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| Ilona Kovacs | EDPX4340 Designing for Social Good  Professor Mehran Final Portfolio: Critiques March 16th, 2023 |

Three aspects of my work that I believe were the most successful are:

* The use of space and scale. Imagining other large animations that have captured my attention helped me to realize what I wanted to make. Persepolis being translated from a graphic novel to a movie and the climate countdown clock both struck me as memorable.
* The thoughtfulness used when depicting the subject matter. I was conscious and intentional of who and how they were presented on the screen and of the messages that were being pushed with my animations.
* The range of content and style throughout all of my pieces. I really enjoyed the versatility of the projects and being able to explore some of my own methods of artmaking like drawing on my iPad versus using Affinity Designer.

Three aspects of my work that could have been improved are:

* The flow of my gif-style animations. I wish they had more frames and were less choppy. I think the smoothness between frames would have been a bit more captivating.
* The transitions and animations on the type. My animation knowledge essentially stops at keying layers at a pretty foundational level. It would have been cool to see something a bit more novel with the text movement, though it was difficult given the serious tone of the content.
* The amount of context provided. I found it challenging to funnel and portray a lot of the research and material I was discovering about the current state of Iran in a short animation, as most of it was very emotional to process.

Class Critiques Winter 2023

03/14/2023

Have one foot touch the ground so shes a bit more stable

Text moves too fast to center

Longer text, fade out still between them

Font looking too dense and playful

Just make the hands round

Move hands up more

Little smaller with the text

Break up 10 years/ 6 month

Making sure same distance from the top of the screen

Sync up ending text more

Cadence of the reading works well

Make smaller so its easier to read

Using more of the space in bottom left, stacking the comment as it comes in

Longer pause between quote and circumstance

Taking out the green bc too many colors

Color correcting the jacket or blck and white

Switching to only yellow flowers

Flowers moving too quickly

Dont split sons name

Reduce leading

Shifting to the image/video of him at the grave

More contrast on him to make him less mushy

Erase line

Erase green paint splat

fade to text to explain what it means

Change

Aging a bit more, adding in wrinkle lines. Multiply and older woman on top to age more

Aspirational if headscarf showed more hair

03/02/2023

Moving hands

Bigger hands

Smoother animation

Fade jail bars in?

Mitten style hands

Too concert/cool vibes for the concept

Better quality/cut out of the image

Adding the context

Aging over time

Hijab changes over time, peeking hair out possibly

Year changes through time

02/17/2023

5 digit switch key error

Little faster (around 25 frames)

Good timing on the gun movement

Opposite movement for the other gun guy??

Slow mo opportunity for turban knock

Font size glitch

02/02/2023

Using soldiers, add tiny movement to them

Machine gun vibe can be included

Text is going a little too fast on second, make a little more static

Dont need to combine

Testing sizes on the 55’ screen

How long should things be and how many loops

Small screen?? Redline change(no feedback)

Messages deleted portrayed well

Grammatical but text, so it works

Try dynamic text instead of the wavey flow, its hard to register

Add QR code or resource

For spreading awareness, rewording

01/31/2023

Making text a bit faster

Changing the text box colors for send/receive

Message deleted should be the video

Maybe a zoom out of the hole transcript

Playback

Order of how the messages receive, scroll them up for new incoming

Much faster

More informal text speak

Its blocked as opposed to service

start off with a VPN being activated to start the conversation

text slightly larger

text slower

adjust animation to the left a little bit

mirror animation to fill space above text

add another frame or two of anticipation

start with context of girls giggling before running up

can they people in the back maybe move opposite beats

minimal movement on them to match

machine gun on the right side

keeping the people still, gesturing the weapon towards the people

not all antagonists are in agreement currently

01/24/2023

Black and white powerful

Filling negative space

Deleting text messages is a good ode… it is hard to do justice

Maybe statistic updates or headlines, ‘i must delete these now’

Sending images/videos failures

Text messaging tiktok/vertical

Variety in the women holding signs, put them in the negative space

Pivot between

Protestors in the foreground

They stand stronger separately / Framing the protestors as cheering on the turban tossing

Tiktoks as messages, banner notifications

Text under turban tossing should be about the children involvement

Make turban tossing bigger, use the persepolis font to talk about the age

More animation for end the regime

Malleable protest signs, creepy clones, signs can be lots of information (call to action, outcomes, names)

Tiktoks in messages combination

Using message deleted instead of saying it