

**THE EFFECTIVENESS OF 2D ANIMATION OF STIGMA TOWARDS  
MENTAL ILLNESS**



**UNIVERSITI TEKNIKAL MALAYSIA MELAKA**

## BORANG PENGESAHAN STATUS LAPORAN


JUDUL: 2D ANIMATION TOWARDS PEOPLE WITH MENTAL ILLNESS

SESI PENGAJIAN: 2021/2022

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**THE EFFECTIVENESS OF 2D ANIMATION OF STIGMA TOWARDS  
MENTAL ILLNESS**

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This report is submitted in partial fulfillment of the requirements for the  
Bachelor of Computer Science Interactive Media with Honours.

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

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I hereby declare that this project report entitled  
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 is written by me and is my own effort and that no part has been plagiarized  
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I hereby declare that I have read this project report and found  
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## DEDICATION

I dedicate this report to my parents.  
Without their patience, understanding, support and most of all love, the completion of this work would not have not been possible.



## ACKNOWLEDGEMENTS

Praise be to Allah S.W.T, with good health and blessings, I managed to complete this project with ease.

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## ABSTRACT

2D Animations Of stigma Towards Mental Illness are a short 2D animation video made to give awareness and wash out the stigma and bad perspective towards someone who struggles with mental illness. Mental illness is always a serious matter but still a matter that has always been overlooked. There are always stigma and stereotypes to the people that have mental illness and most of them are bad. This issue is very serious because it can affect people with mental illness to reach help or recover. The platform used to develop this 2D animation is Procreate, Adobe After Effects for animating and Adobe Premiere Pro for assembling and combining the footage. 2D animation methodology that is used in this project to catch people's attention and engage with people more easily with the video to allow people to understand all the contents in the video.

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## ABSTRAK

“2D Animation Of Stigma Towards Mental Illness” ialah video animasi 2D yang dibuat untuk memberi kesedaran dan menghapus stigma serta perspektif buruk terhadap individu yang sedang bergelut dengan penyakit mental. Penyakit mental adalah sesuatu perkara yang serius tetapi kita selalu terlepas pandang akan perkara tersebut. Stigma dan stereotaip terhadap individu yang mempunyai penyakit mental selalu buruk. Isu ini amat berat kerana boleh memberi impak kepada mereka yang sedang bergelut dengan penyakit mental untuk meminta bantuan untuk pulih. Penggunaan Procreate adalah untuk menghasilkan animasi 2D ini, Adobe After Effects untuk membuat animasi dan Adobe Premier Pro untuk menyusun dan menggabungkan video. Metodologi animasi 2D yang digunakan di dalam projek ini adalah untuk mengambil perhatian dan berinteraksi dengan penonton supaya mereka mudah faham semua kandungan yang nak disampaikan dari video.

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## CHAPTER 1: INTRODUCTION

### 1.1 Introduction

2 dimension animation or 2D animation is a technique that is implemented in this project to make an animation for this project. 2D animation was implemented to catch and hold people's attention to watch the video until it finished and get all the inputs and remember it. People tend to watch animated graphics because movement combined with sounds make the content interesting to watch.

Animation is a method of photographing successive drawings, models, or puppets, to create an illusion of movement in sequence. By using animation it helps communicate with people more effectively and grab the audience or the viewer attention more than just plain text. Besides that, colours and sounds make an important role in the animation to explain all the inputs and information reach to the people. Animation enables the storyteller to represent all the ideas and bring any concept to life. Compared to the sound that people hear on the radio or people talk, animation gives people more understanding about the story, concepts and even can see the idea and inputs are visualizing into animation. Besides that, according to Amanda Sibley (2012), 90% of information transmitted to the brain is visual, and visuals are processed 60,000 times faster in the brain than text.

The Stigma of mental illness always been a serious matter and it happens to all country. The amount of stigmas and stereotypes that have been throw at the people that have a mental illness is too much. People still not aware that all the stereotypes and stigmas that they have for the people with mental illness mostly false and give a bad perception towards them. According to study from Illinois Institute of Technology, reducing prejudice an discrimination toward individuals with mental

illness should be counterbalanced with efforts to increase affirming attitude. An animated short film from this project is one of the effort to give awareness to the people what are the examples of stigma that people with mental illness often get and how it can affect their lives. Furthermore, this project give graphics and animations to tackle viewers attention and make them interested to watch. Thus, the viewers can understand more and aware about the topic of the animation.

This animated video using semi-realism or semi-realism that the form somewhere between Impressionism and realism. The project also add motion graphic to make the animated video more interesting and use minimal colors so that the viewer can focus on the content that this project try to deliver.

## 1.2 Problem Statement

The problem is people do not know what is really happening to the people that have mental illness. They do not understand what is all about and do not know how to react when they engage with people with mental illness. The bad perspective and action might not help them to have confidence to live and interact with people in public.

## 1.3 Objective

To ensure that the project works correctly, the project's objective must be clearly stated. The objectives of this project are:

1. To identify the elements and requirements of an animation about mental illness stigma.
2. To develop an animation based on the identified elements.
3. To evaluate user acceptance of the developed animation.

## 1.4 Scope of the project

The scope of this project is focused on the two fields which are specific user and module or functionality.

### 1.4.1 Specific User

The main target user is for the eldest and teenagers for the effectiveness of 2D Animation Of Stigma Towards mental illness. This animation can be watched on YouTube. YouTube is a good platform to this animation because people can share it to others to spread awareness and it is a free platform to use. Besides that, people can share their opinions on the comment section.

### 1.4.2 Specific functionality

The specific functionality is to describe about the all media elements that have in this animation project. These multimedia elements can help people to attract people attention to watch the animation. Table 1.1 shows the specific functionality.

**Table 1.1 Specific functionality**

No.	Module	Description
1	Text	Text is an excellent way for delivering information
2	Graphics	Graphics can convey messages instantly. For instance, compare a printed table of sales figures with a graphic of those same figures - you can see the trends immediately in the graphic. A picture can be worth a thousand words if you use it properly to convey your message.
3	Audio	Sound is the best way to attract attention. Both simple sound effects and more complex sounds like voice-overs

		make a presentation more enjoyable for the viewer. Sound must be recorded and formatted so the computer can understand and use it in presentations.
4	Animation	Animation doesn't necessarily have to involve 3D graphics to be effective in a multimedia presentation. Also simple animations add enjoyment to the presentation and attract more the attention of the viewer, definitely they are more effective than static pictures.
5	Video	In the past video has been defined as multimedia. Video makes use of all of the elements of multimedia

### 1.5 Project significant

The significance of this project is the animation video of stigma towards people that have a mental illness. The animation will help people to understand the stigma and example of the prejudices that people with mental illness get and give awareness to them. Other than that, people easy to understand the content in the animation when the animation added with others multimedia elements. Hopefully, this animation is attractive and give people awareness to many people.

### 1.6 Conclusion

Although we often read articles or journals to get information, by presenting an animation video to give new information is more effective. This 2D animation video will give information about mental illness and make people aware that it is an important issue that need to look up. This chapter are explain about the effectiveness of 2D Animation Of Stigma Towards Mental Illness more about the project introduction, problem statements, objectives, scope, and project significance.

## CHAPTER 2: LITERATURE REVIEW AND PROJECT METHODOLOGY

### 2.1 Introduction

This chapter will explain the literature review and project methodology. The comparison will be made among the existing project. The information about the existing system has been studied. The data on this literature review is collected from the journal. This section also explains the methods that have been used in developing this project. Project requirement list such as software and hardware are also available.

### 2.2 Domain

The aim of this project is to give awareness to people and make them easier to understand by watching an animation video. The 2D animation is a project that allows user to understand more about the content by watching graphic or animation compare to reading material. The content in this project is short and easy to understand. Furthermore, it comes with minimum colour use so that people can catch what are information need to be focused on. To gain the goal the new way to share awareness or new information need to be changed to reach more people to realize the goal of Effectiveness of 2D Animation of Stigma Towards Mental Illness.

According to Patty Shank (2008), Well-designed multimedia helps learners build more accurate and effective mental models than they do from text alone. Given that humans possess visual and auditory information processing capabilities, multimedia, he explains, takes advantage of both capabilities at once. In addition, these two channels process information quite differently, so the combination of

multiple media is useful in calling on the capabilities of both systems. Meaningful connections between text and graphics potentially allow for deeper understanding and better mental models than from either alone.

Animation is one of the multimedia elements and the definition of animation is series of images in sequence that create an illusion. 2D is only one of the type in animation and there are some more. For example, traditional animation, 3D animation, motion graphics and stop motion. The traditional animation is the oldest type of animation that the object is drawn on celluloid transparent paper. the animator needs to draw every frame in order to create the animated sequence. This is how animation is made back when there is no technology and it was very time-consuming. 2D animation falls under traditional animation but as time pass the technology evolved and the way to create 2D animation also evolving. The difference between 2D animation in this project, in order to create an animated scene, the animator use software like Adobe Animate or Procreate compared to the traditional way that needs to draw on special paper to animate. Other than that, 3D animation is a computer-generated object that appears to move through three-dimensional space. Some of the examples of 3D animation movies are Big Hero 6, Upin and Ipin and Up. Motion graphic is digital graphics that create the illusion of motion that always in the advertisement. Stop motion is an animation created by an object or figure and adjust the object place or structure in each frame.

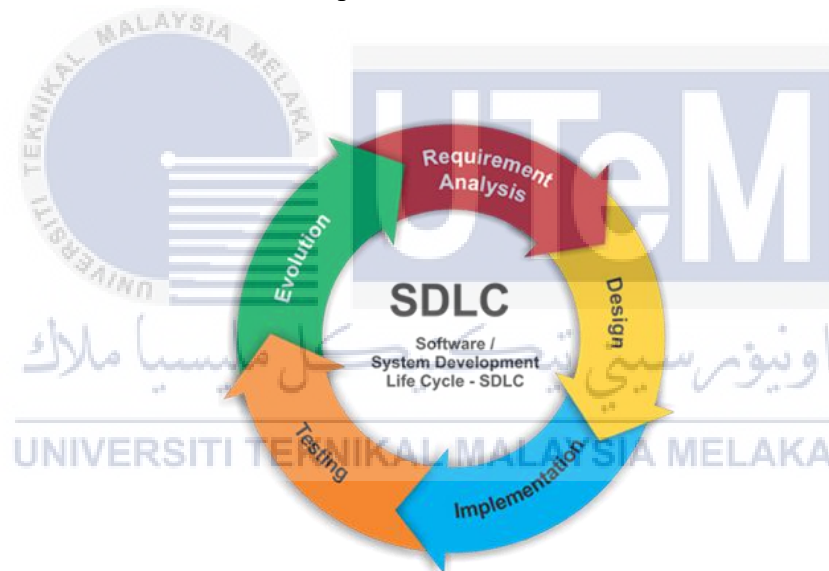
The style of art for this project is the pop art style. According to Wikipedia, the pop art style started during the late 1950s and is popular in the United Kingdom. Furthermore, the art style can be found in comic books, advertisements and mass-produced objects. The pop-art characteristics are young, popular and expandable. By these characteristics, it can be implemented in the animation to make it look fresh and to enhance the character of the animation. Other than that, it can attract people eyes with the gimmicky look and it is suitable for people of all ages to enjoy the animation..

### **2.3 Project Methodology**

There are a few methods that can be used as project methodology to develop the 2D animation. To complete this project, the best method to complete this project

need to choose correctly to make the project work smoothly until the end. There are a few models that can be used as a guideline in order to complete this project, for example, the Agile Model and the Waterfall model. For the agile method, requirements and solutions evolve through collaboration between self-organizing cross-functional teams. Waterfall methodology is a sequential approach and divides phases such as requirements gathering, analysis and design, coding and unit testing, operation and maintenance.

Selected methodology to complete this study is based on SDLC because software development is a complicated procedures that requires a great deal of planning, analysis, design, implementation and maintenance and support. SDLC is very much focusing on achieving goals while producing products that can be reviewed to see whether user requirements has been met or not.



**Figure 2.1 System Development Life Cycle (SDLC)**

**Table 2.1 SDLC description every phase**

PHASE	DESCRIPTION
PLANNING	The planning phase is the process of defining all the phase need to be done. Planning is the foundation for all other

	phases of instructional design. The goal of this stage is the detailed definition of the system requirements.
ANALYSIS	The Analysis phase is to define the problem and understood all the requirements and tasks hoe to be implemented. Besides, it is also explained of alternative systems and justification of 2D animation.
DESIGN	In this phase, the design process more to designing character and choose the suitable theme for the animation. This also include the colors, content and animation design for the 2D 3animation
IMPLEMENTATION	The implementation phase is the process of implement the project to debugging process. All the flaws missed during the development are detected here.
MAINTENENCE AND SUPPORT	The maintenance and support phase is a new content or update the information needed for the animation.

## 2.4 Project Requirement

A requirement for 2D animation here refers to hardware or software tools used during the period of this animation is developing for the purpose of development and project management. Software and hardware requirements needed for this development are listed below.

### 2.4.1 Software Requirement

This product will be using:

#### I. ProCreate, Adobe After Effects

- To animate