



Faculty of Applied and Creative Arts

**CASE STUDY OF KEITH HARING'S ILLUSTRATIONS AND
TECHNIQUES IN REALIZATION OF LOCAL EXPERIMENTAL
ANIMATION**

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Bachelor of Applied Arts with Honours
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This project is submitted in partial fulfillment of the requirements for the Degree of
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ABSTRACT

This research emphasized on the study of illustrations and techniques by Keith Haring. Based on the case study, complete observation on Haring's style of illustrations and existed experimental animation was conducted to have a clear understanding on how to create a great experimental music video animation with simple illustration. As a result, a new experimental animation in local context had been created. 'Spread Love' is the title of this project that combines different characters and environment to generate a simple yet contains conveyable message animation. Spread Love is a 3 minutes local experimental animation music video. Target audience for this animation is for youths ranged from 15 to 25 years old. This animation features unique characters which delivers positive message to the audiences.

ABSTRAK

Kajian ini memfokuskan kepada teknik dan ilustrasi oleh Keith Haring. Berdasarkan kajian kes, pemerhatian yang menyeluruh dilakukan terhadap gaya ilustrasi Keith Haring dan juga video eksperimental yang sedia ada supaya penyelidik memahami bagaimana cara untuk menghasilkan sebuah muzik video yang menarik dengan hanya menggunakan ilustrasi yang mudah. Sehubungan dengan itu, satu animasi eksperimental baru akan dihasilkan. "Spread Love" merupakan tajuk projek ini yang menggabungkan beberapa karakter dan persekitaran untuk menghasilkan sebuah animasi yang mempunyai mesej yang jelas. "Spread Love" merupakan klip video animasi eksperimental tempatan yang berdurasi 3 minit. Sasaran audien untuk animasi ini adalah untuk belia berumur 15 hingga 25 tahun. Animasi ini menampilkan karakter yang unik dalam menyampaikan mesej yang positif kepada audien.

CHAPTER 1

1.0 INTRODUCTION

1.1 Background Research

This research focused on Keith Haring's illustration and techniques in realization of the local experimental animation. According to the authorized Biography of Keith Haring, Haring was an artist and social activist whose work responded to the New York City street culture of the 1980s. He achieved his first public attention with chalk drawings in the subways of New York. Around this time, "The Radiant Baby" became his symbol. Haring's bold lines and active figures carry direct messages of vitality and unity. His legacy made an impact and Haring's imagery has become a universally recognized visual language of the 20th century.

According to Oxford English Dictionary (2006), experimental can refer to a new idea and not yet fully tested. It has to do with scientific experiments and a practice of art, music and etc. Therefore, animation is liveliness and the technique of filming a sequence of drawings or positions of models to give the appearance of movement. It is also the creation of moving images by mean of a computer. While according to California Institute of the Arts, experimental animation is to explore, develop and refine intellectually demanding, aesthetically progressive concepts and professional practices in personal cinematic art making.

This research will emphasize on Haring's illustration and technique and bit coverage on his biography. Therefore, researcher will also study what are the necessary elements that can be applied in the experimental animation.

1.2 Problem Statement

From the researcher's observation, Malaysian artist's video clip rarely applied the experimental technique of 2D animation. Malaysian artists tend to use real footage in their video clip. This made the researcher think that 2D experimental animation has the possibility to be developed in Malaysian artist video clip.

1.3 Research Objectives

1.3.1 To research on ideas in Haring's style of illustrations.

1.3.2 To analyze on ideas in Haring's style of illustrations.

1.3.3 To suggest a new idea of local band experimental music video by applying the integration of Haring's illustrations and researcher's own style of illustrations.

1.4 Scope of Research

This research focused on Haring's illustration and technique in creating a good and simple drawing.

According to www.keithharing.com (2008),

Haring produced most of his artwork for charities, hospitals, children's day care centers and orphanage. Haring was able to attract a wide audience by expressing universal concepts of birth, death, love, sex and war, using a primacy of line and directness of message.

(Biography of Keith Haring, www.keithharing.com, 2008)

This research will also cover some of the elements that can be applied in the experimental animation especially in local context. For this purpose, researcher will study on Tony Dusko's educational animation, snail anatomy and existed experimental animation music video.

CHAPTER 2

2.0 RESEARCH METHODOLOGY

2.1 Introduction

This chapter will explain on research methodology that are being used by the researcher in conducting this research. Research methodology that will be used by researcher to collect primary and secondary data is qualitative method.

Qualitative method is very important to analyze Haring's idea, form, shape and other elements in his illustration and technique. The researcher will also use the qualitative method to identify and analyze what are the necessary elements in making a good experimental animation.

2.2 Literature Review

"...The reason children like Keith's art is because it's direct communication. He's using very basic emotions and he builds images that are very direct..."[Jeffrey Deitch, 1984,] This shows that a simple illustration is able to deliver a clearer picture to the audience. In fact, to deliver a message, a simple yet understandable illustration is crucial so that the message can be delivered effectively to the audiences.

“...With the exception of commercial television and radio, video is the most effective means of sharing information with a variety of audiences...” [Aleks Matza, 1995] By introducing a local independent band using a music video, it allows close interaction between the audiences and the local band itself. In addition, “video also the strongest selling tool, convincing people to buy products, data and lifestyles. Video content can reflect trends and it can mirror identities” [Cathrine Kellison, 2006]

“...Experimental films normally germinate in the heart of the medium itself. The discoveries made by the experimentalists are therefore of constant use to the professional animator because they reveal both in their success and their failure what the medium is capable or incapable of accomplishing...”[John Halas & Roger Manvell, 1959] An early but persistent phase of video experimentation is to create new sorts of video environment. As a true synthesis of creativity and technology, experimental music video based content is a suitable channel for transmitting an idea. Whether for network or cable, corporate or non-broadcast, this content has the potential to offer stimulating entertainment in Malaysia music industry.

2.3 Primary Data

2.3.1 Complete Observation

In this method, researcher will do a complete observation on Haring's artwork and analyze the elements that are being used by Haring in his illustration. By doing a complete observation on Haring's artwork, the researcher will have a full understanding on how to create a great illustration that is so appealing like Haring's.

Researcher planned to feature snail in researcher's experimental animation. The reason why researcher had chose snail as main character is because from the observation on snail, researcher found out that snail was a graceful animal. This made researcher think that snail is a suitable animal to portray friendliness in researcher's music video. For that purpose, researcher will do a complete observation on snail in terms of behavior and movement. This observation is significant so that researcher will have a fully understanding on snail's mechanism in order to make a convincing snail movement animation.

2.3.2 Experiment

In this method, researcher will do an experiment on what are the proper techniques and suitable software that will be used to create a new experimental animation. This is important so that the researcher will have a fully understanding on the software that will

be used and can develop researcher's own style in creating experimental animation.

2.4 Secondary Data

2.4.1 Content Analysis

In content analysis, researcher used several methods:

- 1) Literature Review – Researcher will use several books for example, The Animator's Survival Kit, Timing for Animation, Keith Haring the Authorized Biography and Keith Haring: Labyrinths of Life and Death to obtain information in this research.
- 2) Internet – The latest issue on the internet have enables the researcher to know the development and additional info on Haring's artwork and experimental animation. Therefore, the internet enables the researcher to download any journal, video or tutorial related to Keith Haring and experimental animation.
- 3) Current Existed Animation- By using this method, the researcher will analyze and do a complete observation on Tony Dusko's animation. This is important for researcher to know what are the proper techniques and

elements that are necessary in creating a good experimental animation.

2.5 Summary

As a conclusion, this chapter explained the research methodology that are being used by the researcher based on the Case Study of Keith Haring's Illustration and Technique in Realization of Local Experimental Animation. This chapter focused on the flow of the research process so that it is easier for the researcher to identify and manage the information related to this research.

CHAPTER 3

3.0 FINDINGS

3.1 Introduction

This chapter will explain on collection of data through qualitative method by using primary and secondary data. The researcher will observe Haring's biography, his artworks, concepts of idea, and techniques of illustration. Therefore, the researcher will also analyze Tony Dusko's Animation to obtain usable information of experimental animation for the purpose of this research. The data obtain from the observation will be included in this chapter.

3.2 Observation on Haring's artwork

Researcher had observed Haring's artwork between 1981 till 1989. Apart from that, to gain more information, researcher had analyzed Haring's biography, artwork, concepts of ideas and techniques of illustrations.

3.2.1 Haring's Biography



Figure 3.2.1 Keith Haring

Keith Haring was born on May 4, 1958 in Reading, Pennsylvania, and was raised in nearby Kutztown, Pennsylvania. He developed a love for drawing at a very early age, learning basic cartooning skills from his father and from the popular culture around him, such as Dr. Seuss and Walt Disney.

In addition, Haring was also inspired by the work of Jean Dubuffet, Pierre Alechinsky, William Burroughs, Brion Gysin and Robert Henri's manifesto *The Art Spirit*. With these influences Haring was able to push his own youthful impulses toward a singular kind of graphic expression based on the primacy of the line.

Haring was diagnosed with AIDS in 1988. In 1989, he established the Keith Haring Foundation, to provide funding and imagery to AIDS organizations and children's programs, and to expand the audience for Haring's work through exhibitions, publications and the licensing of his images. Haring enlisted his imagery during the last years of his life to speak about his own illness and generate activism and awareness about AIDS.

Keith Haring died of AIDS related complications at the age of 31 on February 16, 1990. A memorial service was held on May 4, 1990 at the Cathedral of St. John the Divine in New York City, with over 1,000 people in attendance.

3.2.2 Haring's Artwork

Throughout his career, Haring devoted much of his time to public works, which often carried social messages. He produced more than 50 public artworks between 1982 and 1989, in dozens of cities around the world, many of which were created for charities, hospitals, children's day care centers and orphanages.

Among his famous project is *Crack is Wack* mural which has made in 1986. It is located on the East Harlem Drive at 128th Street. This wall was a handball court that was abandoned. The wall looks like a big billboard on the highway so Haring think it's perfect for a painting.

There is a very personal reason why Haring wanted to do this particular mural. Back in 1984, he hired a young studio assistant. He was a Puerto Rican kid who is very brilliant and was ready to enroll in medical school. Unfortunately, he became a crack addict. Crack is a derivative of cocaine. Eventually the young assistant found himself completely addicted and Haring was really distressed because he was a brilliant and one of the best assistants he ever had. Finally, the young assistant was put on program and he was cured. Going through the incredible turmoil with the young assistant made Haring really aware of the dangers of this killer