

# STUDIO PROJECT

## Group D

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# PREVIEW

- Topic
- Personas
- Concept
- Design & Development

# Topic: Sea Pollution

**Problem:** Toxic Chemicals From Industries

**Effects:** Wastes that are directly **discharged into the ocean**, resulting in **sea pollution**

**Causes:** The dumping of **toxic liquids into the ocean** directly affects **marine life** as they are considered hazardous and secondly, they raise the temperature of the ocean, known as thermal pollution, temperatures of these liquids are quite high. Animals and plants that cannot survive in higher temperatures eventually die out.

**Solution:** Mini **filter robots** into the sea to **filter out chemicals** from the water, and the deep and loud noises produced by the mini filters can scare fishes away in order to protect them from harm.

# Personas

Name: **Environmental Aiken**

- Secondary school  
Student/Male/16years old
- Cares about the environment
- Does volunteer work (picking up trash near the beach)
- Hates seeing people litter
- Wants to be a marine engineering
- Loves gaming

## Pain point

- Powerless in changing the environment because he is alone.
- Gets angry and aggressive towards people that litters or trying to destroy the sea/environment.

## Gain point

- Enjoys taking care of the environment.
- Encourages others not to litter and take care of the environment.



# Personas

Name: **Diver Vanessa**

- Poly Student/Female/20years old
- Loves sea creatures
- Loves to swim and visit the beach up to 4 times a month
- Motivates people not to litter
- Wants to be a scuba diver

## Pain point

- Over hearing news about factory chemicals polluting the sea and nothing is done to stop it.
- She find that picking litter is not enough to save the sea from pollution.

## Gain point

- Vanessa will pick up litter in the sea or near the beach wherever she goes for a swim.
- Encourages friends to join her in scuba diving.



# CONCEPT AND ART DIRECTION

## Shark Tale



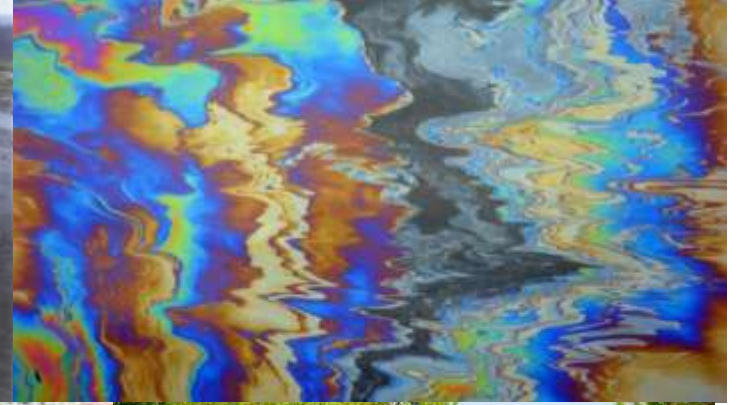
# DESIGN DEVELOPMENT

- Research
- Brainstorm
- Sketches
- Mood board
- Prototype

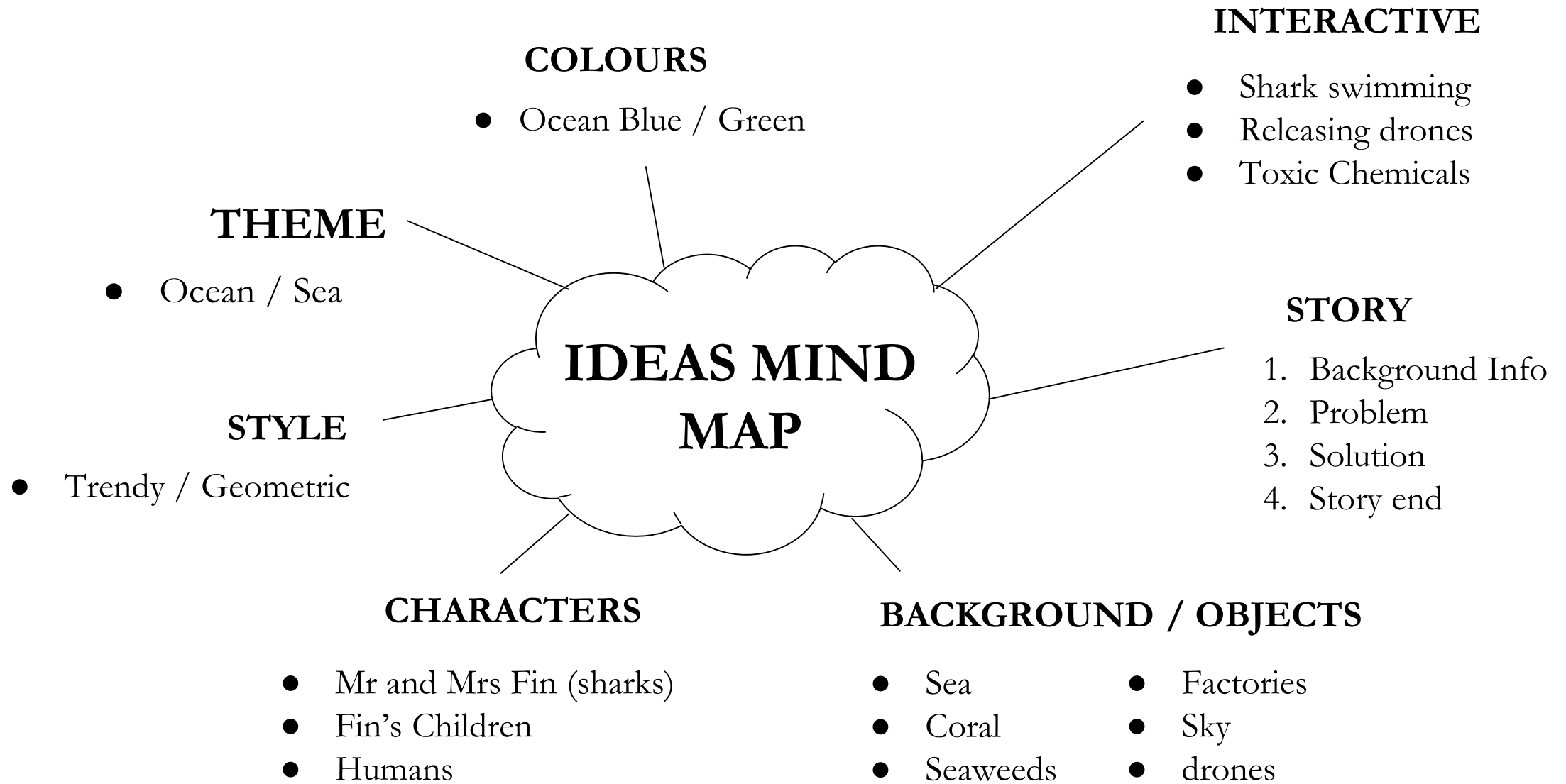


# Research

Effects of Sea pollution







A5 size booklet

## DESIGN RATIONALE (100-150) WORDS

To raise awareness of sea pollution among youths, my group wanted to go for an artstyle that is easy to process and understand.

In other words, plain and simple with a little touch of a geometric design. Aiming to achieve a lively vibe throughout the story, my group chose bright and vibrant colors that is pleasing to the eyes.

And with immersive interactive pages, we hope to engage the readers as they explore the story, thus allowing readers to go more in depth into the effects of sea pollution.

With all such aspects, we bring you “Mr Fin’s Mini Adventure”.

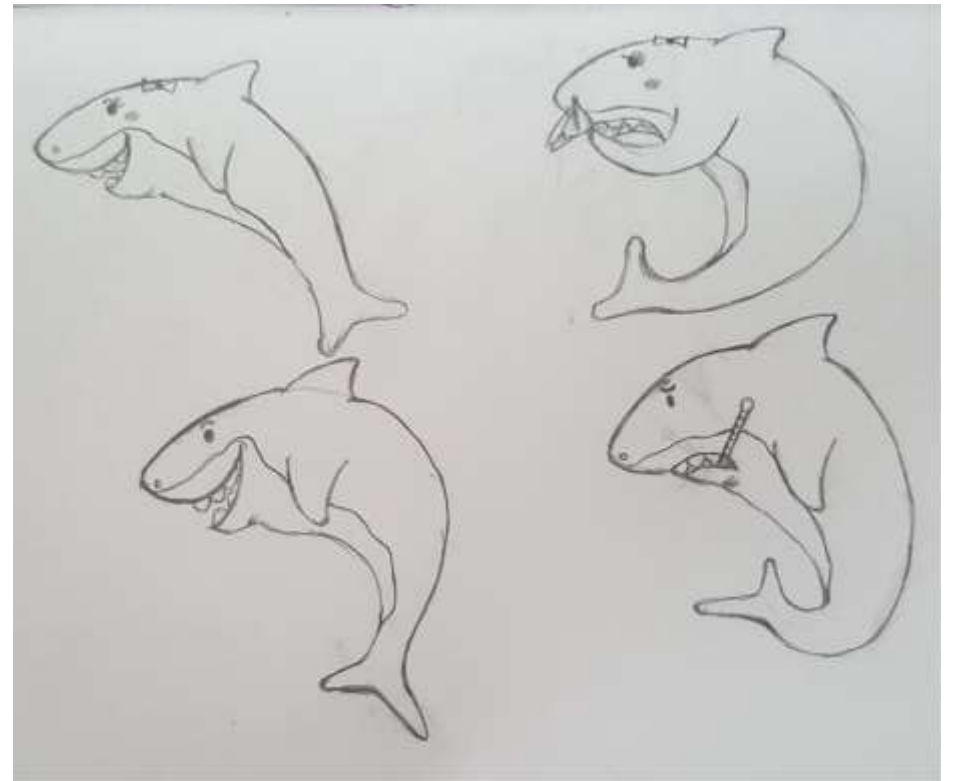
# SHARK SKETCHES



Mr Fin

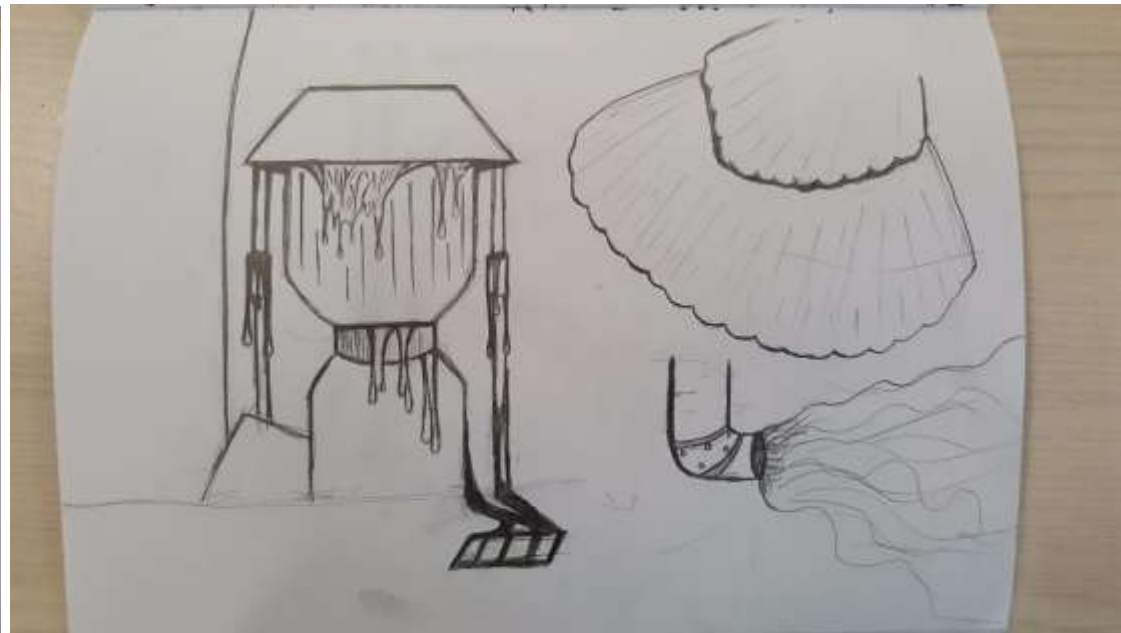
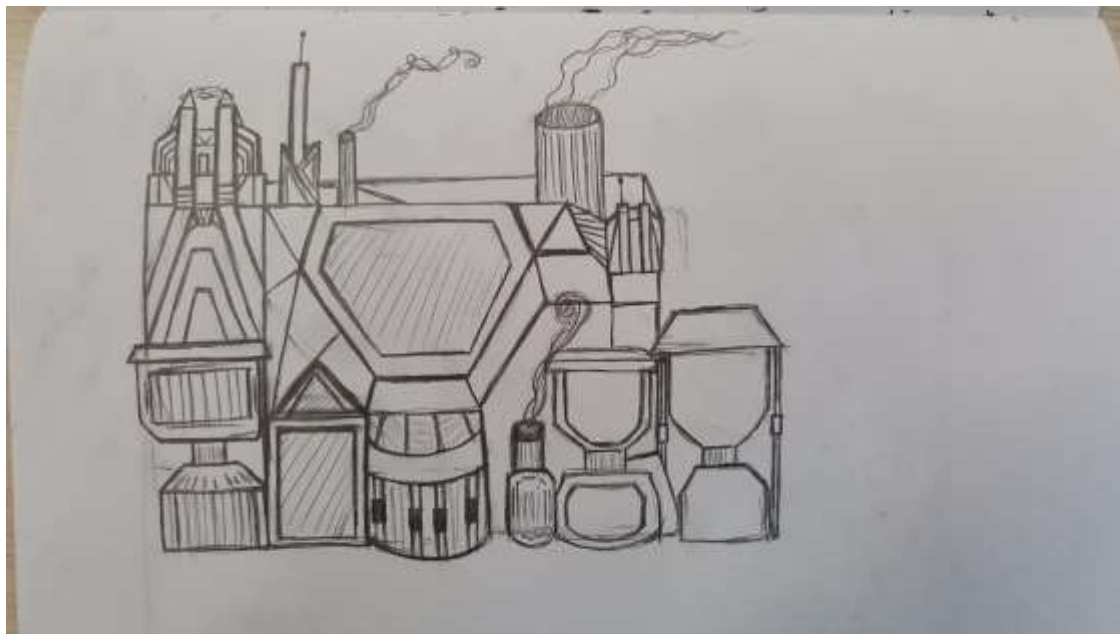


Mrs Fin



Fin's family

# FACTORIES SKETCHES

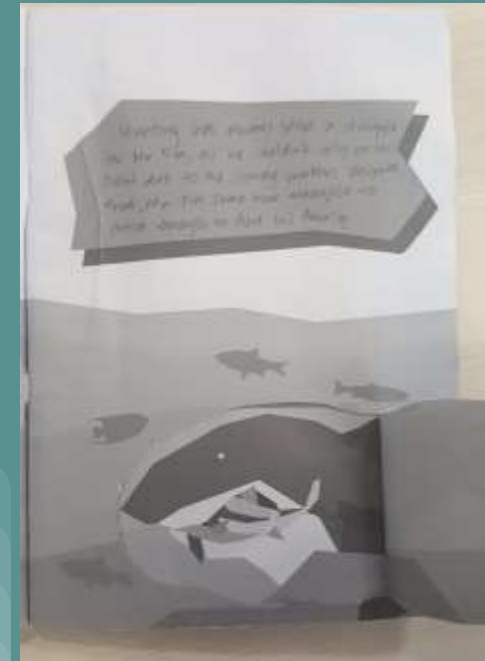
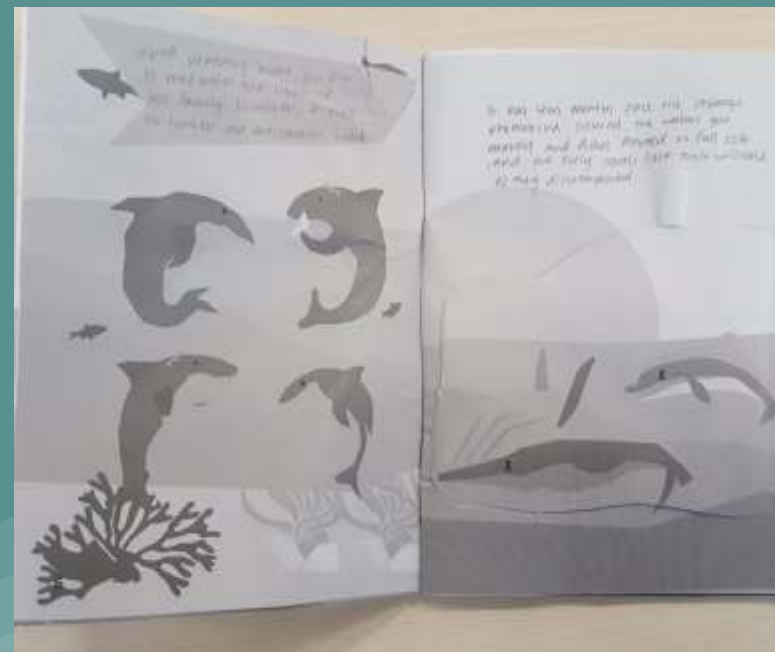
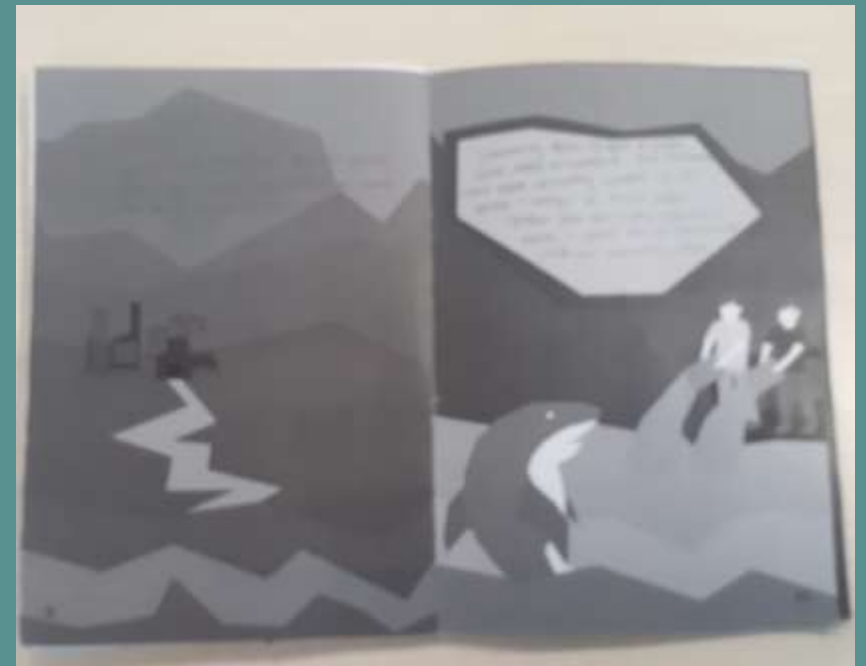
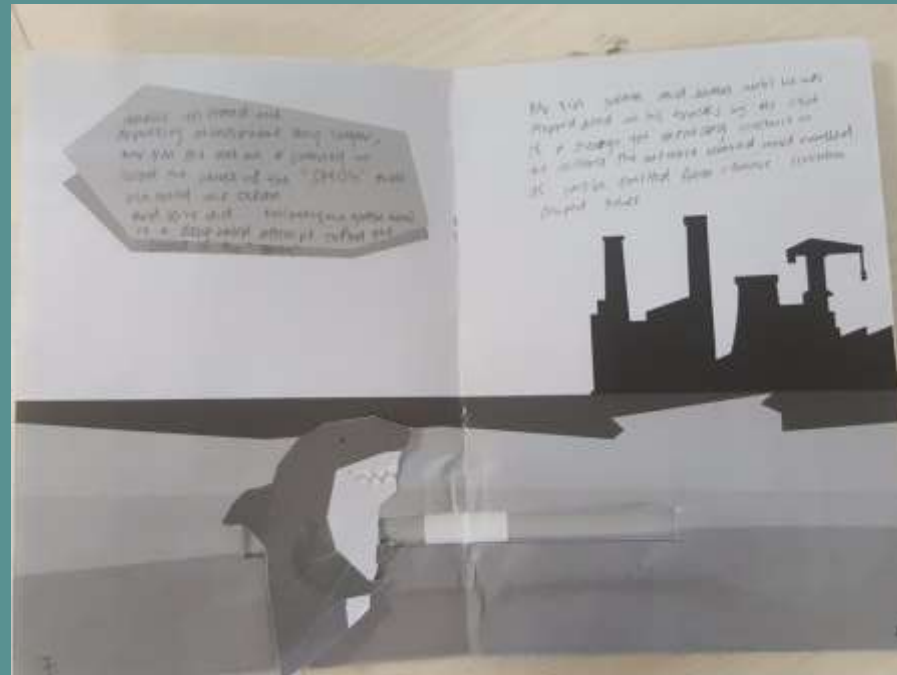








# Paper Prototype

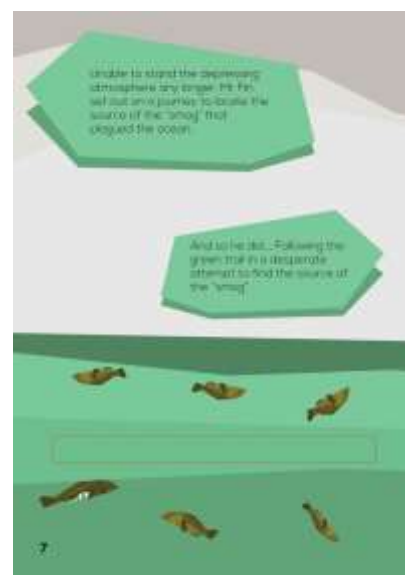
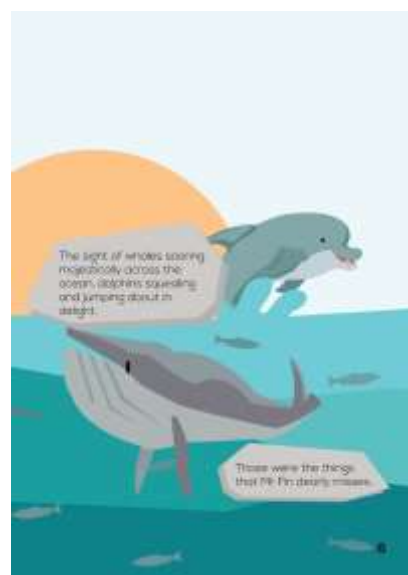
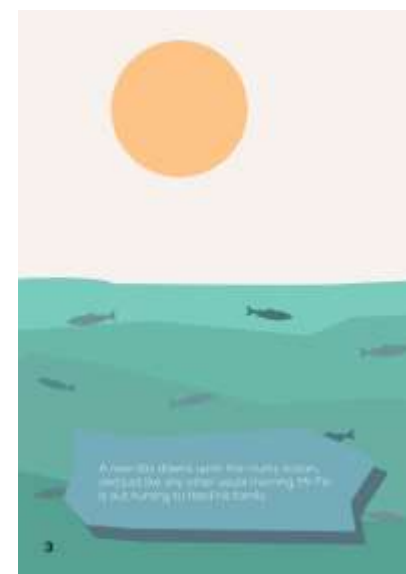


# Illustrations



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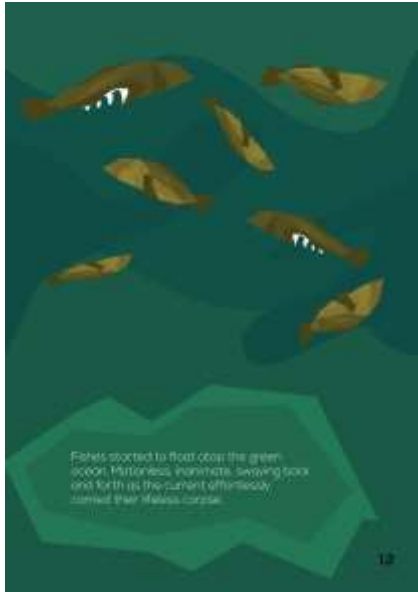




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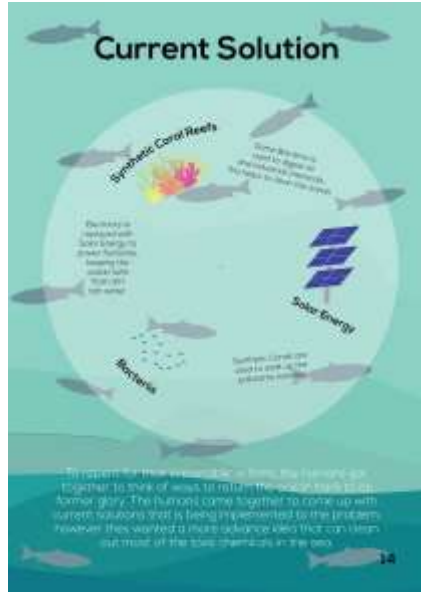
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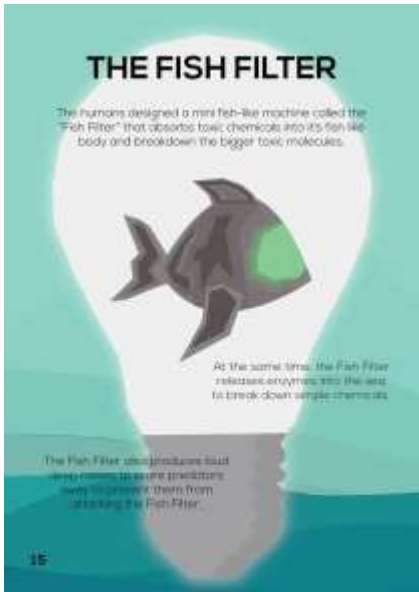
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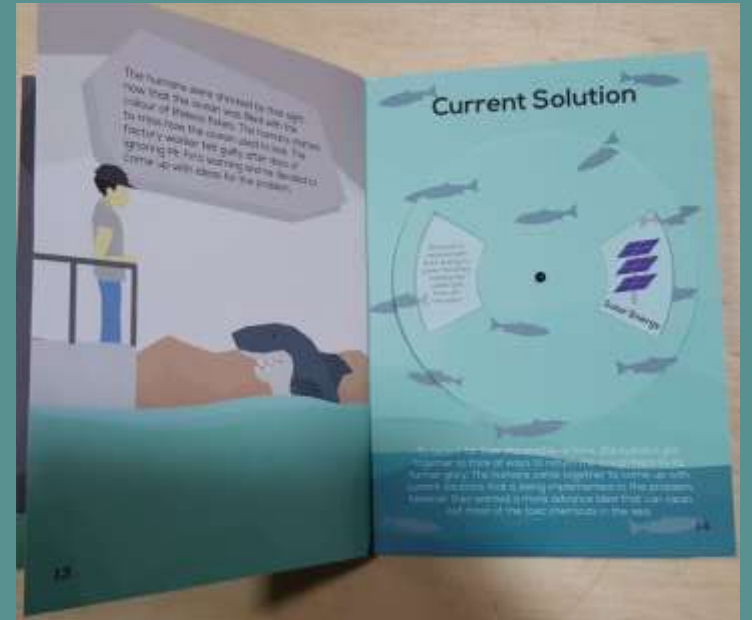


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# Final Prototype



# DIVISION OF LABOUR

Keng Han (Leader): Ideas, Illustration (Pages 9, 10, 11, 12,), Storyline/summary

Kevan: Ideas, Illustration (Pages 3, 4, 17, 18 Front and back cover), Prototype, Slides

Dong Han: Ideas, Illustration (Pages 5, 6, 7, 8), Prototype, Slides

Jeannieve: Ideas, Illustration (Pages 1, 2, 13, 14, 15, 16), Prototype





**Thank you!**  
**Q&A**