

SM4134 VISUAL ETHNOGRAPHY & CREATIVE INTERVENTION  
Revised proposal for Final Project: a new project  
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Initial idea

Animation as visual representation is always neglected by people in many studies and ethnography. I think it is mainly because it is always considered to be purely representational and artificial, the world and details in animation are somehow thought to be untrustworthy and are made out of imagination. However, I discovered that despite such assumption, there are always some levels of reflection from the world, though in a re-represented way. So I am interested to research about how **our world** appears in animation, hereby I will mainly focus in Hong Kong local independent animation **works**.

The reason I choose Hong Kong independent animations because it lacks commercial concern, and it is also because I think animations in Hong Kong is getting much more attentions from the public than in the past.

Also, as these animations are always produced in computer, I want to study deeply about how image is transformed and proceed within the mechanistic technology and its system. Animation and machines cannot be separated in nowadays and animators no longer the subject of the production. How animators use computer tools, the reason to choose specific software like flash and after effects, can determine animation's graphic outlook, and influence the pictorial world.

Strategies

1. film analysis: I plan to study about local animation which theme mainly focus on Hong Kong, for instance "i-city", "好鬼棧", "麥 o 麥菠蘿油王子", "屎撈人", "老夫子" etc. I will look deeply in style, animated process and content.
2. interviews: I plan to interview some independent animators like Stella So, John Chan and Pam Hui (animators of "累透社"), Flora Leung (who works in lunchbox production company) etc.  
brief thoughts of questions I plan to ask:
  - i. why choose specific type of software?
  - ii. Why creates such image style?
  - iii. How long to stay in front of the computer when making animation?
  - iv. Why select this specific topic or image of Hong Kong in your animation?

Pre-dominantly "why" questions... Think of more "what," "how," "where" and "when" questions. Include, too, hypothetical questions: what if, had you been..., were you to...

3. video record of animators' working situation

Not sure what the purpose is to video-record: need to specify... Are you capturing their self-narratives as talking heads, or to capture technical procedures of their art-making?...

4. photo capture of animators' studios or work desk.

[more general comments on next page]

General Comments:

It is not clear to me what aspect you've planned to set out for discovery. Need stronger focus. You're supposed to discover something...partly because you don't know (enough), OR you have certain queries based on your assumed knowledge of them and you want some clarification/verification...

Another question of focus:

Is the focus on these artists? Their belief? Their life-style? OR their styles? Or modes of visual representation of HK via animation? OR what animation means? OR why animation???.

You may also want to set up a one-day observation of one of the artists to see what aspects to focus on.

Again, my advice is to narrow down...

Choose 1-2 of the artists

Choose 1-2 of the aspects after your initial test field observation

Or, a totally different visual research would be to confine yourselves to collecting their images and works and to conduct a strict visual analysis. Your "creative intervention" can then be a new work – like a found-footage work, or a collage painting exhibition, or a clinical showcase, or an interactive game...

Your interview material will then be one of the many types of material to manipulate.

(Linda)