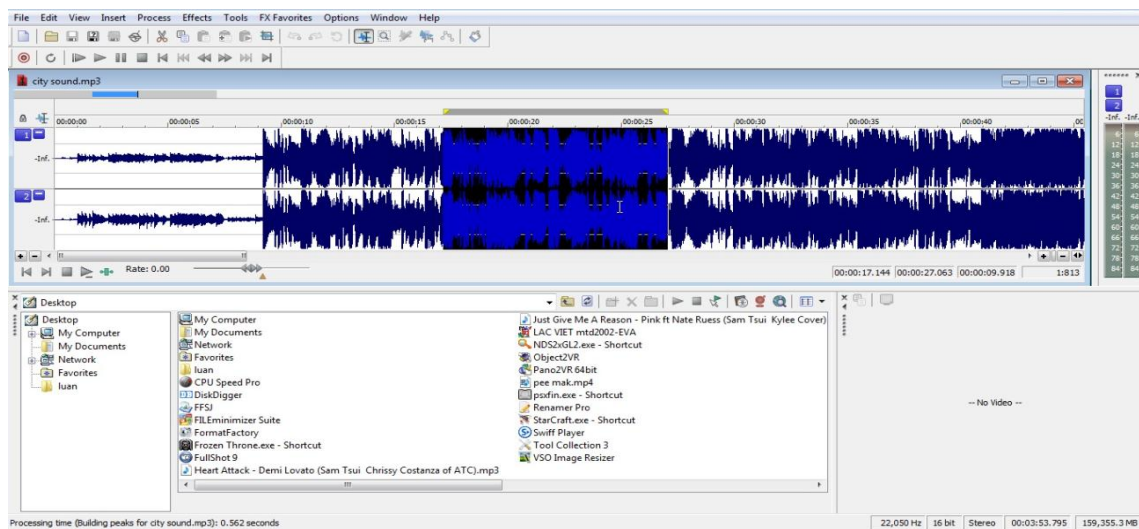
Figure 31 Sound is being edited on Sony Sound Forge

6. Publish the video

When everything is finished, the video is ready for the final version. It will be exported to video file called "Master version". This master version is usually a very big size file with an excellence quality, but it is made for high quality backup. It is too hard to show them with the common display devices fluently. It is also unable to be published on internet because it will be take a long time for upload. So, the mater version has to be converted to a smaller size video file called "publish version". This version is very mobility with a good enough quality for show. It can play in any normal display device fluently. It is also easy to upload and publish on internet.

Figure 32 Screenshots from the published video

Title : Back

Frame ratio : 4:3

Duration : 00:04:05

Technique : Flash Animation

From previous works and tests, I recognize that flash animation is concordant with my concept. It can create coarse animated objects effectively and make the video look likes an acting picture. Flash animation is also a new technique in video arts. However, my projects still have some problems in feeling creation. Feeling in most of project is still not strong enough to make audience completely understand my concept. In next projects, I will try to make the meaning of the projects become clearer by using better art symbols. It will be easier for audience to understand my concept and what I want to show them. It is also necessary for me to improve the animation technique for better visual effect in my project.

CHAPTER IV

RESULTS

This chapter intends to The Bad Sides of Modern Industry. The focus of this chapter is to illustrate to the results. Thus, the results of this creation are shown into the following topics:

1. Thesis Works Phase 1
2. Thesis Works Phase 2
3. Thesis Works Phase 3

Thesis Works Phase 1

1. Content

The main content in thesis works phase 1 is the frustration of human being in modern industrial life. There is no way out for the people who have a relation to modern industry although they try to find by all their ability. Technology and modern industry become un-detachable parts of human life.

2. Form

The human being is turned into android creation which looks like a part of industrial environment. Most of android's details are rusty and become terrible to human life. The city, work places or living space are replaced by factories which has many noisy working machine. The human activities are completely dependent on the modern industrial lifestyle.

3. Technique

Flash animation technique is used in works. Control the animation by key-frames will make the android actions become stiff and hard. By this way, the main characters will be expressed more machinery than other techniques.

4. Work Creation: 2 short flash animation videos

    4.1 Thesis works phase 1 work 1

        4.1.1 Works in step 1

In the first work of thesis I want to create the stifling atmosphere of the city where it looks like an industrial prison and human play role as prisoners.

I started to sketch with picture of kind of room which has no entrance. I also establish many industrial machines and configure the general composition for the main stage. Then, I sketch main character for scene. Main character is an robot which has human body and all the parts of body be industrialized.
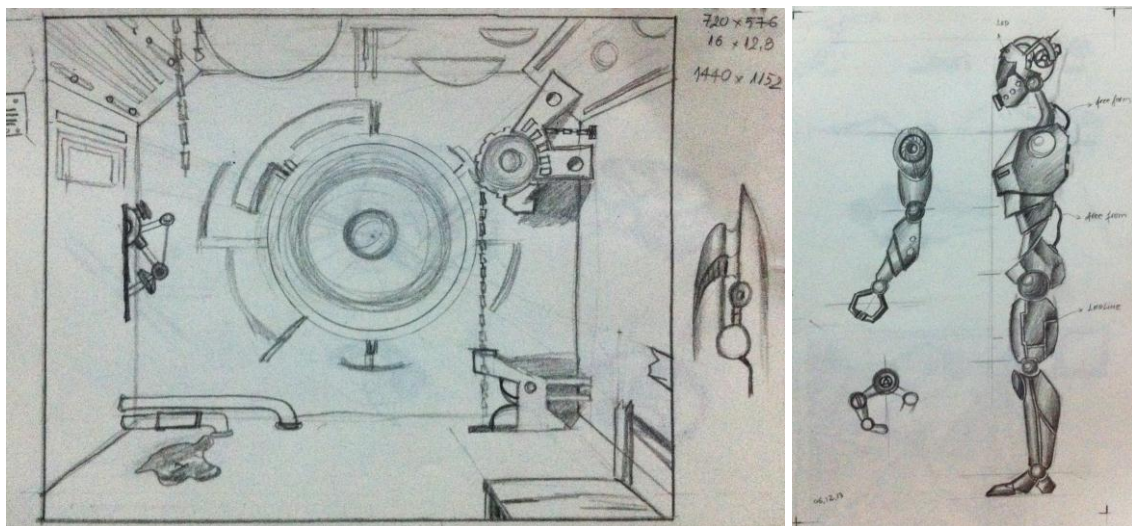
Figure 33 Sketch 1

        4.1.2 Works in step 2

When hand drawing sketch be completed, they would be transfer to digital objects through 3D software or digital drawing tablet.
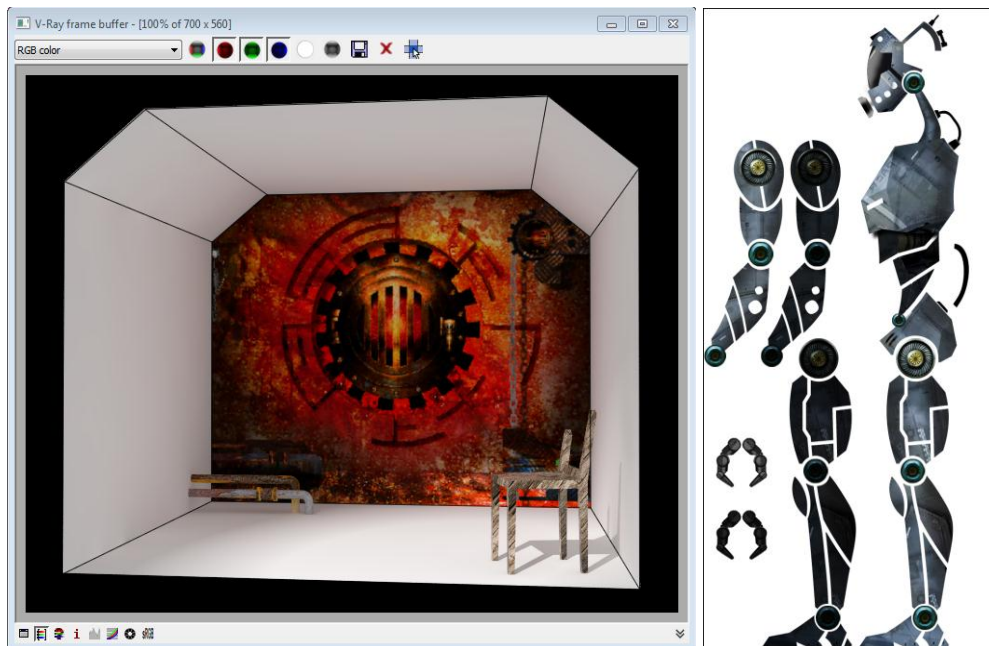
Figure 34 Sketch in 3D software

4.1.3 Works in step 3

4.1.3.1 After finishing, digital objects will be linked to each other by film making software. All their movement will be controlled through this software.
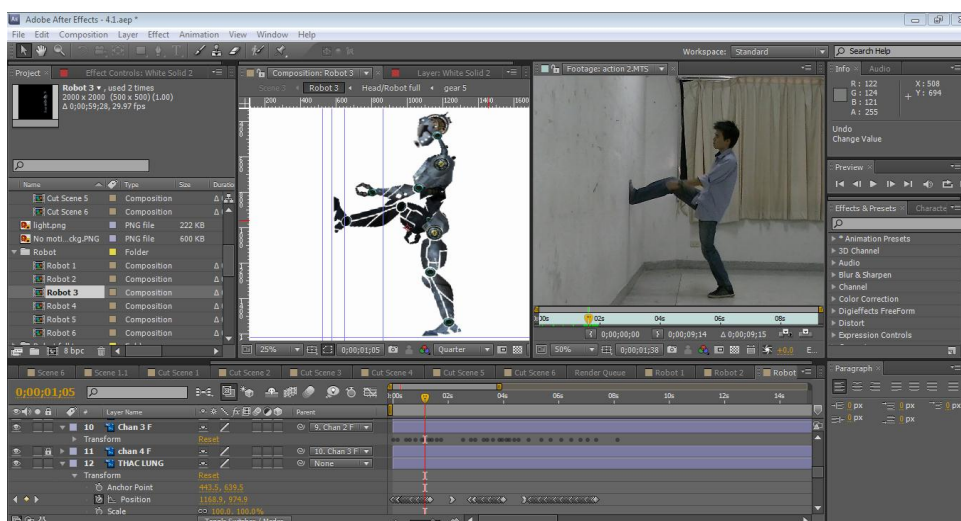

Figure 35 Creating character's movement based on documentary

4.1.3.2 Finally, sound and effect are completed on a film making software Adobe Premiere Pro. This is the last step in producing work.
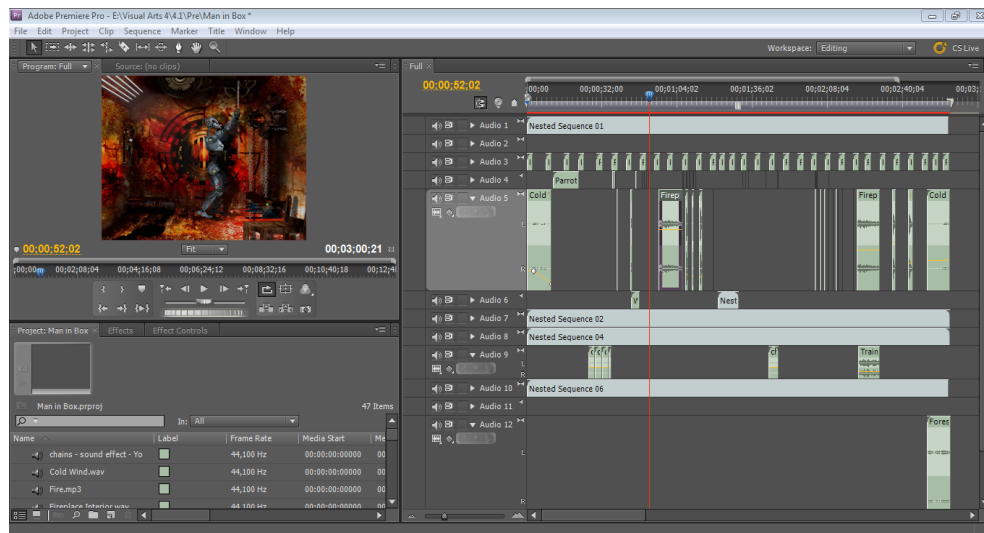
Figure 36 Work in process in Adobe Primiere Pro

4.1.4 Works in step 4

In the final work, the human being is turned into android which is put into an industrial room. This room is a close room which is full of noise, working machines, rusty metal walls but does not have any way out. That room also has an old wooden chair located in a small corner and a ventilation window on the wall. The wooden chair is the symbol of natural element which became old and damage. The window is the symbol of hope which looks like too hard to reach.

In this room, the android in human form shows his feeling like: angry, boring, curious to what happen around him. He tries to escape from the room but there is no chance for him to do that. The room looks like a prison cell more than a living space. Many actions of the android are showed again and again in a loop video. The audience can hear many sounds of working machine, clock, water drop or rusty wheel which make them feel uncomfortable.

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4.1.5 The result

This work is not evaluated from my advisers because movement of character is not to churn up. The character's actions are too feebly to be suitable for people who were held in captivity with bad mood.

Moreover, the sounds frequent repetition give boring for audiences. My advisers suggest that I should make the accent and improve technology for next works. I should observe the human's moving to use in my work effectively.
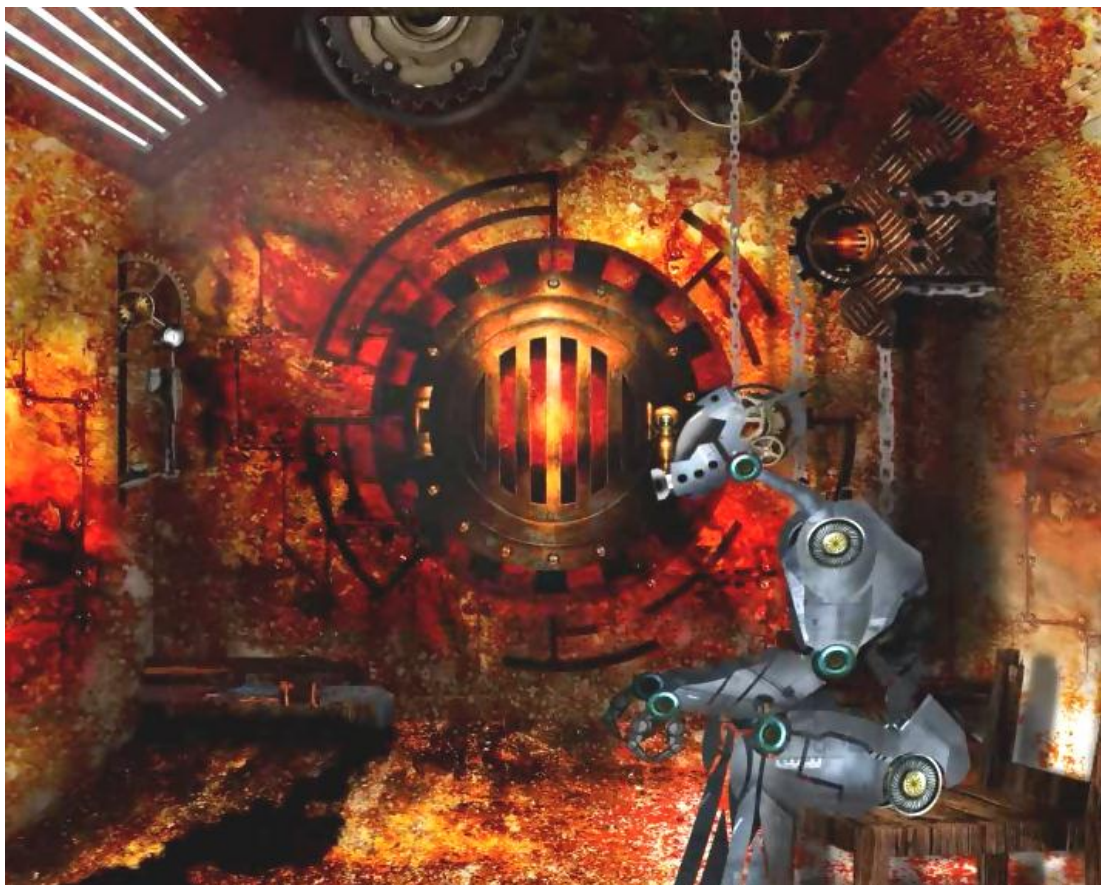
Figure 37 First work screenshot 1

Title : The empty room

Frame ratio : 4:3

Duration : 00:03:00 (loop video)

Technique : Flash Animation

Figure 38 First work screenshot 2

Title : The empty room

Frame ratio : 4:3

Duration : 00:03:00 (loop video)

Technique : Flash Animation

4.2 Thesis works phase 1 work 2

     4.2.1 Works in step 1

         The same idea with the last work, I create sketch for the second work through describe the annoy feeling of people in the city. The idea appears on small and uncomfortable working environment.
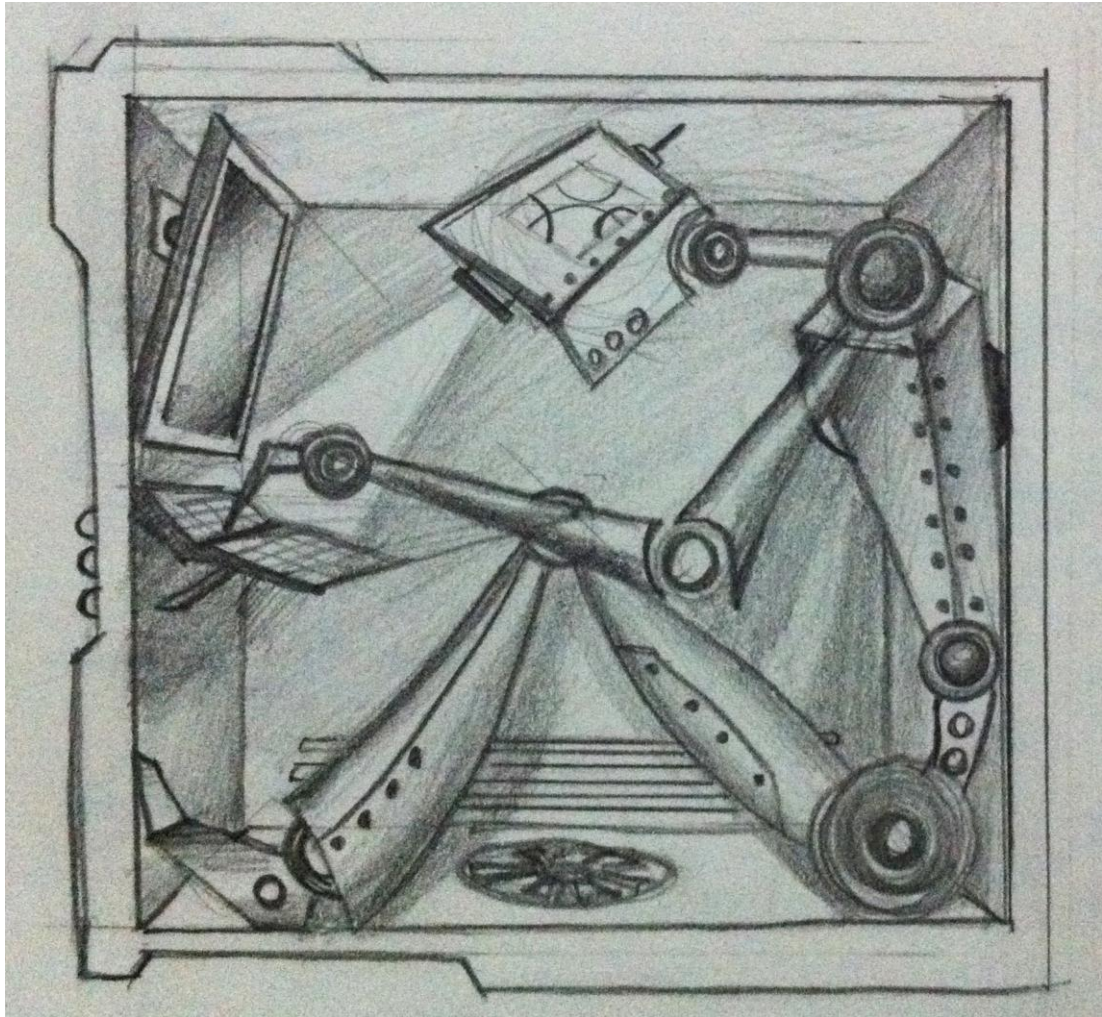
Figure 39 Sketch 2

            In this working environment, people work as machines. I want the space where is dark, humid and rusty. I also sketch main character become to rusty robot which looks like exhausted and disappointed.

            There are too many ways to make this sketch become artworks. I begin make this sketch in 3D software but it is not necessary. Finally I dicided make this sketch directly on Photoshop. It is a little harder but it helps me save my time. This way all so helps me control object layers easier in next step.

        4.2.2 Works in step 2

            I create character and background directly by photoshop not 3D software.

Figure 40 Artwork and main character on Photoshop

4.2.3 Works in step 3

Animation, sound and effect will be completed on Adobe After Effect and Adobe Premiere Pro.
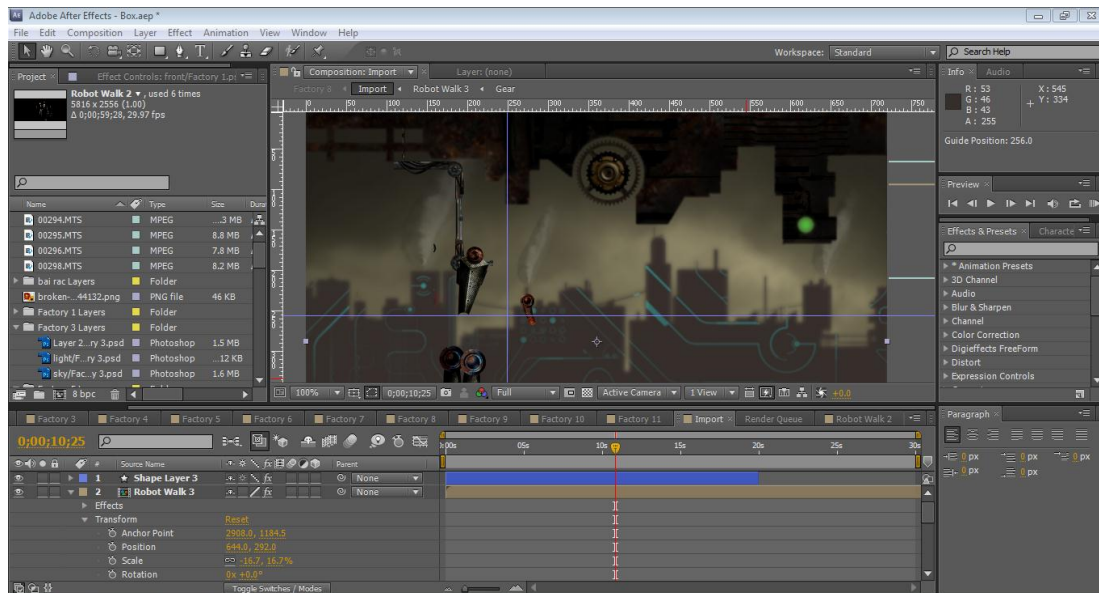
Figure 41 Screenshot from Adobe After Effect

4.2.4 Works in step 4

The final work is a short video with the sounds of crowded city. In this work, many androids appear in their workplace which located in a big city with noise and polluted sky.

Figure 42 Second work screenshot 1
Title : Man in box
Frame ratio : 4:3
Duration : 00:02:19
Technique : Flash Animation

The androids look like a worker in office or electronic company. The android are put into a tiny box as their workplaces. In that tiny uncomfortable space, the android focus on their work like the other. Everything happen look like machinery. They have to get into the factory on time, they walk exactly the same the other or have to refill their fuel to continue their works. Industrial lifestyle become too familiar that they forgot that having something called nature.

Figure 43   Second work screenshot 2

Title : Man in box

Frame ratio : 4:3

Duration : 00:02:19

Technique : Flash Animation

When they awakening from industrial life, they know that too late to come back like before and there is no way for them to escape from the current situation. Everything they have is only hopeless. The work bases on a working day of human in the big city.

They androids in the video are actually people who is living and working in the big city. The video describes how they wake up, how they work and how they feel in a machinery way with flash animation technique.

4.2.5 The result

    With the second work, my advicers have highly evaluated for creating android in a box. This idea evokes feelings for audience. In addition, this work is also improved about animation technology. However, there are some problems to be soluted. There has too much story than the first work. Using artistic image is not reasonable for art power.

Figure 44   Second work screenshot 3

      Title : Man in box

      Frame ratio : 4:3

      Duration : 00:02:19

      Technique : Flash Animation

My advicers think that I should be focus on developing good sence and omit inessential sences. I have to choose the sounds which easily produce feelings.

Thesis Works Phase 2

1. Content

Nowadays, modern industry plays an important role in human life. People depend too much on machines. There has a fact that human's life, work and recreation has not acted without interference from machines. Nowadays, people often use machine to replace human so that people become so incomprehensibly passive in machinaery age.

2. Form

Human's image is inserted into machine. The parts of human body are compacted with details of modern industry in sence. People have feeling that human and machine have links with each other. This negative connection is shown by sounds, noise and texture.

3. Technique

Flash animation and traditional video technique are combined in Thesis Works Phase 2. Control the animation by key-frames will make the android actions become stiff and hard but traditional video technique will give flexible and realistic movement. By incorporating these techniques will reflect the work's content: the rigid of machine and the nature into human.

4. Work Creation: 2 short flash animation videos

    4.1 Thesis works phase 2 work 1

        4.1.1 Works in step 1

In this work, I want to describe changing of human. Everybody has changed when they has depent on machine too much. People just realize this changing until the serious consequences.

I sketch by using my face. I replace some parts of my face to details of machine. However, I also add some art symbols such as fish tank and little candle.
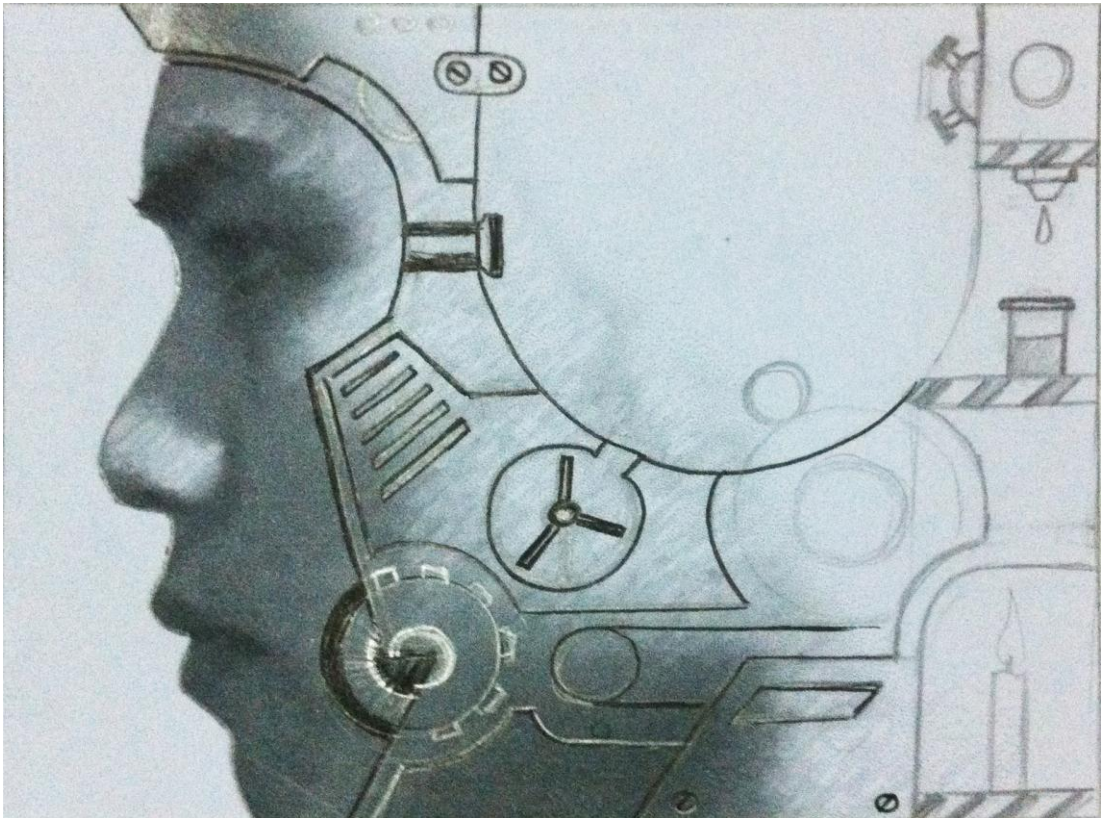
Figure 45 Sketch 3

4.1.2 Works in step 2

I complete sketch to prepare for producing moving in next step.
Art work is the connection of digital paiting image and real images.
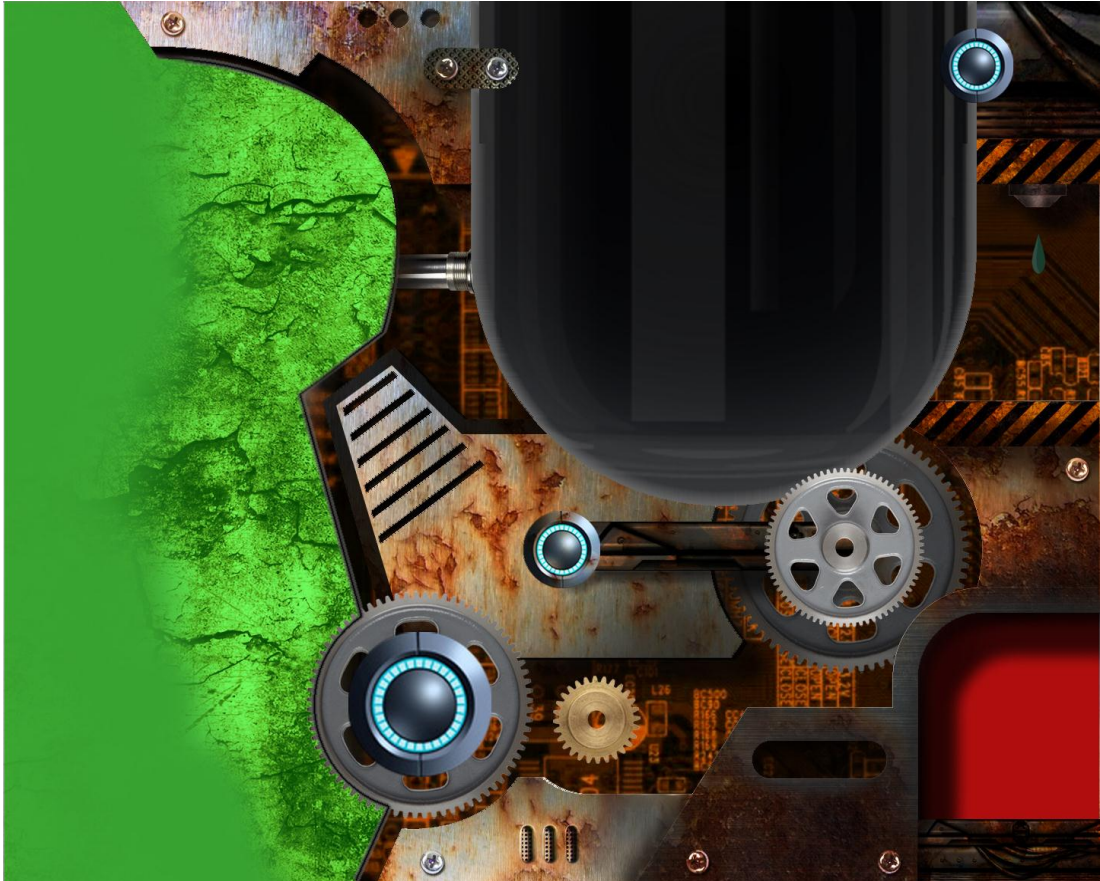

Figure 46 Final art work in process

4.1.3 Works in step 3

There is simple to creating moving in this work. There is not much actions and effects in this work. In addition, this work is not included mini scene as these earlier works. It has only one scene until the end of video. The sound is only the ticking of the clock.
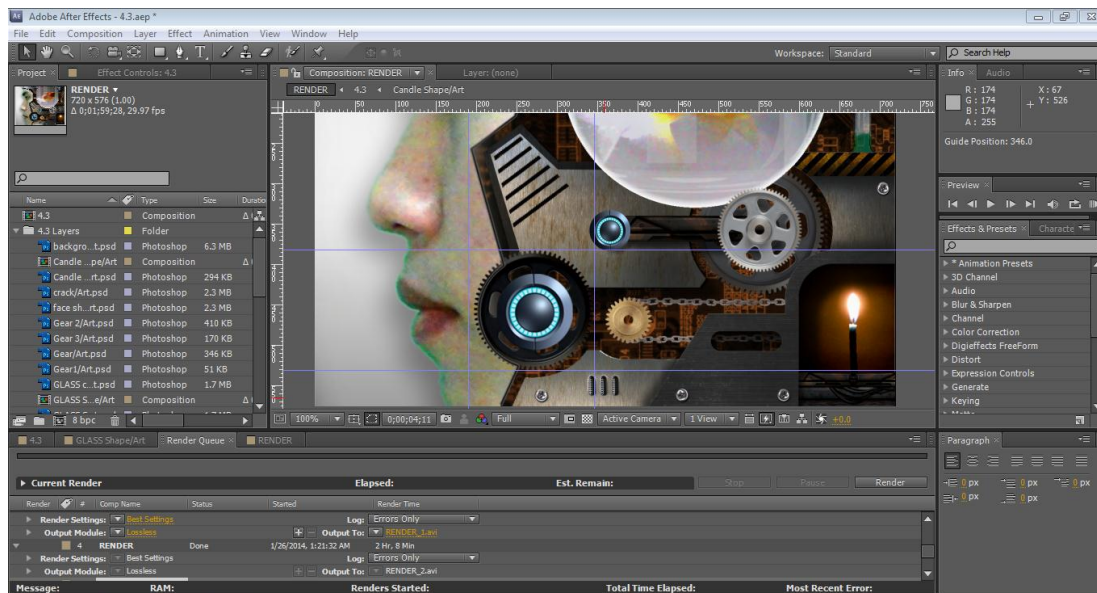
Figure 47 Work in process 1

4.1.4 Works in step 4

The final work lasts 2 minutes sence composition without changing. The opening video stage is my face and semi-conscious replaced by machine. The inner of the machine has fish tank and flickering candle. Within 2 minutes, the parts of this video will be changed slowly. The face and machine become fractured and rust. The goldfish is disappeared at the end of video and the black shadows are dissolved in water. Everything has changed but machine has operated normally.

In this work, face and goldfish is representative for what human and nature have to be modern industrial impact. The candle is a symbol for natural resources are dwindling. Machine is represented for development of modern industry.

Figure 48 Third work screenshot 1

Title : 2 mins

Frame ratio : 4:3

Duration : 00:02:00

Technique : Mixed technique

The clock ticking was used as sound at the end of this video. The video lasts into 2 minutes with the clock ticking mentions to the time. The effects of industry are taken so slowly to human and nature

Figure 49 Third work screenshot 2

Title : 2 mins

Frame ratio : 4:3

Duration : 00:02:00

Technique : Mixed technique

4.1.5 The result

My advicers evaluated the selection and using art symbol in this work. People can be easily to understand the content without any explanations. The sounds also bring active effects although it comes from annoyance.

Although the work is established without story, my advicers think that there has too much story and lots of details. Furthermore, the feelings are not strong enough. I should pay attention to giving the feeling in next works.

4.2 Thesis works phase 2 work 2

4.2.1 Works in step 1

I want to create the stilfing atmosphere of the industrial machine. I sketch from details to overall. This changing helps me to creating the variation and complex of producing the new work.
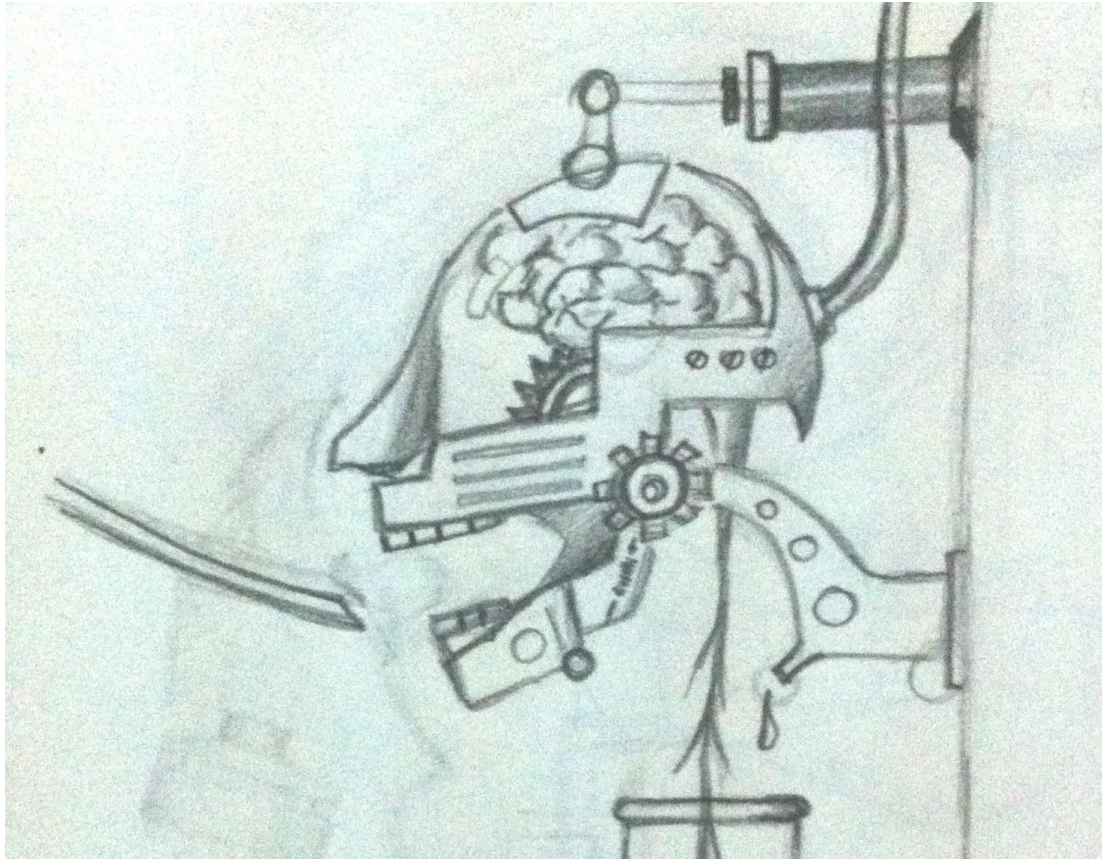
Figure 50 Detail sketch 1
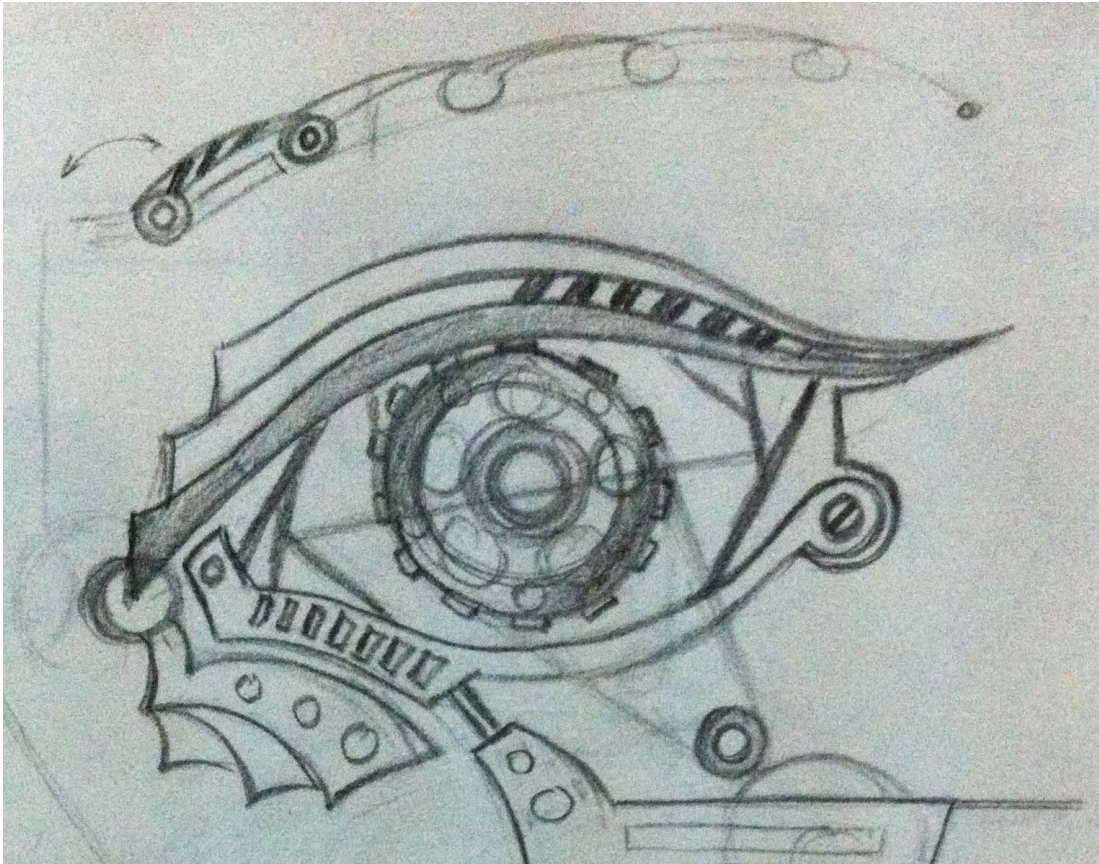
Figure 51 Detail sketch 2

     I compact all completed details in on sketch. I use Adobe
Photoshop for putting each detail together. I save a lot of time anfd effort. I print sketch
on paper and continually finish general sketch by pencil drawing until I totally agree
with it.
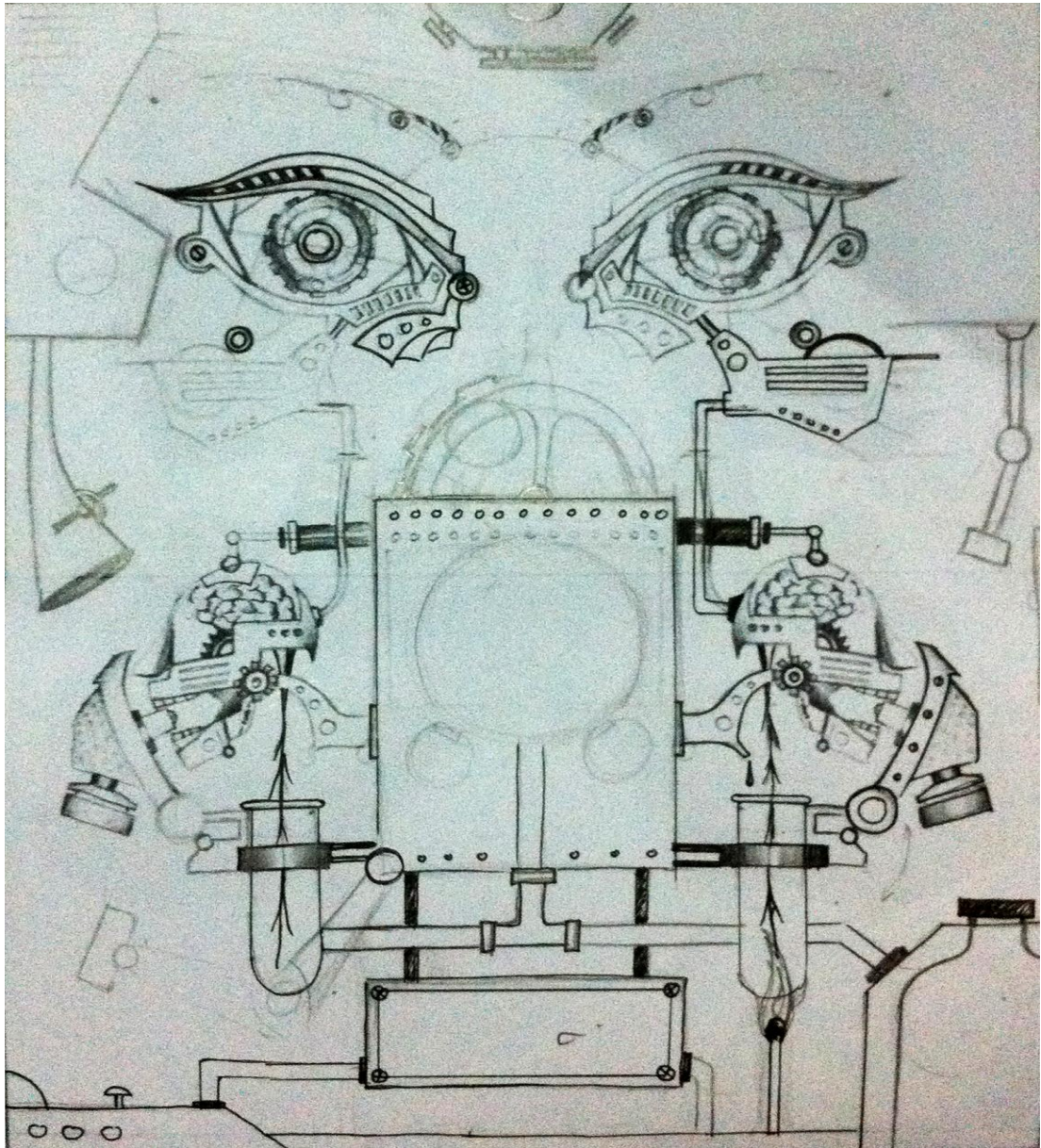
Figure 52 The final sketch

4.2.2 Works in step 2

I create main art work on photoshop. All details on sketch are transferred to digital objects. All metal texture, rusty iron and cracks are used to emphasize the bad side of modern industry.
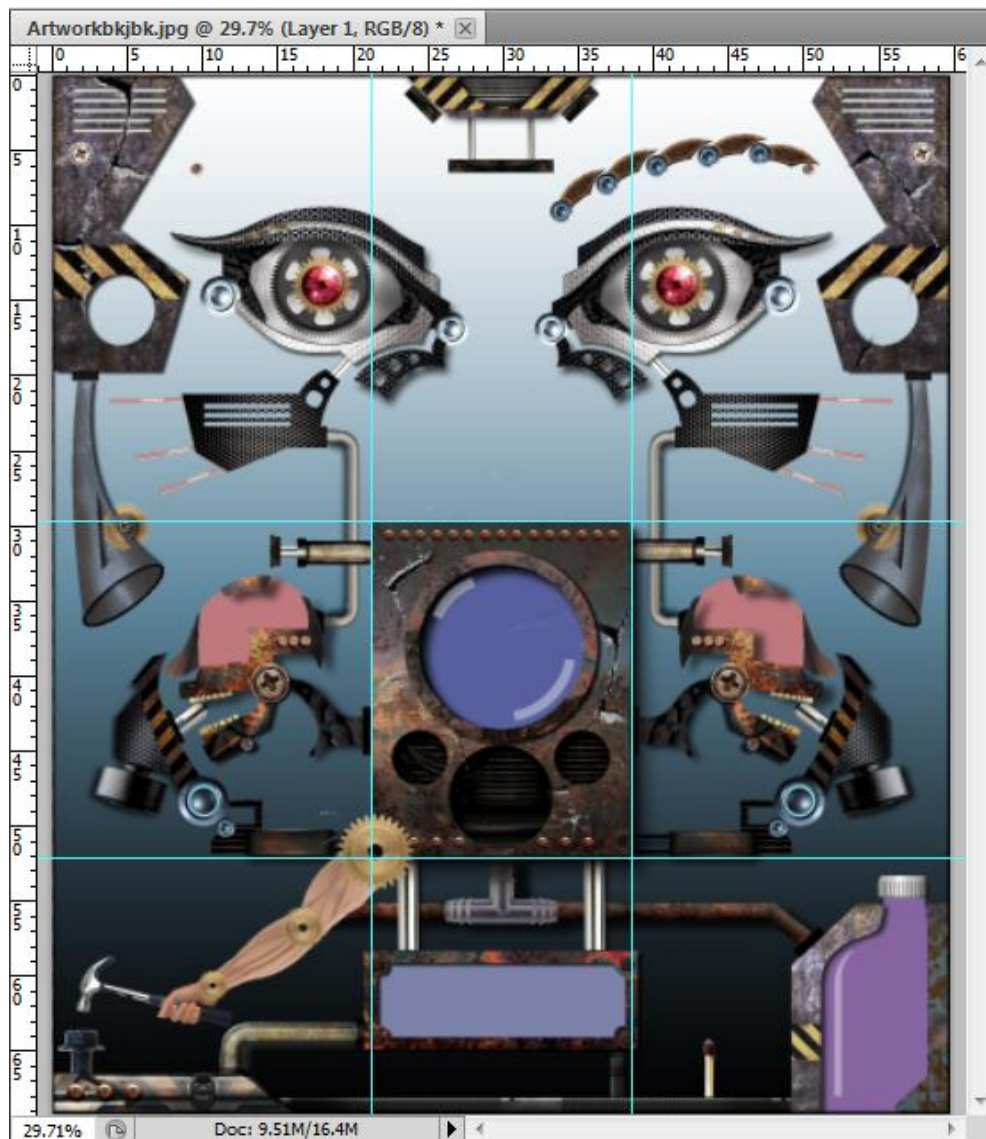
Figure 53 The final sketch

Main art work is a set of details and each detail is independent layer. All of them are transferred to animation objects in next step.

4.2.3 Works in step 3

Digital objects move on Adobe After Effect. This work has many details which are used by frame animation. There are complicated and spend a lot of time to creating animation.

The sound and effects are also complicated in final work. A grat number of sound is used and each sound is synced to action in video.
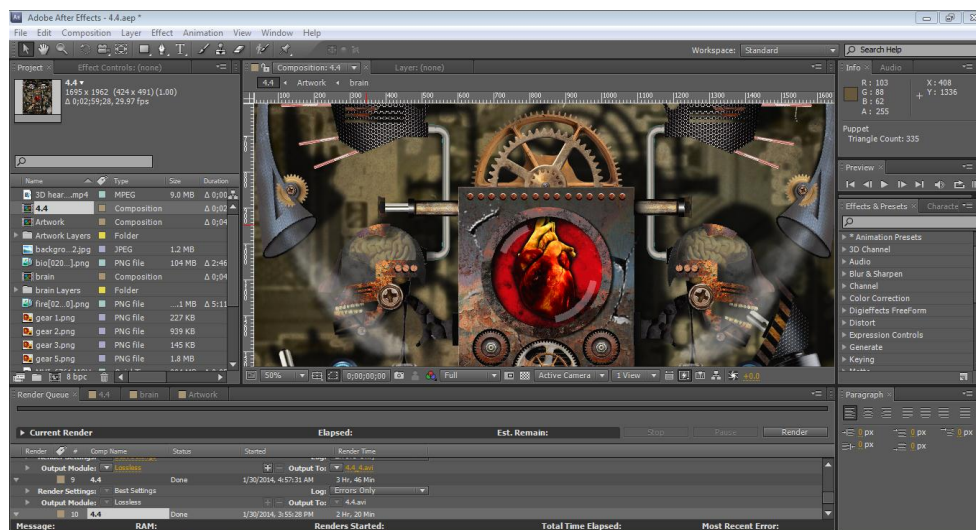
Figure 54 Work in process on Adobe After Effect 2
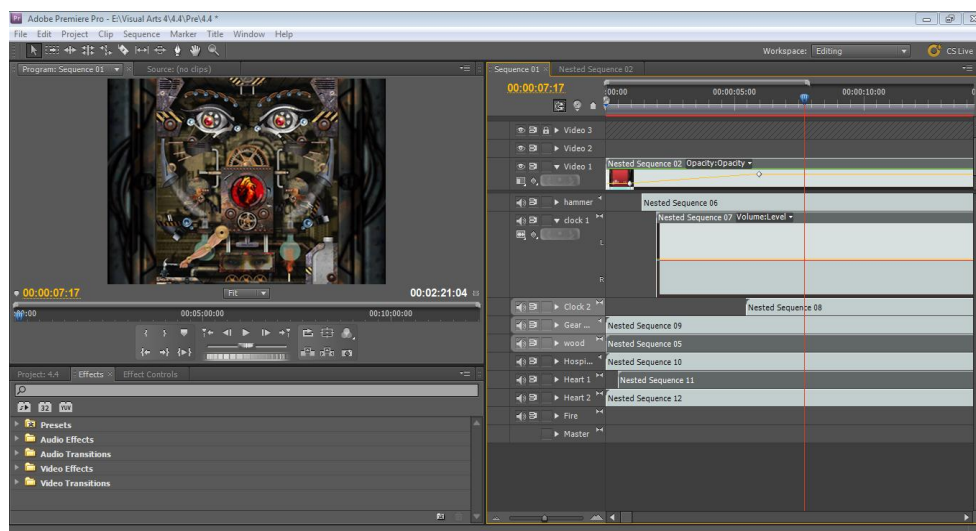
Figure 55 Work in process on Adobe Premiere Pro

4.2.4 Works in step 4

The final work has a mix of art symbol into video stage. It looks like the factory which has many working machines.

Figure 56 Fourth work screenshot 1
Title ： Heart attack
Frame ratio ： 4:3
Duration ： 00:02:21
Technique ： Flash Animation

This work is the same as the earlier work because it just focuses on development of feeling through character's movements. All characters don't act to story board and the repetition action gives the feelings for audiences.

The parts of human body are used as a part of machine. There are look like human working for machine more than natural instinct. All actions in this work will be comprehensive with sounds or noise from machines of modern industry.

The work is assembled most of sounds to giving the annoyance and the bad feelings for audiences. Moreover, steam hammer will be comprehensive to heart heat to make hearing loss effect. People will get experienced that their hearts are beated by the bad side of modern industry.

Figure 57 Fourth work screenshot 2

Title : Heart attack

Frame ratio : 4:3

Duration : 00:02:21

Technique : Flash Animation
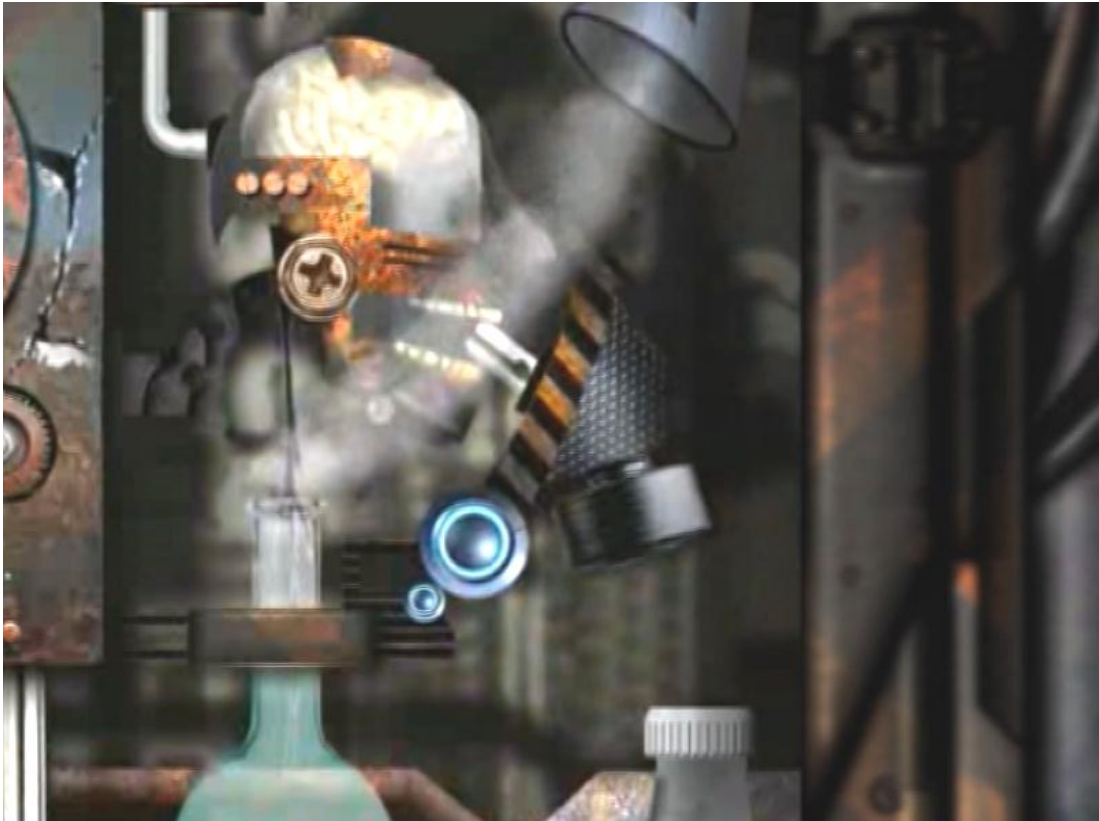
Figure 58 Effect of the work

Title : Heart attack

Frame ratio : 4:3

Duration : 00:02:21

Technique : Flash Animation

Some scenes, video stage will aplly negative proof effect. This effect will express the bad side of modern industry and highlight some negative details such as: smoke and andoid eyes. In addition, the negative proof effects also evoke the fear and alienation of human with the bad side of modern industry.

4.2.5 The result

My advicers evaluated the development in this work. This work has not only a brief content but also credible and effective expression. This work will succeed in producing the feeling for the audiences. They thought they are main character in this work. The sound and the image from heart and steam hammer are the best details which create strong emotions.
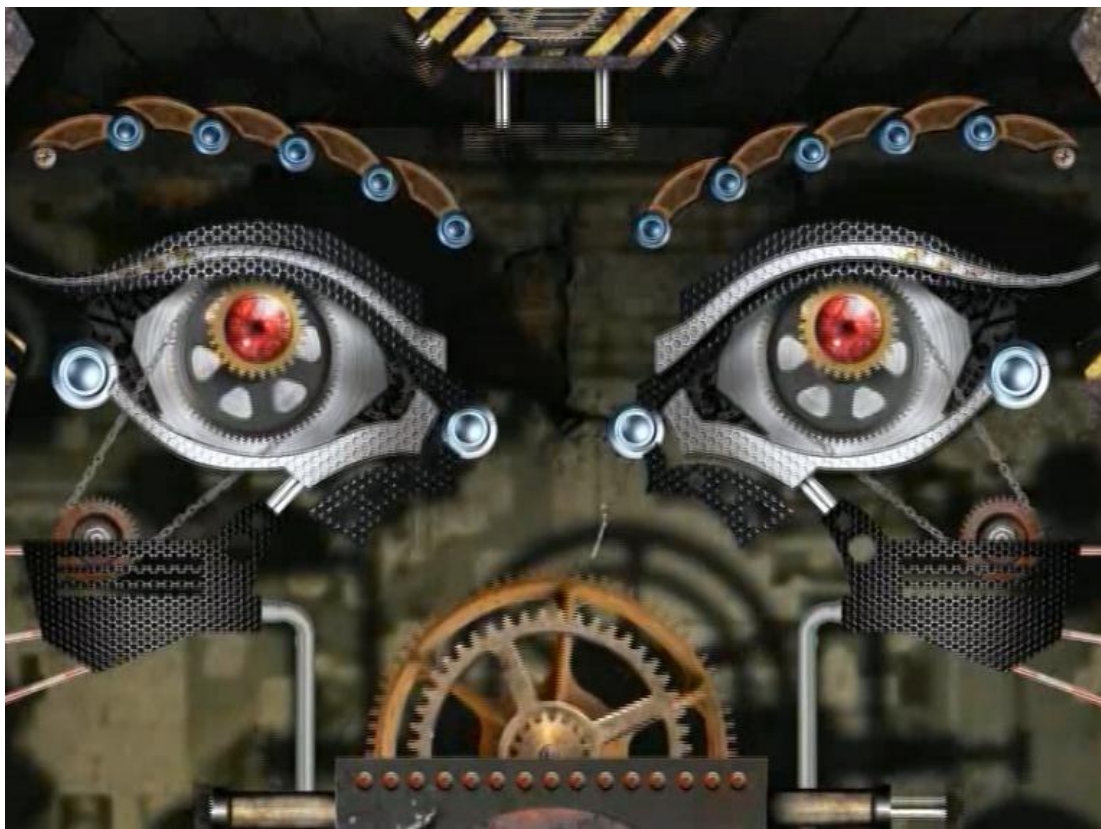

Figure 59 Fourth work screenshot 3

Title : Heart attack

Frame ratio : 4:3

Duration : 00:02:21

Technique : Flash Animation
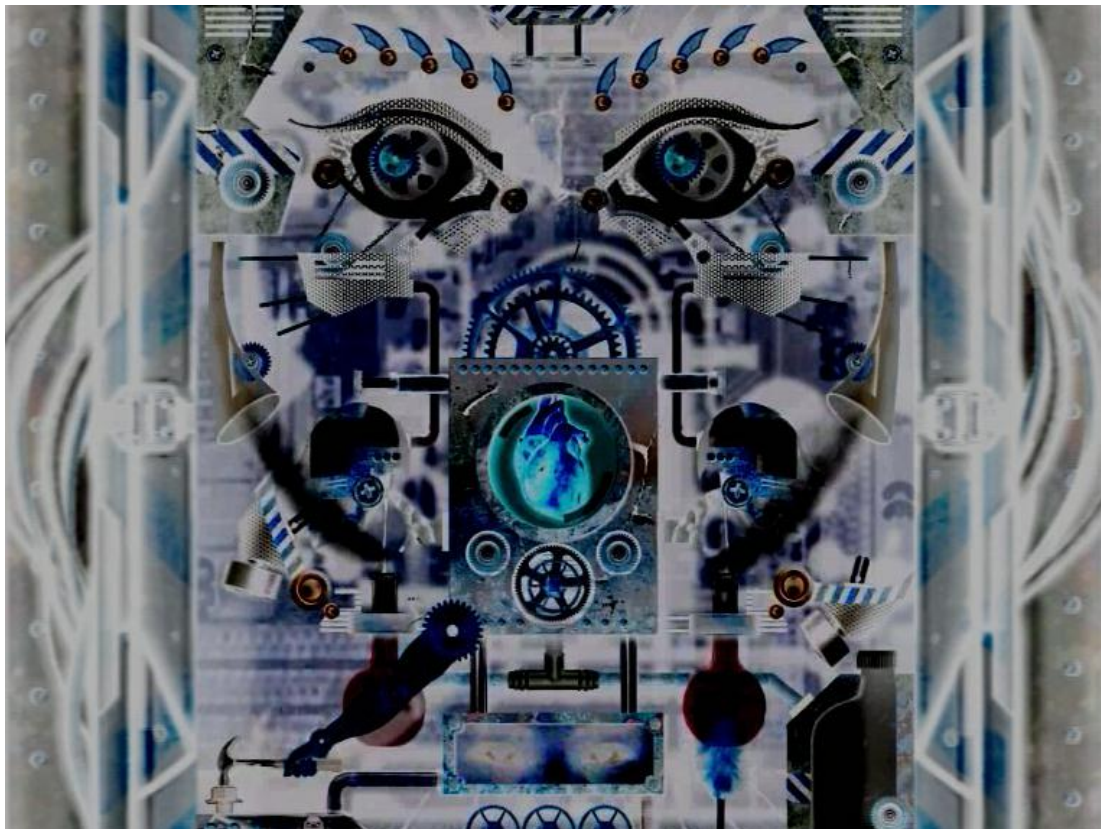
Furthermore, my advicers also appreciated with the negative proof effect into this work. Most of lecturers have highly evaluated for this work and they think that I should develop next works in this view.

Thesis Works Phase 3

1. Content

The main content in thesis works phase 3 is human's dependence on machine and equipment technology. There is intervention by machine in daily activites. Urban dwellers believe in machine more than an instinct for survival. They are being to damage nature by machine which has changed people negatively.

2. Form

Human's image is inserted into machine. The parts of human body are compacted with details of modern industry in sence. People have feeling that human and machine have links with each other. This negative connection is shown by sounds, noise and texture and the actions of human.

3. Technique

Thesis Works Phase 3 is based on Flash Animation, however, it has many actions which look like frame by frame animation. Thesis Works Phase 3 is more complicated than ealiear works about the technology. It requires patience and makes details in creating animation for main character and background details.

4. Work Creation: 1 short flash animation videos

4.1 Thesis works phase 3 work 1

4.1.1 Works in step 1

As the same to Works phase 2, I start sketch with small details. However, I pay attention to arrange details in the main stage composition.
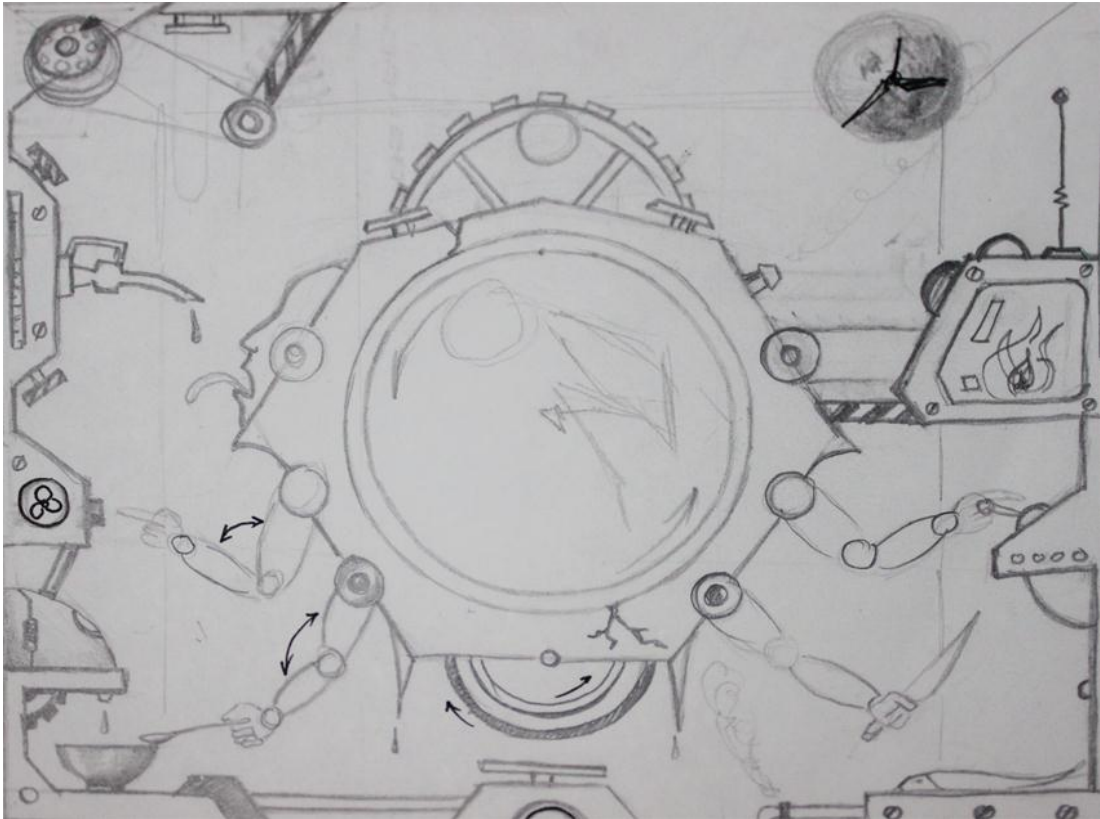
Figure 60 Main stage composition sketch

Although I sketch all details first, they are so sketchy and brief. They will be completed next step as digital art works.

4.1.2 Works in step 2

After main stage composition is finished, I start to add more details and complete all sketch as digital artworks.
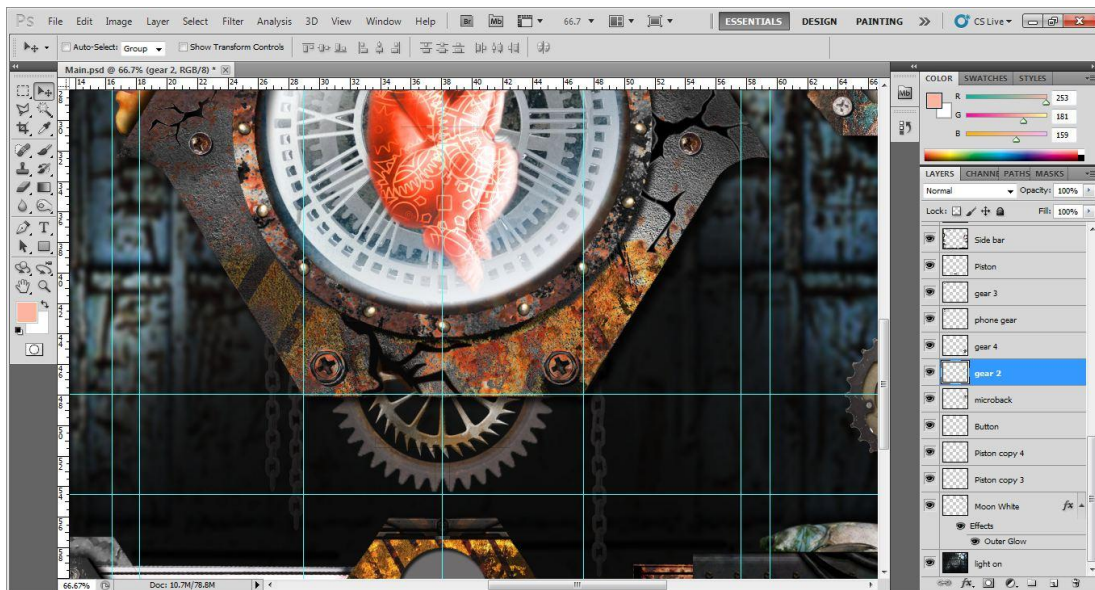
Figure 61 Main stage in process

Arm's movement is frame by frame animation and it is also complicated, as a result it is produced more specify than other detailsin main stage. Main stage and arm's details will put together particularly.

Figure 62 Details of hand artworks

4.1.3 Works in step 3

        Background, gears ans moving details will be created on ket-frames. I save a lot of time and effort when using key frames in establishing animation.
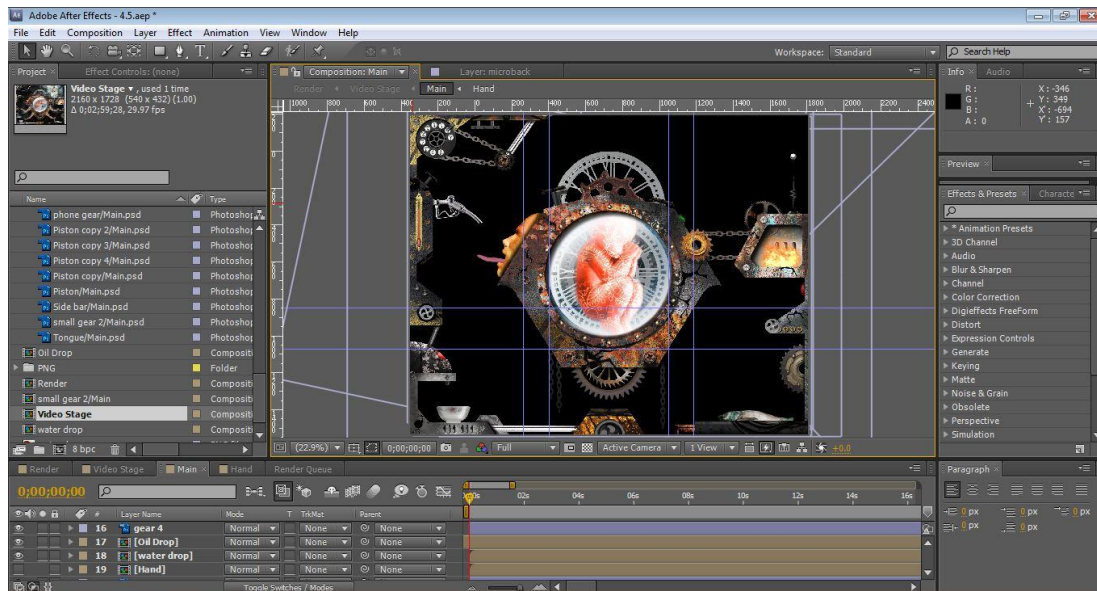
Figure 63 Work in process 2

        Other complex details will be established animation by frame by frame animation such as hands. These details are simulated from realistic actions. It requires time, patience and high attention because it needs 10 seconds for animation. However it has supported from software, creating movement by frame by frame animation become easier than traditional animation.

        Sounds and effects are the same as earlier works because they are set up on Adobbe Premiere Pro.

4.1.4 Works in step 4

        The final work is a room without light and entrance. There is only light bulb in this room. There is a big machine looks like washing machine in the middle of the room. There has a baby with a lot of gears inside that machine. This baby is carried along with machine's movement. Human is not natural product because they have intervented of the machine.

Figure 64 Fifth work screenshot 1

Title : Unwise Human

Frame ratio : 4:3

Duration : 00:02:59

Technique : Flash Animation

There have gears of continous actions. The light flashed on many times which represents for the development of industry and its effect instability.

In addition, there has a face with long tongue expecting every drop of oil on the left. He continuously presses on the red button. This image invokes human's desire with fossils fuels.

Other hand hits on a bowl to require food from the machine. It looks like that we use food from vending machine or fastfood. All human's activities depend on the machine.

Figure 65 Fifth work screenshot 2

Title : Unwise Human

Frame ratio : 4:3

Duration : 00:02:59

Technique : Flash Animation

Furthermore, other two hands are acting on the right side. One hand is controlling machine looks like microwave. I have not created any face on this hand because I want to impress that people are hard working to serve the machine. Another hand with knife stabs in a fish. I use that symbol to represent the nature. People are damage nature everyday.

There have a lot of sound industrial machine in this works without anything from nature or human. Power machine is bigger than nature or power of human. I want this work have a lot of sounds to make tumult of city life.
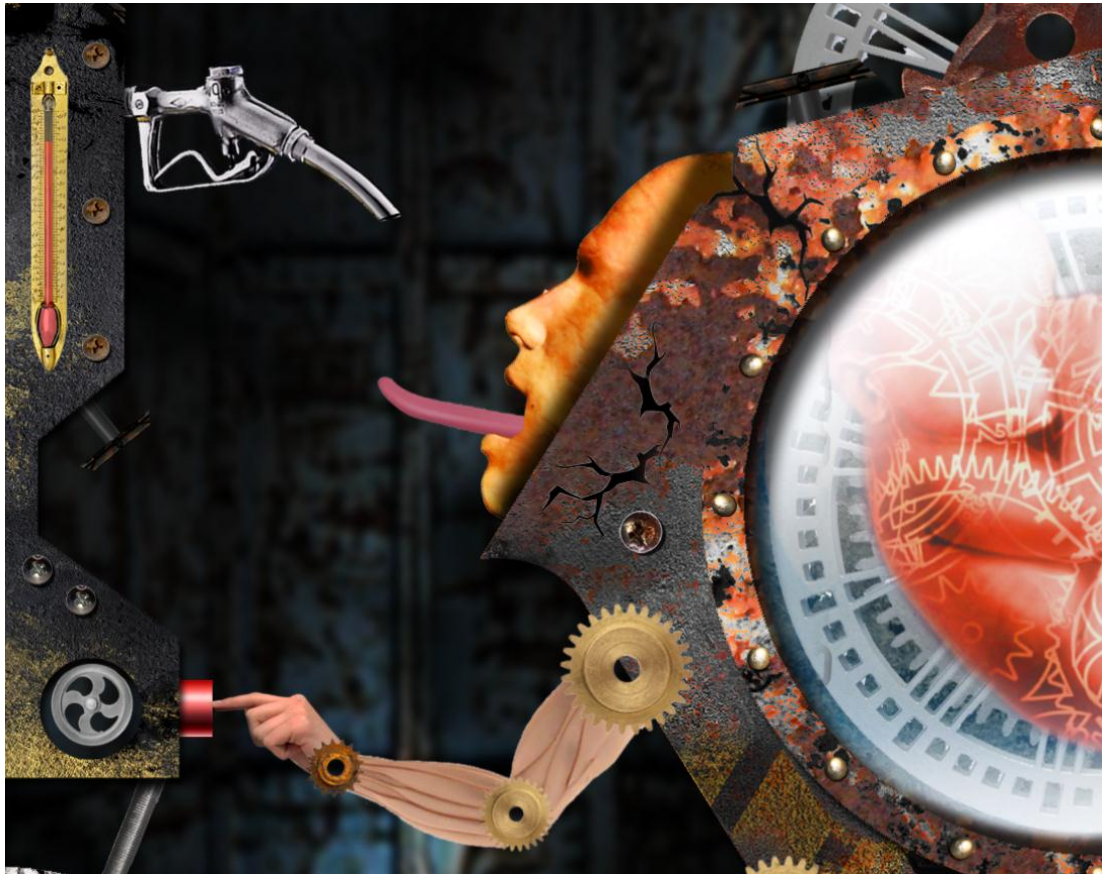

Figure 66 Fifth work screenshot 3

Title : Unwise Human

Frame ratio : 4:3

Duration : 00:02:59

Technique : Flash Animation

4.1.5 The result

Most of advicers think this work is good enough. It can create the feeling about the art concept. Sound and characters movements are also interesting. My advicers told me that I should focus on the color of the work because it is very important in feeling creating.

My advicers give me some new ideas in showing the work in exhibition. It is better for me when I try to connect all my works into a serial or create a long picture with my works' screenshots. It is very difficult for the audience if I try to show my works one by one.

The result of this thesis is the perfect combination of life and video art modern technology. This thesis is developed from trying technology to completing art concept. When a work is finished, it looks like upgrade version of the early works. This thesis has 5 works which are the steps of the procedure to describe the bad side of modern industry in new way. Moreover, this thesis also emphasizes the negative relationship of human and machine. Flash animation is the good ides to make video art works. Flash animation not only brings new effect in works but also create inspiration and idea for who want to follow new technology.

CHAPTER V

CONCLUSION DISCUSSION AND RECOMMENDATION

This chapter examines the extent to which the study problems have been resolution by the work, study and how the findings add to the existent literature. Conclusion about the creation purposes and the creation resolution are drawn based on the results findings. It will be presented according to the following topics:

1. Conclusion
2. Discussion
3. Recommendation

Conclusion

This visual arts creation thesis, *The Bad Sides of Modern Industry* will be presented the conclusion according to the following topics:

1. Source of Inspiration

Although modern industry brings wealth and convenience to our life, it's still creepier than what it made for us. It can make our life easier or faster, but it also removes our precious blue sky or our health. Sometimes, non-stop working machine make an image of fear more than make an image of modern life. The bad sides of modern industry have a strong attachment to not good imaginations. It becomes a strong inspiration for me to make video arts about that.

2. Content

The main content is the bad sides of modern industry and the negative relationship between of human and modern industry. Human society depends of industry machines too much, there come a time those machines bring to us more trouble than usefulness. Modern industry becomes a part of human life as a nightmare which never over. There is no chance for human to find a way to escape from that terrible atmosphere. Machine, factory and technology are too strong and too hard for human stop them. Everything will happen like a close circle with no end point.

3. Form

The arts creation form looks like shadow arts or a stage of shadow puppet movie which appear at many country of South East Asia like Malaysia, Indonesia, Thailand and Vietnam. The main characters appear as rusty androids or machines which are soulless but still have a little of human feeling like: angry, boring or hopeless. Any nature element happens around those androids or machines look like strange and mystery with their current life.

4. Technique

The technique in use is a modern digital technique of visual arts - flash animation. All of objects or characters of the video are made by computer software. Most of them are controlled by computer script code. Some of them are made with a drawing digital tablet with traditional animation method (frame by frame animation).

5. Result

The result of this creation was found on the bad sides of modern industry. The thesis is built from the real emotions and action in the big city real life but in the other way. And this creation also brought about the new particularly appearance in video arts.

Discussion

The result of creation was discovered which indicated.

1. The new finding in the creation discovered that most of people feel too familiar with industrial modern life and neglect the bad sides of it. Find the way to awaken everyone about that problem is a good idea for arts creation and promote the balance between natural element and industrial development.

2. The personality of creator such as my vision about the industrial modern life as a citizen in a big city. Everything I see, I hear, I am interested in will be transformed into my work as art elements. Most of them are rusty like my feeling about the industrial lifestyle. My works are small stories in may real life in the big city.

3. The originality was enginery effects in video. Human being appears with another form with android form. The living places or workplaces are also turned into machinery forms. All of them are combined into a unified space looks like shadow puppet which is very interesting.

4. The values were awaking of people who living in the big city. Their life associated with modern industry in a long time and they feel familiar with that as a part of their life. They only see the good sides of modern industry but forget there are still serious bad sides of it. The effects from works make people know that everything swore happen for them is the result of what they do in industrial modern lifestyle and it is not too late to stop or slow it down.

5. The effects or reaction on social or technical field was applying flash animation technique into video arts. This is a new video technique and is still strange with many artists. However, the power and the effects of this technique are very interesting and exited. Applying this technique into arts or education will be a good example for young artist to develop their video arts in a modern way.

Recommendation

Modern industry is a big innovation of human to make our life easier and more convenient. But it also has many bad sides when make our health bad and our environment become uninhabitable. It is better if we focus on this problem a little more and try to balance industrial life and natural environment. Modern industry is a product of human. So human must control it and make human life and nature better. It is a bad idea if we leave our life under control of industrial machines without any minds. This is a good idea for the other artists who want to create a project about environment and modern lifestyle.

Flash animation is an interesting technique but it is still unfamiliar in video arts. It will be a good ideal for young artist who want to apply new technique in video arts. Furthermore, this technique is concordant with installation arts or interaction arts. So, it is not difficult for artist to combine flash animation with the other techniques to

create their visual arts works. The other who want to develop this technique, can also combine it with traditional animation technique to create their projects.

In my opinion, flash animation is also accordant for educational purpose. Studying this technique helps student have more skill in computer arts. It makes them understand that they can use anything in their projects as art elements which can be picture, video, sound, music, light, visual effect. It is different from the other types of visual arts because most of art elements change constantly along with time. Flash animation will show them how to control their projects in a better way.

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