Wonderland: An Experimental Hand Drawn Scrapbook for the Conceptual Art-Book

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This Report Presented in Partial Fulfillment of the Requirements for the Degree of Bachelor of Science in Multimedia and Creative Technology

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APPROVAL

This Project titled **"An Experimental Hand Drawn Scrapbook for the Conceptual Art-Book"**, submitted by **Sanjida Sultana Ripa (ID: 181-40-468)** to the Department of Multimedia and Creative Technology, Daffodil International University, has been accepted as satisfactory for the partial fulfillment of the requirements for the degree of B.Sc. in Multimedia and Creative Technology and approved as to its style and contents. The presentation has been held on 13-02-2021.

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DECLARATION

I hereby declare that, this project has been done by me under the supervision of **Mr. Arif Ahmed, Associate Professor, Department of MCT** Daffodil International University. I also declare that neither this project nor any part of this project has been submitted elsewhere for award of any degree or diploma.

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ABSTRACT

In literature, satire is a genre that depicts humor and irony to mock and criticize the stupidity, hypocrisy, and intended shortcomings of individuals or groups of people, society, nations. This type of approach to literature has been used for decades to criticize people in a position of power specially politicians, sometimes monarchs. However, the sole purpose of satire is not entirely to poke fun at individuals or groups of people. It also has a hidden agenda that is inspiring change in society and people. Sometimes, suppose the people in power have too much dominance over society or people they rule over. In that case, satire cannot do much other than being a type or genre of literary entertainment only and be a form of silent protest.

The main objective of this study is to create a conceptual art book depicting most of the social issues, if not all, mock & expose the hypocrisy and the double standards of individuals and groups and attempt to send a message. This work of art does not define any non-existing country, society, or entity in any way. All situations have some form of relation to reality as the goal is to show what we choose not to see and talk about. One could say the entire work describes an existing world where "freedom" is at its peak, where all sorts of acts, regardless of how horrible or good, can be committed with utmost joy. Each scene is carefully thought out to deliver the best possible message and describe these scenarios.

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CHAPTER 1

INTRODUCTION

1.1 Background

The genres of entertainment have increased drastically over the past few years. Amidst all pile of genres to choose from, satire is a unique one. The main purpose of satire varies on how the audience perceives it. To some, a satire work can be deemed extremely offensive, and to some, it can be considered to be extremely humorous and symbolic. This is the magic of the genre. To be harsh and humorous at the same time. Generally, if a satire work pisses someone off it means that the wit that is conveyed by it directly refers to or affects the person in some or every way, or if a person can relate to it somehow, then it usually means he is feeling guilty or angered by general criticism. If it humors a person, then the possible reason is that the person is under pressure by the characters illustrated in that satire, and the satire art directly attacks or mocks them, which makes the oppressed happy a little. Thus, satire is not only a form of entertainment but also a powerful medium to convey ironic messages to audiences of all classes.

Figure 1.1: An example of satire artwork

There are various types of satire in literacy. The term satire came mainly from the Latin word "satura" and the Roman phrase "lanx satura". There are three types of satire which are called -

1.1.1 Horatian Satire: Horatian satire is good in nature and has a light-hearted approach. It raises laughter to inspire moral improvement. A good example of **Horatian Satire** is Alexander Pope's poem "The Rape of the Lock," which, despite having a serious-sounding name, was an attempt to bring together two feuding families by humorously exaggerating the severity of the reason of their discord.

A contemporary example of Horatian satire would be the **SNL** [4] (Saturday Night Live) episodes. This show has many famous actors, actresses impersonating prominent political figures and thereby raising a laugh at the latter's expense but doing it more gently.

1.1.2 Juvenalian Satire: This genre tends to be a bit more bitter and dark. It expresses anger, outrage, frustration at the state of the world, society, or any person. This type approaches in a sneaky way. It puts a gentle front and slowly peels away the brutal, disgusting nature of the intended subject or subjects if aimed at groups of people, society, or country. A good example would be a short-animated film called **In Shadow – Modern Odyssey** [8] created by Lubomir Arsov.

1.1.3 Menippean Satire: Menippean satire is a genre of satire that targets the mental aspects of an individual subject or group. It depicts mentality and viewpoints rather than specific attributes. Though not as harsh as Juvenalian satire, Menippean satire often shows what it sees as harmful attitudes such as racism, sexism, or just plain arrogance and aggressiveness. A good example of this would be **Alice's Adventures in Wonderland** [7].

1.1.4 Satire vs. Parody

Due to some middle ground between satire and parody, some people confuse them to be the same, which is not the case. Parody mimics satire in terms of style or concept by placing it in a new context or providing it with a ridiculous subject. While parody may sometimes be used to write satire, there is a key difference. Satire aims to inspire action or change, but the parody is strictly intended for comedy.

1.2 Motivation

When we were kids, we used to study various concepts of morality, justice, responsibility, and so on. We were taught to believe that if you live as a good citizen, study well, you will be rewarded handsomely by nature. However, as we grow up, we start to see the world as it truly is. No one is getting anything by their merits anymore. Everything, in reality, is the opposite in most cases from what we studied. We learned that if you have power, money, and connection, you get to have whatever you desire regardless of whether you deserve it or not. If you try to speak out against anything wrong, you will be silenced by everyone around you, by the people in charge, and even by people who were supposed to uphold the standard of righteousness. People began to conceal their true and just thoughts in fear of being persecuted by the powerful. The world is filled with unjust. Furthermore, people know what they are doing and know that what they are doing is wrong, yet they do it anyway with no hint of remorse or regard for ethics. This made us think about doing something that will reflect on all these injustices a little bit.

1.3 Objective

The main honest object is to culminate my conceptual knowledge and deliver a noteworthy project. Also, build a strong story and draw a good perspective view to create a realistic feeling with the help of proper color grade to convey emotions. However, I do not expect my work to change anything drastically in our society. There have been hundreds of incidents in the past where people have done satire works, protested against injustice, laid down lives, yet nothing has changed so far, and nor it ever will. There have been temporary solutions lasting a few years. However, Unfairness and indiscipline have become the new norm of society. So, hoping that our work will have any sort of effect on our society would be foolish. Things are bad now, but our expectation is they will get worse, far worse in the near future. The sheer thought or imagination of how much worse things will get is nerve-racking. I think anyone can consider our work just another one amongst hundreds before us which will leave its voice mark but will not result in anything major.

CHAPTER 2

LITERATURE REVIEW

There have been satire works before. There can be satire movies, artworks, animations, books, art books, short stories, novels, comedy, etc. Among many artists, I will be mentioning a few noteworthy ones' works.

2.1 Animation

We studied an artist named **Lubomir Arsov** [5], a character artist, storyboard artist, and animator. He first started creating comics and writing stories for his character arts and in the process recognized his skill to communicate via depicting emotions, moods through his arts. Later on, he started working on animation and has worked for Disney, which kick-started his career. He has worked on an art book published by Disney which is "**The Book of Life**" [24]. He also worked on "**The Ice Age** [25]."

He created "**In Shadow – A Modern Odyssey**" [8], a short satire animation film that depicts the shadow government, organizations that silently control the world. The film exposes every secret story behind corruption, indiscipline, killings, injustice, and basically everything that is wrong with the world. The film was critically successful and was received well among viewers. This was the main inspiration behind all of our satire works so far.

The way this film conveys messages through artwork is just fascinating. One can learn a huge deal from his works. The film will trigger thoughts in anyone who will see it. It might also be a little bit disturbing to some people who are a bit sensitive to the truth and they might struggle at first a bit to take in all these eye-opening pieces of information. Nevertheless, it should serve as both entertaining and eye-opening.

Figure 2.1: Lubomir Arsov

Figure 2.2: Screenshot from the movie "In Shadow – A Modern Odyssey

Figure 2.3: A sample of Lubomir Arsov's artwork_1

Figure 2.4: A sample of Lubomir Arsov's artwork_2

Figure 2.5: A sample of Lubomir Arsov's artwork_3

Figure 2.6: A sample of Lubomir Arsov's artwork_4

Figure 2.7: A sample of Lubomir Arsov's artwork_5

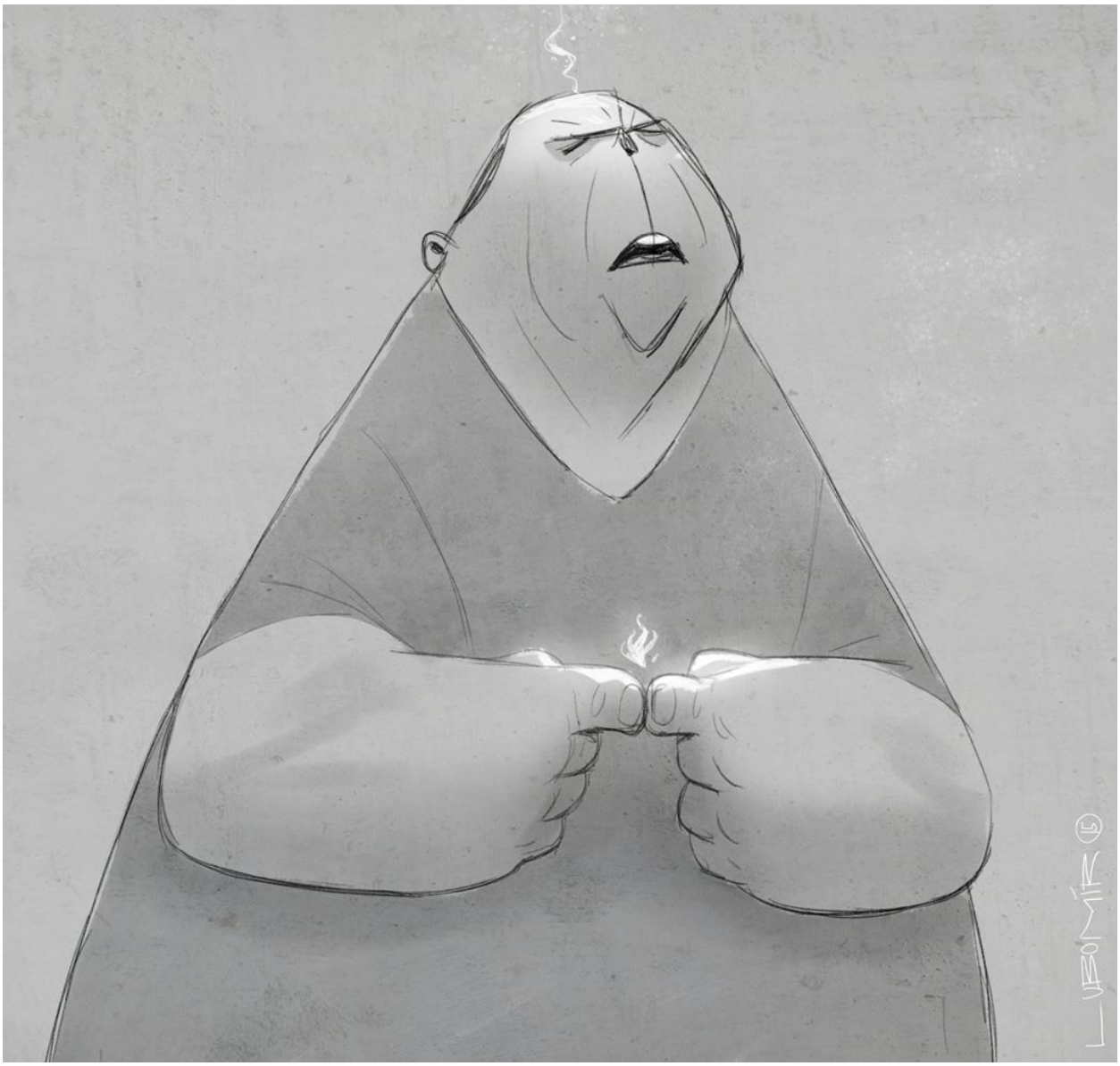

Figure 2.8: A sample of Lubomir Arsov's artwork_6

2.2 Artwork

For satire artworks, I studied **Pawel Kuczynski** [9]. He is a polish artist who has a fascination towards satire artworks. He likes to express his thought through his thought-provoking artworks that depict perils of society, experiences with hints of irony and sarcasm, mental health issues, media brainwashing, peer pressure, environmental disasters, political craziness, the negative side of the internet, cultural issues and almost most sectors as a whole.

Figure 2.9: Pawel Kuczynski

He had already got more than hundreds of prizes and is considered to be one of the most influential contemporary artists in this genre. He also received the "**Eryk**" prize from the Association of Polish Cartoonists in 2005. Below are some of his artworks.

Figure 2.10: A Sample Art of Pawel Kuczynski_1

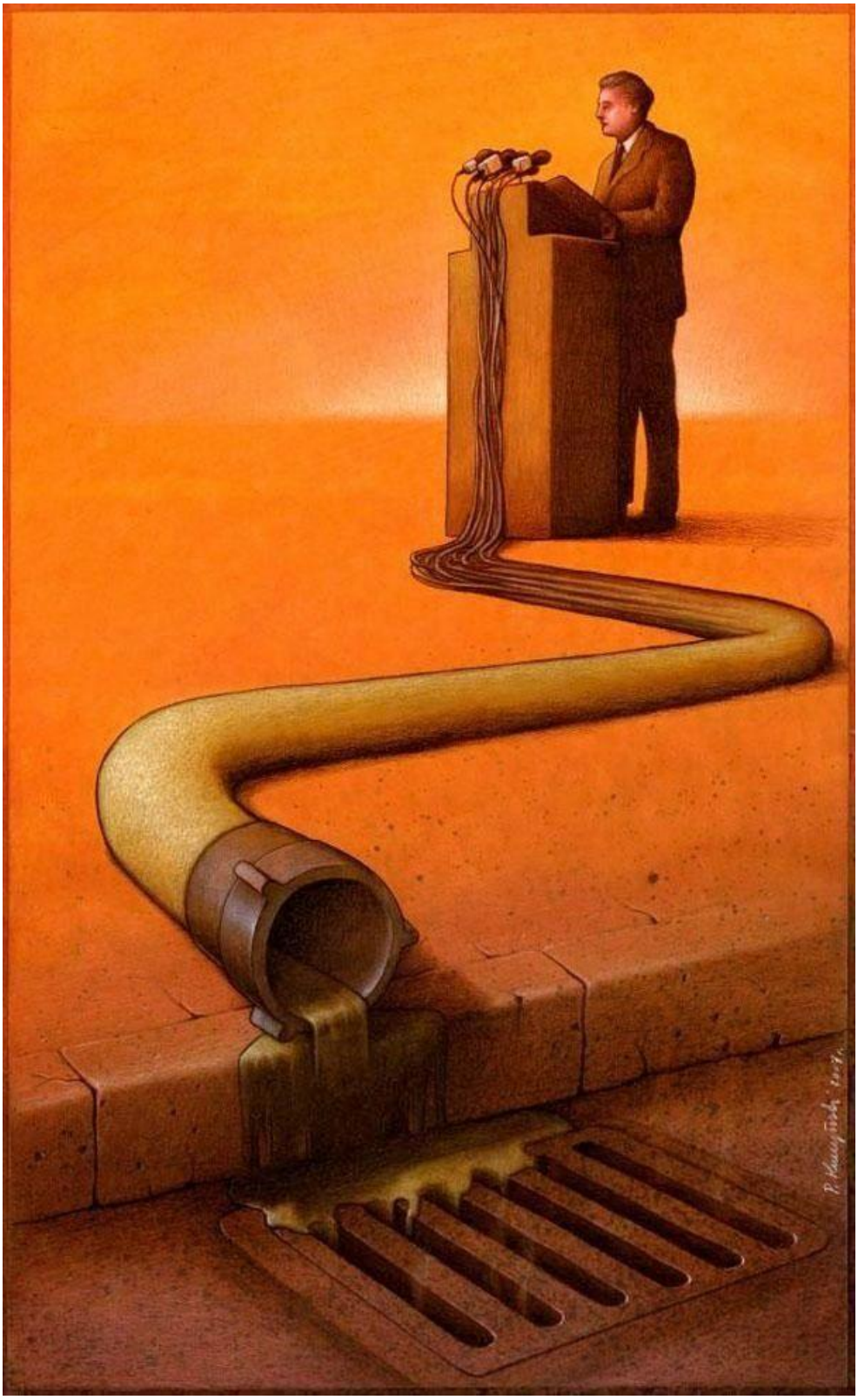

Figure 2.11: A Sample Art of Pawel Kuczynski_2

Figure 2.12: A Sample Art of Pawel Kuczynski_3

Figure 2.13: A Sample Art of Pawel Kuczynski_4

2.3 Satiric Comedy

To convey a comedic message, I studied the works of **George Carlin** [10]**.** He was born and raised in Manhattan, New York City. Carlin got his career start by performing on the Las Vegas circuit and entertaining TV audiences. He adopted a less conventional and somewhat vulgar comedic approach. While other comedians built a career based on easy-going and politically correct jokes, Carlin was something else. He tackled highly sensitive issues like politics, religion, culture, drugs, the demise of humanity, and the right to free speech. He was even arrested for his infamous routine "Seven Words You Can Never Say on Television" in July 1972. He was an atheist and cocaine user and was deemed anti-religious and disrespectful of society. However, the comedian's new material brought him success from the younger counterculture.

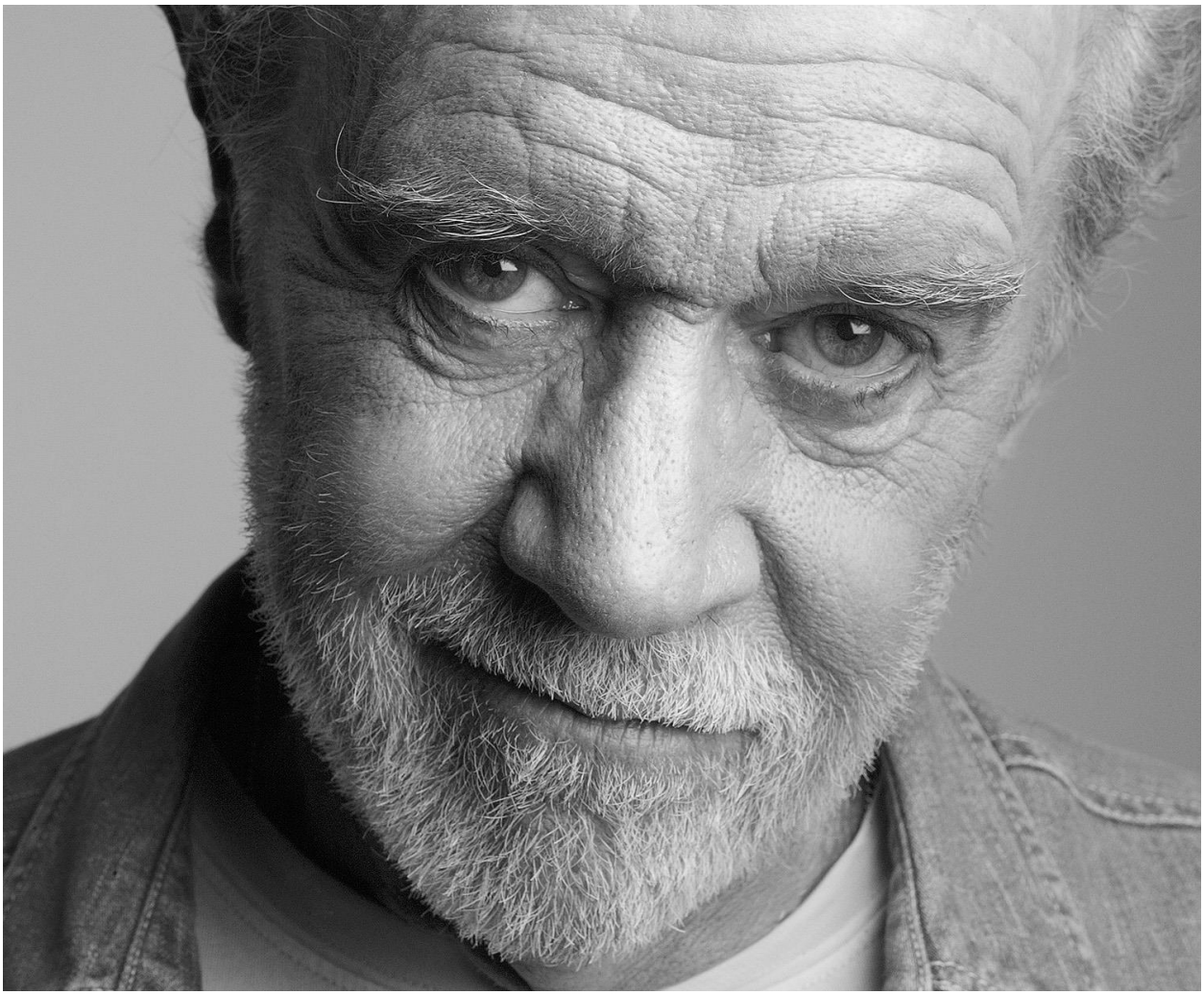

Figure 2.14: George Carlin

In my opinion, among the specials I have seen of him so far, I liked the one titled "Life Is Worth Losing" which came out in 2005. A segment from that special is, "Humans do some really interesting things. Like, besides killing ourselves, we also kill each other. Murder! And we're the only ones who do that, by the way. We are the only species on earth that deliberately kills members of their own species for personal gain. Or pleasure! Sometimes it's just fun! We're also the only species that deliberately kill members of another species for personal gain, or pleasure. That's what hunters do. They kill for pleasure. That's us—human beings. Interesting folks! Murderous!"

Another one is, "There's a reason education sucks, and it's the same reason that will never, ever, ever, be fixed... It's never gonna get any better. Don't look for it. Be happy with what you've got. Because the owners of this country don't want that. I'm talking about the real owners now, The real owners. The big, wealthy business interests that control things and make all the important decisions. Forget the politicians. The politicians are put there to give you the idea that you have freedom of choice. You don't. You have no choice. You have owners. They own you… They don't want a population of citizens capable of critical thinking. They don't want well-informed, well-educated people capable of critical thinking. They're not interested in that. That doesn't help them. That's against their interest."

This is the type of comedy that George Carlin specializes himself in. The upfront mocking of the people in power. This passively inspires people to stand up for themselves and know what these leaders really are and where their interests lie. Carlin's comedy helped me gain a new perspective on life. It helped me think on a deeper level and see people for what they truly are, see society in its true form, understand how things work in a democracy, and speak my mind knowing that it is a bitter truth sometimes and may piss people off. Regardless of consequences, this mentality is essential to the world because we need more people with the ability to think rather than believe what they are told and shown by governments.

2.4 Investigation Reports

To get an overall idea of how many sectors I was going to cover, I saw all the investigative reports of **Investigation 360 Degree** [11]**,** which is a weekly special program of **Jamuna Television**. This program uncovers the corruption, injustice, the dogma of Bangladesh's society and shows them in a well-edited video medium. Bangladesh's Digital Security Act poses a real threat to freedom of press by branding investigative reports as "negative propaganda" punishable by up to 14 years in prison. A lot of news reporters have been detained by this act. The cybersecurity law is often abused to harass ordinary people. This TV Show explore the financial, mental, physical suffering that the accused suffered during sometimes lengthy judicial processes. It is worth mentioning that **Center for Governance Studies** which is a non-governmental organization, has analyzed 668 cases filed under the Digital Security Act since January 2020 to find that more than 20% of the targets are journalists who worked uncover heinous corruption of various government sectors or political leaders in position of power with influence. Overall, this program has been a huge eye-opener for people living in Bangladesh and a great source of information for this project.

Figure 2.15: Investigation 360 Degree_1

Figure 2.16: Investigation 360 Degree_2

Figure 2.17: An overall glimpse of what Investigation 360 Degree has covered

2.5 Satire YouTube Channel

Another study of us was a satire channel on YouTube called "**Thejuicemedia** [21, 22, 23]." Thejuicemedia is a satire YouTube channel that focuses on satiric content based on the Australian government corruption injustice of the system. They mainly publish "honest" ads format video content to criticize the Australian government and the system present in their country. Due to being bold with their choice of words, they ran into trouble with their government, and their have been attempts to sabotage their approach to criticism like all governments do when they feel like their authority is being questioned or threatened by any individual or group. However, they did not stop at the threat and continued to expose the injustice present in their country.

Figure 2.18: Thejuicemedia – Honest Government Ads_1

Figure 2.19: Thejuicemedia – Honest Government Ads_2

2.6 Comics

To study the panels and how they would be arranged for our artbook, I looked at Japanese comics, also known as manga. There are thousands of manga out there, and all manga follow a format, whether it be colored or black & white. While books or comics in our country start from the left and continue to the right, manga starts from the right and continues to the left. There are either all six panels on a page sometimes, and there are less than that. Sometimes there are only vertical panels, and sometimes there are only horizontal panels. Sometimes there are different perspective pictures. It all depends on the situation, scene, importance of each panel. For this project, I studied a manga called "**Dr. Stone** [26]" written by **Riichiro Inagaki** and illustrated by **Boichi**. It even has anime adaption which has aired two seasons already and set for a third season this year. Below are some shots from the manga as an example of various types of panels.

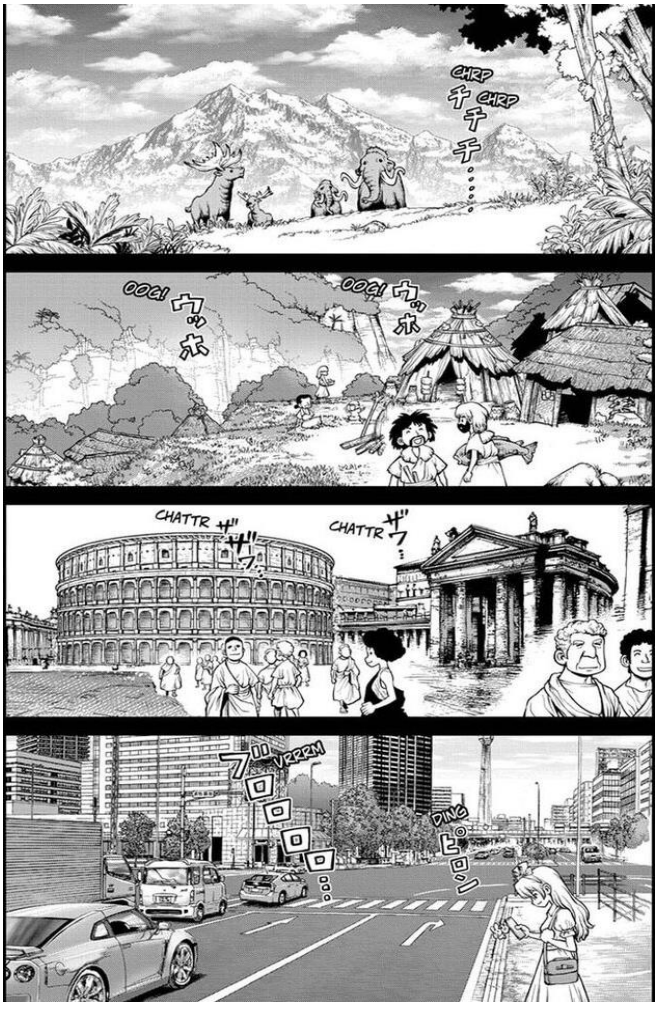

Figure 2.20: Horizontal Panels from the Manga Dr. Stone

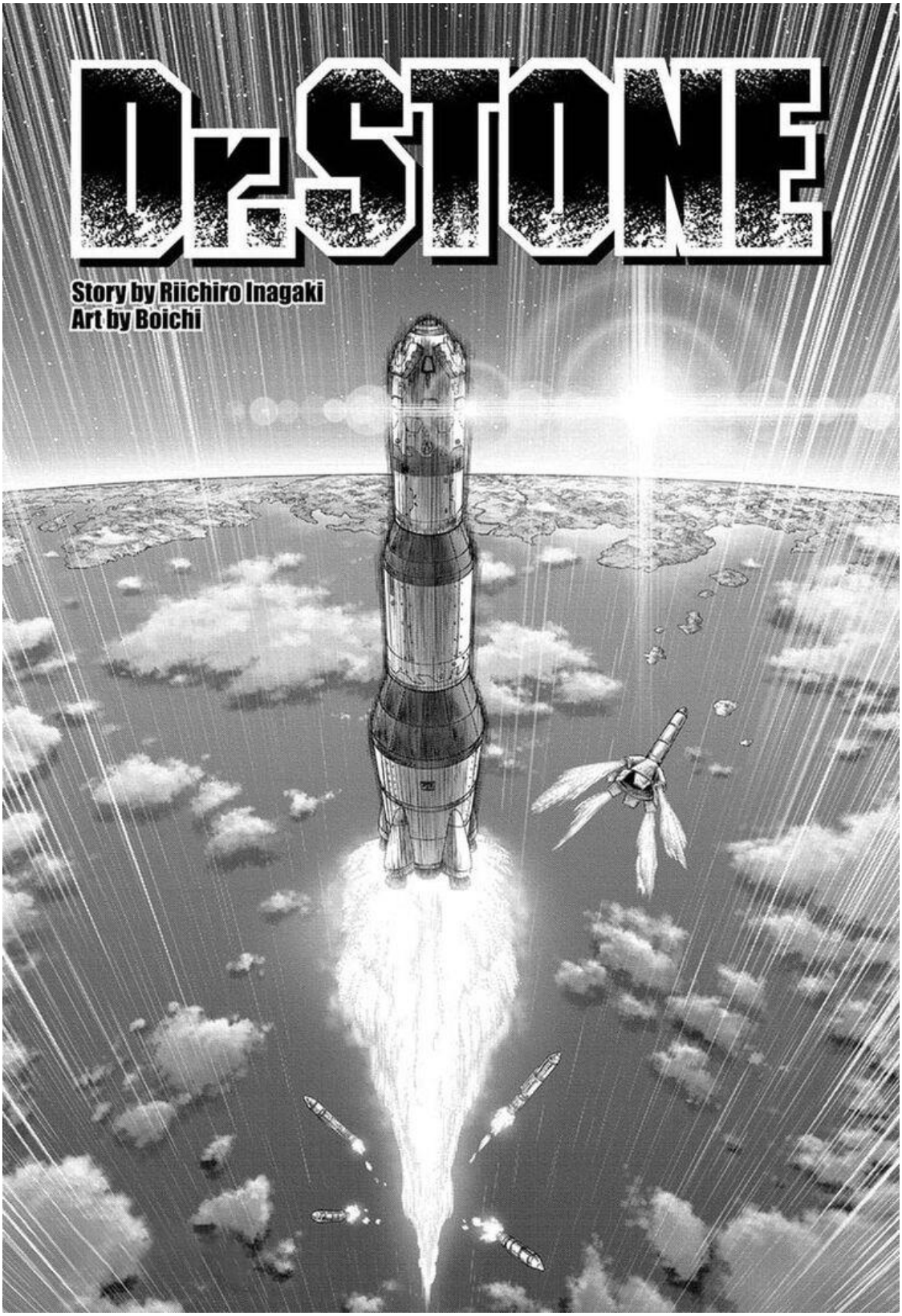

Figure 2.21: Birds Eye View Shot from the Manga Dr. Stone

Figure 2.22: Broad Perspective Shot from the Manga Dr. Stone_1

Figure 2.23: Horizontal Panels & Broad Perspective Shot from the Manga Dr. Stone_1

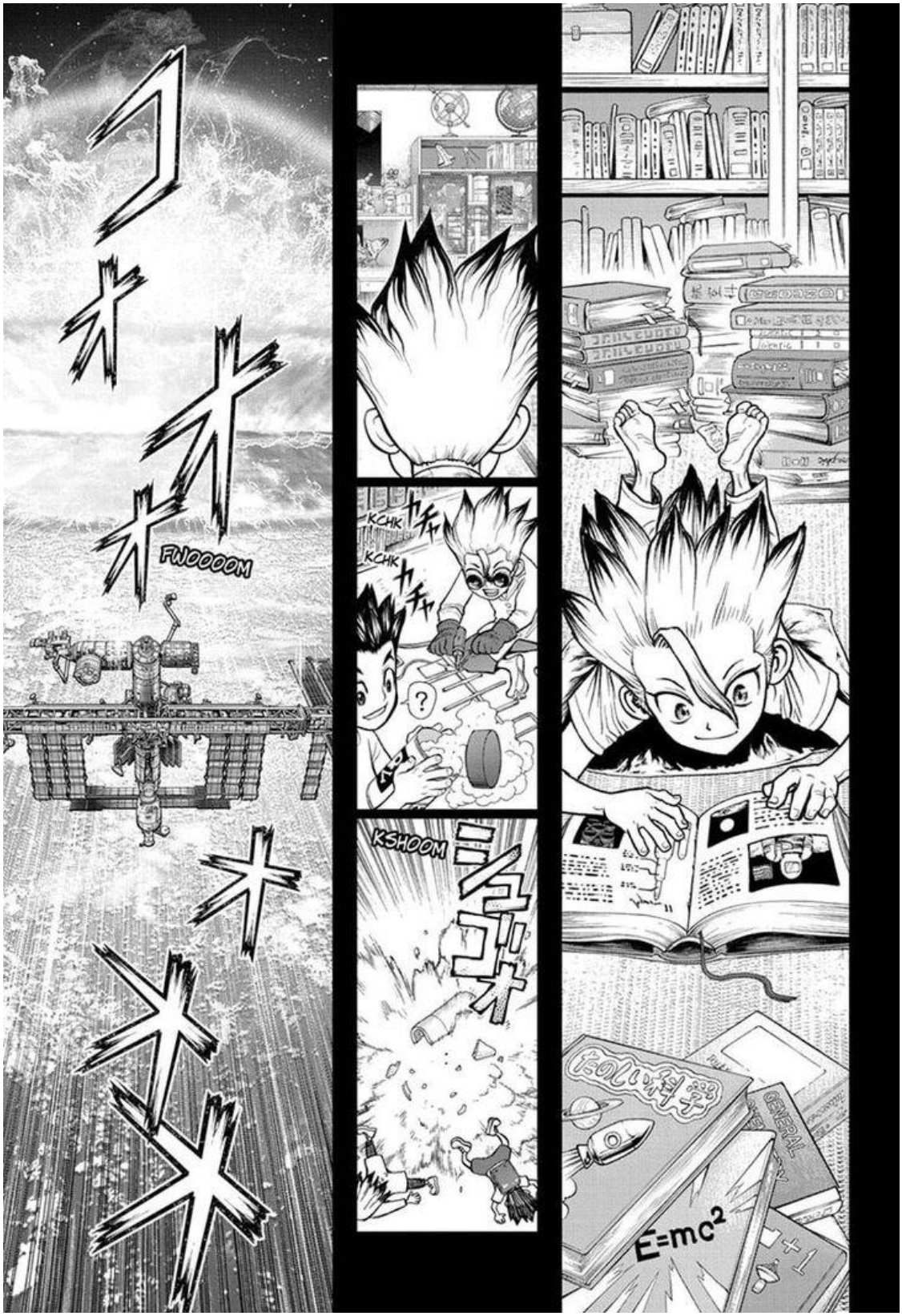

Figure 2.24: Vertical Panels from the Manga Dr. Stone

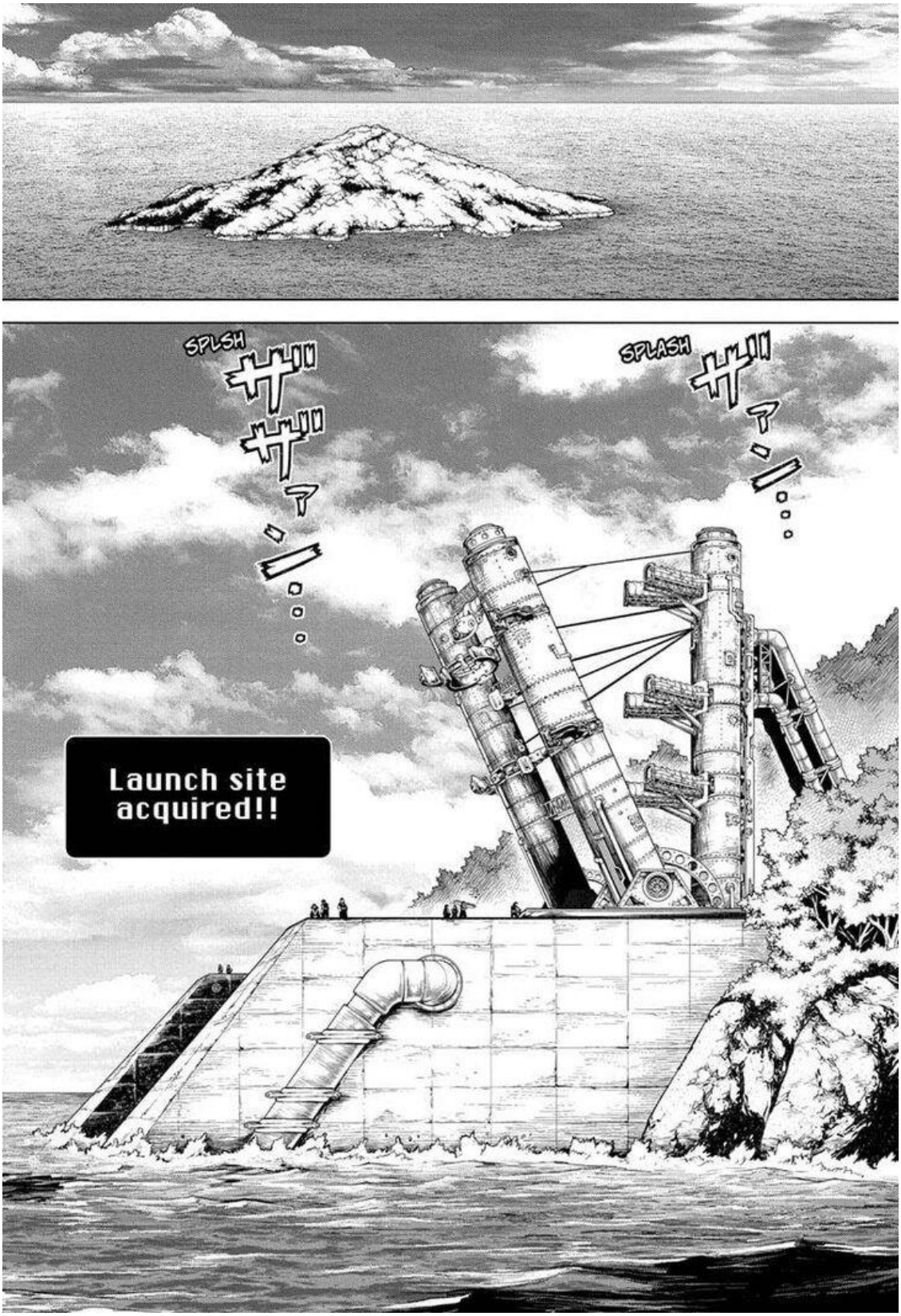

Figure 2.25: Horizontal Panels & Broad Perspective from the Manga Dr. Stone_2

2.7 Color Palette

Color is an important factor when conveying mood in artwork or any form of visual media. Different sets of colors convey variant moods and emotions and highlight key parts. Light, color, shadow, hue, saturation, tint, the shade of color all play an important role in crafting quality artwork. Since the whole project is done in digital media, so studying existing scenes from different anime was greatly helpful to get the mood as close as a possible color palette for different perspectives. For this, I studied animes such as **Horimiya** [31], **Demon Slayer** [28], **Fire Force** [32], **ReLife** [27], **Smile Down the Runway** [30], **Fly Me to the Moon** [29]. These have some of the most beautiful day, daybreak, afternoon, dawn, dusk, night, rainy, cloudy scenes. Below are some examples. All of these were used to extract color combinations and implemented on our project.

Figure 2.26: Dusk color palette from Fly Me to the Moon

Figure 2.27: Night color palette from Fly Me to the Moon

Figure 2.28: Dawn color palette from Horimiya

Figure 2.29: Morning color palette from Demon Slayer

Figure 2.30: Noon color palette from Smile Down the Runway

CHAPTER 3

SOFTWARE USED

To complete this project, we started by using Microsoft word to list all the scenes and their description. To record the explanation of each scene, we used OBS (Open Broadcaster Software) Studio. To sketch the images, we used pencil, paper, and used a smartphone to capture the artwork done by hand, and to digitalize those, we used Adobe Photoshop and Adobe Illustrator.

3.1 Microsoft Word

Microsoft Word [13] is a word processing program that was first developed by Microsoft in 1983. Since then, Microsoft has released number of updated versions, each offering more features than its predecessor and incorporating better technology. The most current version of Microsoft word is included in a bundled software named Microsoft Office 2021 includes Word 2021. For our project, we used a relatively older version which is Microsoft Office 2019 from the year 2019. There have been updates in 2020 and 2021 as well, and the latest one came out at the end of 2021. Microsoft Word is included in all of the Microsoft Office application suites.

Figure 3.1: Microsoft Word 2019

3.2 OBS (Open Broadcaster Software) Studio

OBS [17] stands for Open Broadcaster Software, a free, open-source live video recording and streaming software that is supported by a large community of developers from around the world. OBS can be used for live video production, live streaming, and video recording. When you first download and install the app, the setup wizard will ask you if you would like to optimize the software for recording or live streaming because it has the ability to mix together many different audiovisual sources into a live video production environment. OBS also supports many plugins, which can extend its functionality to include features such as NDI support, VST plugins and stream deck controls. Many streamers use it as it is a free software and no royalty fee is necessary. People are open to supporting the development if they wish.

Figure 3.2: OBS (Open Broadcaster Software) Studio

3.3 Adobe Photoshop

Adobe Photoshop [16] is the predominant photo editing and manipulation software on the market. Its uses range from the full-featured editing of large batches of photos to creating intricate digital paintings and drawings that mimic those done by hand. It is used to edit photo, create photo manipulation. Even sometimes, it is used to create vector art despite being a software to work with raster-based image.

Figure 3.3: Adobe Photoshop

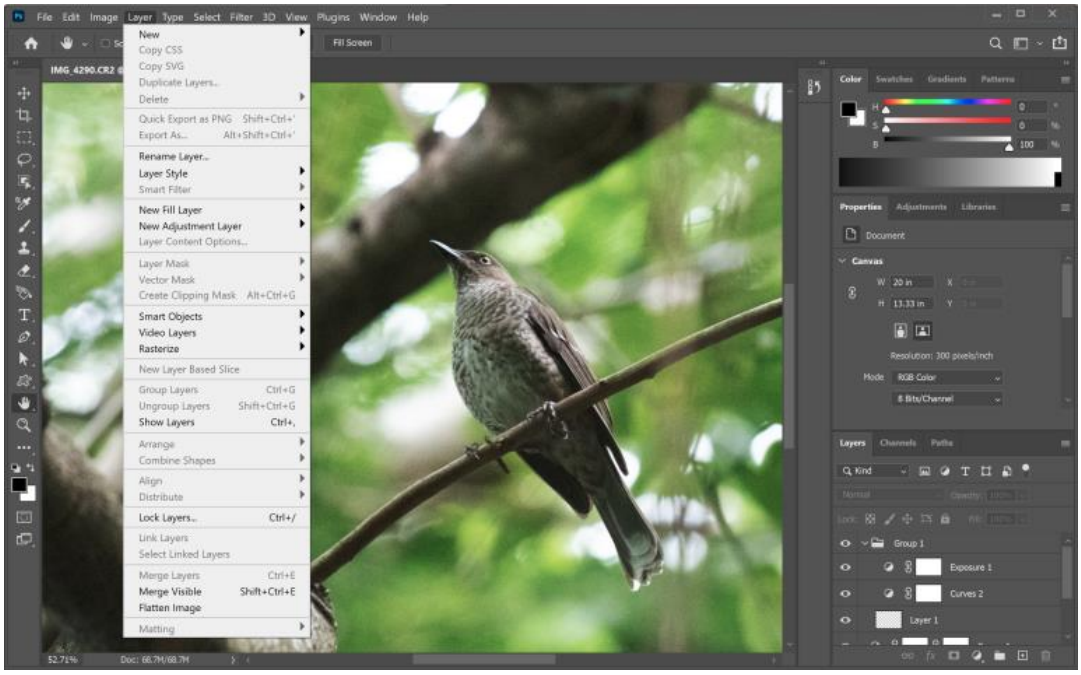

Figure 3.4: Adobe Photoshop Interface

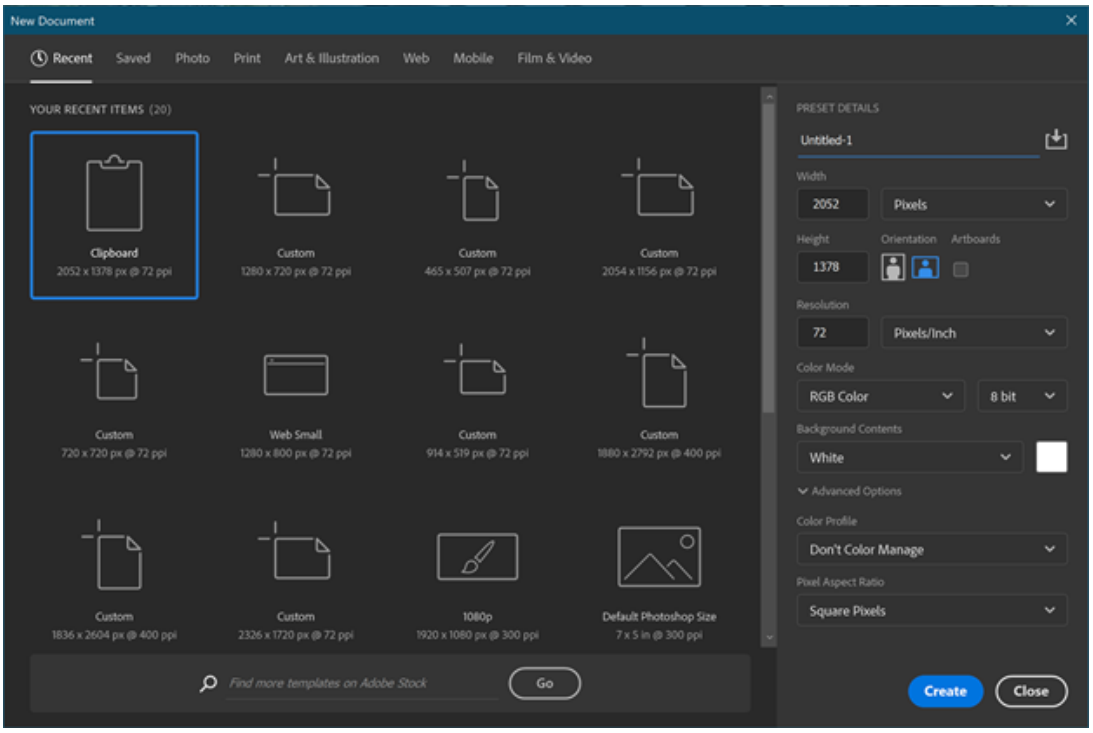

Figure 3.5: Adobe Photoshop File Menu

3.4 Adobe Illustrator

Adobe Illustrator [19] is an application that is used to create logos, textual styles, vector-based posters, and flex. This is a vector-based program. Hence, the pictures can be stretched regardless of the original document artboard size, and Illustrator was the first software to dispatch this element and turned out to be generally well known in the graphic designing community. It was first launched in 1987.

Figure 3.6: Adobe Illustrator

Figure 3.7: Adobe Illustrator Interface

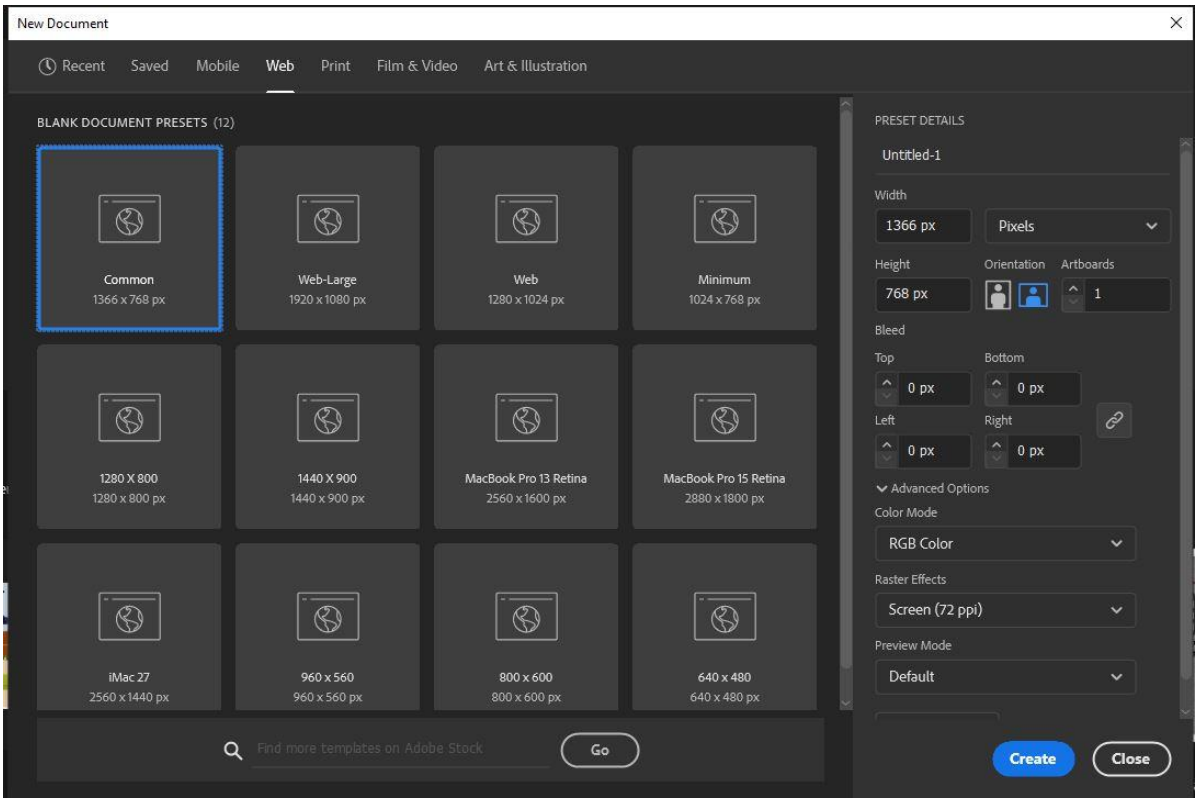

Figure 3.8: Adobe Illustrator File Menu

CHAPTER 4

PROJECT DEVELOPMENT

In this project, my part was working on pre-production which included drawing sketch art from description given to me by our team member who was in charge of writing the story, script and scene description. Below are some of my drawn sketches.

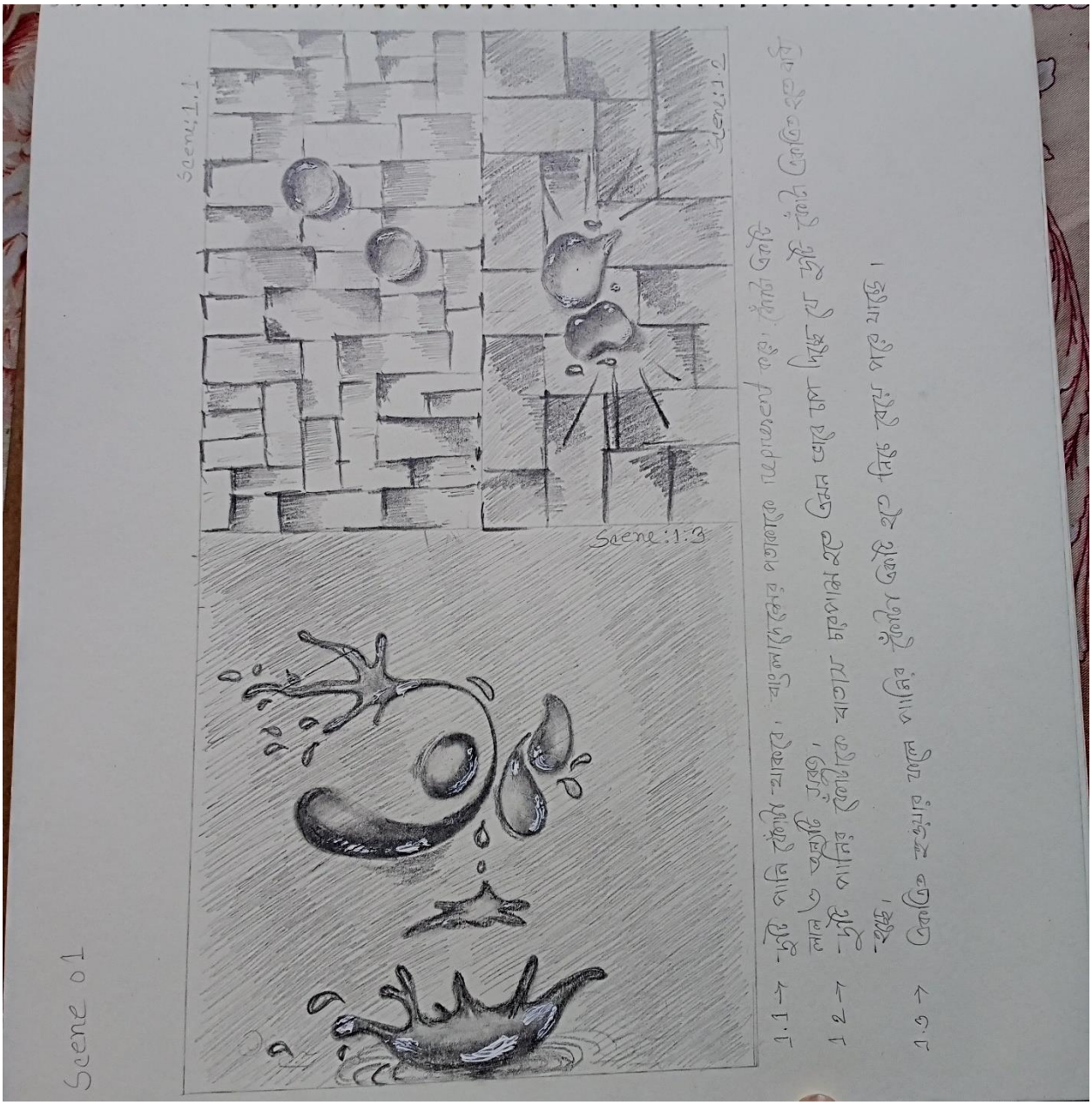

Figure 4.1: Sketch Art of Scene – 1_1

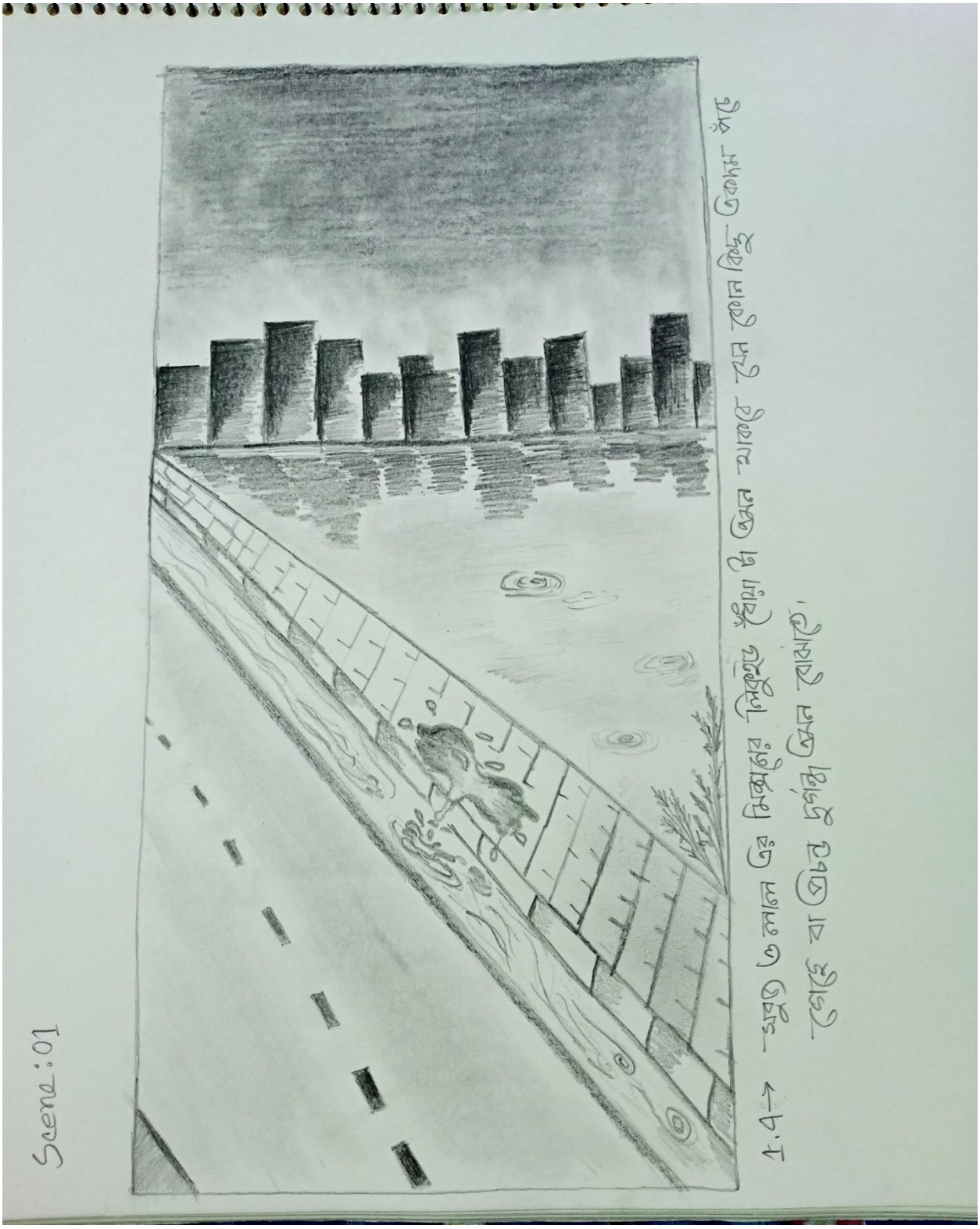

Figure 4.2: Sketch Art of Scene – 1_2

Figure 4.3: Sketch Art of Scene – 1_3

Figure 4.4: Sketch Art of Scene – 2

Figure 4.5: Sketch Art of Scene – 6

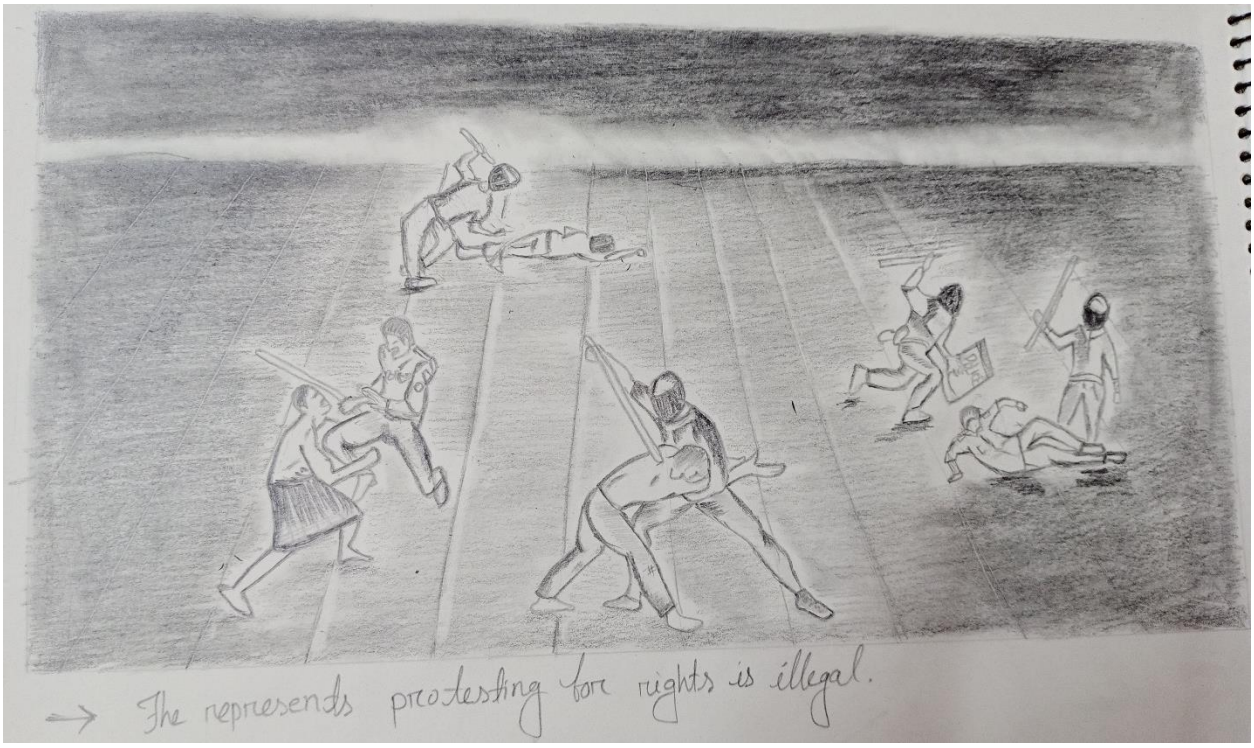

Figure 4.6: Sketch Art of Scene – 7

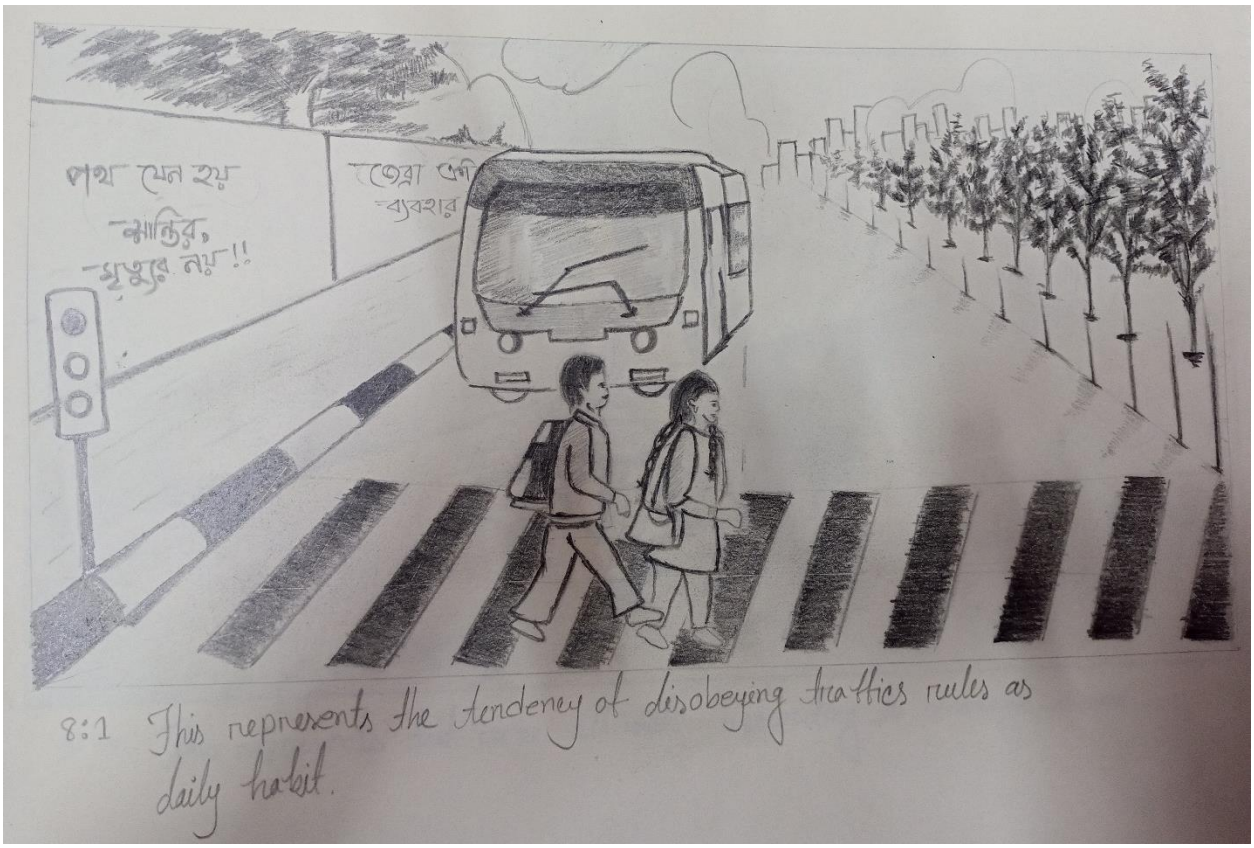

Figure 4.7: Sketch Art of Scene – 8_1

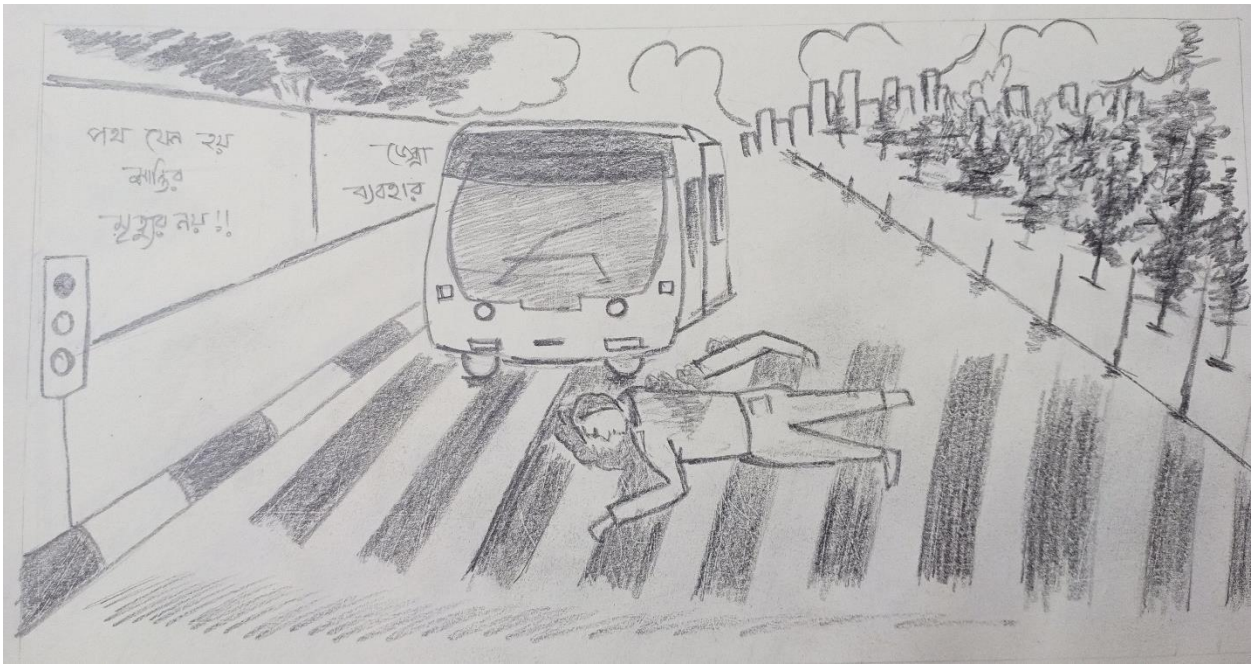

Figure 4.8: Sketch Art of Scene – 8_2

Figure 4.9: Sketch Art of Scene – 9

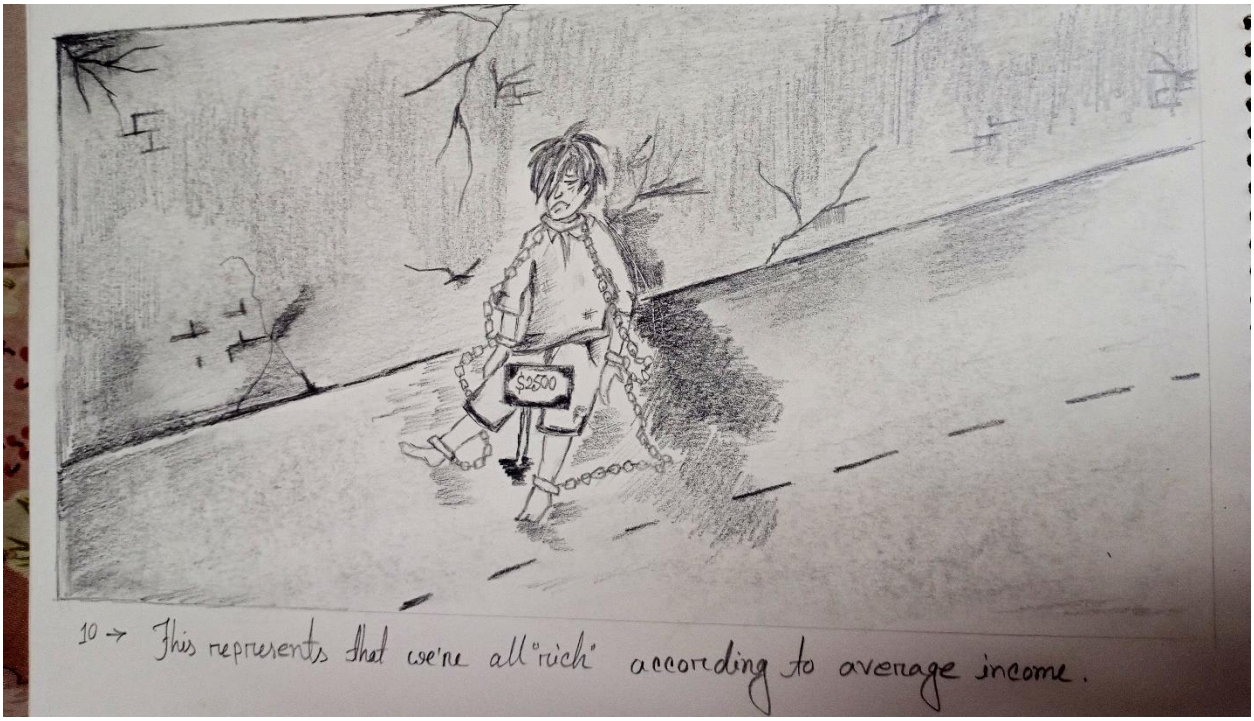

Figure 4.10: Sketch Art of Scene – 10

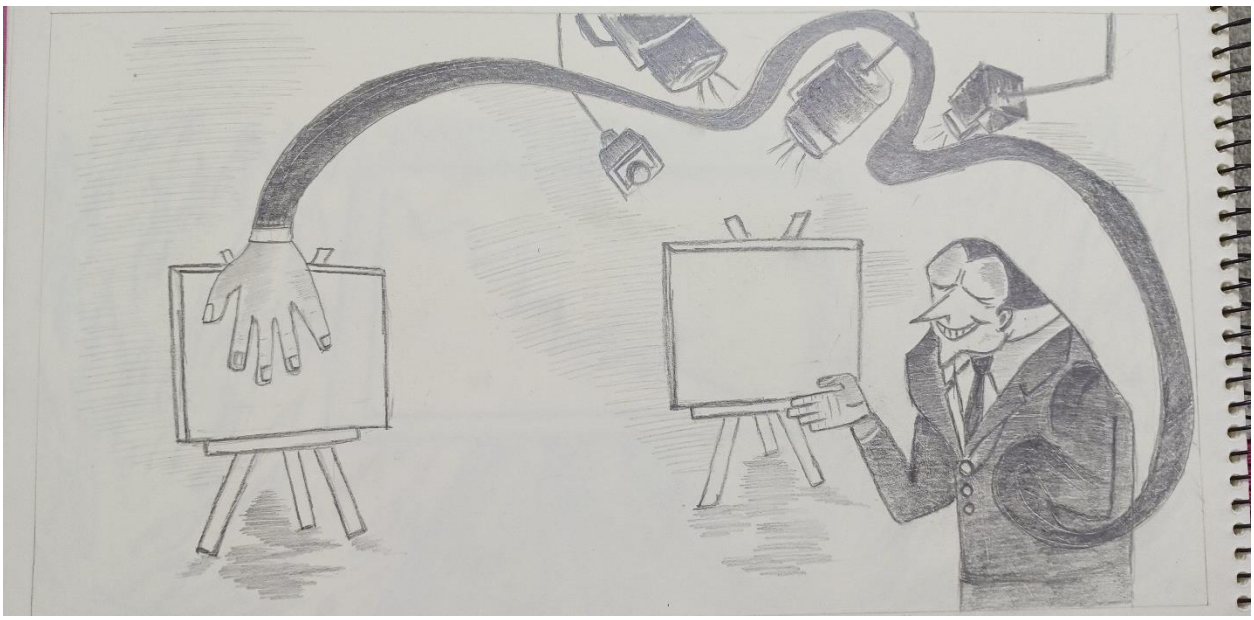

Figure 4.11: Sketch Art of Scene – 11

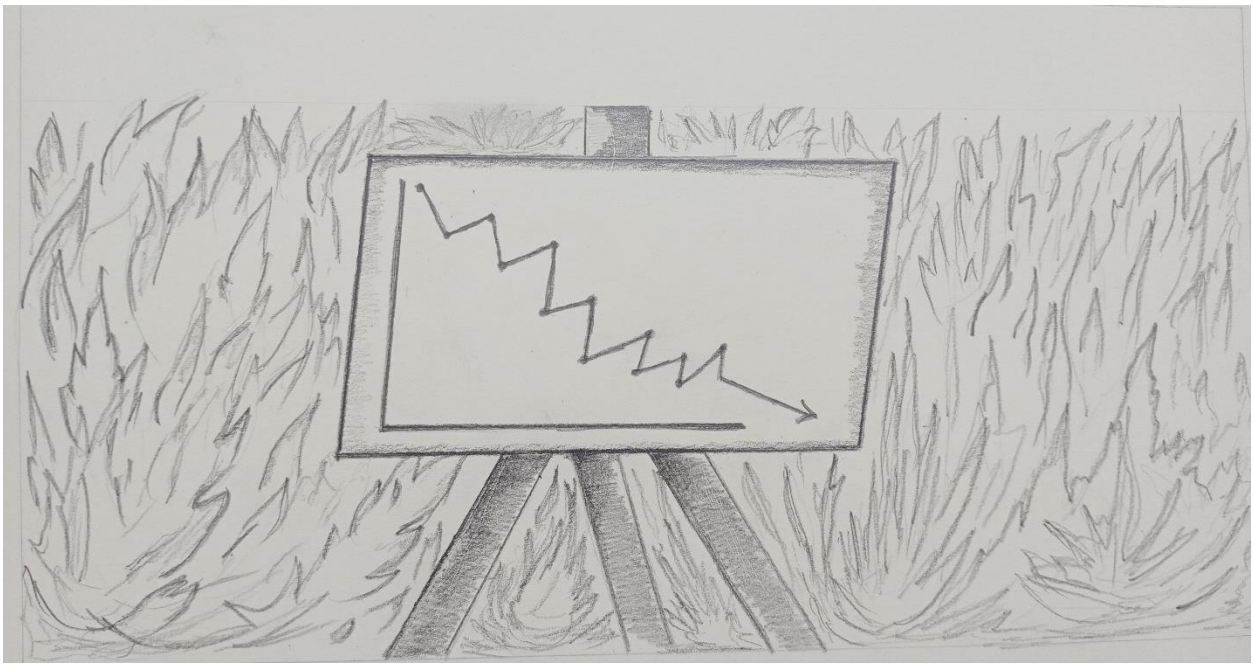

Figure 4.12: Sketch Art of Scene – 12_1

Figure 4.13: Sketch Art of Scene – 12_2

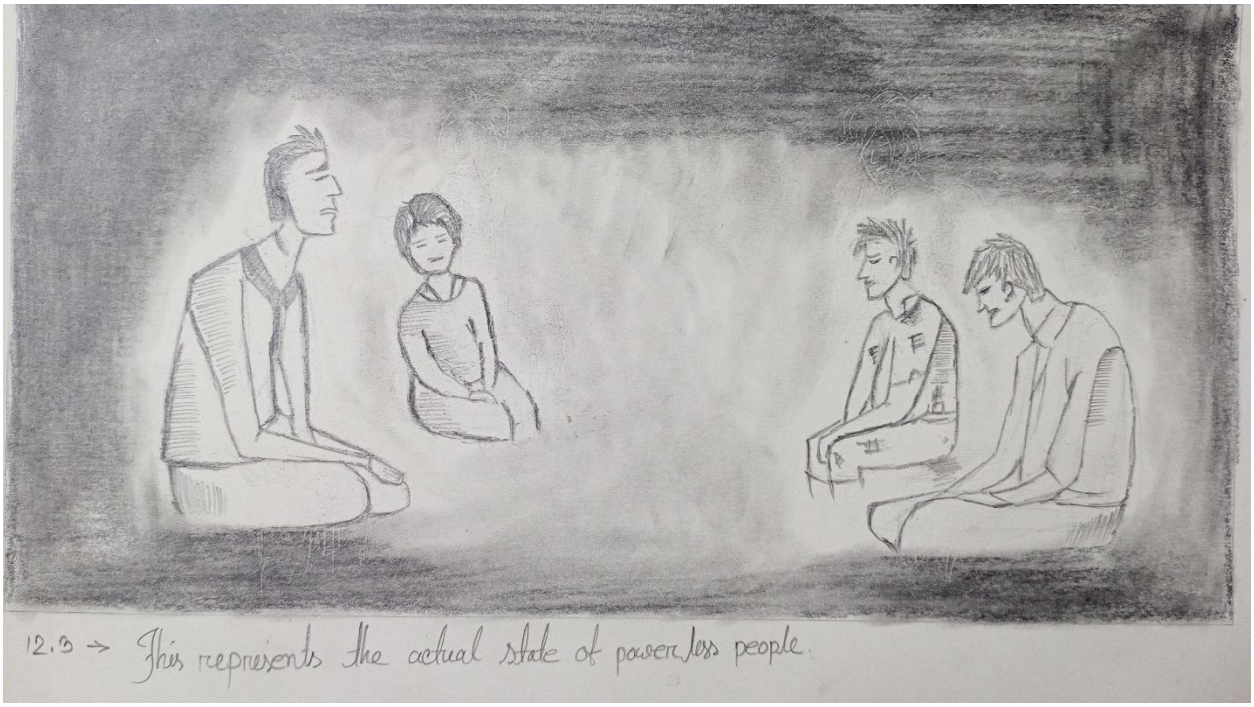

Figure 4.14: Sketch Art of Scene – 12_3

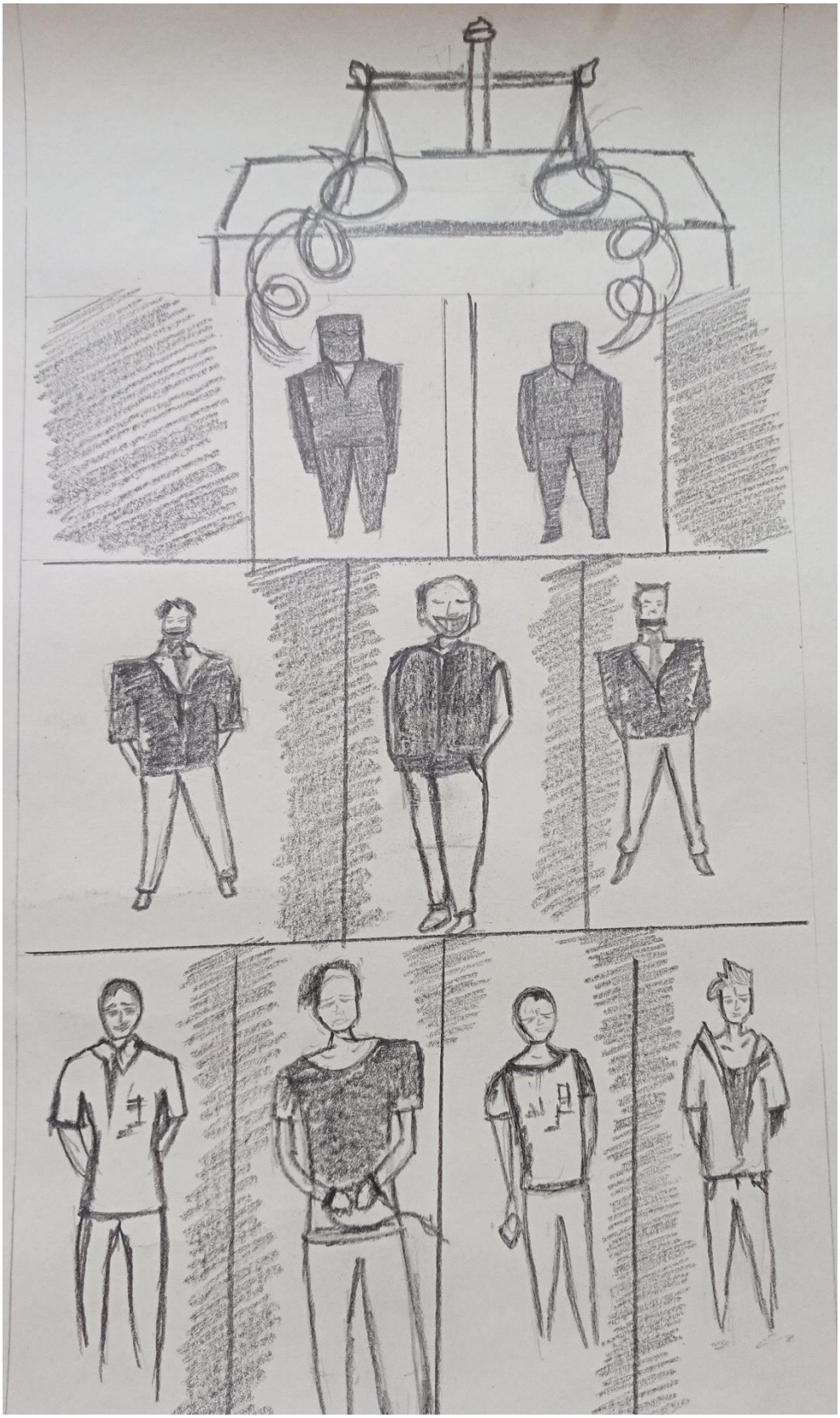

Figure 4.15: Sketch Art of Scene – 13_1

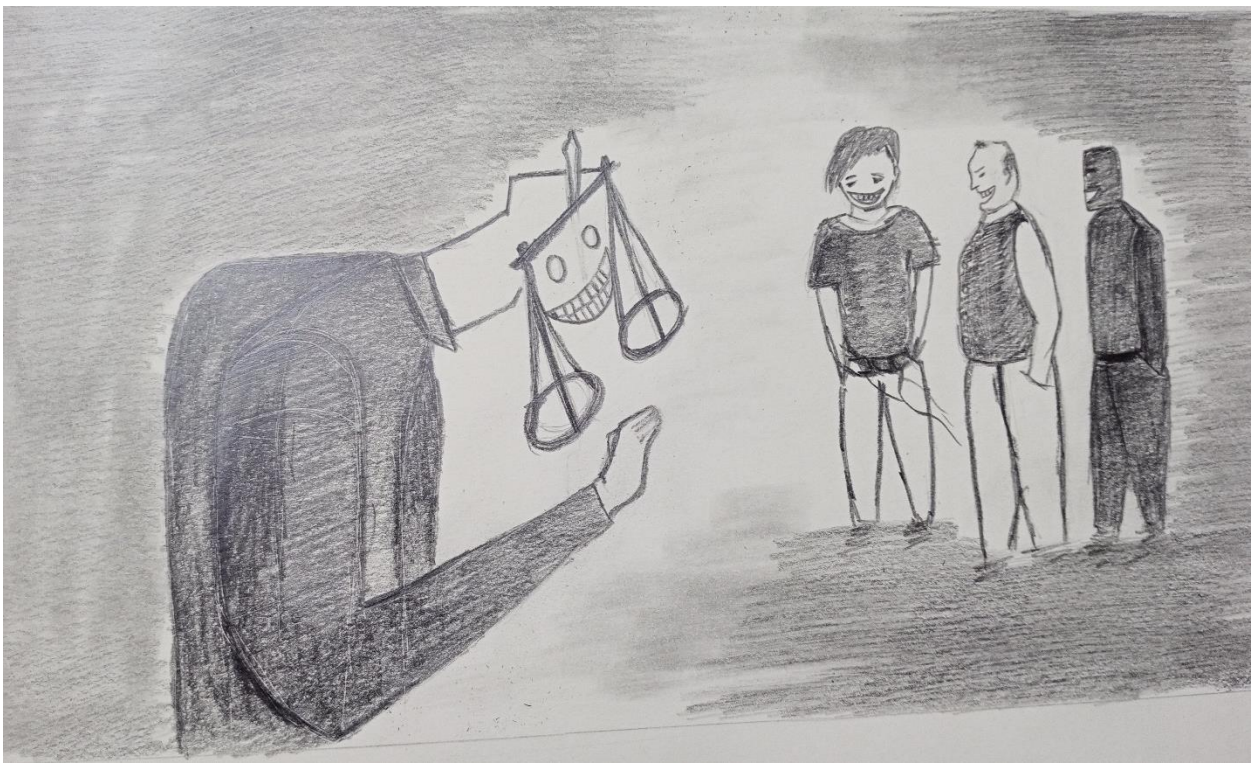

Figure 4.16: Sketch Art of Scene – 13_2

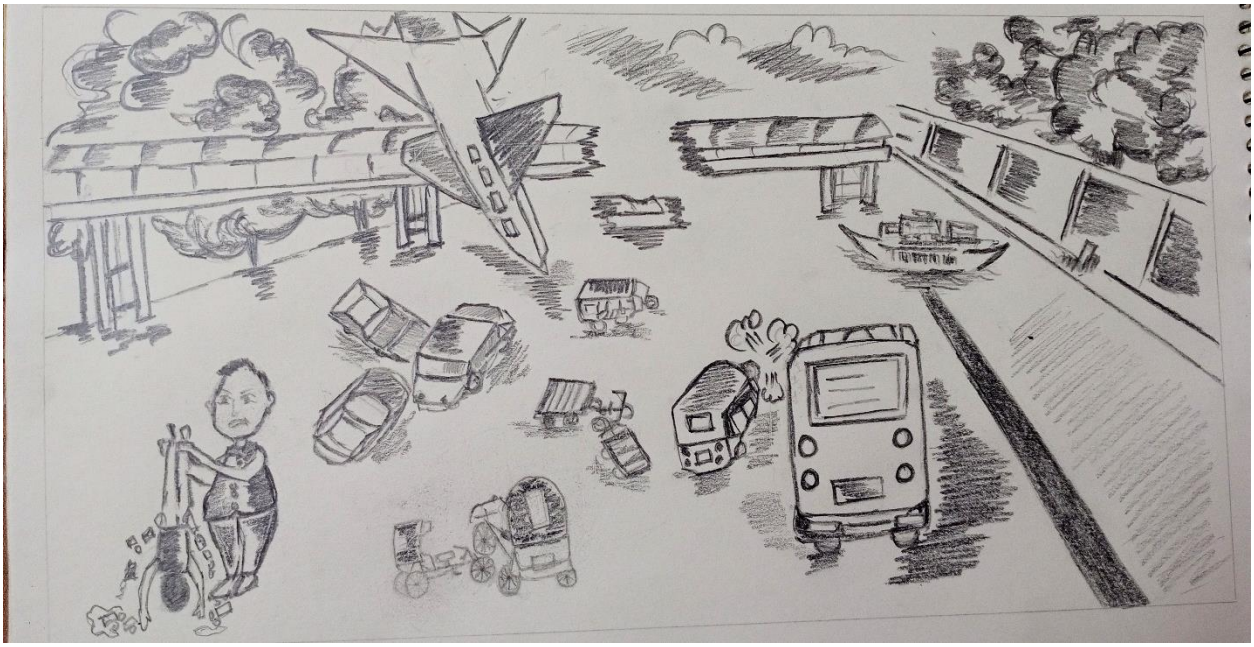

Figure 4.17: Sketch Art of Scene – 14

Figure 4.18: Sketch Art of Scene – 15_1

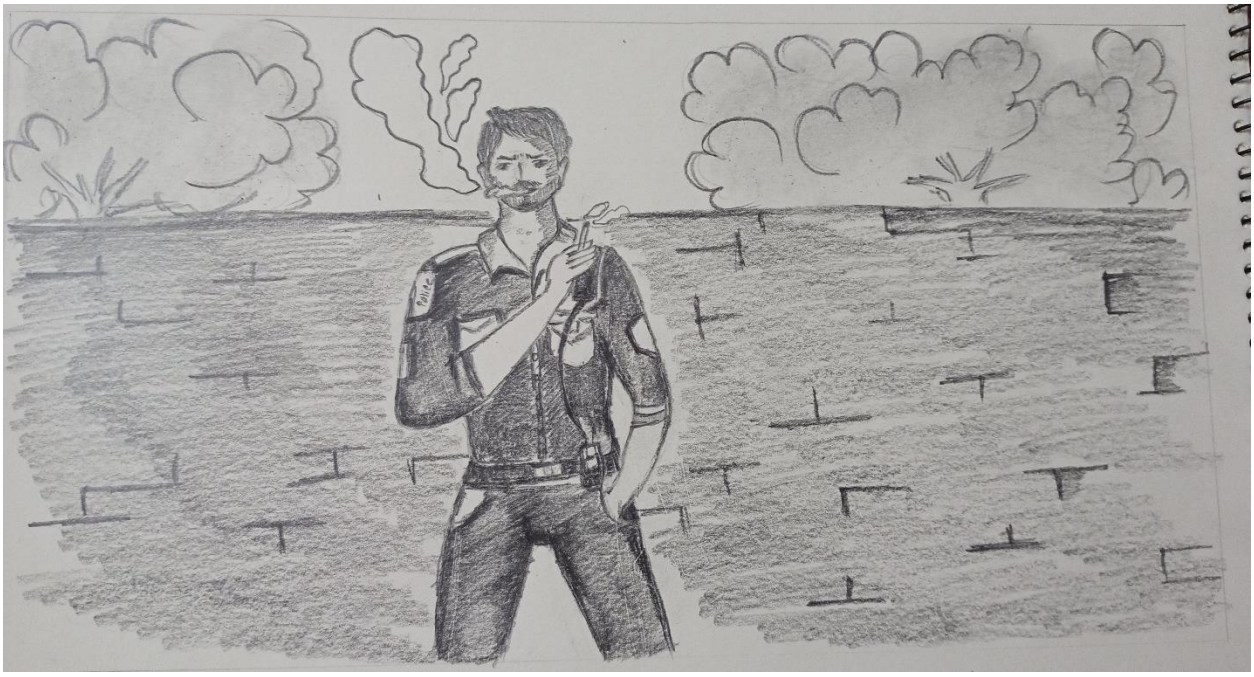

Figure 4.19: Sketch Art of Scene – 15_2

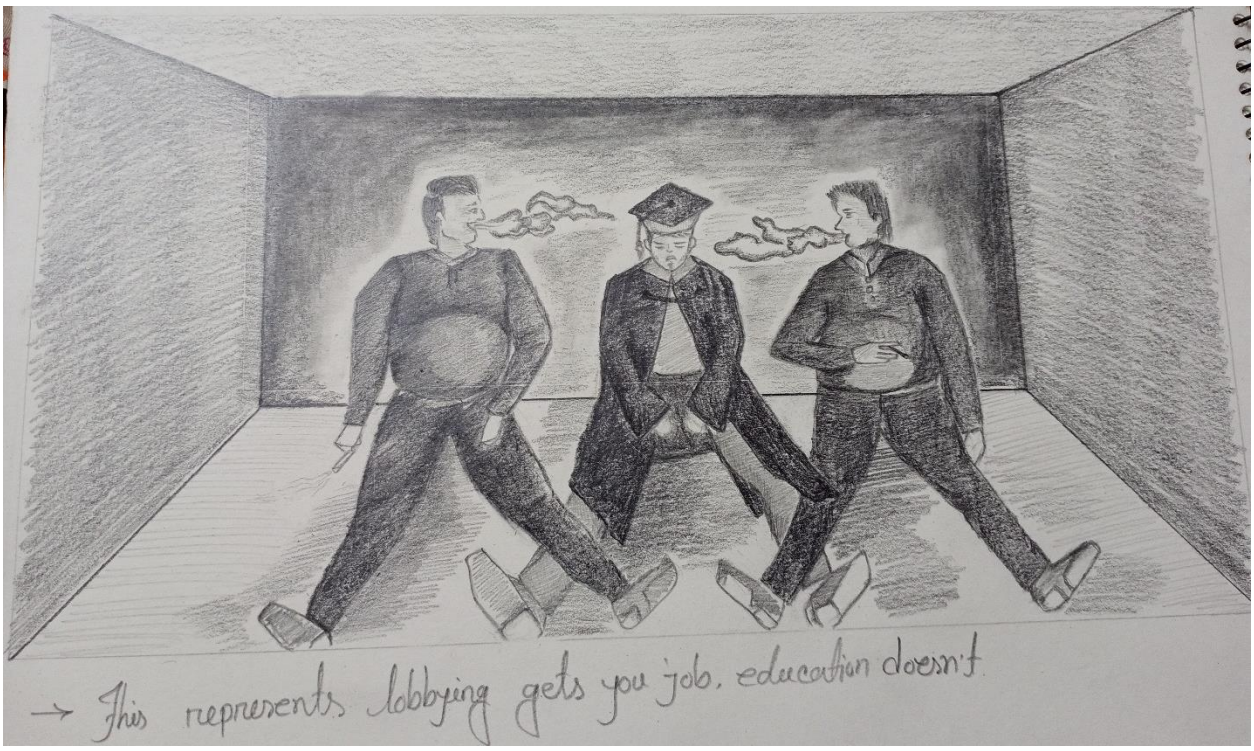

Figure 4.20: Sketch Art of Scene – 16

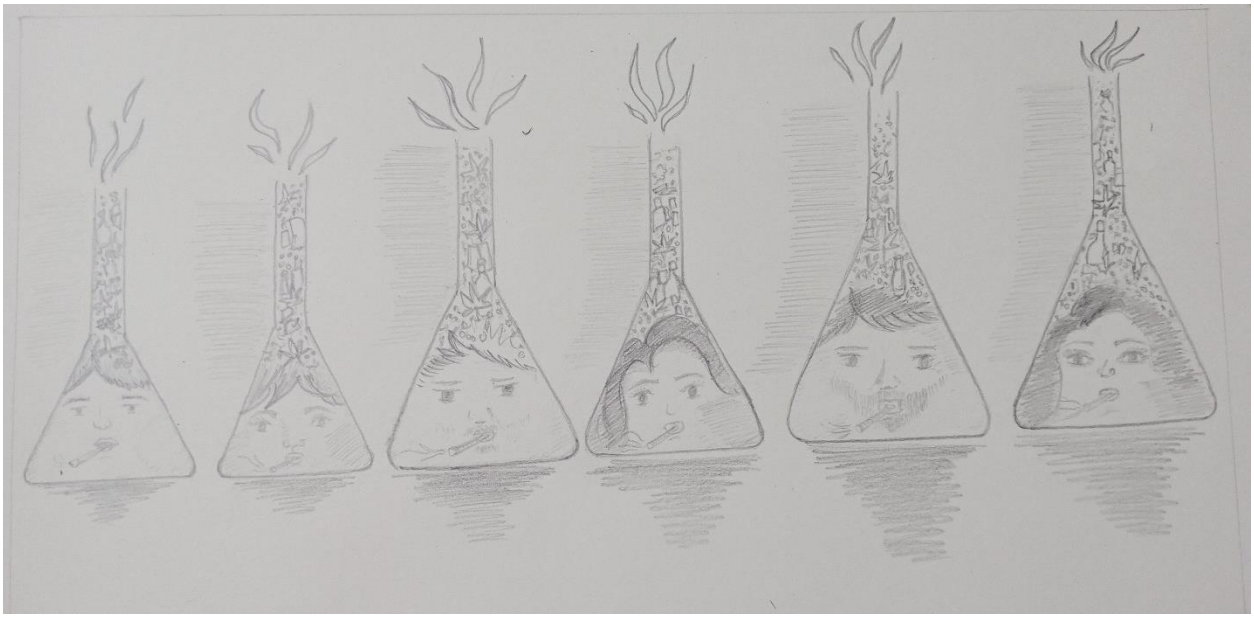

Figure 4.21: Sketch Art of Scene – 17

Figure 4.22: Sketch Art of Scene – 18

Figure 4.23: Sketch Art of Scene – 19_1

Figure 4.24: Sketch Art of Scene – 19_2

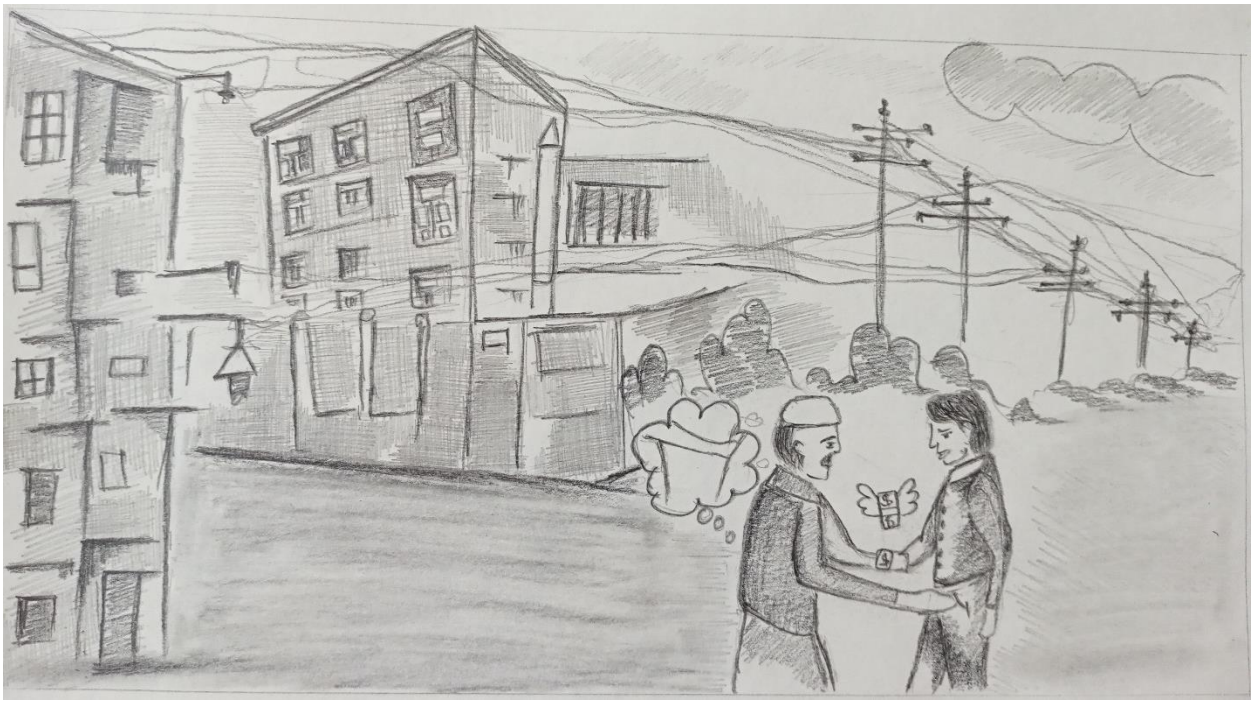

Figure 4.25: Sketch Art of Scene – 20

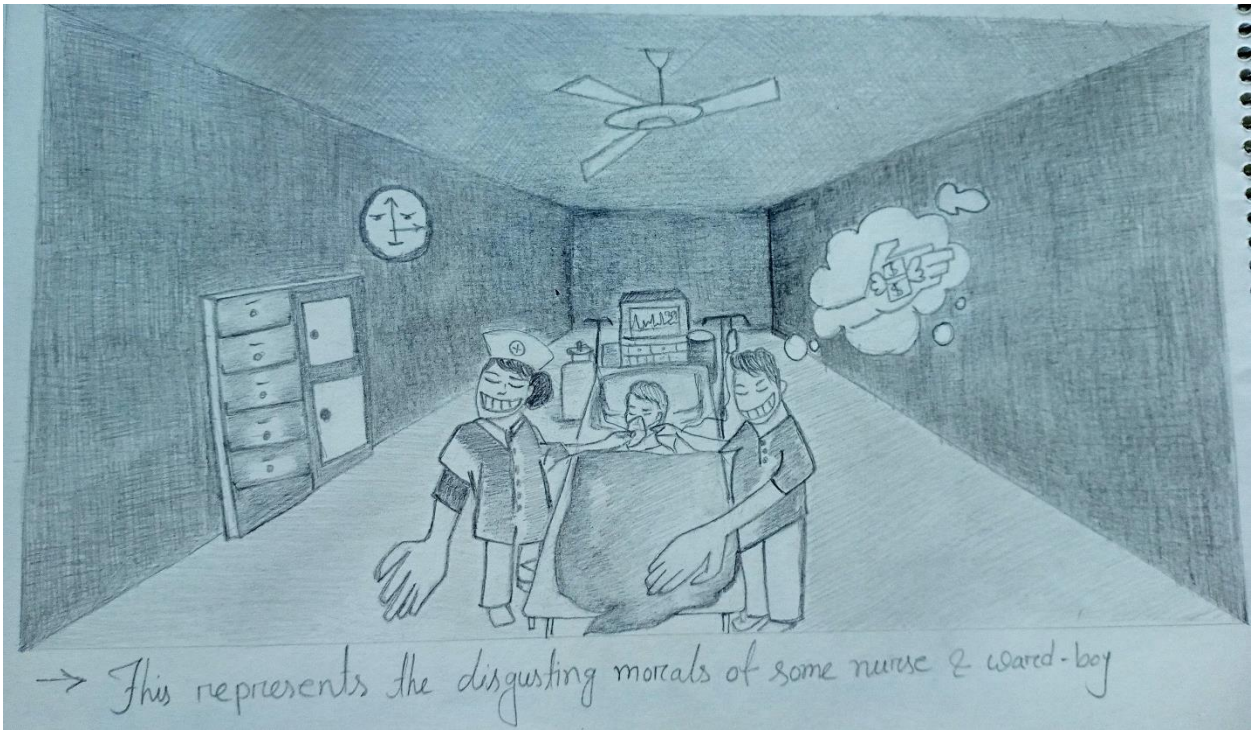

Figure 4.26: Sketch Art of Scene – 21_1

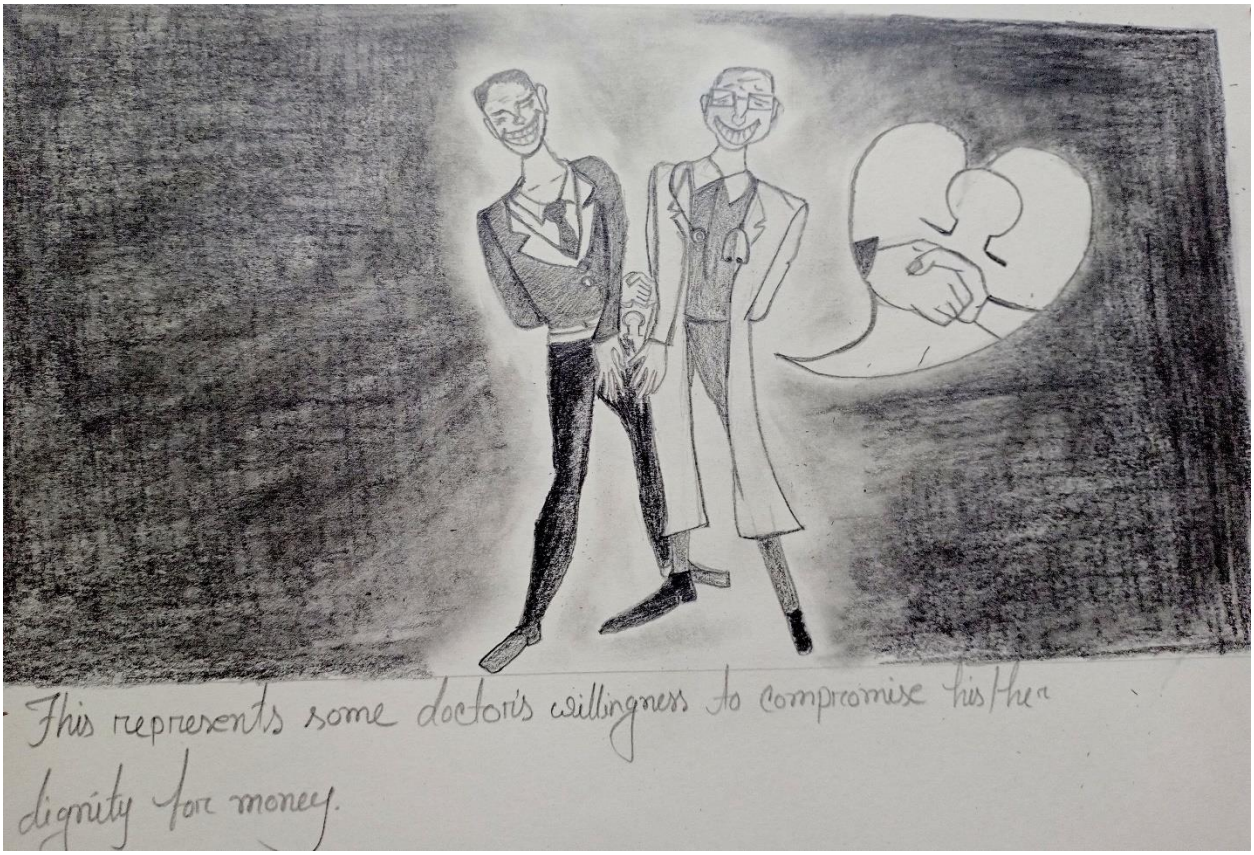

Figure 4.27: Sketch Art of Scene – 21_2

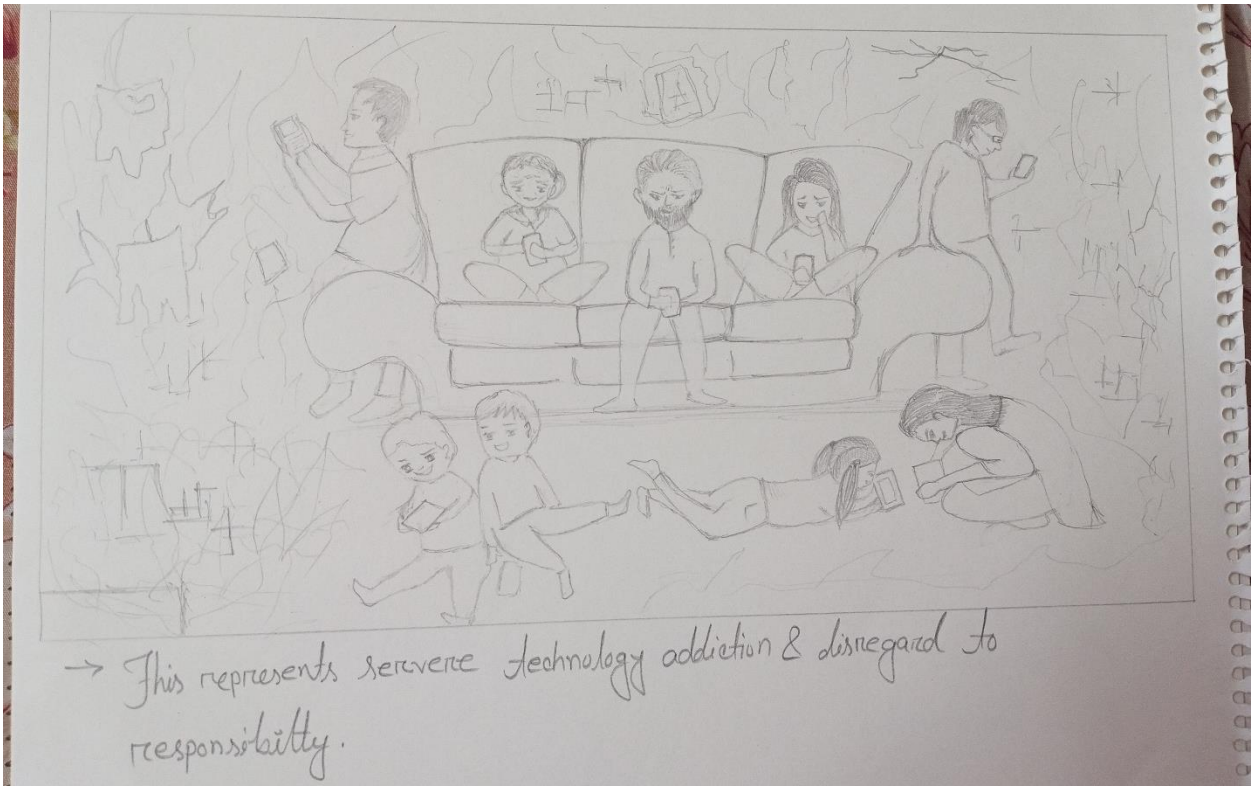

Figure 4.28: Sketch Art of Scene – 22

Figure 4.29: Sketch Art of Scene – 23

Figure 4.30: Sketch Art of Scene – 24_1

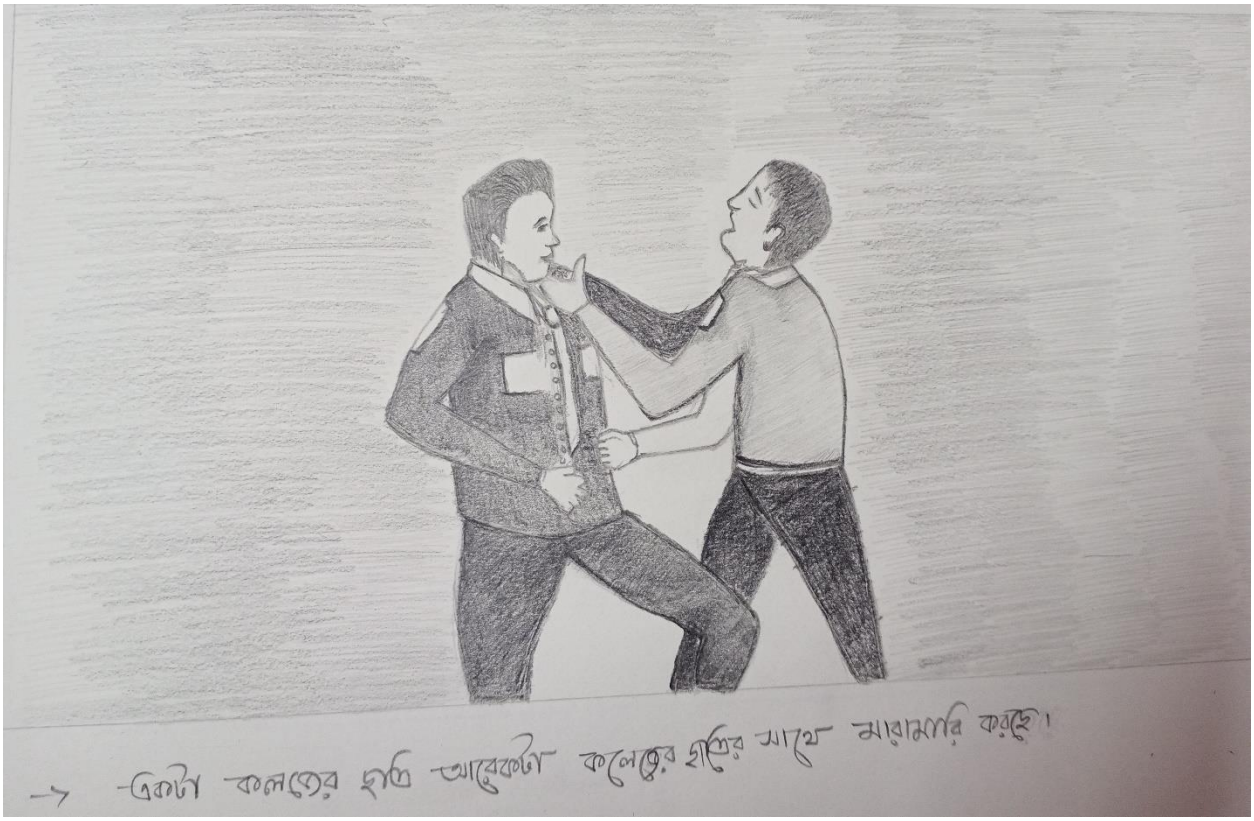

Figure 4.31: Sketch Art of Scene – 24_2

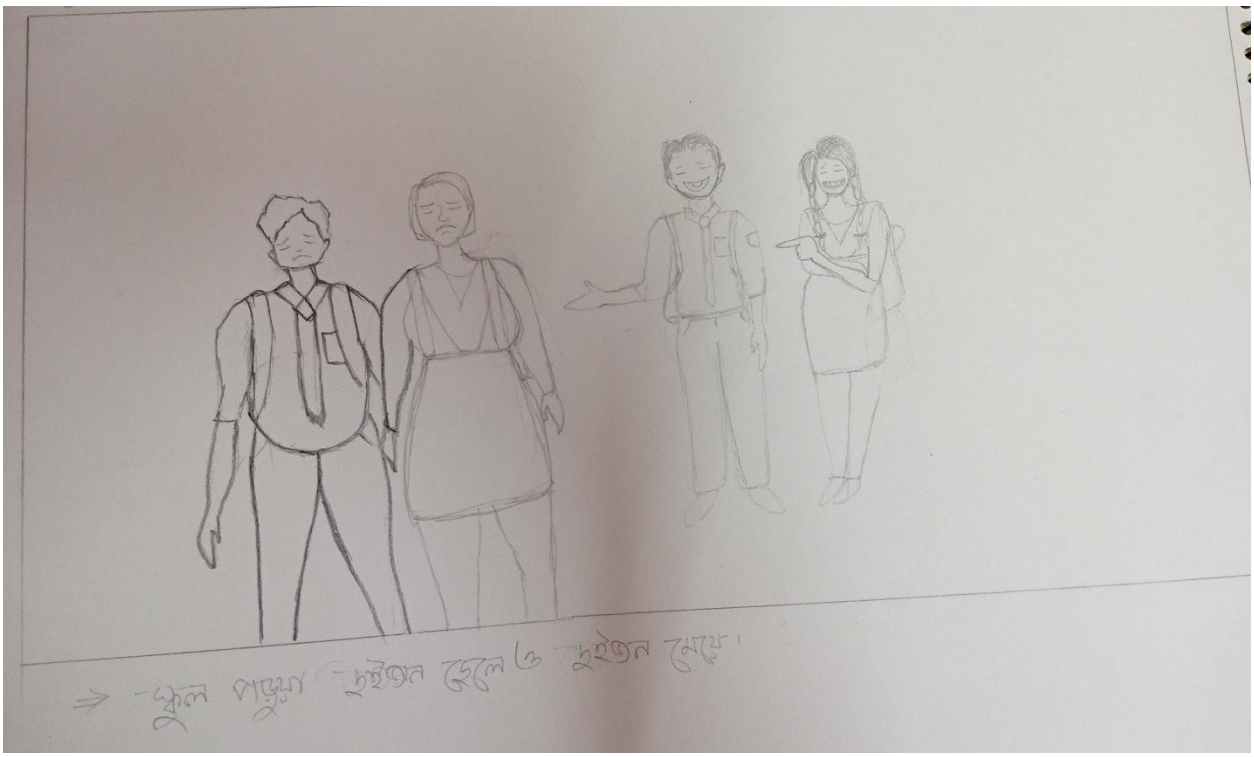

Figure 4.32: Sketch Art of Scene – 24_3

So far these were the scenes that I sketched, the rest were digitally drawn by our other team member who was in charge of digital illustration.

CHAPTER 5

PROJECT ANALYSIS

In the past, projects similar to this have been created but not in a format like ours. We are not doing graphic novels or manga. We are not publishing each art separately. Also, in terms of artbooks, there has not been any artbook on satire genre before that we know of. We have created the artbook by assembling scenes from various sections of social issues. However, we excluded some issues due to some being too controversial, and some being already have been done projects on before by us, and to avoid excess, we decided to exclude some issues and focus on the ones that haven't been talked about that well. Also, since our country has little to no freedom of speech at all, and anything that is said and written is deemed against a political party belief, then that person or groups of people are immediately detained faster than actual criminals of various crimes, we decided to avoid being as political as possible and only focus on social issues more.

We are publishing a traditional style artbook which will have orientation from left to right. Meaning the panels will start from the top left side of a page and will continue to have a left to right progression. Some panels have only vertical alignments, or in other words, some pages have only vertical panels, and most pages have horizontal panels. Some pages have a mixture of both horizontal and vertical panels. It depends on the importance, necessity, and appearance. If we needed to make it look good for the eyes, then we added a mixture. If we only wanted horizontal panels to match the integrity of scenes, then we added horizontally. The same goes for vertical panels. Some scenes had perspective in play, so to compensate and preserve the view, we added only one scene in one page. Also, all pages have one picture in them with the exception of a few.

CHAPTER 6

CONCLUSION

This project was a challenge that we loved. I have always wanted to do something like that since my first project on the satire genre in 2018. We faced lots of difficulties in all three areas that each of us worked on individually. Eventually, we overcame those. This project was a good learning curve for all of us. We each got to exercise our skills even more through it.

We hope to take what we learned here further and do something more exciting in the future. We will go our own separate ways after this, but what we gained from this project is a great experience, and it will benefit us in the future greatly.

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