

MANWAI WONG

York/Sheridan Joint Program in Design
Motion Design

CLIENT:

None (thesis project)

TARGET AUDIENCE:

This video is intended for internet viewers ages 18 to 30 that appreciate motion graphics and visual stimuli. These viewers are generally creatively inclined and enjoy learning about visual communication culture on the internet.

OBJECTIVE:

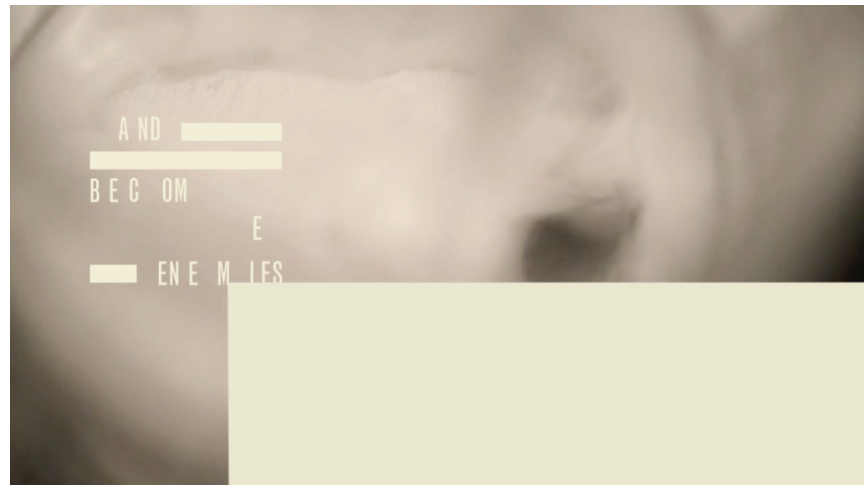
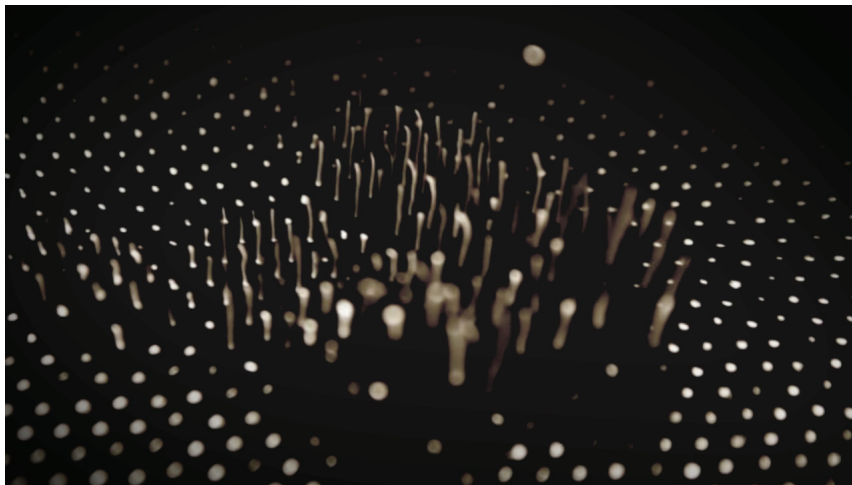
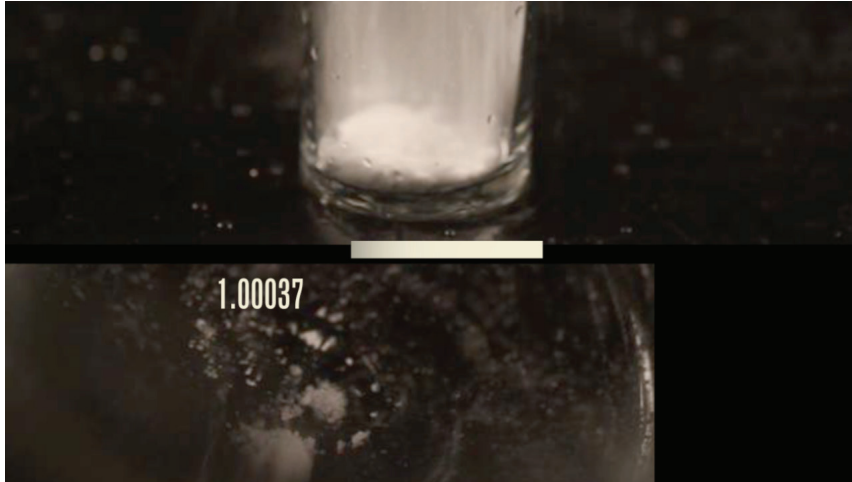
The challenge for this project is to create a video that identifies an emotion where it is addressed in a statement that captures a particular perspective. Depicting conflict and betrayal, this piece visualizes the feeling of being so emotionally hurt that it feels physical. To visualize this, a chemical reaction is fragmented throughout the video to show emotional pain while images of body parts and pins depict physical pain. Represented by escalating numbers and horizontal bars moving are the levels of suppressed anger. However, the resolution of the video take on a positive outlook and suggest forgiving and letting go.

OTHER FEATURES:

Each visual element that moves in the video is in sync with the audio giving significance to every physical movement. In doing so, the visuals and the audio help build the story and engage the viewer.

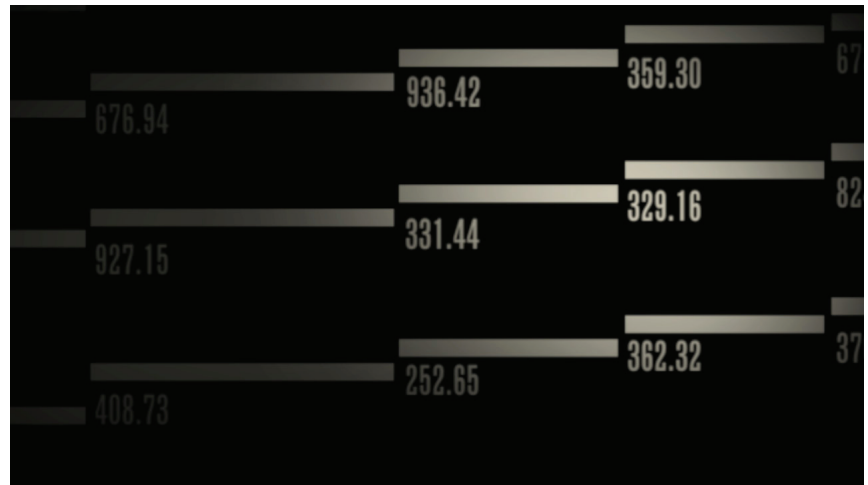
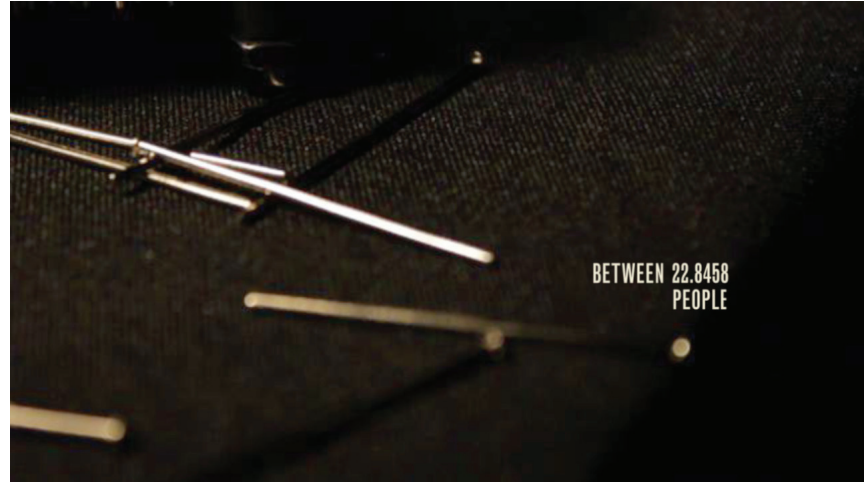
CREDIT:

“.Changes” by Adam Wardin (adamwardin.bandcamp.com).
Permission was given by artist to use music. All footage and photography are original.



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