Designing a 2D Animated Music Video
(Case Study: The Song "Pengingat" by Kunto Aji)

Y K L Sanchia[1] and A Zulkarnain[2]

[1,2]Visual Communication Design Department, Faculty of Design, Universitas Pelita Harapan, Jl. MH. Thamrin Boulevard Lippo Village 110, Tangerang 151810, Indonesia.

*E-mail: ys70036@student.uph.edu[1], alfiansyah.zulkarnain@uph.edu[2]

Abstract. It is very common in society, especially for students to feel stress to achieve higher education. If the stress is not avoided, it will lead to depression. One way to reduce stress is to listen to a song. An Indonesian singer that often writes a song that addresses stress and depression in a good manner is Kunto Aji. One of his songs, "Pengingat" conveys a message to the youth to remind them how far they've come. To bring back the message, a medium that is easy to access is needed for Kunto Aji's fans, new fans, and that medium is a 2D animated music video. The concept of this music video is using two keywords, that is urban and fun. During the process of this project, the methodology that is used is literature study and interviews. In literature study, is more to a research article, and journals to deepen the understanding about the current issue and about the singer as well, along with other books that are explaining theories about animations that are used in his project, specifically 2D animations, and researching visual references. The interviews are used for deeper meaning about the song based on the singer's perspective himself. The process of making the concept is using a methodology of *concept mapping* to find keywords, that would help to create juxtapositions about the narrative that were made by *three-act structure*.

Keywords. Pengingat, Stress, Animation, Kunto Aji, Urban, Fun.

1. Introduction

In the modern era like today, of course, hearing the word "depression" is not something foreign to us. In the interview of Emily Seymour and Margo Joel, the reason why many people in this generation feeling stress is that they are connected to social media and the internet. The connection between stress and depression is very complex and repetitive. In the book *The End of Stress as We Know It* by Bruce McEwen, it is explained that if a person is feeling stress, it will lead to depression [1]. Stress has been a part of most students' daily life that is caused by external and internal expectations given to them. One thing students have to do is none other than study. However, their struggles are often not being acknowledged by the parents and that's what caused the stress of the children [2] So, what should we do to reduce stress?

Listening to music is very effective to reduce stress [3]. The music itself is a sound that is listened to by the audience and the sound conveys messages, which depends if the musician wants to or not. With music, the function of our left and right brain will be balanced in developing intellectual aspects and emotions [4].

Music with words or lyrics is called a song. After a song is done and is ready to produce,

the next thing to do is to promote the song. A way to promote a song is through music videos. The song that is perfect for this project is Kunto Aji's "Pengingat" which was released on April 6th, 2015. The song itself has gotten many positive feedbacks. "Pengingat" was created from what the singer has experienced. It conveys messages for youths who are taking higher education to not give up and remind them they've done well. Hence, this song is perfect to be created in the music video. This paper will specifically discuss the process of the making of the animated music video from creating the concept, the story, and the visual.

2. Theoretical Studies
This project is using theories that are relevant to the project such as *12 Principles of Animation*, *Motion Design,* and *The Monochromatic Visions*.

3. Method
This project uses Landa's design process that consists of Orientation, Analysis, Conception, Design, and Implementation. This method helps to make a better concept for the upcoming music video. Orientation explained the research data based on studies about the song and the issue regarding the message that the singer wants to convey. The analysis is where we finally deciding what kind of concept fits the song and deciding the target audiences. Conception is where we're looking for references to create the image of the music video. Design is where the process of making the music video such as storyboarding, sketching thumbnail, etc. And lastly, we have an implementation, where after the concept has finally been done, we can start animating and then compositing [5].

4. Discussions
To make a concept, it is needed to find keywords that will represent the animation. To find the keywords, the method that is used is called *concept mapping* by Joseph D. Novak. This method helped to find the two keywords *urban* and *fun*. These keywords later represent the whole music video and will be helped by the references.

Figure 1. Concept Mapping.

Because the music video has a plot that consists of two different worlds, the keyword *urban* will represent the "real" world while the keyword *fun* will represent the "imaginative" world. The real world

is shown by the black and white color, while the *fun* is shown by colorful animations and background. The color palette for the keyword *fun* is not the same in every scene. Every palette represents the mood and also the lyric of the song.

Figure 2 (a). Keyword *urban*.

Figure 2 (b). Keyword *fun*.

For the character design, to match the keywords and the target audience, the writer created a more cartoon-ish main character named Judha, with Kunto Aji, the singer, and a character Miles Morales from *Spiderman: Into The Spiderverse* as the reference. Judha is a 20-year-old man who is currently struggling with his college life. He has failed many times in his studies and almost gave up halfway. His past self, little Judha, will be the one who reminds his older self how much he has grown and how amazing he is in his life. The two of them will also differentiate the real and imaginative life.

After the character design, we proceed to sketch the thumbnail. This is the very first idea of how the music video going to look like.

Figure 3. Thumbnail sketches.

After sketching the thumbnail, we can continue sketching the beat board. A beat board is a rough version of a storyboard. It's like when we want to draw a human figure, first, we need to draw the structure. Beat board is like the storyboard's structure.
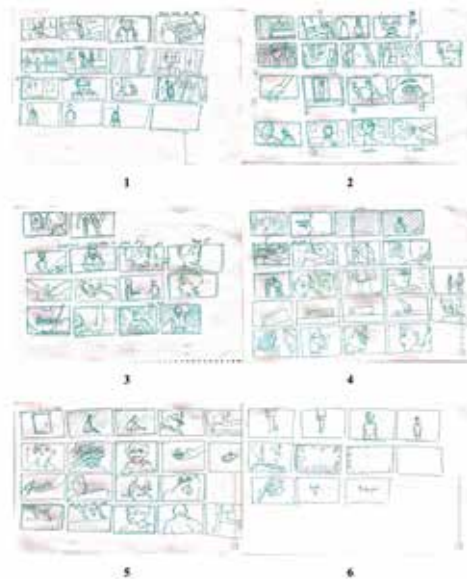

Figure 4. Beat board.

And finally, we're going to draw the storyboard. A storyboard is made so we can decide the transitions, the colors, the composition, and to see the plot. However, some of the shots from the storyboard are changed due to technical difficulties, yet, the plot remains the same.

Moving on to the environment, which is one of the most important elements in the music video. The environment is based on the real places in Jakarta. To match the storyline of the music video, the places are also chosen carefully. The environment took place in Jakarta Selatan and also using MRT.

The composition that is used for the animation is often *the rule of thirds*. Placing the aJudahJudha on the left and young Judha on the right, implying that the left is bad and the right is good. The angle that is used the most is close-up and it's to show Judha's expressions more.

As for the animation, it is used both frames by frame animation and also a motion graphic. It is used in scenes that include the imaginative world, whereas the elements like basic shapes are animated in 36fps.

And for the final step is compositing. Compositing is used for deciding where's the lighting source and also to make the visual even better by adding textures to the whole animation. The texture that is chosen is a paint texture based on an artistic choice. The texture itself does not stay timid, but it also moves. Another component is by adding particles to some shots, indicating the mood and what the lyrics are talking about.

5. Conclusions

This project was made to convey the message from the song "Pengingat" with help of visuals and storyline. Regarding the issue of stress, "Pengingat" is a perfect song to pick. The storyline is simple and made relatable to most youngsters, especially those who are facing their exams or last years in university. The concept that will fit the storyline is made from keywords that will decide the design principles in the animation.

During the process, there is much new knowledge learned from the theories and also in

IMOVICCON 2021
THE 2ND INTERNATIONAL MOVING
IMAGE CULTURES CONFERENCE

technical. For example, during the pre-production, to make a storyboard has to accomplish two steps first is sketching the thumbnail and making the beat board. On the animation, it is needed to be an expert at solid drawing to avoid choppy animations and also to maintain the character's face. Every line, color, and mmovementneeds to be very consistent. If the line thickness changed, the impact would be very crucial. Matching the animation with the beat of the song is also a very important thing in making a good music video, either it is animation or live-action. The ppastaproduction, which is the compositing, is something the writer has never done before. Compositing is to make the animation look more alive and well refined, such as adjusting the lighting and shadows to make it dramatic, adding texture that matches the scenes. The differences between the raw footage and the composited footage are very clear. However, during compositing, consistency is also needed. Consistency in the shadows for the characters, the shadow's perspective, and creating some rim lights even though not all of them are realistic, but chosen wisely depending on the artistic choice. Color correction is also a part of compositing, it is to adjust the mood with the lyrics from the song and also the animation.

It is a new knowledge for the writer, not only learned about lighting,but also learned the importance of consistency. Surely there are many ups and downs while working on the project. But, as long as we working diligently and not giving up in the middle, it surely can reresult sa intisfying outcome.

6. References

[1] Bruno K 2011. The Stress-Depression Connection | Can Stress Cause Depression?. WebMD. https://www.webmd.com/depression/features/stress-depression.
[2] Jayasankara R K and Anjanathattil. Academic Stress and Its Sources among University Students.
[3] Thoma, Myriam V, Roberto L M, Brönnimann R, Finkel L, Ehlert U and Nater U M 2013. The Effect of Music on the Human Stress RResponse Public Library of Science.
[4] Budiarti I 2020. Musik Bisa Menghilangkan Stres, Tapi Juga Bisa Bumerang Mengatasi Stres, Kok Bisa? Tribun Bali. https://bali.tribunnews.com/2020/03/28/musik-bisa-menghilangkan-stres-tapi-juga-bisa-jadi-bumerang-mengatasi-stres-kok-bisa.
[5] Landa R 1996. Graphic Design Solution (fFifthEdition ed.) Boston: Clark Baxter.