The use of Freytag's Pyramid Structure to Adapt "Positive Body Image" Book into a Motion Graphic Structure

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Abstract. Narrative structure is the framework of the story as the basis for presenting the narrative to the audience. Narrative structure is generally applied to something that is fictional to determine the direction of the plot of a story, such as story books, novels, films, and animations. This paper will discuss the adaptation of a scientific book by Justin Healey on the problem of body image which will be adapted into motion graphic media using the Freytag Pyramid narrative structure method. The adaptation of scientific books with a narrative structure is carried out with the aim of helping the process of grouping information that will be used into a designed motion graphic video, as well as to help in making motion graphic structures by writing the script. The methodology used in this paper is research by conducting a literature study from existing sources and references from books or journals, before entering the stage of analysing scientific books. The adaptation phase begins by analysing a scientific book entitled Positive Body Image using the Freytag's Pyramid narrative structure method. It is not only used to analyse and classify information but is also used as a reference in writing scripts based on the narrative structure of the Freytag Pyramid, which can determine the structure of the designed motion graphic. From the results of this analysis, it can be concluded that the narrative structure method can also be used to analyse scientific and nonfiction books, as well as being applied in designing motion graphics.

Keywords. Motion Graphic, Body Image, Narrative Structure, Freytag's Pyramid.

1. Introduction

Body Shaming is a social issue commonly experienced by adolescents and adults. One of the examples in Indonesia, a survey conducted by a beauty clinic called ZAP Clinic in 2019 revealed that most respondents from all over Indonesia experienced body shaming (about 62.2%), starting from body shapes, facial condition, to skin colors [1]. This is because people have their own understanding and point of view of what the ideal standard of appearances is through what they see in social media, advertisements, TV, or magazines, such as white skin, clean face, slim body, to small face.

Society needs to be reminded about the concept of body image, where the ideal standard of appearance that society has is something that should not exist, because humans themselves are born different and good as they are, so they do not need to follow the appearance of other people who are considered more ideal. Of course, there are certain parties or groups that have begun to voice positive body images through campaigns on social media and have received a positive response from the

audience, but this has not yet reached the wider community and tends to pass and be forgotten.

Therefore, information about body image was made through the Motion Graphic media on the YouTube platform. There are experts who state that today's society is surrounded by various media, especially the human brain which is able to process visual content faster than text [2]. In addition, these media can also be accessed anywhere with their own gadgets. The media was chosen because in Indonesia itself, have high interest in watching videos in YouTube, especially through their own gadgets. According to one expert in the field of motion graphics, this media is a means that can convey information in an informative and at the same time attractive to the audience [3]. One of the similar media on the YouTube platform in Indonesia, a motion graphic channel that presents information, is quite interesting and watched by pretty much audience. With this, it is hoped that the information presented by the Motion Graphic media can attract the attention of the audience as well as provide useful information for the audience.

The information provided in the motion graphic is adapted from a scientific book entitled Positive Body Image by Justin Healey. The book discusses the image of the human body. The information provided in the book includes definitions, characteristics of positive and negative images, the influences to body image, and solutions or prevention that can be applied by adolescents to adults. However, this book also focuses on the discussion of body image in adolescents who are more vulnerable to these social issues. Adolescents need to pay more attention to the issue of body image, because if it is not handled properly and appropriately, a bad body image can affect a person until s/he becomes an adult, even affecting others in the future.

This paper will explain the use of Freytag's Pyramid narrative structure to adapt Positive Body Image book into a motion graphic structure. First, an analysis of the book will be carried out based on the narrative structure, where the information that will be used is grouped according to the structure of Freytag's Pyramid. Then it ends with the adaptation of the information that has been collected from book sources into a motion graphic script. The application of this narrative structure is applied to the motion infographic entitled "Body Image" directed by Aprilia Debora. This infographic was adapted from Justin Healey's scientific book Positive Body Image. In its adaptation, this infographic will present information in the form of an explanation of body image, from general information to more specific and detailed information, which will focus more on the part of teenagers.
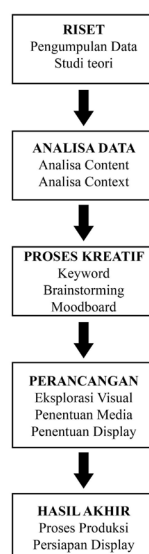
2. Method

Figure 1. Design Scheme (Source: Documentation of Aprilia Debora)

The methodology used in this paper is qualitative analysis with literature study through various sources of electronic books and journals. At this stage, a search for various references to books and journals that match the main topic is carried out. Then proceed to the theoretical and visual studies that will be applied to the designed motion graphics, one of which is Freytag's Pyramid narrative structure theory. The next stage is analysing the data, which contains interview from expert who experienced in writing Motion Graphic script, and content analysis on the sources of the books used. The content analysis of the book is carried out by analysing the structure of the information, by sorting out the required information based on Freytag's Pyramid narrative structure. After analysing and grouping the information, then step to the creative process stage, which begins with the search for keywords and references that match these keywords. At this stage, a motion graphic structure is also created, which the information will be translated into script form and visualized in the form of a storyboard.

3. Results and Discussions

3.1 Freytag's Pyramid

The first poet to put forward the structure of this plot was Aristotle. He said that a plot must have a beginning, middle, and end, and the events in the plot must be causally related to each other [4]. As the times progressed, the plot structure introduced by Aristotle was growing every year. One of them is the narrative structure of Freytag's Pyramid which was originally introduced by Gustav Freytag in 1983. Compared to Aristotle's plot structure, Gustav Freytag's narrative structure is the one referred to more frequently these days [5]. According to a journal, it was stated that Freytag's Pyramid consists of sections of exposition, rising action, climax, falling action, and denouement [6]. Exposition is explained as part of the introduction of the world of the story so that the audience can feel familiar and get to know part of the story. Then proceed to the Rising Action section, where the audience has been brought to the conflict or the problem has started to increase, as the starting point for the problem to occur. After that, step into the Climax section, where the main character will face conflicts between himself or other characters that will determine the direction of the story. It is continued in the Falling Action section, where the main problems that occur in the Climax section begin to be directed at problem solving, or problems that can or have been resolved by characters in the story. Then it ends in the Denouement section, where the main problem or conflict has been resolved and the situation in the story returns to normal.
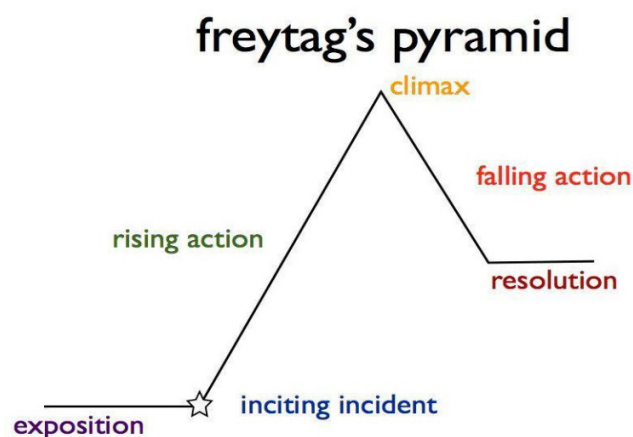

Figure 2. Narrative Structure Freytag's Pyramid (Source: https://writers.com/freytags-pyramid)

3.2 Application of Freytag's Pyramid

The application of narrative structure to motion graphic begins with analysing and classifying information. The book Positive Body Image will be analysed using Freytag's Pyramid narrative structure.

The information needed for a designed motion graphic will be grouped into the structures previously discussed, starting from exposition to denouement. After the information has been grouped into parts of the narrative structure, the information will be rewritten into a motion graphic script and translated into a storyboard to visualize the main visual of the previously selected information.

Figure 3. Process adapting to motion graphic (Source: Documentation of Aprilia Debora)

The first part begins by analysing the contents of the book and classifying the information to be used based on the narrative structure of Freytag's Pyramid. After reading the entire book, the information contained in the book will be grouped according to the structure of Freytag's Pyramid, adjusting what kind of information corresponds to each stage of the narrative structure.

The first part is exposition section. It is a part of the introduction of the main story to the audience, so that the audience will have the common definitions about the main topic. In designing motion graphics, the information classified in this section is information which is the introductory information on the topic of body image. The information that included in this section are examples of body shaming, or an explanation of body image in general so that the audience can understand a little about the main topic before they enter the more specific discussion.

The second part is the rising action which is where the conflict or problem begins to escalate. In the previous stage, the information that had been grouped was general information, the audience had an initial idea of the main topic to be discussed. Therefore, in this second part, more specific body image information is included, such as how a healthy and unhealthy body image is, the impact if somebody has an unhealthy body image, to what things affect one's body image.

The third one is the climax section that will be the main issues, and it will lead to the main problem of the body image. In this book, the information that included in this section is the body image of the teenagers.

The fourth part is the falling action section, where the problem starts to be fixed. After the climax section provides information about the body image of adolescents, now it is the solution section or how to overcome it by increasing the adolescent's positive body image.

The fifth part, the denouement part, is the closing part where the main problem has been resolved. The information classified in this section is information related to the prevention of negative images in adolescents, so they will not develop any negative body images in the future.

3.3 Motion Graphic Structure

After all the information is grouped into Freytag's Pyramid narrative structure, it will then be translated into motion graphic structure as a script. In an interview with a motion graphic script writer, the interviewees mentioned that the structure in writing a motion graphic script that he usually use is started from the opening, definition, main discussion, and conclusion. The information that has been grouped will be adjusted to the structure mentioned by the interviewees. The information in the exposition of Freytag's pyramid will be the Opening of the motion graphic. Continued to the information on the rising action will be the Definition section. The climax and falling action sections will be applied to the Main Discussion as the focus on the issues discussed. While the information in the denouement section becomes the Conclusion section as the closing of the motion graphic.

Figure 4. Making the script (Source: Documentation of Aprilia Debora)

Creating a motion graphic structure starts with writing a motion graphic script. The script writing is based on Freytag's Pyramid. The script begins in the opening section with an example case that happens around us. In that way, the audience can feel relevant to the content before entering the discussion of body image section, or statistical data that makes the audience feel that this social issue also occurs to many people besides themselves. After the opening, in the definition section, the script will be written based on classified information from rising action part that explains body image in general, so that the audience gets initial information before moving on to the main problem. In the next section, namely the main discussion, information that becomes the focus in the social issues is written, where teenagers are the main discussion in this section. The information in this section will cover how an unhealthy body image can affect the condition of adolescents, both physically and mentally.

Still in the main discussion section, the falling action is included in this section by writing down the solutions to the main problems discussed earlier, such as things that can be done as a treatment if the teenagers feels that s/he has an unhealthy body image. Finally, in the conclusion section, the script written will be based on the information in the denouement section. This closing section contains information on prevention of teenagers from negative body image by building positive images, and few sentences that concludes the social issues discussed. If the script has been written from the information that has been analysed previously, it will then be continued at the script visualization stage by making a storyboard that is adjusted to the script. The storyboard drawing is done according to the script that has been written from the results of the analysis of the book with the previous Freytag's pyramid narrative structure by drawing the main visual of each sentence, or what kind of visual that could help or support the sentence and information visually.
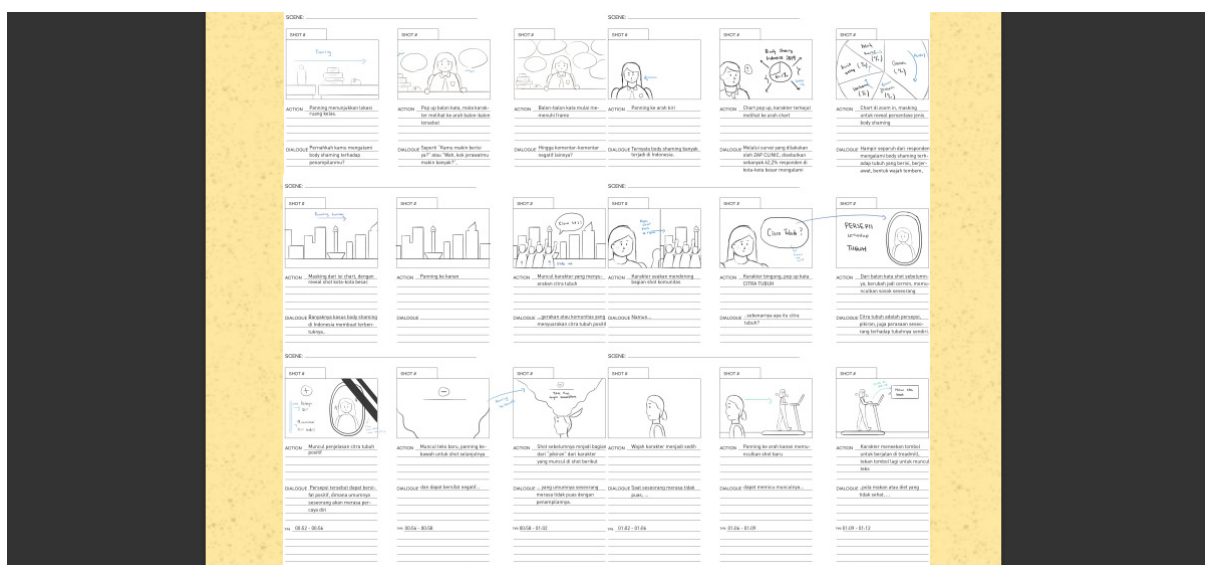

Figure 5. Motion Graphic "Citra Tubuh" Storyboard (Source: Documentation of Aprilia Debora)

4. Conclusions

Based on the results of the discussion of the application and analysis from the use of narrative structures, it can be concluded that the structure of motion graphic adapted from a scientific or nonfiction books can be done using the narrative structure method. This means that narrative structures, whether Freytag's Pyramid, Three Act Structure, The Hero's Journey, and other narrative structures, can be applied to scientific or nonfiction book. In this paper have discussed how the narrative structure of Freytag's Pyramid can help in several ways, such as from classifying the information needed in motion graphics and translating the information into a motion graphic structure by writing the script and visualize it with storyboard. Information grouped by this structure can be structured neatly, from the most general information to the more specific or detailed information. This structure is also referenced in writing the designed motion graphic script, which is the flow of discussion begins with the introduction of the problem, main problem, and to the resolution of the problem being discussed. Therefore, in making a motion graphic, adaptation of scientific books such as "Positive Body Image" can be done with a narrative structure that is close or familiar to us, one of which is Freytag's Pyramid.

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