

What do you want to make?

For this year, I would like to make a 2.5D 360 degree animation with a new exhibitory method which I can invite the viewer to my imaginary world and provide a stronger memorable stimulus. I am planning to realize a 360 degree environment consists of my 2d based illustration with bright and bold colors. The goal of this project is to provide an intense experience to the audience with the feeling of being immersed in my artwork. To achieve this, I am considering to take Virtual Reality as my storytelling tool. I am aiming not only to present my imaginary world which is visually appealing, but also to convey a story which I want to deliver. In addition, I hope audience can see and meet my creators through the VR headset. The main purpose of my work will be to give 'being overwhelmed' feeling to the viewer. Other specific details will be clearly shown during or after the process.

Why Do you want to make it?

"Communicating with audience through my art." This is the principle that I have established when I decided to be an artist. Since then, I always have been trying to find a way to pleasure the audience with my artwork. Started from drawing on a paper, I studied audio visual design for my bachelor, since this provides an extra feature, hearings, to audience. As a result of my study, I have been working on video projects which stimulates audience's eyes and ears.

My initial plan was just making a VR artwork since It looks interesting. but as I do more research, I found more supportive reasons why I want to make a VR. I started from VR. My first question was What is Virtual Reality, How it works as an art form. And this question made me think about what kind of art forms has influenced to Virtual Reality. At this point, my research got broaden to immersive art such as interactive art, installation art and so on. I thought the main purpose of these kinds of art is making an illusion to the viewer to deliver the feeling being a part of art and help the viewers to experience the art in a deeper way by presenting immersive feeling into the art piece. Back to the larger point, I think it's related to human's desire which wants to feel more realistic from the art. And I think as a tool of it, artists using illusion method to achieve this goal. Then I got curious on illusions and started to think about the phycological reason behind why people can focus more into those illusions. At current moment, I still feel like I want to create something related with Illusions. And I might produce something else than VR but VR seems to be the most feasible one.

When I tried VR for the first time, I was able to be a different object in a random place, and I was totally overwhelmed by the story or mood came from the space. Stimulating not only senses of hearing and seeing but also other sense is highly impressive and at some point, I was unaware that I was in an artificial place. I thought this can be a great tool to help me achieving my principle: Communicating with audience through my art.

How do you plan to make it?

I have been testing about the most efficient way to transform my 2D style images into a 3D environment with the most familiar program: After effect. As this program is a 2d-image based tool, I have faced some limitations to obtain the realistic 3D atmosphere, such as flatness and depthless of 2d layers. In addition, I also had technical problems, for example, it was not able to be animated to Z direction.



A screen shot of testing
Problem : flatness and depthless of 2d layers

Thus, I am considering using a 3D program, specifically Cinema 4D, to resolve problems. A cinematic VR animation, 'Nothing Happens' directed by Michelle & Uri Kranot led me to think about the combination of 2D animated images and 3D modeled environments. Based on the inspiration that I have gained, I will reference it and elaborate more on combining my 2d elements in a 3D space.



‘Nothing Happens’ directed by Michelle & Uri Kranot

Who can help you and how?

In tool wise, I need to study more about the program Cinema 4D to create some 3D shaped elements - such as modeling, mapping, camera and rendering.

Also for the Sound, I need to know how I can control sound in a 360 degrees space.

Cinema 4D - I found several Youtube tutorials but might need to find someone has lots of knowledge on Cinema 4D :)

Sound - don't know yet.

What is your timetable?

The following is the steps that I will take.

(estimated schedule)

- 1) designing the content of work (middle of Nov)
- 2) technical test (Nov)
- 3) the source of the design (Dec)
- 4) With a VR headset, placing the elements in a 3d environment to measure the scale of the space as well as elements and to set distances between a viewer and objects. (Dec)
- 5) Animating (Jan~March)
- 6) Sound (April)

Relation to previous practice



This year, I have been working on some commissioned projects aside from school work. My client was Lotte World Mall which is a huge department store in Seoul and I was asked to make four different illustrations representing each season for their marketing campaign. My job was to visualize the concept and the story given by the client and the design agency. As I was told that this will be transformed into 3D structures and displayed in the department store, I had to think not only the details in 2D illustration, but also about each details being transformed into 3D materials. This is also the most attractive point of this project that I followed the streams and procedure of the 2D to 3D transformation. This led me to think about another new output for my work. In addition, This April when I was in Seoul, I went to Lotte World Mall to see my work. I got to walk around my designs. This was new for me and wanted me to think about using VR to create an environment which is surrounded by my designs. Furthermore, since I had some limitation while working with client, I want to take this chance to fully show my style in a 3D context.

Relation to a larger context

Other artists who do things I like

- The Little Things / Les Petites Choses directed by Bandits Collective
- Nothing Happens directed by Michelle & Uri Kranot
- From Above directly by Picnic Studio

Reference

The birth of virtual reality as an art form | Chris Milk

https://www.youtube.com/watch?v=cJg_tPB0Nu0

How virtual reality can create the ultimate empathy machine

<https://www.ted.com/talks/>

[chris_milk_how_virtual_reality_can_create_the_ultimate_empathy_machine#t-106317](https://www.ted.com/talks/chris_milk_how_virtual_reality_can_create_the_ultimate_empathy_machine#t-106317)

Will be added....