



Faculty of Applied and Creative Arts

**Visualization of The Endangered Crisis
of Proboscis Monkey in 2D Animation**

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**Bachelor of Applied Arts with Honours
(Design Technology)
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**VISUALIZATION OF THE ENDANGERED CRISIS
OF PROBOSCIS MONKEY 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)

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ABSTRACT

According to IUCN Red List, proboscis monkey had been listed as endangered species since year 2000. The aim of this research is to disclose information about the endangered crisis of the proboscis monkeys through two-dimensional animation application method. This study uses qualitative methods to analyse the existing two-dimensional animation in terms of illustration techniques and storyline. Based on the research, a two-dimensional animation entitled 'I Met Mr.Probo' was produced. This animation is one of the efforts to bring awareness to the public about the endangered crisis of the proboscis monkeys.

ABSTRAK

Monyet Belanda telah direkodkan sebagai spesis haiwan yang terancam sejak tahun 2000 menurut data daripada *IUCN Red List*. Kajian ini bertujuan untuk mendedahkan informasi berkaitan monyet Belanda melalui animasi 2D (Dua Dimensi). Kajian ini menggunakan kaedah kualitatif dengan menganalisis animasi 2D yang sedia ada dari segi teknik ilustrasi dan jalan cerita. Hasil daripada kajian yang telah dijalankan, animasi 2D yang bertajuk '*I Met Mr. Probo*' telah dihasilkan. Animasi ini merupakan salah satu usaha untuk memberi kesedaran kepada masyarakat umum mengenai krisis kepupusan monyet Belanda.

CHAPTER 1

INTRODUCTION

1.0 Background Study

The Proboscis Monkey which is known as "*Monyet Belanda*" in Malay is the endemic mammal in Borneo. This species of monkey considered unique in the family of primate and fall under the colobines group. They are widely known through their bizarre physical appearance, especially their huge body, bloated stomach and the droopy long nose. Thus, they gained other name such as "*orang Belanda*" or "*Dutchman*". The mammals under the colobines group have complex stomachs and have difficulty in adapting to the new environment. This phenomenon affects their capability to survive in more open place or man-made environment. Even though they difficult to be spotted in different places of the island rainforest due to their limited distribution. Although they could be found at mangrove or coastal swamp forest, it is still hard to spot them.

There is unusual system of Proboscis Monkey's stomach in which it contains a vast amount of bacteria that could ferment their eaten food. The bacteria can help them get energy from leaves and deactivate some poisons in their food. However, they couldn't eat highly digestible food such as sweet and juicy fruits or easily accessible rich proteins insects that could make them died because of stomach bloat. Therefore, the Proboscis Monkeys have few choices of

food even though there are leaves everywhere in the forest. This is one of the reasons they couldn't live out of their habitual place and or else facing survival crisis. Besides, the deforestation of mangrove forests or their other natural habitat contributes to their loss of home. Another survival crisis of Proboscis Monkeys is the crocodiles that like to hunt for the mammal since of the species sharing the same habitat which is the swamps areas. According to the Borneo Post Online (2012), the populations of crocodiles in Sarawak have been growing rapidly and in average there are six crocodiles per ten kilometer. The rapid growth of the crocodiles contributes to the life-threatening of the Proboscis monkeys.

In order to spread information about the crisis of the endangered Proboscis Monkeys and to raise awareness among the members of society, animation is one of the digital methods that able to transmit the information effectively to the target audience. According to Steven Withrow (2009), animation brings life to the still images. A combination of still images or frames in sequences shows the illusion of movement. Animation is also able to reach the audience's mind and mentality. Besides, a deeper level of animation is able to show and express the message they want to convey to the audiences (Andrew Selby, 2009, p.6). Animation capable to influence people mind in term of the message delivery or awareness campaign compare to still images or text. Thus, through animation with the combination of images, audio, text and motion, it is expected to give more impact to the public.

1.1 Problem Statements

Nasalis larvatus ssp. larvatus

NOT EVALUATED	DATA DEFICIENT	LEAST CONCERN	NEAR THREATENED	VULNERABLE	<ENDANGERED>	CRITICALLY ENDANGERED	EXTINCT IN THE WILD	EXTINCT
NE	DD	LC	NT	VU	EN	CR	EW	EX

[Summary](#)
[Classification Schemes](#)
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Taxonomy [\[top\]](#)

Kingdom	Phylum	Class	Order	Family
ANIMALIA	CHORDATA	MAMMALIA	PRIMATES	CERCOPITHECIDAE

Scientific Name:	<i>Nasalis larvatus ssp. larvatus</i>
Species Authority:	(Wurmb, 1787)

Assessment Information [\[top\]](#)

Red List Category & Criteria:	Endangered A2cd ver 3.1
Year Published:	2008
Assessor/s:	Meijaard, E., Nijman, V. & Supriatna, J.
Reviewer/s:	Mittermeier, R.A. & Rylands, A.B. (Primate Red List Authority)
Contributor/s:	
Justification:	The subspecies is listed as Endangered as it has undergone extensive population reductions across its range, and ongoing hunting and habitat destruction continue to threaten most populations. Numbers have declined by more than 50% (but probably less than 80%) over the past 3 generations (approximately 36-40 years)

Geographic Range [\[top\]](#)

Range Map:	Click here to open the map viewer and explore range.
------------	--

Population [\[top\]](#)

Population Trend:	↓ Decreasing
-------------------	--------------

Habitat and Ecology [\[top\]](#)

Systems:	Terrestrial
----------	-------------

Figure 1-1: Endangered Statement of Proboscis Monkeys

Figure 1-1 shows the endangered statement of Proboscis Monkeys. Based on the statement above, the populations of the Proboscis Monkeys reduce less than 80% but more than 50% over the past 36 to 40 years. The deforestation is the main threat caused them lost their habitat. The logging and forest burning, especially in Indonesia, which contains high rates of endemic species, including

Proboscis Monkeys be faced with incalculable loses due to the continued unabated of massive destroying (OFI, 2011).

There is lack of promotion and awareness information in public to spread the awareness regarding the Proboscis Monkeys. Therefore, the Proboscis Monkeys Project (2002-2013) manages to collect funds to buy and get a spot on MTV Network to attract more people to visit their website. The purposed of this website is to create awareness about Proboscis Monkeys and also to support the Borneo Aid and prevent deforestation. The organization needs contribution of appealing and creative media to give awareness to the public.

1.2 Objective

- i. To identify the crisis of the Proboscis Monkeys.
- ii. To analyze the most suitable storyline and technique of animation that best explains the endangered crisis of the Proboscis Monkeys.
- iii. To produce a short animation for The Proboscis Monkeys conservation project.
- iv. To validate the effectiveness of the animation final outcome.

1.3 Significance of Research

This research is focus on the visualization of 2D animation in order to present an awareness campaign to the public regarding the crisis of Proboscis Monkey. The animation is integrating the visual element and storyline to make the awareness campaign more attractive to the audiences.

1.4 Hypothesis

The Proboscis Monkeys are among the unusual species in the world and it also contain small amount of population which can only survive in Borneo. By producing a short animation, it can create awareness regarding Proboscis Monkeys survival crisis and help in effort to conserve them.

1.5 Limitation

Develop and produce an animation is a team production that require different area of expertise such as director, character designer, animators, script writer, music composer, storyboard artist, background painter or layout artist and many more. Therefore, the duration to complete the whole animation is longer and expertise such as music composer is required to create mood for the animation.

1.6 Scope of Research

This research is focusing on the visual technique and storyline to deliver the messages about the endangered factors of the proboscis monkeys through short animation. The target audiences are the Malaysians ages 10 and above. Data will be collected from respondents via online survey.

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

In this chapter, researcher discusses the literature reviews collected from books, journals, internet and newspapers. This is to enable researcher to correlate the previous or current data with researcher's studies, and also providing guidance for other related references.

2.1 Proboscis Monkeys

“The species is listed as Endangered as it has undergone extensive population reductions across its range, and ongoing hunting and habitat destruction continue to threaten most populations. Numbers have declined by more than 50% (but probably less than 80%) over the past 3 generations (approximately 36-40 years).”

“...the major cause for its recent decline is thought to be habitat destruction.”

“In some portions of its range its legal protection suffers from governmental and institutional deficiencies, including lack of conservation funds and knowledge, and poor and inappropriate management (Meijaard and Nijman 2000).”

(Meijaard, E., Nijman, V. & Supriatna, J. 2008)

Based on the *IUCN Red List of Threatened Species* (2012), the Proboscis Monkeys have been listed as endangered animal since 2000. The situation of the Proboscis Monkeys become worst in the year 2007 (Medici, 2012).

“Proboscis monkeys cannot top up their diet with sweet, succulent fruits either, because of the problem of bloat. So the other half of their diet is made up of non-sweet fruits and seeds, such as those of the nutmeg, legume and palm families. These too are often hard to find, especially during certain months of the year when few trees are producing fruits. So all in all, proboscis monkeys are faced with "leaves, leaves are everywhere but not a lot to eat". ”

(Bennett, E.L. and Gombak, F., 1993, p.31)

Proboscis Monkey is the only primate that unable to take ripe banana as food because of their abnormal stomach doesn't allow them to eat sweet and easy digestible food which will cause them death from bloat.

“.....mangroves are some of the most productive areas in the entire world, and are of enormous value to Man. So their destruction is highly damaging to Man's interests, as well as destroying the unique wildlife there.”

“The proboscis monkey's other main habitat is peat swamp forest. Peat swamps are accessible and full of valuable timber, so they have been heavily logged. If only a few trees are taken out, proboscis monkeys seems able to survive, such as in Tanjung Puting National Park, Kalimantan. In some areas, however, logging is heavy and followed by treatment of the forest to try to enhance the next timber crop. Treatment involves poisoning non-timber trees, many of which are good food trees for the animals. Thus, the food supply is devastated and the animals starve.”

(Bennett, E.L. and Gombak, F., 1993, p.53)

“IPPL has received a report that AT LEAST 50 of the newly-caught monkeys died at the zoo. Proboscis Monkeys are known to be difficult to keep alive in captivity because of their specialized diets and the stress of captive living.”

(Proboscis Monkeys Project, 2002-2007)

Mangroves, peat swamps and riverine in Borneo is the main habitat of the proboscis monkeys. However, these places have valuable treasures to the human; they do the logging activities since decades ago and cause the proboscis monkeys loss their home. Besides, most of the Proboscis Monkeys caught will become depressed and eventually have a low survival rate.

“The animal by far the most likely to eat proboscis monkeys is the estuarine crocodile. This is a voracious killer of anything that moves in rivers, and within Borneo, estuarine crocodile and proboscis monkeys generally live in the same sites, mangroves and riverine areas close to the coast.”

(Bennett, E.L. and Gombak, F., 1993, p.42)

“KUCHING: Populasi buaya di Sungai Bako dipercayai meningkat dua kali ganda berbanding awal tahun 80-an.

Mengimbas kembali tahun 1982, tiga ekor buaya ditemui bagi setiap 10 kilometer sungai, namun sejak akhir-akhir ini bilangannya meningkat kepada enam ekor, kata Pemangku Timbalan Pengurus Besar Sarawak Forestry Corporation (SFC) Bahagian Pemuliharaan Biodiversiti dan Kawasan Lindungan, Oswald Braken Tisen.”

(Borneo Post online, 2012, June 30)

“WILDLIFE officials in Malaysian Borneo are pushing to have its saltwater crocodiles removed from a list of endangered animals, saying the reptile's numbers have strongly recovered in recent years.

*Deputy director of the Sabah Wildlife Department Augustin Tuuga told AFP that a survey of the *Crocodylus porosus* population showed there were about 11,000 to 15,000 in the state compared to 1,000 to 5,000 two decades ago.”*

(The Brunei Times, 2010, July 15)