

## **ANIMATED EMOTION ICONS**

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## Chapter I

### INTRODUCTION

#### **Project Context**

Technology surrounds almost everyone in modern society today. It affects both work and leisure activities. Technology contains information that many would rather it did not have. It influences minds in good and bad ways, and it allows people to share information, which they would otherwise not be able to attain. It also gives another form of communication and exchange of information, which was not available before, information that is both good and bad. Technology is the driving force of the future; it is changing our lives and shaping our future rapidly. The new technology will have a major impact in all of our lives. Technology is often considered the key to a nation's economic growth, which shows that technology affects everyone.

Technology has improved the way people feed, clothe and shelter themselves. Technology has also changed other aspects of everyday life, such as health care, education, job satisfaction, and leisure time activities. People call the age we're in today the "Technological Age" because of society's dependence on technology. For the first time in human history, almost all the goods and services people use depend on technology. The products of technology are available to almost everyone in society.



The human species use of technology began with the conversion of natural resources into simple tools. Technology can be most broadly defined as the entities, both material and immaterial, created by the application of mental and physical effort in order to achieve some value. In this usage, technology refers to tools and machines that may be used to solve real-world problems.

Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. Websites and applications dedicated to forums, microblogging, social networking , social bookmarking, social curation, and wikis are among the different types of social media. Social media is becoming an integral part of life online as social websites and applications proliferate. Most traditional online media include social components, such as comment fields for users. In business, social media is used to market products, promote brands, connect to current customers and foster new business. (TechTarget, 2015)

Emoticon is the combination of emotion and icon, in which a meta communicative pictorial representation of a facial expression that, in the absence of body language and prosody, serves to draw a receiver's attention to the tenor or temper of a sender's nominal non-verbal communication, changing and improving its interpretation. It



expresses a person's feelings or mood, though as emoticons have become more popular. (DirectEssay.com 2016)

An emoticon is a short sequence of keyboard letters and symbols, usually emulating a facial expression, which complements a text message. Any of a series of characters used by people to represent emotions that cannot be easily expressed during the course of a chat session they are engaged into avoid the necessity of expressing emotion face to face. Icon used to represent an emotion of what one's face would look like if an online conversation were taking place in person. (Urbandictionary.com, 2016)

According to Demers (2015), Text-based communication is one of the most popular categories used. Emails, SMS text messages, social media interaction, and instant messaging programs are all widely used by companies to accelerate communication between parties. However, there are some limitations to text-based communication, so it's not always the most appropriate.

Motion tweens tends to produce smaller file sizes, and they tend to be easier to produce. If you have a choice between using either shape or motion tweens, it's generally better to go for motion tweens, and use shape tweens as sparingly as you can. Having said that, shape tweens give the experienced animator more control. Motion tweens allow you to make the subtle animated changes that add emotion and expression to



characters, such as changes in facial expression during speech, or subtle body movements during walking. Pose-to-pose animation in Flash is created by defining actions in-between two points on the timeline, hence the term 'Tween'. There are two types of Tweens in Flash, Shape Tweens, which can only operate on drawing objects, and Motion Tweens, which can only operate on Symbols. Shape tweens allow you to mutate from one drawing object to another drawing object with different properties or at a different location on the stage. Motion Tweens allow you to move an object along a path, resize or change some basic properties of a symbol.

(Techbyte.com, 2016)

### **Statement of Objectives**

The study aims to develop animated emoticons.

Specifically, this study seeks to achieve the following:

1. To determine the tools for creating Animated Emotion Icons.
2. To create and develop Animated Emotion Icons.
3. To test the usability of the Animated Emotion Icons using IMMS (Instructional Material Motivation Scale).

### **Purpose and Description**

The proposed study is significant of the following:

**Community.** This study can be used by the internet users.

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**Proponents.** This study will be a proof of a good training given by the institution for another career on their future. It challenged them to explore new ideas that will lead to their skills improvement through researchers and knowledge acquired during the development of the study.

**Future Researchers.** This study will serve as their foundation in coming up with a related study as they enhance their computer knowledge and skills.

### **Scope and Limitation**

The study gathered information in surveying ISPSC Students to determine the expressions that they usually used. The Adobe Flash was used to animate the emoticons and add a dialogue to know what the emoticon was saying. The emoticons have different facial expression that were developed after the survey was conducted. It has been uploaded to GIPHY website to be able to use the animated emoticons.

The expressions that were developed are: 1) *Charot!*, 2) *Edi wow!*, 3) *Naala kan ah boyet*, 4) *Push!*, 5) *Dayta ah!*, 6) *Hay Naku!*, 7) *Whatever!*, 8) *Grabe Siya*, 9) *Ganern!*, 10) *O.M.G.!*, 11) *Chaka*, 12) *Su ah*, 13) *Havey!*, 14) *True!*, 15) *Walang Forever!*, 16) *Nagchaka ka sika!*, 17) *Echos!*, 18) *You're so G-r-r-r*, 19) *Push mo 'yan 'teh!*, 20) *Maulawak Nurse!*.



## Chapter II

### REVIEW OF LITERATURE

Social media has become widespread, emoticon have played a significant role in communication through technology, and some devices have provided stylized pictured that do not use punctuation. They offer another range of “tone” and feeling through testing that portrays specific emotions through facial gestured while in the midst of text-based cyber communication. The emoticon has become increasingly popular within texting and social media conversations. Communications via texting, social media, email and other online channels differ for a number of reasons. One aspect is that computer mediated communication can lack the visual and auditory cues that have experience face to face. It can become harder to convey or interpret emotions where communication is just text. Over the years the process of using emoticons within text, email and social media has been made easier, allowing the user to use shortcode which then auto convert into a graphic. This takes the emoticon to a new level as the choice available includes such a wide variety of choice. The smiley face was created to mark a lighter or sarcastic one in the simple text messages and avoid misunderstanding and fights. (SocialMediaforLearning, 2014)

According to Jackson (2010), flash has come a long way, and has evolved into a sophisticated medium that uses traditional processes to



create digital animations for the internet, television, and movies. Flash shares many processes of traditional techniques, which could help teach students to appreciate the process-oriented nature of animation. In general, Flash animators use the following production hierarchy: story, art direction, storyboard, dialogue, animatic, final animation, publishing, and distribution. Despite expanding the available tools, in this incarnation Flash seems to focus primarily on RIA (Rich Internet Applications) - making them accessible by tying all of Flash's diverse functionality together as part of the content creation platform, and making it easy to deliver interactivity to the web. Catalyst and Builder especially focus on this.

According to Smith, J. et. al. (2016), Adobe Flash Creative Suite 5 can automatically create Flash animation sequences from nothing more than a starting point and an ending point, figuring out everything else between them. This method of creating animation is known as tweening. A motion tween is a type of Flash-generated animation that requires the use of symbols and is best for creating movement, size, and rotation changes, fades, and color effects. Flash animation or Flash cartoon is an animated film that is created by Adobe Flash or similar animation software and often distributed in the SWF file format. The term Flash animation refers to both the file format and the medium in which the animation is produced. With dozens of Flash-animated television series, countless more Flash-animated television commercials, and award-



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winning online shorts in circulation, Flash animation is currently enjoying a renaissance. Adobe Flash is a multimedia and software platform used for creating vector graphics, animation, browser games, rich Internet applications, desktop applications, mobile applications and mobile games. Flash displays text, vector and raster graphics to provide animations, video games and applications. It allows streaming of audio and video, and can capture mouse, keyboard, microphone and camera input. Flash graphics and animation are designed using the Flash editor, and may be viewed by end-users using Flash Player (for web browsers), AIR (for desktop or mobile apps) or third-party players such as ScaleformGFx (for video games). Adobe Flash Player enables end-users to view Flash content using web browsers, and is supported on Microsoft Windows, Mac OS X and Linux. Adobe Flash Lite enabled viewing Flash content on older smartphones, but has been discontinued and superseded by Adobe AIR. Flash software can be developed using an IDE such as Adobe Flash Professional, Adobe Flash Builder, FlashDevelop and Powerflasher FDT. Adobe AIR enables full-featured desktop and mobile applications to be developed with Flash, and published for Microsoft Windows, Mac OS X, Google Android, and iOS. Flash is able to integrate bitmaps and other raster-based art, as well as video, though most Flash films are created using only vector-based drawings, which often result in a somewhat clean graphic appearance. Flash animations are typically distributed by way of



the World Wide Web, in which case they are often referred to as Internet cartoons, online cartoons, or webtoons. Web Flash animations may be interactive and are often created in a series. A Flash animation is distinguished from a Webcomic, which is a comic strip distributed via the Web, rather than an animated cartoon.

According to Jen deHaan (2016), Motion tweens are a very common way to create movement with Flash because Flash does most of the work, making things easy for you. Motion tweens can also help minimize file size, particularly over frame-by-frame animation, since you have fewer assets in your documents. With motion tweening you create the motion tween and then define properties such as position, size, and rotation for an instance or text block at one point in time, and then you change those properties at another point in time. When you do this, Flash automatically creates the gradual change between the first and second point in time. You can also apply a motion tween that follows a motion path.

Flash is frequently used to display streaming video, advertisement and interactive multimedia content on web pages and Flash-enabled software. However, after the 2000s, the usage of Flash on Web sites has declined; as of 2015, Flash is primarily used to build video games for mobile devices with Adobe AIR. (Urbandictionary, 2016)

The timeline organizes and controls a document's content over time in layers and frames. Like films, Flash Professional documents



divide lengths of time into frames. Layers are like multiple film strips stacked on top of one another, each containing a different image that appears on the Stage. The major components of the Timeline are layers, frames, and the playhead. Layers in a document are listed in a column on the left side of the Timeline. Frames contained in each layer appear in a row to the right of the layer name. The Timeline header at the top of the Timeline indicates frame numbers. The playhead indicates the current frame displayed on the Stage. As a document plays, the playhead moves from left to right through the Timeline. (Adobe Inc.com, 2016)

According to Hwang (2014), emoticons are basically graphic accents that look like faces with emotions. They have been widely used in online applications such as email, bulletin boards and Instant Relay Chats. Many studies view emoticons as surrogates for nonverbal cues in literal sense and graphic display. People use more emoticons in communicating with friends than in communicating with strangers. More emoticons has been used in positive context than in negative context. Although the utility of emoticons seems fairly widespread, less is known about their use and impact. Instructional Material Motivation Scale had been used to address that why people use the emoticons on their online conversations.



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