



Faculty of Applied and Creative Arts

**APPLICATION OF DEFORESTATION ISSUES IN
2D ANIMATION**

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**Bachelor of Applied Arts with Honours
(Design Technology)**

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APPLICATION OF DEFORESTATION ISSUES IN 2D ANIMATION

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This project is submitted in partial fulfillment of
the requirements for the degree of Bachelor of Applied Arts with Honours
(Design Technology)

Faculty of Applied and Creative Arts
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ABSTRACT

Due to human activities, deforestation has become a critical issue. Public need to pay attention and concern to this issue. Hence, this research was conducted to identify the causes of deforestation and convey awareness to target audience as well. According to the result of survey, there are many people have less concern regarding the deforestation crisis. A 2D animation named “*Fade Away*” with apply the deforestation issue will be produced to convey the awareness message to audience.

ABSTRAK

Penebangan hutan semakin menjadi isu yang serius disebabkan oleh aktiviti manusia. Oleh itu, kajian ini dijalankan untuk mengenalpasti akibat-akibat penebangan hutan dan juga menyampaikan mesej kesedaran kepada sasaran pengguna. Mengikut pendapatan kajian, masih banyak orang tidak memberi prihatin kepada isu penebangan hutan. Sebuah animasi 2D yang bernama “*Fade Away*” akan dihasilkan dengan mengaplikasi isu penebangan hutan untuk menyampaikan mesej kesedaran kepada sasaran pengguna.

CHAPTER 1

INTRODUCTION

1.0 Introduction

According to Richard Spilsbury (2012), deforestation means clearing forest or woodland to access resources such as timber and space for other activities including farming. Deforestation is one of the most destroying actions that can cause many disadvantages either to humans or animals, even to the ecosystem.

There are many reasons to cause deforestation such as agriculture, mining, housing developing, industrial purposes, and so on. The three main causes of deforestation are agriculture, logging and wild fire. The data compiled by the *World Resources Institute* reveals that the planet has already lost 80% of its forest cover to deforestation, and going by the alarming rate at which the trees are being cut. This static describe the reduction of forests cover on Earth due to deforestation and the ignorance of society about this issue although it was already exists for years.

According to Lizzie Parsons, “Animation is used in many ways in modern life”, and you will probably encounter it more times per day than you realize”. Animation is a potential medium that can convey the awareness message to target audience effectively because animation contains variety of multimedia elements such as text, audio, video, and graphic. In other words, animation can convey the awareness message more effectively to audience compared to pure audio, text, static images or common flyer and brochure.

Although there is a variety of themes and central idea that applied in animation movie but one of the most concerned topic is environmental. Deforestation is one of the environmental issues. *Environmental* defines the connected with the natural conditions in which people, animals and plants live. According to James Luxford, “In the past few years, there have been a number of animated films from around the world that promote a message of environmental awareness”. Environmental is a very important issue as the ideology of environmentalism can be seen in many animation films either in 2D or 3D animation movie. Most of animation movies contain implicit messages that are not said outright in the movie but expressed by visuals or hidden within the context.

The publics need to realize the severity of deforestation due to the unstoppable deforestation happen in our surrounding. A 2D animation will be produce by encode deforestation awareness into the main idea in this awareness animation.

1.1 Problem Statements

According to Olivier Langrand, Conservation International’s international policy chief pronouncing, “Forests are being destroyed at an alarming rate ... by doing so we are destroying our own capacity to survive”. This statement determines that the world has lost the forest cover rapidly. “The Government’s goal has been to ensure environmental sustainability by reversing environmental damage. However, there still have a number of factors continue to constrain the achievement of the goal; one of the factors is limited public awareness about environmental issues.

The awareness campaigns that organized by government does not convey the message to public effectively. Many people do not pay much attention to environmental problems because they don't understand how the problem would affect them or their lifestyle. "Although the Government has shown some concern regarding environmental challenges, the plans put in place lack coordination and have failed to create public awareness about soil erosion, loss of biomass, climate change and deforestation." (Siyanga L., & Lucy Muyoyeta, 2012).

According to Azlinariah Abdullah (2005), the awareness campaigns that organized by government failed to implement among public effectively. Many people do not pay much attention to environmental problems because they do not understand how the problem would affect them or their lifestyle. The public ignorance of the information that published by mass media either in newspaper or radio can increasing the speed of deforestation from time to time. In additional, there will be many problem occur if the deforestation activities lose control and expand and this destroy the balance of ecosystem and indirectly effect the health of human being as well.

This research will investigate the techniques used by animators to convey the conscious of environmentalism specifically in the issue of deforestation to audiences in the medium of animation. How animators tell the central idea or message in a story? Is the story depicting the message implicitly or explicitly? This research will explores these questions further by investigate the story telling technique in animation.

1.2 Objective

- i. To identify the deforestation issues by the medium of 2D animation.
- ii. To analyze the presentation style of animation to be applies.
- iii. To produce a mass awareness that contains the message of deforestation.
- iv. To validate the effectiveness of 2D animation.

1.3 Significance of Research

This research explores the visualization of 2D animation in order to create an awareness animation to target audience regarding the deforestation issue. There were several of visual elements applied in this animation to make the awareness animation interesting and attractive to audiences.

1.4 Hypothesis

In this research, a 2D animation short film with deforestation awareness as the central idea will be created by researcher in order to and convey the awareness message to target audience to let them realize the plight of forest nowadays.

1.5 Limitation

An animation production require experts such as director, production designer, storyboard artist, concept artist, character designer, layout designer, animator, technical

director, lighting director, background painter, music composer and etcetera. Therefore, producing a cell animation is very time-consuming and tough for one person production. This situation prolong the duration of producing whole animation.

1.6 Scope of Research

In this research, researcher focuses on the visual technique to deliver the message about deforestation awareness through animation. The target audience are the Malaysians ages 12 and above. Data will be collected from respondents by distribute questionnaire.

1.7 Definition

1.7.1 Deforestation

Deforestation refers to the cutting, clearing, and removal of forest or related ecosystems into less bio-diverse ecosystems such as pasture, cropland, or plantations.

1.7.2 Animation

Animation is the process of creating the continuous motion and shape change illusion by means of rapid display of a sequence of static images that minimally differ from each other. The illusion – as in motion pictures in general – is thought to rely on the phi-phenomenon.

1.7.3 Awareness

Awareness defines the knowledge or perception of a situation or fact.

1.8 Conclusion

In this research, researcher will produce a 2D animation with apply the issue of deforestation awareness to target audience in order to convey the message and make them realize the plight of the forest nowadays.

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

In this chapter, researcher will analyse some literature reviews from internets, books, journals and newspaper to enable researcher to correlate and investigate the previous data and contemporary data. Researcher also analyse the literature review in order to gain information as guidance in this research.

2.1 Deforestation

“Over the past twenty years or so the deforestation rate has been 8% and over 70% of historic forests cover remains.”

(McDermott M , August 2009)

“In the Malaysia state of Sarawak, one of the largest, oldest, and richest rainforests in the world is being logged at such a rate that most of it could be gone in the very near future.”

(Vajpeyi D.K., 2001, p.9)

“Malaysia saw a 115% increase in deforestation during the first three months of 2013, according to a forest tracking tool developed by National Aeronautics and Space Administration (Nasa) researchers.”

(The Star Online, 2013, June 21)

“Malaysia had the world's highest rate of forest loss between 2000 and 2012,”

“Malaysia had the world's highest rate of forest loss between 2000 and 2012...”

(Butler R. A., November 15, 2013)

Based on the statement above, the deforestation area is expanding year by year and unstoppable in worldwide. In Malaysia, deforestation has become a critical issue due to the increasing of deforestation rate year by year.

“Deforestation occurs primarily from human activities, such as agriculture, logging and wildfires.”

(Randall C., Demand Media, 2014)

“Deforestation has many negative effects on the environment. The most dramatic impact is a loss of habitat for millions of species.”

(National Geographic, November 2014)

Despite of human activities (cutting down trees), wildfire that occurs naturally also contributes to deforestation. Many species lives in forest can threaten by deforestation and lead to distinction.

2.2 Animation

“Animation is a good medium for fantasy stories, as there are no limitations to the weird and wonderful characters and events which you can create on-screen.”

(Allman E., & Atkinson-Beaumont D. 2010)

This statement depict that animation is a potential medium to convey messages with unlimited imagination and creation. There is no limit of characters, genre and even story to produce an animation that contain the certain message that want to be deliver to audience.

“...centering the story on an animal representing ‘wild nature’ rather than on a human embodying sympathy with wild nature.”

(Culhane S.,1990, p.91)

Culhane is asserting that a lot of animal characters were created and centering in animation movie either in animal anthropomorphic or deities to tell the story. This can show the point of view of non-human characters in the natural environment and watch the story by their perspective in the story.

“Animation has particular ways of telling stories using image, sound, and narrative, separating itself from live-action and other mediums, possessing its own vocabulary so to speak.”

(Solaki H., 2013)

This statement describe animator can create a distinctive language for telling stories in animation. Every animation has their own distinctive language in delivering messages.

“Timing is the part of animation which gives meaning to movement”

(Whitaker H., & Halas. J, 2009, p.12)

“...the moods of depression, dejection, sorrow, etc. depend on slow timing for their effect, whilst the moods of elation, joy, triumph and so on depend on quicker timing.”