VISUAL ART IN MOTION COMIC SIRUP MANIS SOFIA

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Abstract: Helping each other is one of moral values that are important to introduce to children because humans are social creatures. To convey this message, required a media that suite children to attract their interest, which is motion comic. To make motion comic become more attractive, the visual style that used is modernist cartoon style that popular in animation and illustrations of the 1950s.

Keywords: helping, motion comic, modernist

Introduction

Humans are social beings who cannot live without help from others. One form of interactions as social beings is helping each other. Sirup Manis Sofia (Sofia's Sweet Syrup) is a motion comic that tells about 5 years old little girl named Sofia who want to help her parents. This story is based on the existence of impairment of helping in the big cities and the lack of pro-social behavior that has not been shown by children. According to Sarwono and Meinarno (2009), people in big cities in Indonesia changed gradually, especially in the value of solidarity and helping each other has decreased. So, to convey this message, required a media that suite children to attract their interest. Motion comic has been chosen because it has storyline, characterizations, and supported by strong visualization.

In Sirup Manis Sofia, the visual style used modernist cartoon style that popular in animations and illustrations of the 1950s. The simple and unique with geometric shape and the used of bright colors makes this style more attractive.

Methodology

Methodology that used in this research are literature study and visual analysis. Literature study is used to collect data and theories that related to motion comic, character design, and modern art. Visual analysis is used to process the data, studying and analyzing the visual references that have been collect on motion comic, modern art and its application in the field of animation and illustration.

Modern Art

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Modern Art is a series of movements in art, architecture, music, literature and design which occurred around 1884 until 1970s. Modern art emerged due to the new way of thinking by modern artists on the need of traditional realistic art (Hodge, 2009). With the emergence of photography, many artists questioned about the need of traditional art which is realistic painting which imitate the world now can be approached and replaced easily by photography. Some artists became photographers. Others tried to paint more realistically with the help of photography to arrange compositions and fixed angle and the remaining artists tried to experiment with new ideas such as cubism, expressionism, and abstract expressionism.

1. Cubism

Picasso and Braque became pioneer of cubism. They tried to push the idea of how Cézanne interpreted the world with basic shapes such as cylinders, spheres and cones. Cubism split into two phases. Phase one known as Analytical Cubism that focused on the use of geometric shapes and soft colors. Phase two known as Synthetic Cubism that used more decorative shapes combined with bright colors and collage.

2. Expressionism

The birth of expressionism because of some artists rejected the naturalism of impressionism and inspired by other artists such as van Gogh and Gauguin. They want to express their emotions in different ways. Expressionism artists used strong and intense colors with flattened perspective and distorted shapes.

3. Abstract Expressionism

In abstract expressionism the artists are not concerned with the final result of the work, but focused on the process. Artists paint freely using large brushes or using their bare hand as a brush, even throwing paint onto the canvas as a form of their expressions and emotions.

Modernist Animation

In early 1950s, United Productions of America (UPA) created big hit with their animation Gerald McBoing Boing. They introduced new style in animation which combined animation with modern art such as cubism, and expressionism. They applied basic geometric shapes and abstract form into their animation. This style focuses on simple form, stylized and flat without perspective. Although this style popular in the 1950s, the principle of this style is still used in the current animation.

Table 1. Modernist animation references analysis

References	Shape	Line	Color
Meadow Gold Advertisement	Geometric, sharp edges	Only for separate finger	Bright and vibrant
Gerald McBoing Boing	Geometric, blunt edges	Black and bold outline	Only on a specific object, dull, muddy, warm
Gerald McBoing Boing (=	Geometric, blunt edges	Light, outline colors used litte bit dark tone of the object	Full colors and warm tone
Leo: A Ghost Story	Geometric, sharp edges	Light, used black and blue	Limited pallete, cool colors
The Jetsons	Geometric, decorative, combine sharp and blunt edges	Black and light	Bright and cool colors
The Powerpuff Girls	Geometric, more graphic, sharp edges	Black,, bold outline, light inline	Bright colors
It's Everybody Bussiness	Geometric, sharp edges	Black and light	Bright, warm and cool
Kellogg's Advertisement	Geometric, blunt edges	Black and light	Black, gray, white
Fairy Odd Parents	Geometric, decorative, abstract, more graphic, sharp edges	Black and bold	Cool colors

Modernist style also had been used by one of the best Disney artists, Mary Blair.

Designing Characters

Characters must meet the need of the story. In designing characters, background and type of these characters must be determined before creating the shape and sketch. Designing characters as well as a director looking for the right actor to portray the character in the story to fit the role (Bancroft, 2006). Type of characters can be describe by archetypes such as the hero, the shadow, the fool, the mentor, the trickster and the anima/animus Tillman (2011). Every object has dimension as well as character. Character dimension can be explained by three-dimensional character such as, physiology, sociology and psychology (Egri, 2007).

Besides archetypes and three dimensional characters, shapes and proportion are also important in designing characters.

1. Shapes

According to Bancroft, there is three basic shapes that can describe characters personality. Circle described as kind, cute and friendly. Rectangle described as strong, powerful, and dependable. While triangle described as suspicious and unfriendly.

2. Proportions

Drawing cartoon proportion is different rather than realistic proportion. In cartoon proportion, the head is bigger, but waist and ankle are smaller.

Karakter Sofia

Sofia is the main character in the mo-

tion comic Sirup Manis Sofia. Sofia is a five years old little girl. She is smart, active, kind and helpful. She is also neat and tidy. Sofia is the only child in her family but she is not too spoiled by her parents so she often feels lonely. But, if someone visit her, she becomes a cheer-
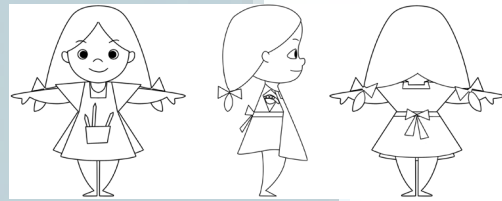

Figure 1. Model Sheet Sofia

ful person because she is too excited. To spend her time, she likes to draw and color and sometimes reading book with her mom.

Karakter Mama

Mama is a mother figure of Sofia. Mama has a name that symbolize beauty, which is Lili. Mama is a housewife who likes to spend her time by cooking or watching television. Mama is a cheerful person and also optimist and positive
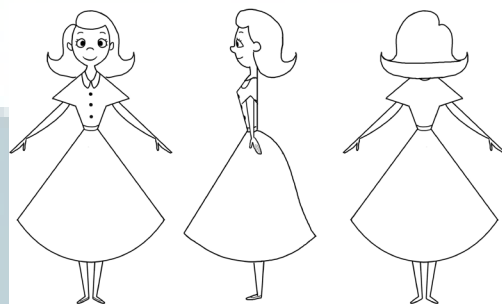

Figure 2. Model Sheet Mama

thinking. She loves her family so much so she becomes a protective person. Mama is beautiful and feminine. She like to wear simple makeup and dress even in home.

Karakter Papa

Sofia's father named Adikara. Adikara means dependable. Sofia's father is an office worker. In home, Adikara becomes
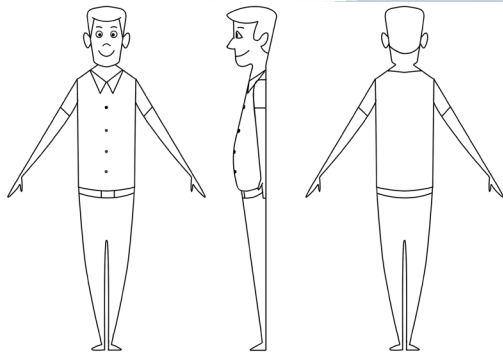

Figure 3. Model Sheet Papa

head of family. He is a dependable person, also assertive and authoritative. He likes to spend his time by reading newspaper or gathering with family.

The three characters in motion comic Sirup Manis Sofia designed by applying some elements of modern art that suite with each character's archetype and personality. In character Sofia, the head is created from circle. This is to shown her kind personality like helpful and kindness. In character Mama, the head also created from circle to shown caring personality. While in Papa character, the head is created from rectangle because rectangle symbolized dependable personality and also assertive. But the edge of the rectangle is blunt because to show his kindness side.

The body proportion designed by following cartoon style proportion which also has been used by another modernist animation. The Head is a little bit bigger, ankle shape and waist are smaller.

Figure 4. Colored version

Shapes of the clothes also made more geometric and simple with sharp edges. These shapes is following the basic shapes of the original designed of references

Conclusion

Modernist is visual art style that has been used for motion comic Sirup Manis Sofia. This style has been applied to create the motion comic looked different and unique from existing motion comic. Visual art also should be matched with storyline and target audience so there are no gaps in the delivery of the message.

Modernist style focuses on its geometric shapes, simplicity, stylized, and flat perspective. In addition, the selection of the geometric shapes should also be adapted to the personality of each characters.

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