



**UNIVERSITI TEKNOLOGI MARA
FACULTY OF FILM, THEATER AND ANIMATION**

**SHORT ANIMATED FILM PROJECT
BEAUTY AND THE FEAST –
COLOR, EMOTION AND LIFELESS OBJECT
FOR 2D CHARACTER ANIMATION**

**NOR YUSRALINA BINTI MOHD YUSOFF
2011739269**

**BACHELOR OF
CREATIVE TECHNOLOGY (HONS)
ANIMATION AND SCREEN TECHNOLOGY**

SEPTEMBER 2014

UNIVERSITI TEKNOLOGI MARA

**SHORT ANIMATED FILM PROJECT
BEAUTY AND THE FEAST –
COLOR, EMOTION AND LIFELESS OBJECT
FOR 2D CHARACTER ANIMATION**

NOR YUSRALINA BINTI MOHD YUSOFF

Academic exercise submitted in partial fulfillment
of the requirements for the degree of
Bachelor of Creative Technology (Hons)
Animation and Screen Technology

Faculty of Film, Theatre and Animation

September 2014

**FACULTY OF FILM, THEATRE AND ANIMATION
UNIVERSITI TEKNOLOGI MARA
PUNCAK PERDANA CAMPUS
SHAH ALAM, SELANGOR**

SESSION: SEPTEMBER 2014 – JANUARY 2015

THIS IS TO CERTIFY THAT

NOR YUSRALINA BINTI MOHD YUSOFF

2011739269

**HAS FULFILLED THE REQUIREMENTS OF AN ACADEMIC EXERCISE
AS OUTLINED BY THE ACADEMIC BOARD OF THE FACULTY**

DATE

.....

SUPERVISOR

PUAN SITI HAJAR AZNAM

.....

DEAN

DATO' PROFESSOR A. RAZAK HJ. MOHAIDEEN

.....

DECLARATION

I declare that the work in this academic exercise was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This exercise has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

Name of Student : Nor Yusralina binti Mohd Yusoff
Student I.D. No. : 2011739269
Programme : Animation (CT227)
Faculty : Film, Theater and Animation
Academic Exercise Title : Short Animated Film Project *Beauty and The Feast* – Color, Emotion and Lifeless Object for 2D Character Animation
Signature of Student :
Date : January 2015

ABSTRACT

This research project focuses on the application of color in the 2D character to create emotion in the short animation project Beauty and the Feast. It aims to evoke character's emotion by using specific colors. In Malaysian animation, this color emotion technique is rarely seen in the animation series. Therefore, the importance of this research project is to give the audience the knowledge about color emotion. Apart from that, this project is aimed to also enhance the character's emotion effectively with their situation. This research project uses qualitative which focuses on collecting data by gathering information from internet, library resources, conducting reviews on Malaysian animation and focus group interview. The results shown in this project has given a clear illustration and interpretation on the application of colors for 2D characters. Furthermore, this project does not only focus on color and emotion but it also focuses on the connection between emotion and motion of the 2D character. This research project will hopefully be able to benefit fellow animators, society and other researchers to gain knowledge about color emotion in animation.