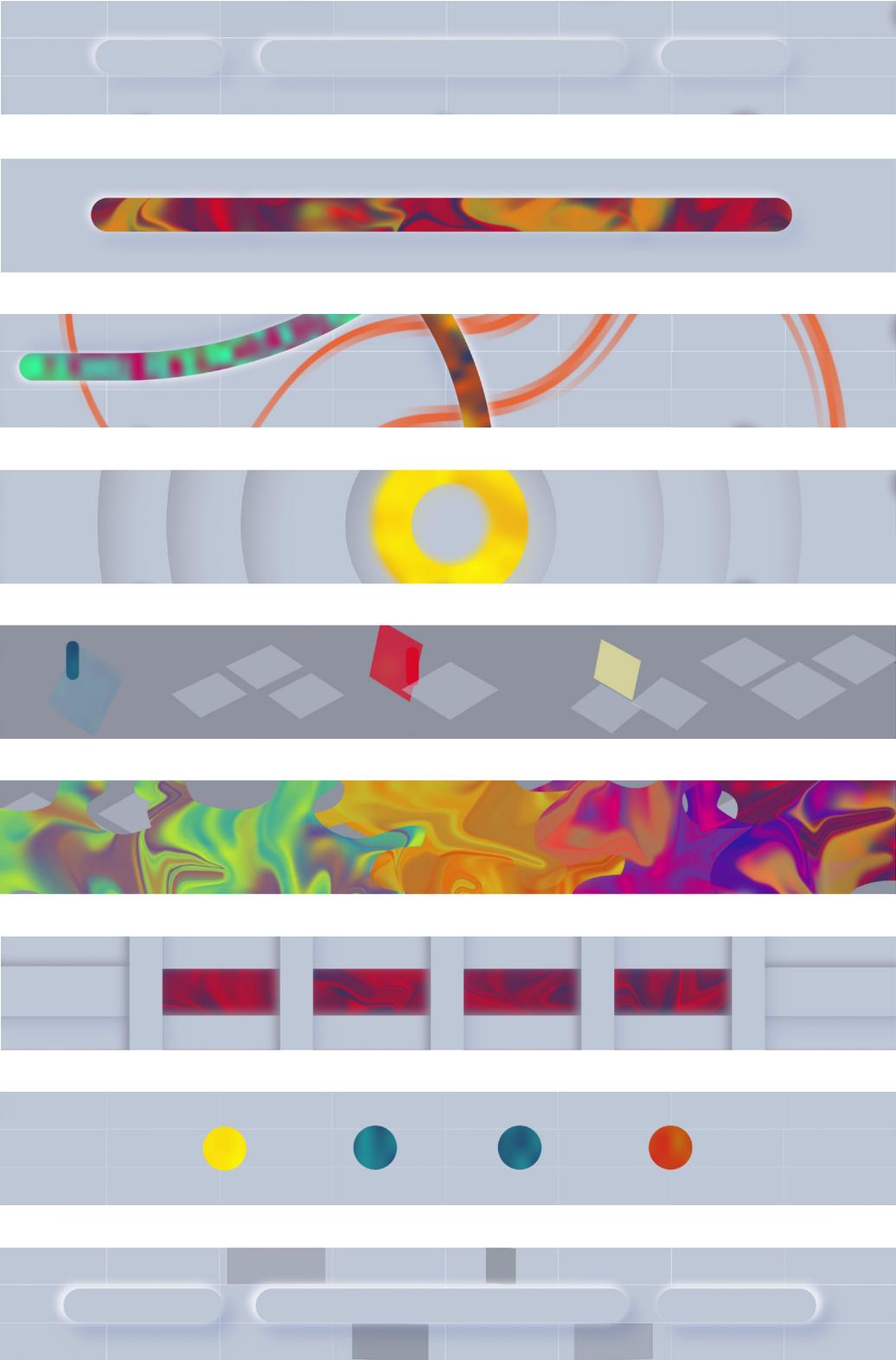


A LINE GAME • By Ng Shin Yi



CHROME
STHESSIA

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MOOD BOARD



Beetroot Design
Greek Graphic Design and Illustration Awards 2017



Artist
Jackson Pollock



Artist
Shigeo Fukuda



Artist
Bart Vargas

A LINE GAME

short abstract

The concept of A Line Game is based on how a line is highly used in digital designs. However, this line can actually morph into different and unexpected “characters”, away from digital and into nature, evoking a change in emotions.

intention

With Chromesthesia, the main theme of our project, I explored based on the theories and the scientific views of how chromesthesia is induced. Thus, coming up with the idea of

Involuntary, Consistent & Unexpected

Similar to how chromesthesia is a involuntary and consistent condition that gives one unexpected results.

relating to technology

Extending from the idea of involuntary, consistent and unexpected, I decided to explore something that was significant to every individual. The use of

Digital and Technology

especially with our mobile devices. While technological devices have become a part of our lives, we have become overly attached to it. Due to how well integrated technology has been in our lives, we often assume and expect its results instead.

inspiration

From there, I wanted to develop the idea of how a line, though simple and straight forward and highly used in digital design, can be changed into something unexpected and even move towards nature instead of the digital world.

TECHNIQUES

neuphorism

A modern iteration of a style of designing web elements, frames, screens. Considered to be an extension of Skeuomorphism.

color

For color, I wanted to use the basic colors

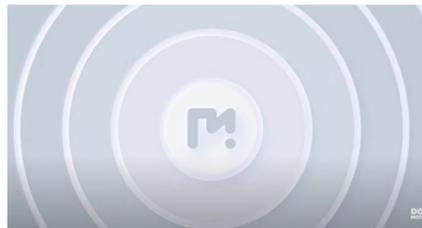
Red, Blue and Yellow

because as primary colors, they are able to morph and become other colors, similar to the concept of the line.

TUTORIALS

Neumorphism

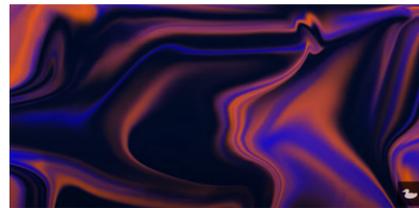
By: Dope Motions (Youtube Channel)
Software: Adobe After Effects



<https://www.youtube.com/watch?v=LvszSUt6zKQ> //
<https://www.youtube.com/watch?v=fMyVWpaNS2Y>

Liquid Marble Effect

By: SounduckFilm (Youtube Channel)
Software: Adobe After Effects



<https://www.youtube.com/watch?v=yclxov7uRXE>

Abstract Waves

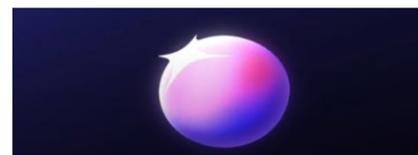
By: Mobox Graphics (Youtube Channel)
Software: Adobe After Effects



<https://www.youtube.com/watch?v=C2cfUBNjehs>

Liquid Effect

By: Anders Waltz (Youtube Channel)
Software: Adobe After Effects



<https://www.youtube.com/watch?v=3IE5ish-e44&list=PLrCl09BUrzkf4Kj5RMUOg5A1vrL4Es0qS>

Quick Bend Effect

By: MorrisBarrier (Youtube Channel)
Software: Adobe After Effects



<https://www.youtube.com/watch?v=2s3ud4zLP6o&app=desktop>

Gradients

By: Ben Marriot (Youtube Channel)
Software: Adobe After Effects



<https://www.youtube.com/watch?v=DrwvFyWQNqA>

From the tutorials, I was inspired from the patterns and abstracted out what I wanted to use for my work.

While some of them are tutorials on how to create certain visuals, some of the tutorials I looked into included tutorials on exploring the effects available such as the “CC Bend It” effect. This was especially helpful for me due to my line being required to bend and move across the screen in a slithering motion.

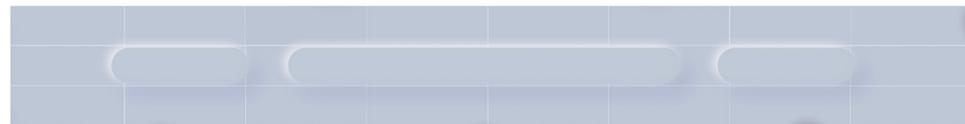
CHALLENGES

One of the biggest challenges I faced was actually using the “CC Bend It” effect because I had to manually adjust how much the line was able to bend and manually adjust the movement of the line forward. It was difficult to manage that and sometimes the line would move backwards instead during the trials and tests.

Another difficulty was due to how the composition should not be overly repetitive with limited and simple elements. Hence, the colors and the elements had to be well paced and coordinated.

02

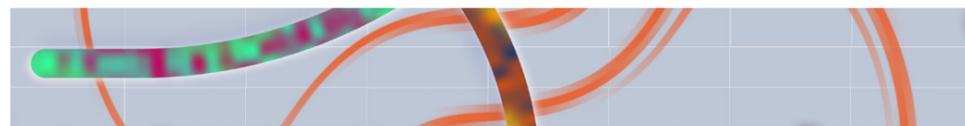
03



The first scene opens with the embossing of 3 buttons using the technique of neuphorism. This is to showcase the digital nature as this technique is often used in UI/UX design.



The three buttons then combine to form a single loading bar. While still in the context of a digital world, the colors added here play an important role in representing nature.



Inspiration behind this scene came from the childhood game, Nokia's Snake. Although this is still a digital game, snake itself is also an animal in the real world.



At this point, the snake has now curled into a circle and disappears into the void while forming a ripple effect. These echos from the void shows the transition from a digital to real world.

1

Digital Buttons

2

Loading Bar

3

Line to Snake

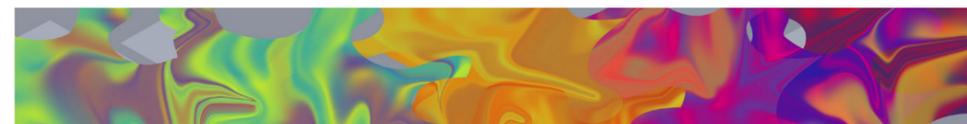
4

Echo // Disappearance

STORY BOARD



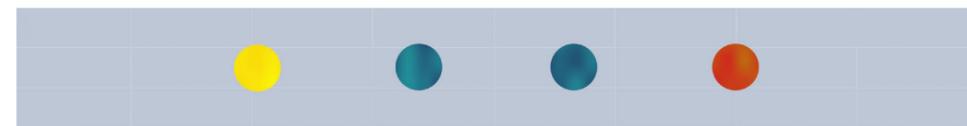
In response to becoming one with nature, the line is now used to represent raindrops that when comes in contact, results in a flip of a panel. This shows an in between of nature and technology.



At this point, just as raindrops create splashes, the lines become flat splashes and merge together after forming an array of colors of nature before settling on a uniform form.



The uniform colors now reform to create a background while the different lines enter and form a coverage over the uniform colors. The colors of nature are now concealed.



Dots then appear, creating a kind of loading sequence, mirroring that of the second loading bar scene. This suggests that it has now returned to digital form of a line.



The last scene mirrors that of the first scene where the dots merge into a line and the colors of nature are now removed, back to the digital form.

5

Nature Raindrops

6

Splash and Merge

7

Conceal // Transform

8

Loading Dots

9

Back to Original