

Multimedia Content Production

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Fashion in Anime

By: Group 11

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The Big Idea

"POV: How real-world fashion inspires anime clothes design and anime clothes dictate trends in the fashion world."

In our generation, it is ever more common to see people sharing an interest in anime. It is quite well ingrained in mainstream culture, and it doesn't seem that it will be going away anytime soon. As three avid anime watchers, we wanted to connect it to a more visual and creative branch that might be appealing to see in a presentation format. For that purpose, we decided to pick fashion, as it also connects to a very relevant form of self-expression in our current generation. It's also becoming ever more common that you can see people dressing up in more alternative manners, whether on social media, in conventions and even in the streets. And to that effect, anime might have a much deeper impact than you think, both on a fashion brand-level and on an individual-level, especially in regards to self expression.

Messages

In this presentation, we sought to make the audience reflect on the fact that there is a lot more influence at play here than just your typical anime merchandising. We give examples of popular childhood anime that, surprising to some or not, have had collaborations with "chic" brands, like Gucci and Dior, and then we connect that to the fact that as our generation grows into the work industry, things like these will just become ever more present. We also highlight that the connection between anime and fashion is bidirectional, and we made sure to include plenty of examples for both sides. Anime provides inspiration for designers and even anyone that wants to achieve a particular style or find their individuality, while fashion inspires authors to bring their character design to a more sophisticated level.

Afterwards, we also wanted our public to more deeply reflect on what expression through clothes is, whether it is in character design or in real life. We talk about what effects a creative character design can have on the viewer, and how anime contrasts with western style cartoons on this aspect. As explained during the presentation, western animation thrives either on simplicity and status quo relatable designs, like in The Simpsons, or on simple iconic and non varying designs, like in classic cartoons like the Flintstones. But, in anime and manga, a lot of authors bet on fully fleshing out a character's potential through its visual appeal, and in the end prove that fashion is a great way to mark a character's identity in the industry's history, while having no consequences on its recognizability or marketability whatsoever.

Techniques Used In The Slides

To appeal to people's **emotions** we start off by appealing to the audience's childhoods because, in Portugal, anime has been around for a while (even our parents remember seeing some as kids!) and lots of people grew up watching these. We hoped to make the audience comfortable and relaxed by reminding them of an earlier time in life where the big worries were when the next school break was gonna be. Our nostalgia technique was reinforced by utilizing series the audience is very familiar with. Our "*Which anime do you remember watching as a kid?*" (slide 6) question has in the background a still from Doraemon exactly for that effect: it's a very popular childhood anime in our generation so it invokes nostalgia and reinforces the fact that anime is ever present in people's lives. Other than that, all given examples are from cult classics, like Sailor Moon, Cardcaptor Sakura, Ghibli (in the slide after the "what is anime" slide), Fullmetal Alchemist, among others. We also include some more trendy and modern hits such as JoJo's Bizarre Adventure and My Hero Academia.

For an example of **contrast**, by picking iconic examples from western styled animation, we were able to highlight the differences between them and our choices of anime designs. But comparisons were not only for contrast, as we also showed character designs side by side with real people to better show off how the inspiration between the two really is bidirectional.

We also made sure to highlight the power of fashion through self expression, since it is something that is universal to all of us. You don't need to be a fashionista to express yourself through fashion, whether it's more subtle or not, everyone does it.

Finally, we also introduced a bit of **humor** when we explained that anime fashion is not just about stamping a character's face on a t-shirt, giving some example images and our "uh" and "yeah" comments on the side.

In regards to **logical** appeal, we explain what anime is right off the bat to people who might be confused with the term or simply do not know what it is at a more technical level, as we want our audience to be on the same page as us.

Slides Aesthetics

For the presentation slides we decided to use slides that consist mostly of images. Our topic is highly visual so it's important that visual appeal is the main focus of the slides. We also added a "banner" on the side of some slides to encapsulate titles or captions and to contextualize further when needed. As for graphic design principles, we made sure to always apply them when possible to our slides.



For **proximity**, elements related to the same idea were on the same slide, side to side. Images relating to different ideas on the other hand were always separated. Grouping related elements this way helps the audience to follow the logical chain of the presentation.

As for **alignment**, the banner is always on the top right corner or bottom left. We also made sure that images were always well aligned and evenly distributed. This highlights our titles but also makes the overall look more appealing.

To keep the consistency of our presentation and also reinforce the overall look, we used a lot of **repetition**. The fonts, color scheme and banner alignment are the same in every slide.

As for **contrast**, we used a white font on a darker background for the titles. This makes sure that the title is readable and relevant. We also used contrasting images when showing side to side examples of how fashion influences anime. By showing a real life picture next to an anime-like design, we increase the interest of the audience.

Whitespace is also an important aspect of our presentation. As most slides consist of a big background image, they don't have any useless whitespace. However, we make good use of whitespace on some slides such as the "...so, what is anime?" slide. Here, we leave a lot of whitespace in order to let the slide breathe and add some visual interest.

For **fonts**, we used sans serif fonts as it looks better when projected and also gives off a more modern look. We used a bolder font for the first slide and rhetorical questions and used a slimmer font for the banners.

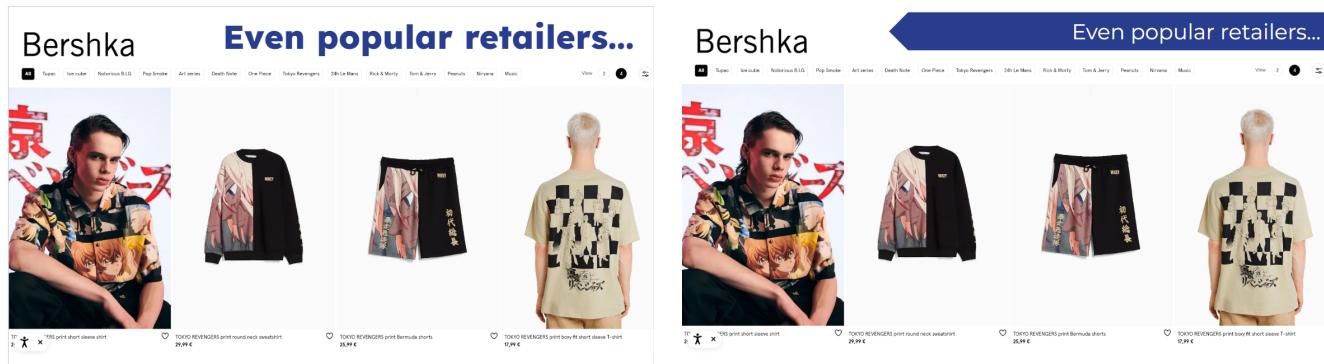
Our **color** scheme is really simple, consisting of light gray for the background, white for the banner titles and navy blue for banners and main title. We also used light blue on the first slide as a way to create more contrast between "fashion" and "anime", whilst keeping them within the same color space (hence, a connection). Our scheme is therefore monochromatic. We thought this would be a sophisticated and simple approach to our theme. Navy blue is a color that symbolizes elegance and gives off a more professional vibe, which is highly related to our fashion theatics, but also a color very present in anime designs, such as Sailor Moon, which we talk a lot about in our presentation. The blue tone was also not chosen randomly as it was taken from the cover magazine we show in the leading slide. For the background color, we chose gray since it's easier on the eyes than white and goes well with the shade of blue we picked. White is used in the text in the banners for contrast.

An **impact** technique we use in our slides is humor when we give examples of "bad" fashion in anime merchandise. The slides themselves are designed to hopefully get a humorous response from the audience, alongside the speaker's description of what those examples of fast fashion merchandise invoke on most people.

Some remaining impact techniques include utilizing more recent examples, such as the FIFA World Cup 2022 Blue Lock example, alongside a fun fact regarding Japan and its history (or lack of) with football, which would hopefully do a good job in captivating the audience's attention. We also decided to spread the video throughout the presentation to captivate the audience at different moments, without taking away too much from the flow of what we are talking about.

Some previous versions of our presentation included, for example, a purple color scheme. Although it is also an elegant color that went well with our presentation, we came to the conclusion that

blue looked better with the images we chose, as most of them also have a lot of blue. We also had a version without the banners, but the title of the slide would blend with the background images.



Video

Due to time constraints, we ended up utilizing already created footage. We deemed that the selected videos were more appealing and captivating than what our editing skills could produce in such a short timespan. The bonus that came from this is that Crunchyroll's video provides a credible source for what we are stating in our presentation, as they are insiders of the industry. For that effect, we edited these clips to reinforce our message in three different stages throughout the presentation:

1st Video) From Crunchyroll's "*How Anime CHANGED Fashion*": We connected a lot of topics talking about the "Fashion Segmentation Pyramid", as we considered it a great leeway from the introduction to start talking about fashion movements and where they come from. The selected video clips we chose end up giving the audience a more robust idea of how fashion ideas travel alongside the consumer's market.

2nd Video) As a continuation of the previous video, now the selected clips from "*How Anime CHANGED Fashion*" connect the previously presented pyramid to an explanation of how anime-based

inspiration for clothing is on a surge in the fashion industry, both for the masses and for high-end. It gives off an example of Gucci which we build upon right after the video ends.

3nd Video) For the third video, we picked a segment from Noralities' "*CardCaptor Sakura is a Beautiful MESS*". This really was a case of "Show don't tell", as when we mention that Sakura changes outfit almost every episode, some people might underestimate how much work something like that gives animators. We also decided to show this clip also as it was a great way to re-captivate the audience towards the end.

In total, our videos put up together have a runtime of **4 minutes and 28 seconds**.

Sources

Images:

The venn diagram was made by us, utilizing the following online tool, whose creations can be used for commercial purposes: <https://www.designcap.com/pt/app/?category=chart>

All clothing articles' pictures were taken from the store's official websites. For educational purposes, it counts as fair use.

We tried to use as much official artwork as possible for the illustrations, as these follow conventional fair use standards. However, for a small chunk, we couldn't verify the image's source, but in an expected context, the sites that host them should also let them be used for educational fair use purposes, as they aren't under any licenses.

Videos:

Crunchyroll's "*How Anime CHANGED Fashion*" : <https://youtu.be/xCJwPexEzms>

Noralities' "*CardCaptor Sakura is a Beautiful MESS*": <https://youtu.be/lVksBFvMkLU>

For both these videos, we would require to ask the creators for permission to use them in a professional setting. Currently, we consider that our usage of them falls under educational fair use.

Fonts:

Used for important titles: Montserrat (Google font)

Used for banners: Lexend (Google font)