

**T2049C Creative Visual Storytelling
AY2024**

**Course Work Final
COVER PAGE**

Campaign Video and Report

STUDENT NAME: Tan Yan Ping		STUDENT ID: 5554922P
CLASS: T2049C	LECTURER: Tzang Merwyn Tong	
Title: The Invisible Struggle		
Duration (in minutes): 1:15		

SUBMISSION CHECKLIST

	Checkbox (✓)	For Grading
1) Campaign Video (45 marks) Please include URL link here: https://youtu.be/MtdsjfbHhsc _____	✓	
• Is the URL link working?	✓	
2) Report		
a) Proposal of Intent (20 marks)	✓	
b) Storyboard (10 marks)	✓	
c) Mood board (10 marks)	✓	
d) Reflection (15 marks)	✓	
TOTAL		

**This cover page and letter is to be attached to the FRONT of your Submission of Milestone 2*

To be Submitted as a ZIP file, File Name: CWF_<StudentName>_<Student ID>_<TitleofFilm>.zip

Include an Mp4 file, 1-3 minutes (File Name Format: CWF_<StudentName>_<Student ID>_<TitleofFilm>.mp4)

Include a Doc file (File Name Format: CWF_<StudentName>_<Student ID>_ Report.doc)

Submit to SA2.0 > T2049C Visual Storytelling > Coursework Final

Deadline: 2359 on 14 JUNE 2024

a) Proposal of Intent

(500-1000 words) (20 marks)

Guiding Questions

1. What is Your Message?
2. What kind of feeling do you want your audience to have?
3. What kind of video can you make?
(interview/ animation/ reverse order/ experimental/ markers)
4. How will you tell your story in 3 Acts? What is the beginning, the middle and the end?

The video would aim to destigmatize common mental health conditions, such as depression, anxiety, and trauma, by presenting them as valid, treatable experiences that many people face. It would emphasize that mental health challenges are not a sign of weakness, but rather a natural human response to life's difficulties and stresses.

The emotions that I want my audience to feel are. #1 Empathy and Validation: The video should foster a sense of empathy and understanding among the audience, helping them relate to the experiences and struggles shared by the individuals featured, at the same time. Allowing viewers to feel validated in their own mental health journeys, knowing that they are not alone in their challenge. #2 Awareness and Understanding: I would want the video to raise awareness about the multifaceted nature of mental health, its prevalence, and the numerous factors that can impact it. It should deepen the audience's understanding of mental health conditions, their symptoms, and the importance of seeking professional help when needed.

The video i will make is animation

Act 1:

First scene would be on the boy, Alex, walking down the hallways of school, getting bullied and taunted by his classmates at school when he accidentally bumped into one. He tries to ignore it, but the teasing wears him since it happens way too often. Then we move on to when Alex is at home, we see his mother constantly criticizing him, telling him he's not good enough, smart enough, or working hard enough. She puts immense pressure on him to excel. Getting a sense of Alex's inner turmoil and growing feelings of inadequacy and worthlessness as he internalizes the bullying and his mother's harsh words.

Act II

It would be with a mirror scene, we see Alex's inner thoughts and self-hatred come to the surface. He will be looking into the mirror and see a distorted, critical reflection of himself, taunting and berating him with everything he had been through. In a moment

of intense frustration and self-loathing, the boy lashes out and punches the mirror, shattering it and cutting his hand.

Act III: The scene opens with quick, flashes of an ambulance rushing to the scene and Alex being wheeled into the hospital, blood-soaked and unconscious. This hints at the possibility of a more tragic outcome. We then see him in the bathroom, holding a shard of the broken mirror, his hand trembling. He brings the jagged edge to his wrist, as if contemplating taking it a step further. But he hesitates, the shard slipping from his grasp as he decided that it was not worth it. Suddenly, his mother appears at the bathroom door, a look of deep worry and concern on her face. She rushes to him, kneeling and pulling him into a tight embrace. The camera will then slowly zoom out as the Alex's mouth begins to move. Finally opening up to his mother about the intense pain and turmoil he's been experiencing, the bullying, the pressure, the feeling of never being good enough. The mother listens, her expression shifting to one of heartbreak and remorse as she holds her son close. The scene ends with the two of them embracing, a glimmer of hope that this moment of vulnerability and connection will be the first step towards healing and understanding.

b) Storyboard

At least 10 panels (10 marks)



1. CU of the bully knocking Alex's food out of his hands



2. CU of the food falling onto the ground



3. MCU of the bully taunting Alex with a smug expression



4. MCU of Alex looking shocked and frightened from the bully's words



5. CU of the bully pushing Alex out of the way

6.



6. MCU of Alex walking down the hallway, looking sad as he passes by other students

7.



7. CU of the mother holding a paper with Alex's grade on it while her shadow hovers over it

8.



8. WS of the mother reading it with an upset expression while Alex walks into the living room

9.



9. MCU of the mom waving the paper in front of Alex while Alex's expression turns scared

10.



10. XCU of the mother's face with a frown on her face as she speaks

c) Mood board

presented across 3 acts (10 marks)



d) Reflection

(500-1000 words)

Guiding Questions

- what you achieved (measured against Proposal of Intent)
- what you did not achieve (measured against Proposal of Intent)
- what you learned

I am proud of several key accomplishments in this project that align with the goals set out in the Proposal of Intent. First and foremost, I successfully developed Alex's character as intended. His emotional journey, from enduring bullying and harsh criticism to reaching a breaking point and finally finding a glimmer of hope, was effectively captured. This transformation was central to the film's narrative and was executed with the depth and nuance I aimed for. I also managed to stick to the three-act structure effectively. In Act I, I established Alex's conflicts clearly, setting the stage for his emotional struggles. Act II depicted his intense confrontation with his inner turmoil, especially in the mirror scene, which was crucial in highlighting his self-loathing and desperation. In Act III, the resolution provided closure after the intense struggle, offering a hopeful and emotional ending that resonated with the intended impact. The visual symbolism and emotional tone I aimed for were successfully realized, particularly in the mirror scene and the final interaction between Alex and his mother. The mirror scene, where Alex confronts his distorted self-image, effectively used visual symbolism to convey his internal conflict. Similarly, the final mother-son interaction provided a powerful and emotional climax, showcasing a moment of vulnerability and connection that gave the film its emotional weight. Additionally, I completed an animation alone, which was a significant achievement

given the challenges involved like the amount of time needed. Despite the difficulties, I remained resilient and managed to finish the entire project, which is something I take great pride in.

However, there were areas where I did not fully achieve my goals. One of the main issues was with the sound design. It was not as developed as I had planned, and there were several aspects, like sound effects, that were lacking. This meant that the sound did not enhance the emotional depth of the film as much as I had hoped.

Another challenge was the pacing of certain scenes. While the overall structure was in place, some scenes could have been better paced. This impacted the flow and intensity of the film, making certain moments feel less effective than intended.

Additionally, I wanted to delve deeper into how Alex's mother affected his mental health, but due to time constraints, I was unable to explore this aspect fully. This resulted in some moments being less impactful and missing an opportunity to add more emotional impact to the story.

From this project, I learned several valuable lessons about visual storytelling. One of the most significant realizations was about how powerful visual elements can be in conveying complex emotions, themes, and narratives. Instead of relying solely on dialogue, images and visual cues can enrich the audience's engagement and understanding. This approach allows for a more immersive experience, as viewers can interpret and connect with the story through what they see despite the lack of dialogue. I also learned the importance of visual composition, including the use of colors and lighting, in setting the tone and mood of a scene. These elements can greatly influence how the story is perceived and felt by the audience. Additionally, I discovered that a character's appearance, such as their clothing, posture, and body language, can significantly impact how they are perceived and understood.

Contributing to the depth of character development and enhancing the overall narrative.