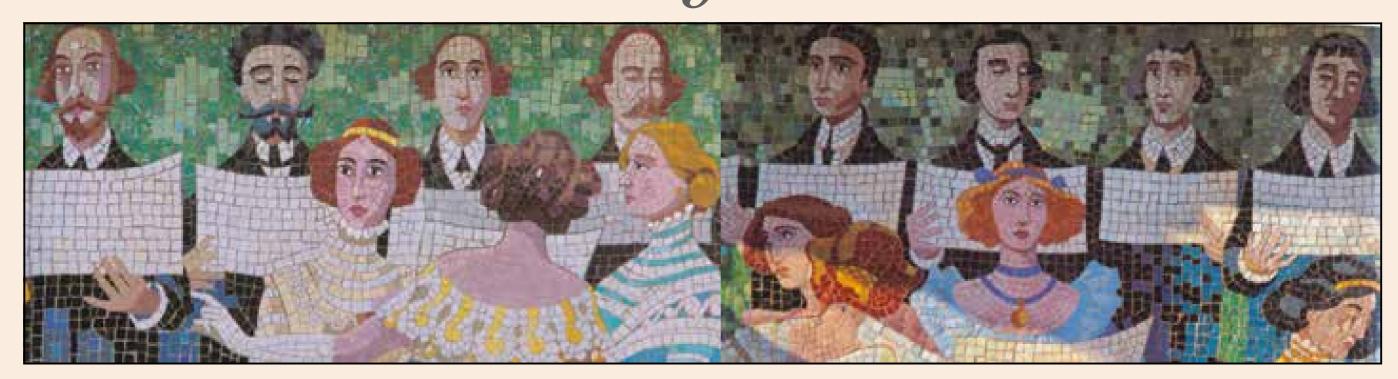
S:THE ARTof TEAMWORK

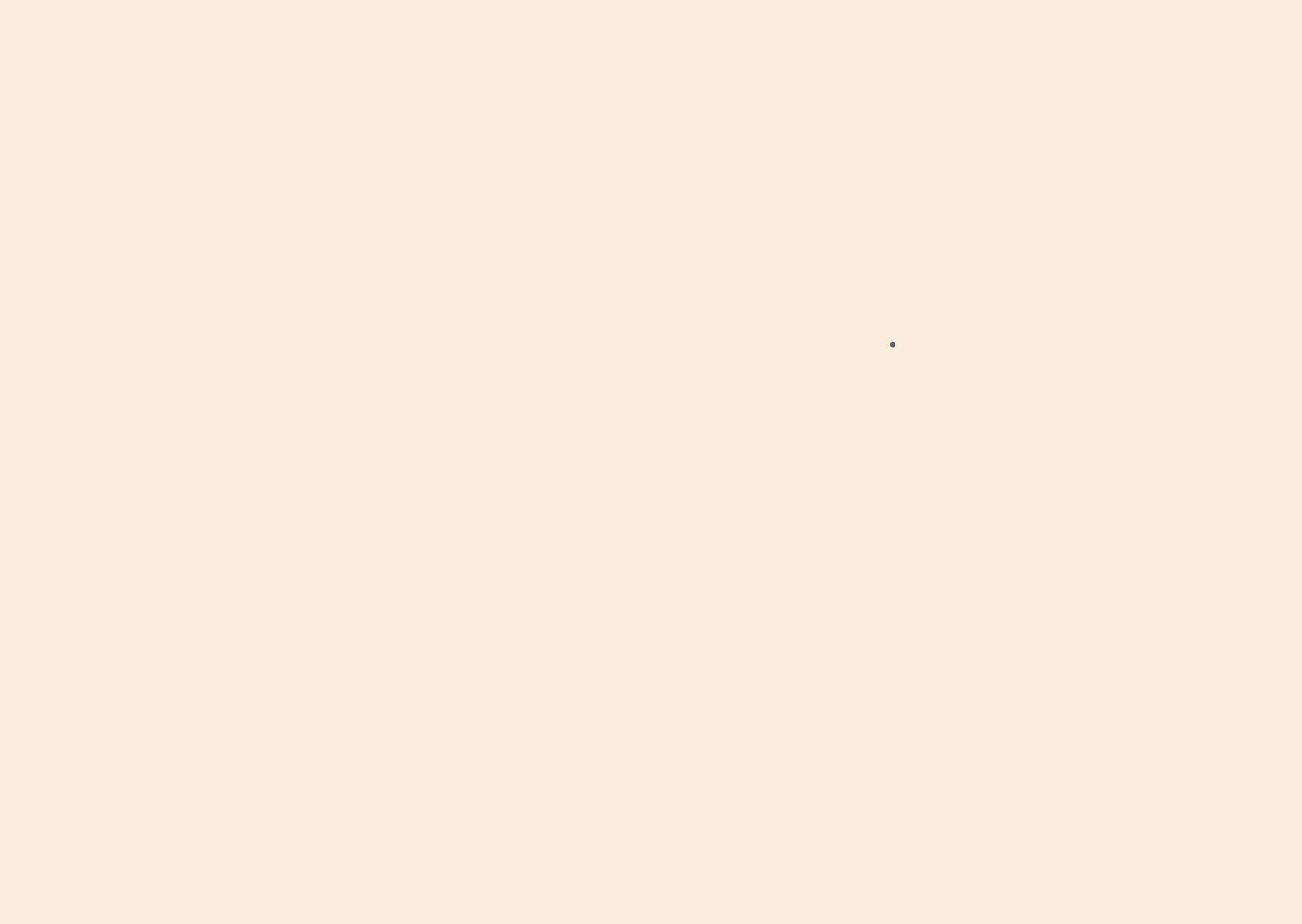
NGUYEN XUAN TOAN





Animation Short Film Project Portfolio





COMPOSITION

STRATEGY • RESEARCH • CONSUMER BEHAVIOUR • TIMELINE • IMPACT

Chapter 001

Problem showcase

Chapter 002

Discussion

Chapter 003

Planning

Chapter 004

References

Chapter 006

Character Design

Chapter 007

Artwork

Chapter 008

Animation

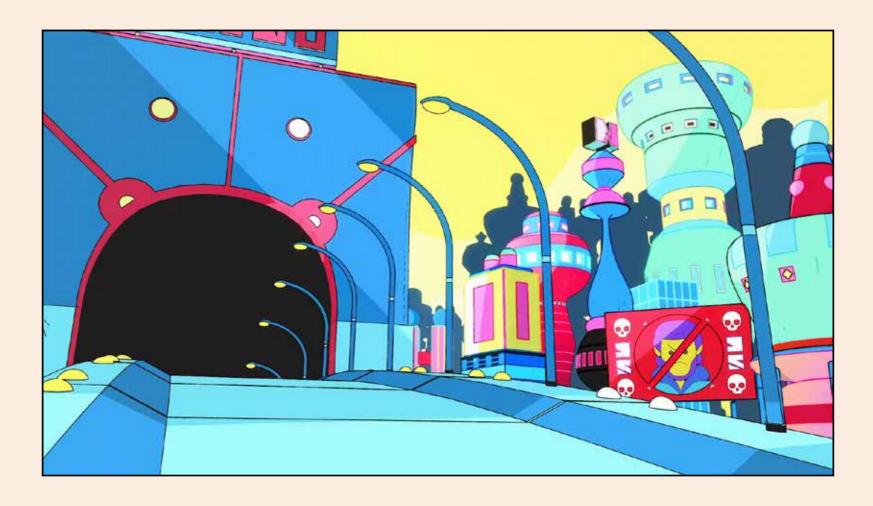
Chapter 001 PROBLEM SHOWCASE



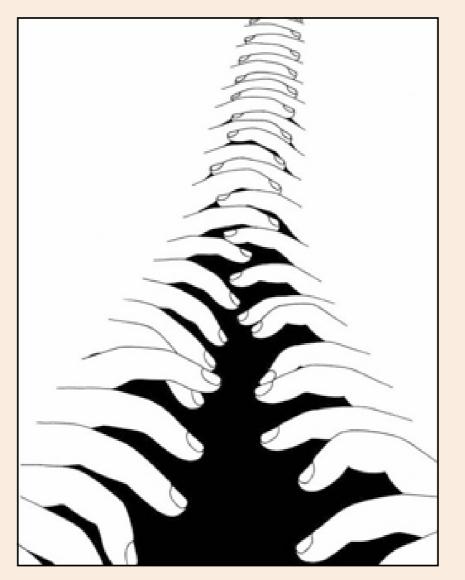
STATUS

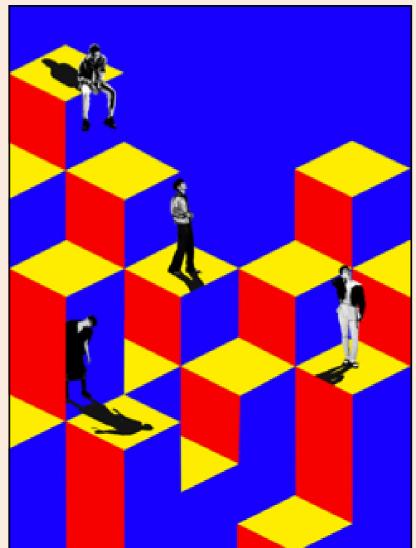
Team is not simply just a group of people working together or working under the lead of a manager. Team is an assembly of individuals whose ability support for others and commit their responsibility to the team objective!

There are various types of team: Study team, Hobbies team, Gifted team, Solft skill team, clubs, project team, organization, etc.



ISSUE, Status





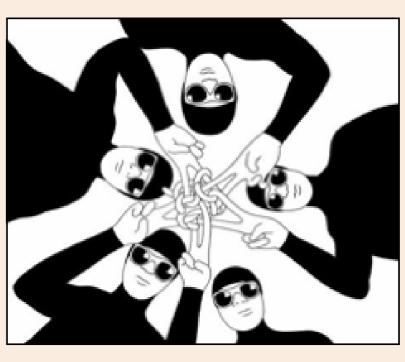
What is teamwork?

Just exactly like the name, "teamwork" means working together in an organization, in which will help you to practice and develop your sociality, moreover, you'll know how to connect and collaborate in order to overcome the challenge, as a result the team will advance together.

ISSUE, Status

"A champion team will defeat a team of champion" – JOHN MC GRATH





An objective usually requires many people working together, consequently, teamwork play an important role in organization as well as society.

It seems as normal since nobody is perfect and none can handle everything. This topic will help us to realize the essential part of a team. To join with others is just a start, to move forward as a team prove the growth and the success.

EFFECTIVE TEAMWORK

- They's organised

- They offer each other support

- They communicate well with each other

- Team members are diverse

- They focus on goals and rusults

- Good leadership

- Everyone contributes their fair share

- They have fun



CRITERIA THAT FORMING A TEAMWORK

Inner criteria: Member's ability

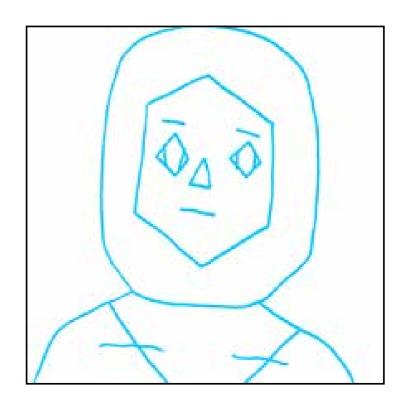
Member's collaboration

Team's objective and regulation

Outer criteria: Working environment

Team size

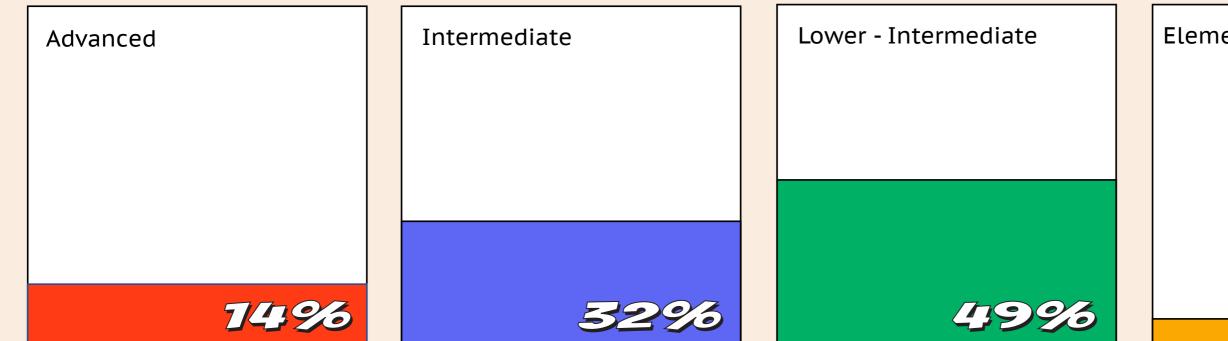
Organization's evaluation



Chapter 002

A REALISTIC, LOOK AT TEAMWORK

A 2015 summary of the level of skills from Managament Major Students – Education Management Institute **Share the responsibility**

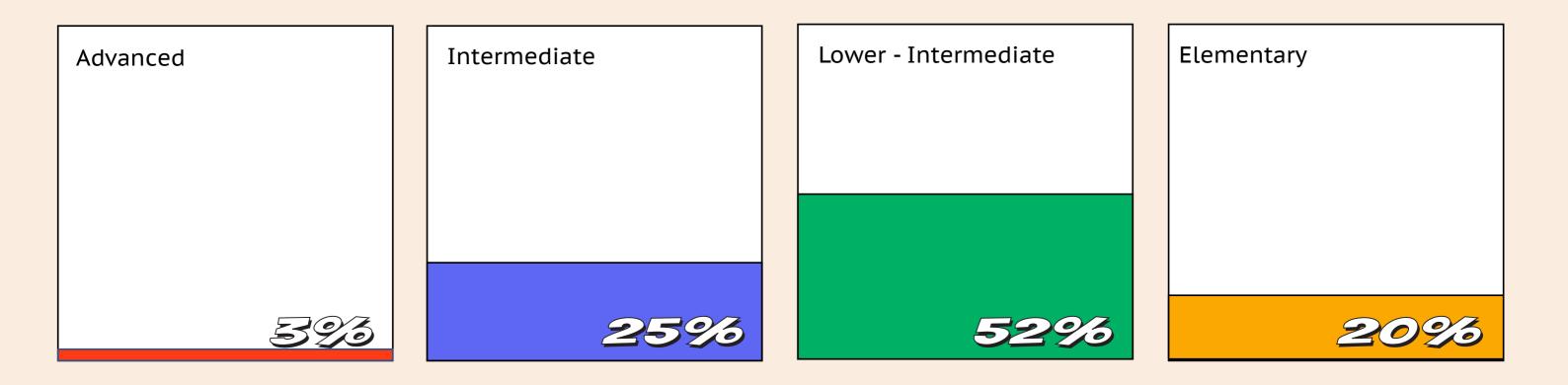




Chapter 002

A REALISTIC, LOOK AT TEAMWORK

A 2015 summary of the level of skills from Managament Major Students – Education Management Institute **Solve the conflicts**



A REALISTIC, LOOK AT TEAMWORK

2016 Chart shows about teamwork definition of Duy Tan University's students

Team members work with their own idea and then the whole team gather to get the best result

19%

Leader divides work for team members and then gather the final product

20%

Team members work together closely to solve a homework problem in order to achieve the same goal as well as creat a team intelligence product

51%

Others

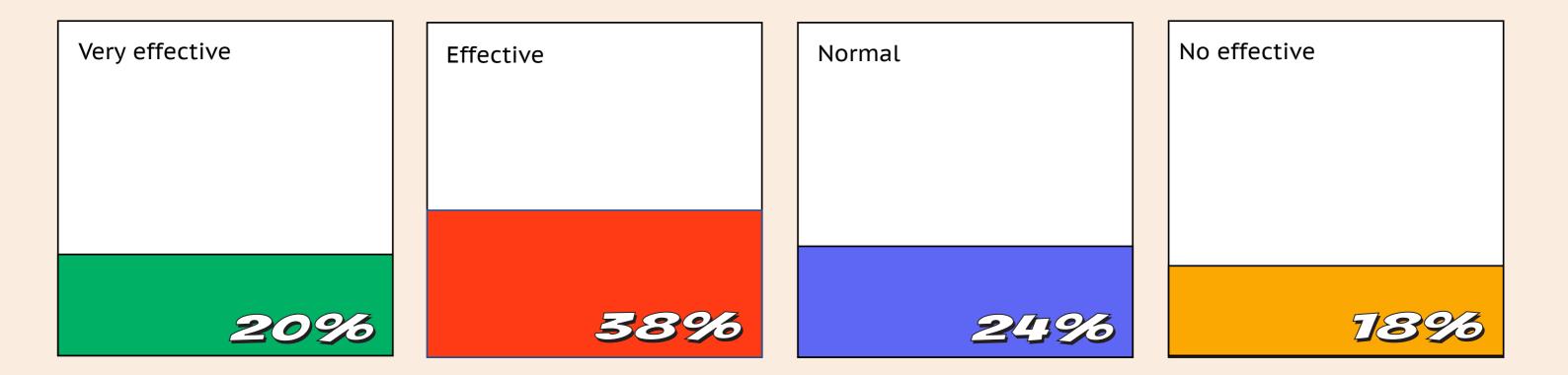
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Chapter 002

A REALISTIC, LOOK AT TEAMWORK

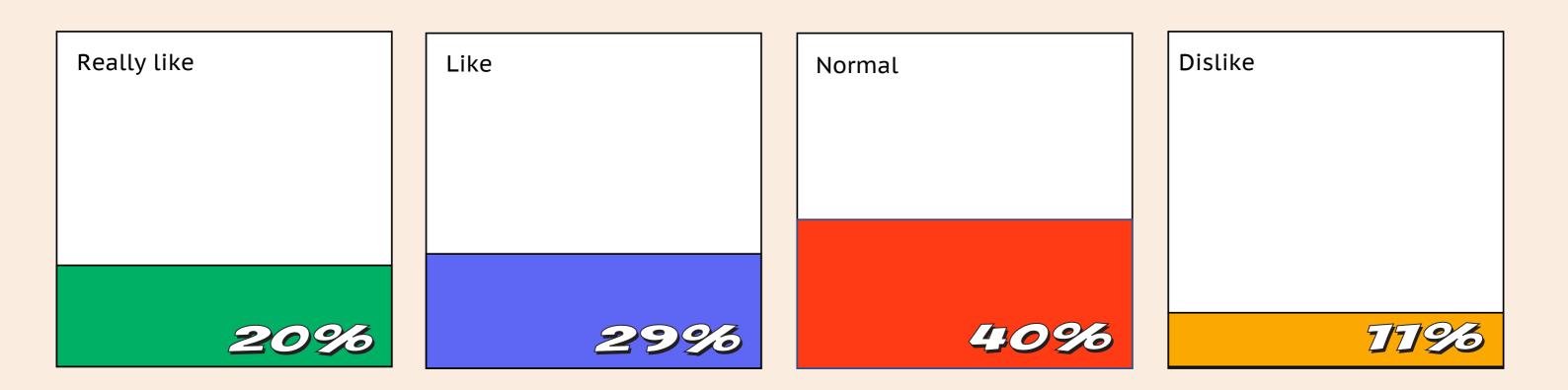
2016 Chart shows about effective teamwork of Duy Tan University's students



Chapter 002

A REALISTIC, LOOK AT TEAMWORK

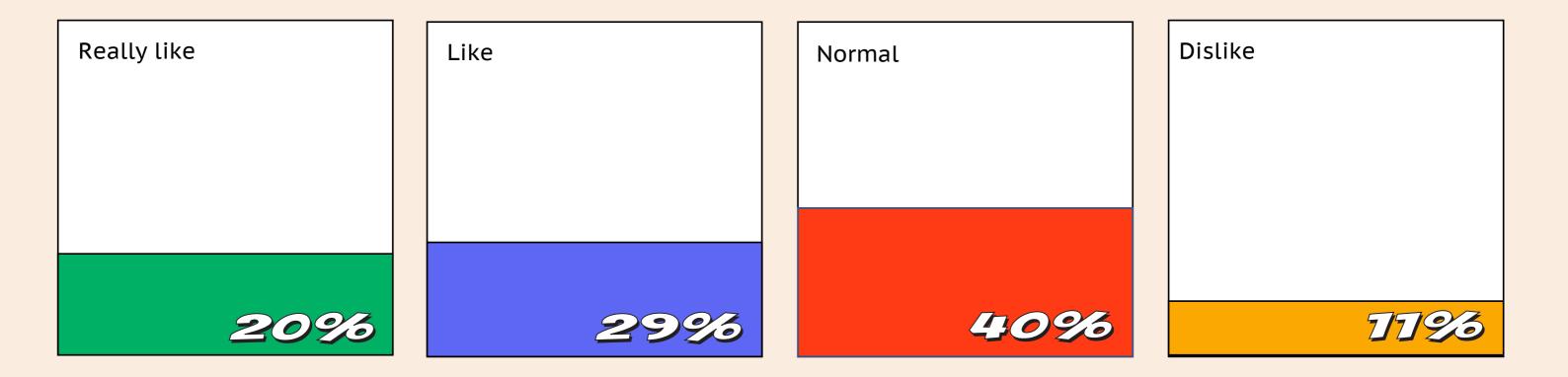
2016 Chart shows about teamwork definition of Duy Tan University's students **Do you like to study with teamwork?**



Chapter 002

A REALISTIC, LOOK AT TEAMWORK

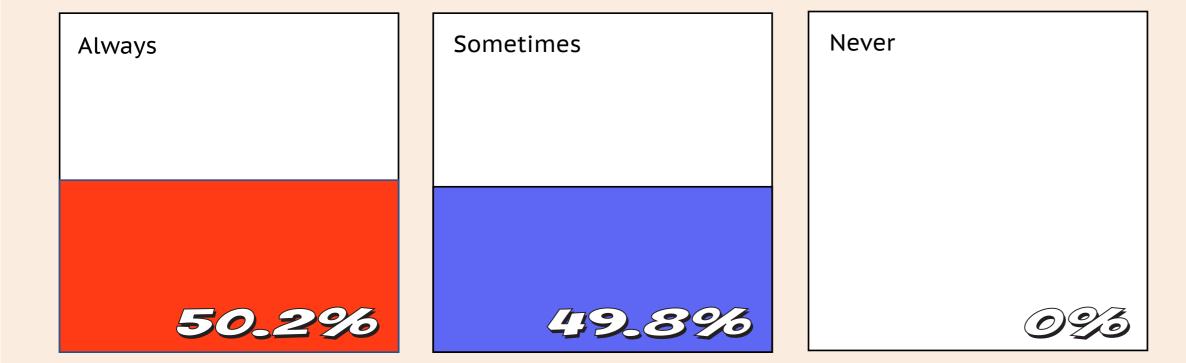
2016 Chart shows about teamwork definition of Duy Tan University's students **Do you like to study with teamwork?**



A REALISTIC, LOOK AT TEAMWORK

2017 survey of 1,000 knowledge workers in the US about their participation and perspectives on teamwork.

The professionals surveyed said they work in teams at least part of the time, with more than half indicating that they always work in.



https://az766929.vo.msecnd.net/document-library/joinme/pdf/english/jm-infographic-teamwork.pdf

A REALISTIC, LOOK AT TEAMWORK

2017 Chart shows about teamwork definition of Dong Nai University's students

A group of many people which shares an amount of time working together

A group of more than two people working together

19.2%

A group of many people which shares an amount of time working together, has a fair division of workload, supports, and cooperates

18.4%

A group more than two people which shares an amount of time working together, follows the same rules, cooperates and has the same goal

49,2%

Chapter 002

A REALISTIC, LOOK AT TEAMWORK

! "Too many cooks spoil the broth#

Another student (H.N) from Nguyen Thi Dieu High school (HCMC) disagreed: "If I am not capable of getting the job done, will this have a negative impact on the team's performance? On the other hand, I still contribute to the team by doing all the petty work."

! He travels fastest who travels alone"

A ten-graders named M.H. from Le Quy Don High school (HCMC) furiously recalled her memory on a a leader of her group: "The leader tried to control everything, thus not assigning any tasks to the members. What's the point of this team work?"

! "You scratch my back and I'll scratch yours"

A student named D.H. reported that she would eliminate those who don't contribute to the team overall work.

Another student named C.M. shared her problem: "I came across this problem before. Freshman at college seemed to be really lazy, they simply copy what they read on the Internet without bothering editing"

<u>http://doisongtieudung.vn/nhung-cai-gai-khi-lam-viec-nhom-463555.html?fbclid=IwAR3ieUg-clFdovoGUed_5x_DKd1Yy-3fHvp6J0AzWRtWc1udhzWbLnVdKNE</u>

https://tintuconline.com.vn/giao-duc/mot-minh-ganh-team-lam-het-bai-thuyet-trinh-nu-sinh-than-troi-vi-khong-biet-la-teamwork-hay-taowork-n-393095.html

Chapter 002

A REALISTIC, LOOK AT TEAMWORK

! "College students nowadays are sensitive to interaction"

Ms. B.C (lecturer from a university in HCMC) reported that when it comes to choosing between individual work or teamwork, almost 90% will opt for individual work.

! "When we first started working in a team, everyone simply put so much importance on their opinion that no one listened. It was filled with endless arguments and finally, complete silence."

A former student from Foreign Trade University in HCMC said that she is a person who follows individualism. When she was asked to work in a team, she immediately encountered some problems. First, there was no team left for her; next, when she did find a team, she struggled to get her ideas across. And when the due date had arrived, the team barely even started due to all the arguments.

Chapter 002

A REALISTIC, LOOK AT TEAMWORK

In a recent interview with with "#\$%&'()*+,-.*&/.0-, vice CEO of Tan Hiep Phat Corporation, Ms. Tran Uyen Phuong pointed out a number of the working cultures:

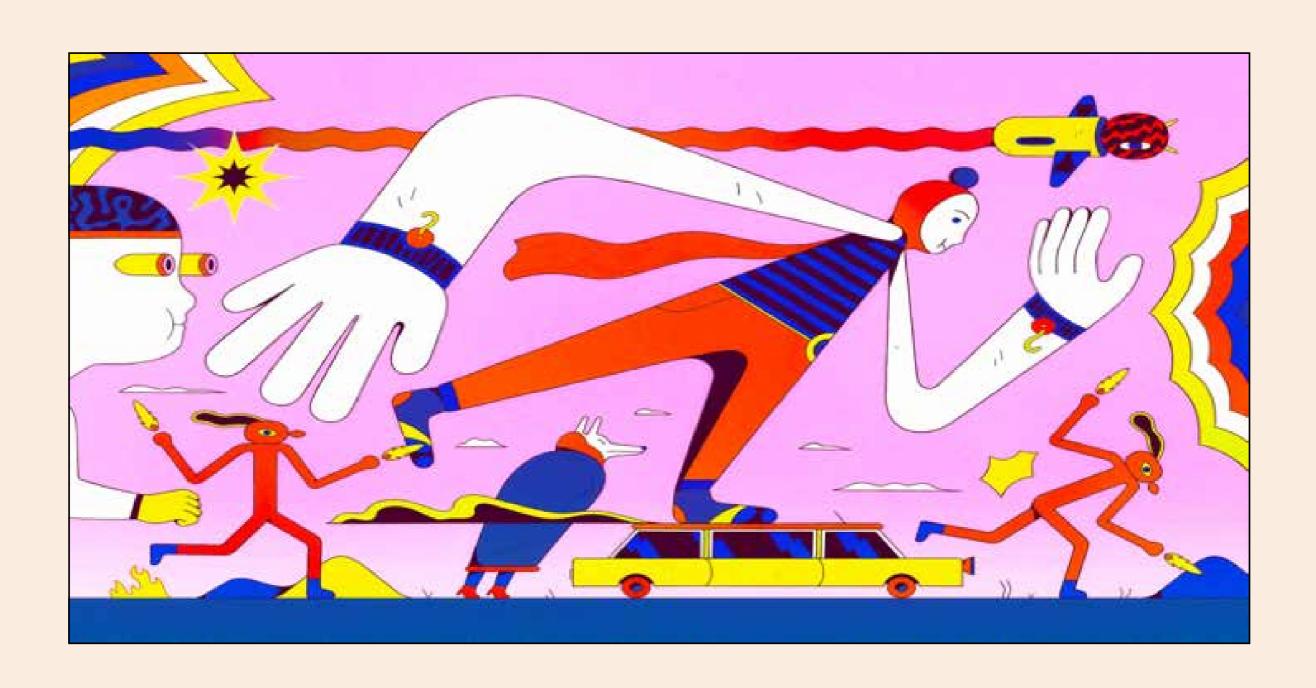
! "The majority of Asian countries view team work as a strange trend"

"Everyone tend to avoid their disagreement publicly because they don't want to lose face. Not showing your disagreement is not only a sign of respect to the superiors, but your inferiors also. This way of thinking is common in Vietnam"

! "Vietnamese struggles with team work because they are self-efficient people"

The female leader of this corporation believed this is the main reason for the difficulties of multinational companies to inject the Western "Teamwork" culture into the working environment. That is one of the biggest mistakes they make, and clearly the failure is forecast.

Chapter 002 DISCUSSION



FACTORS AFFECTING TEAMWORK

The rules and regulations are not strict enough, the cooperation between members are not tight enough:

Leading to the lack of clear objectives

Resulting in disagreement

The psychology of members:

Satisfaction Overrate yourself

Not paying attention to other's ideas

Denials Shy to give opinions

Afraid of communication

Hesitations Distracted by the surroundings

Questions about your and other's ideas Too carefull about other's opinions Not decisive, unless there is a strong influence

Regarding setting a clear objective:

Leading to the lack of clear objectives
Resulting in disagreement





"The productivity of a Vietnamese individual equals that of three Japanese, but not vice versa."



HOKOKU Means frequently report to the superior about the work status, the accidents and problems needs to be fixed.

RENRAKU Is always contact the responsible departments about all the accidents.

SODAN Is discussion with other people when there is a problem, which will result in the best solution.

Report	This is report of the work status to the superiors, including: work result, the encountered problems. Based on
	the date, the report needs to the brief, succinct.

Contact This is the contact of those involved like the report above, you need to contact team members and those

involved. Share the information and must not add or change the information.

Discussion When there is a problem, a superior or leader needs to be informed to give a solution. However minor this

problem is, it needs to be discussed. After coming to a census, those involved will have be informed.

REASONS FOR CHOOSING

Subjectives:

- During our 4 years at college, the notion of teamwork may sound straightforward, yet extremely difficult.
- We encountered a number of problems about the definition of this method. Hence, there needs to be practical solutions.

Objectives:

- Creating a movie to give the youth an insight on how to effectively cooperate in a team since teamwork plays an essential role in modern life and be able to solve such problems.
- To clarify that individual work is not a good idea, but the essence is combining your strengths and weaknesses with other people in order to get the job done as smoothly and thoroughly as possible.

DICISION-MAKING

Short animation 4 minute film with narrative voice.



DIRECT TARGET

Demographic: All gender

17 – 23 years old

High school, university. college student

Psychographic: Understand further about team members psychology

Improve communication skill and communicative demand

Enhance resolute decision and choices

Geographic: High school, university, college in big cities in Vietnam

Behavioural: Social media users

Openly accepted others people idea

Learning how to listen and understand

Giving right thought

INDIRECT TARGET

Demographic: All gender

16 – 18 or 24 – 26 years old

Teenager and leader in a general group

Psychographic: Understand further about teamwork

Help leader to accomplish themselves and the team

Improve communication skill and communicative demand

Geographic: Vietnam, part of Asia country nearby and overseas

Behavioural: Social media users

Openly accepted others people idea

Willing to listen and understand others

Giving right thought

DIRECT COMPETITORS



Duo

Animation Short Film 2014 from Gobelins (~ 3 minute)

A duo of acrobats go onstage one last time, united under the spotlights even as their harmony backstage is broken.

<u>Youtube</u>

INDIRECT COMPETITORS

My moon

Animation Short Film 2019 by Eusong Lee (~8 minute)

Award-winning 2D animation film revolves around the sad nature of the way the heavenly bodies have to co-exist, as the Earth needs both emotional and practical values from both the Sun and Moon.

Youtube



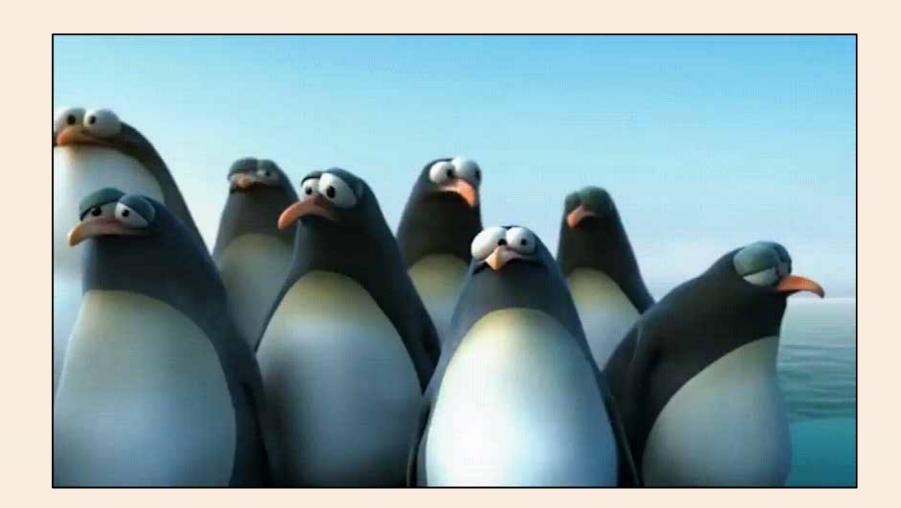
INDIRECT COMPETITORS

The power of teamwork

Video montage of 3 ads from De Lijin (~1 minute)

Though this merely an advertisement, but watching it makes you understand importance of teamwork.

<u>Youtube</u>



discussion *Chapter 002*

INDIRECT COMPETITORS

Inside out

3D computer-animated comedy film 2015 produced by Pixar Animation Studios and released by Waly Disney Pictures (~1 hours)

This is one the movies that involves teamwork. Every emotion comes together at one point to help Riley figure out what her life is. They work together to bring her back to being a happy child.

Youtube





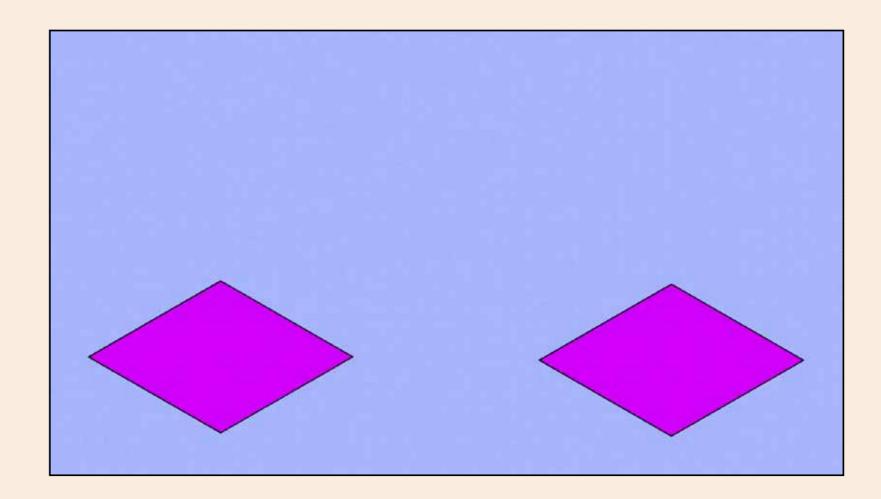
SRIEF. Gursor

"Mosaic" is a short animation film presents about an imaginary world. The story is about 2 personality hidden inside every people that are portraits through 2 characters:

Strange and Mine.

The movie takes place in a factor's room where 2 characters are trying against each other to fix a broken glasses. The working moment of 2 characters and the collaboration between them has been transmitted in this film.

Though the scenes and situation of 2 characters that represented human aspects while working, the story brought us a meaningful lesson about the essential of **teamwork**.



ART DIRECTION



HRT. Direction

A **mosaic** is a piece of art or image made a picture or other design constructed from smaller pieces.

Mosaics have a long history, starting in Mesopotamia in the 3rd millennium BC. Pebble mosaics were made in Greece mosaics with patterns and pictures became widespread in classical times, both in Ancient Greece and Ancient Rome.

Mosaics can be a medium and expression of creativity, fine art, public art, integrated into architecture, indoors and outdoors





A bright vivid background is mix with a little light gradient. Thin stroke is also combined.



Characters are strange but still close that are styled like human suitable with modern taste.



Smooth and slow motion follows up with quick pace, all together by narration.



Modern, rapid, colorful, all merge together for an attractive orerall mood.

MOODBOARD

Modern, rapid, colorful, all merge together for an attractive overall mood.

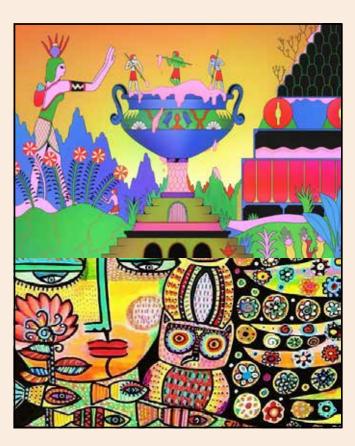












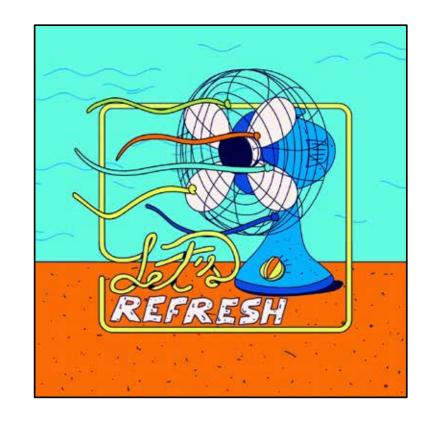


The 17 Indisputable Laws of Teamwork (2001) - John C. Maxwell

https://sachvui.com/sachvui-686868666888/ebooks/2016/pdf/Sachvui.Com-17-nguyen-tac-vang-trong-lam-viec-nhom-john-c-maxwell.pdf

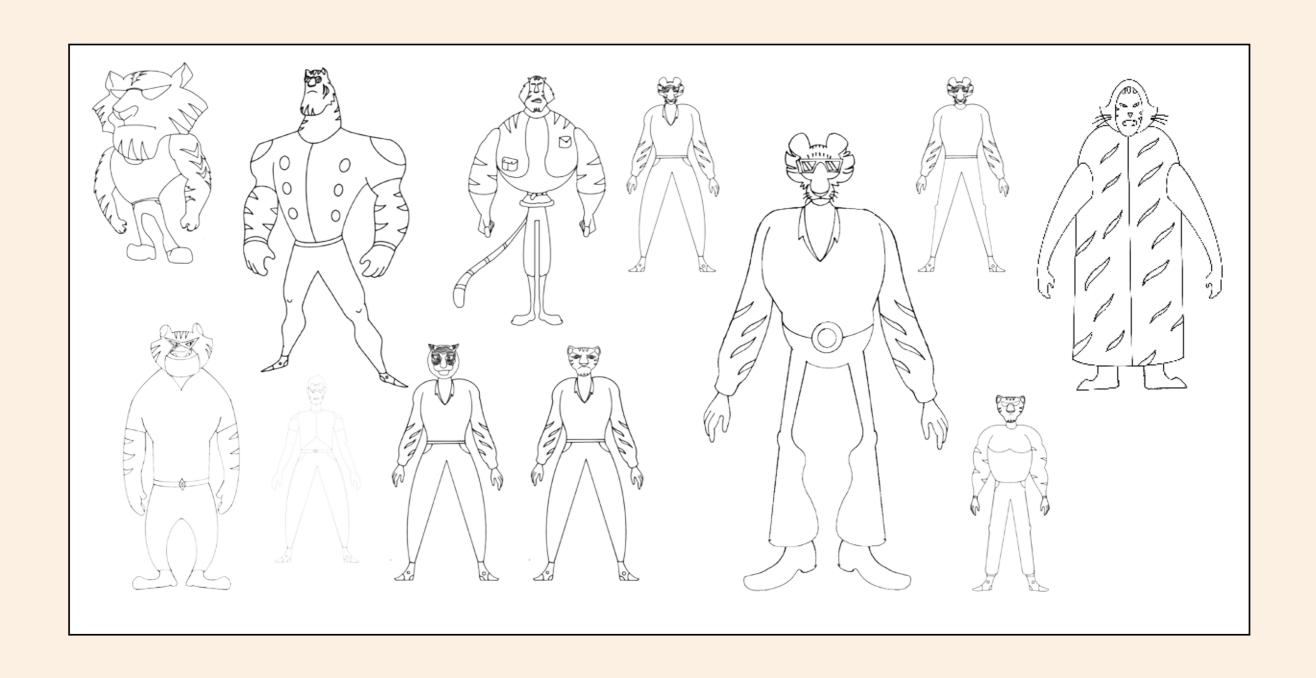
The Five Dysfunctions of a Team (2002) - Patrick Lencioni

https://epdf.pub/the-five-dysfunctions-of-a-team.html





CHACTER SKETCHING



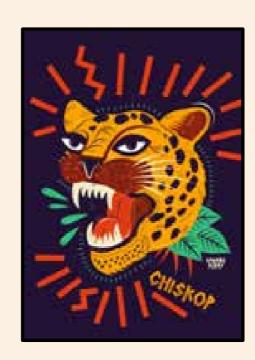
CHACTER DESIGN

Strange

He is **the Golden Tiger** that symbols for strength, art and success.

He appears to be very hot – tempered person, but deep down inside he's has a kind heart and always ready to absorb new thing and eager to help others.

He has a robust build and styles with lots of art details.





inspired

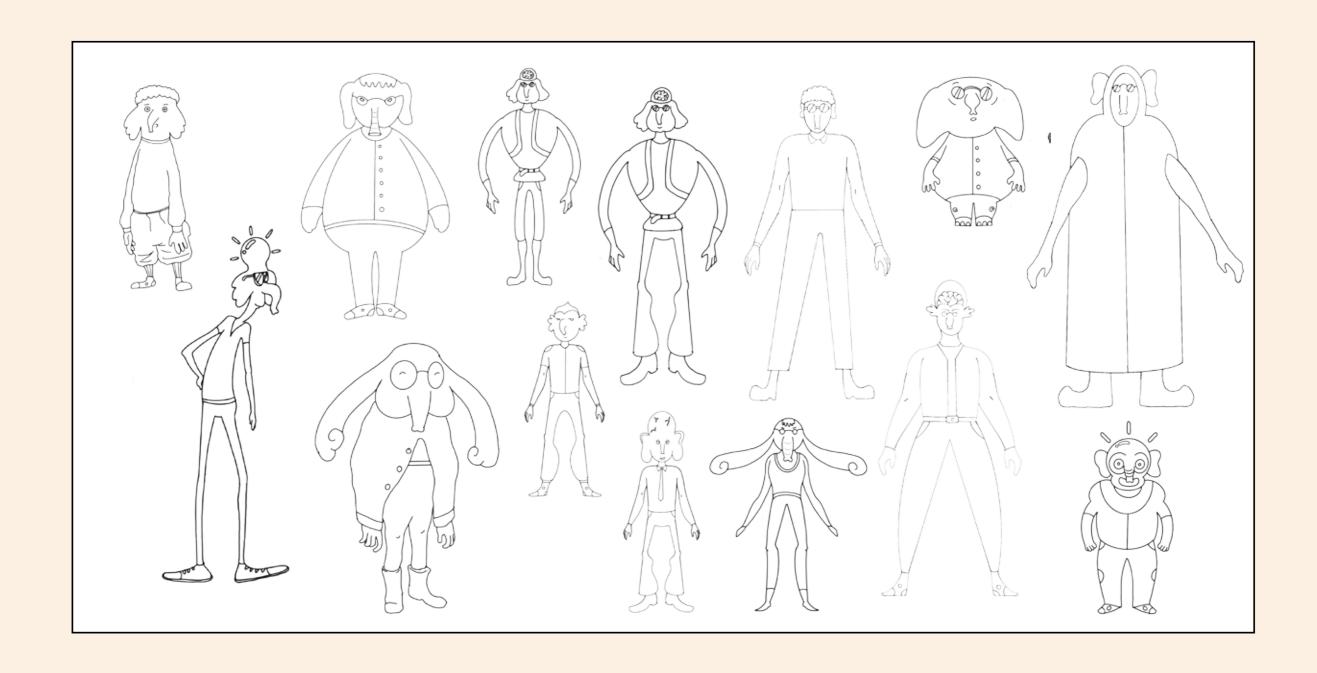








CHACTER SKETCHING



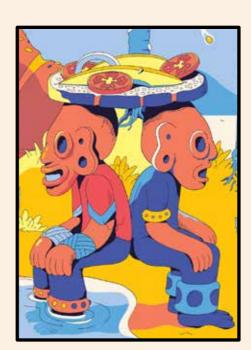
CHACTER DESIGN

Mine

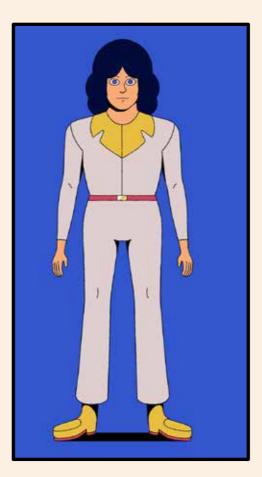
He is **the White Eleplant** symbols for wisdom, luck and leadership

He appears to be a calm and apathetic person, but handle things well with his kind heart although there's still a little conservative.

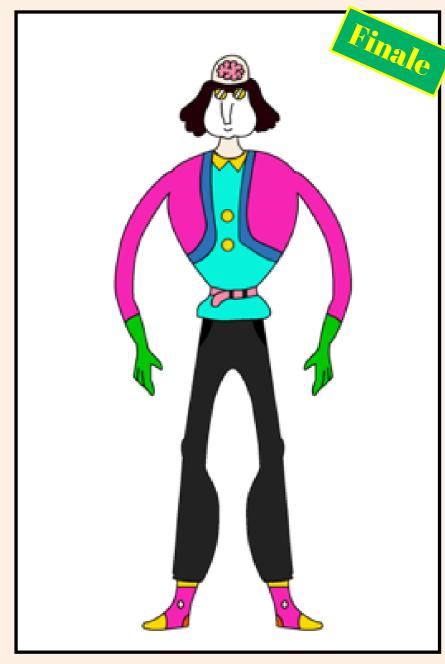
He has a smart, book wormed-build and styles with lots of art details.



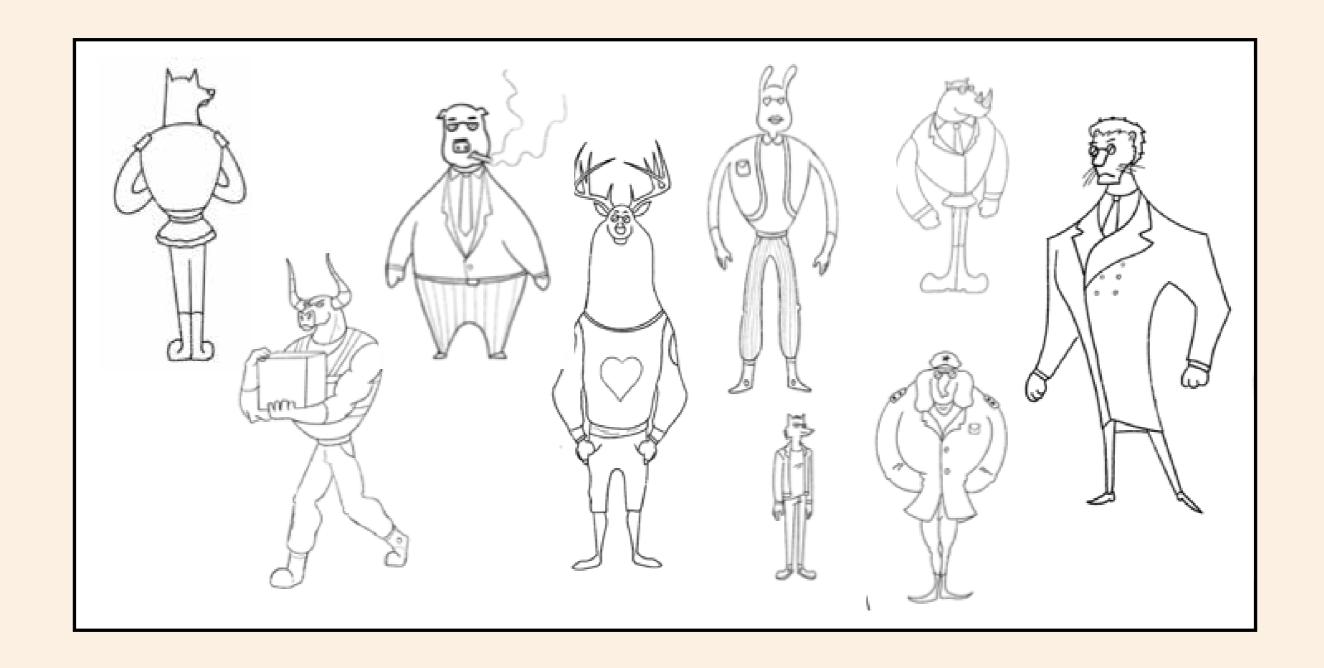




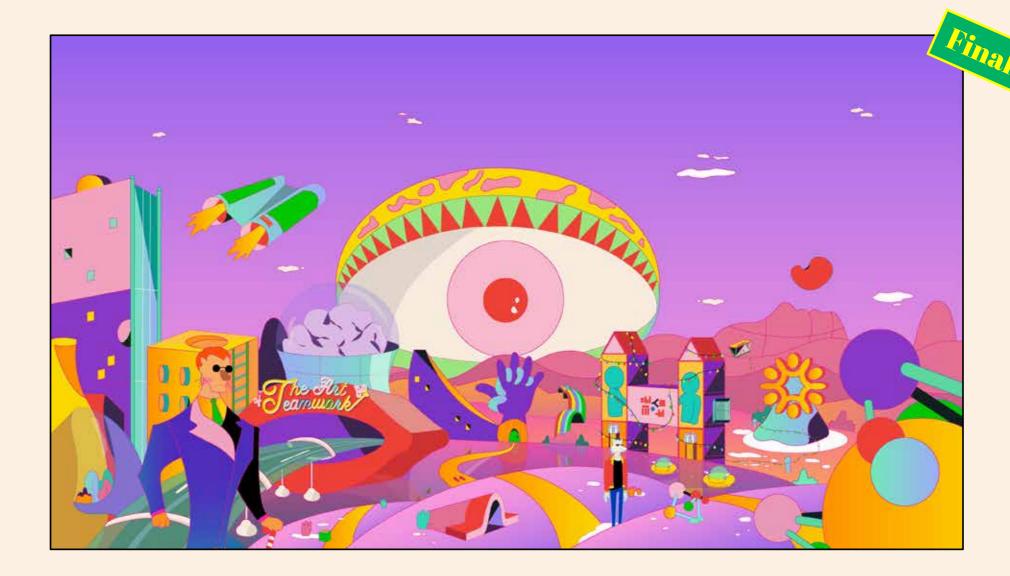
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SUB CHARACTER



Background 01 Utopia City



Processing







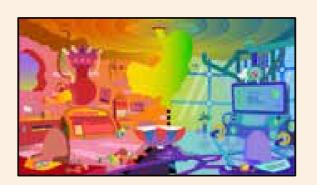


Background 02 Extract Room



Processing

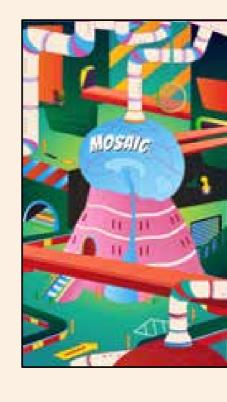


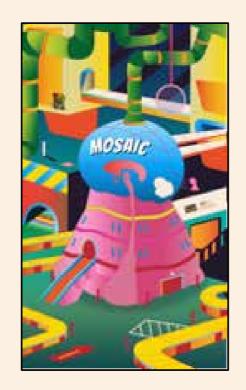


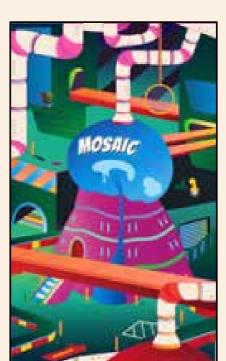


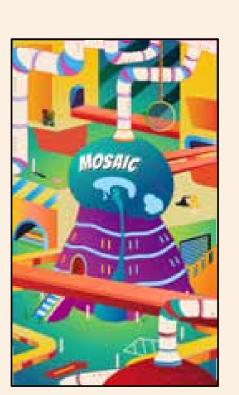


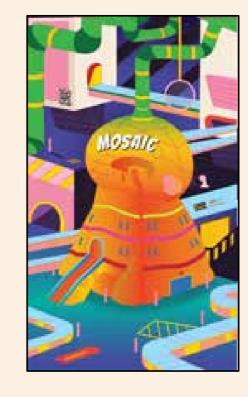
Background 03 Mosaic Factory

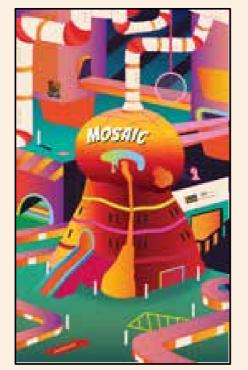


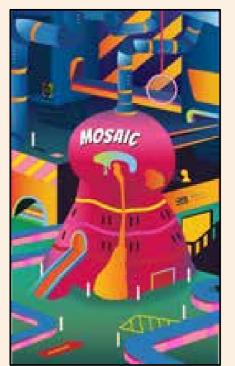














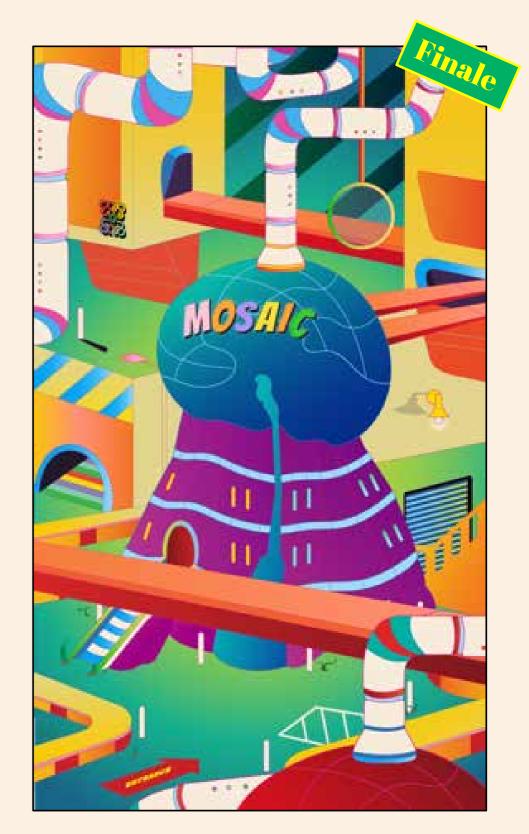


Background 03 Mosaic Factory











Background 02 Mosaic Factory













Background 03 Desert



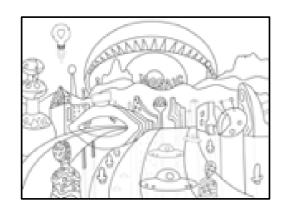


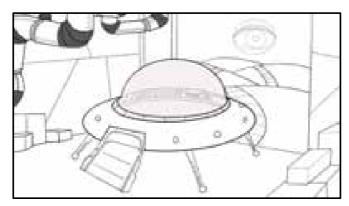
Background 03 Desert

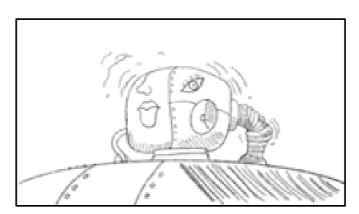


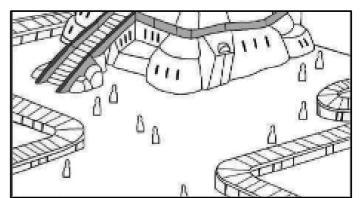


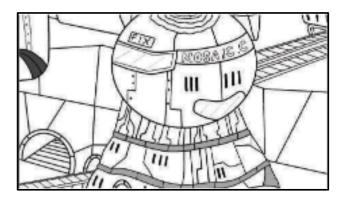
STORYBOARD



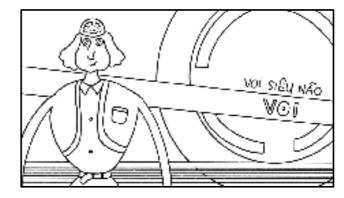


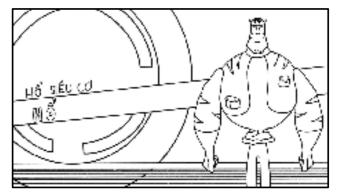


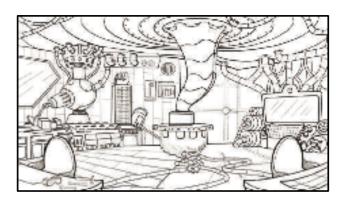


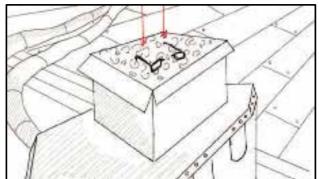




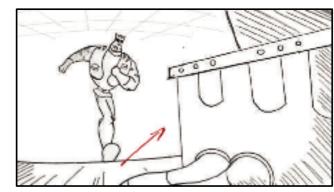


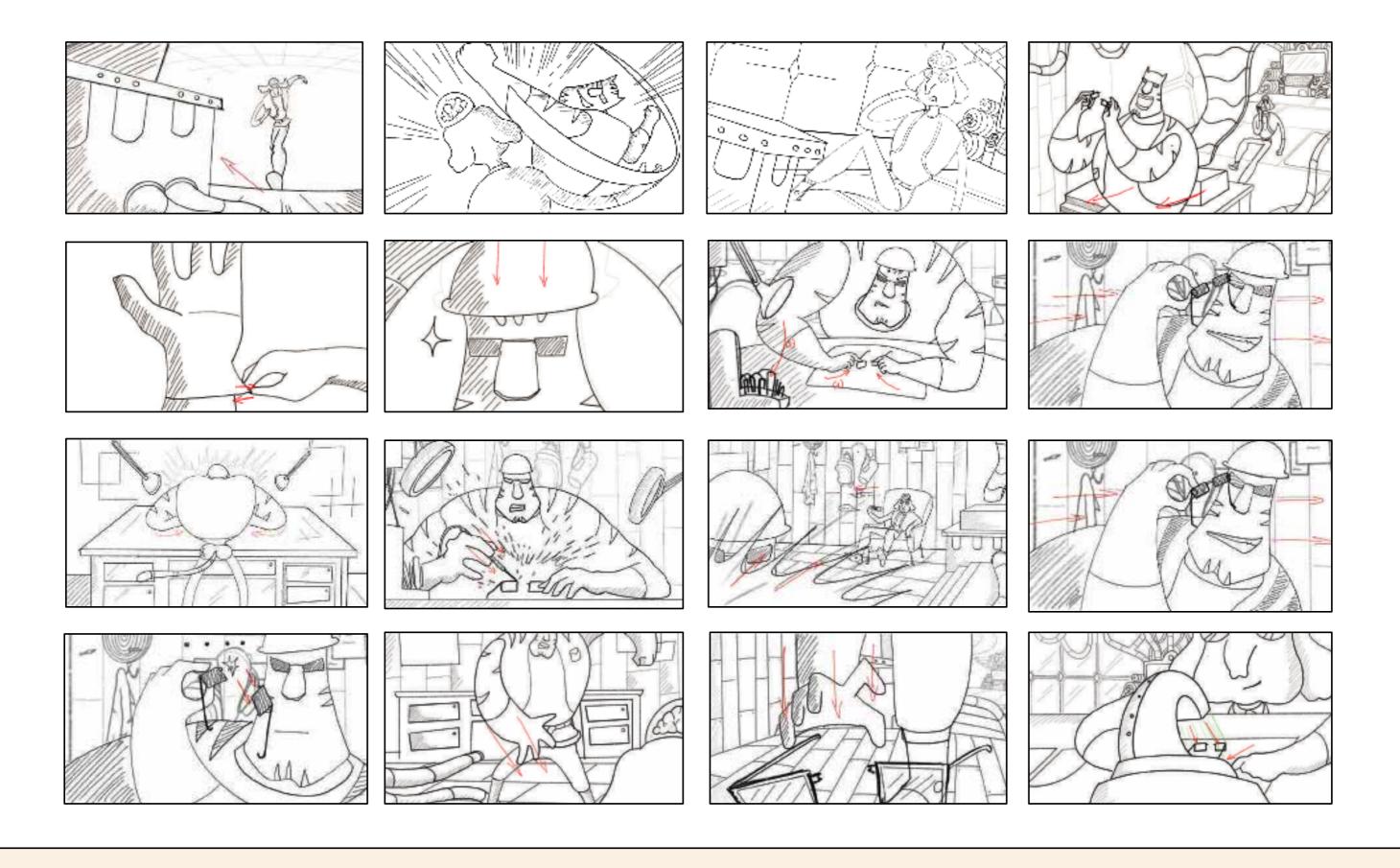


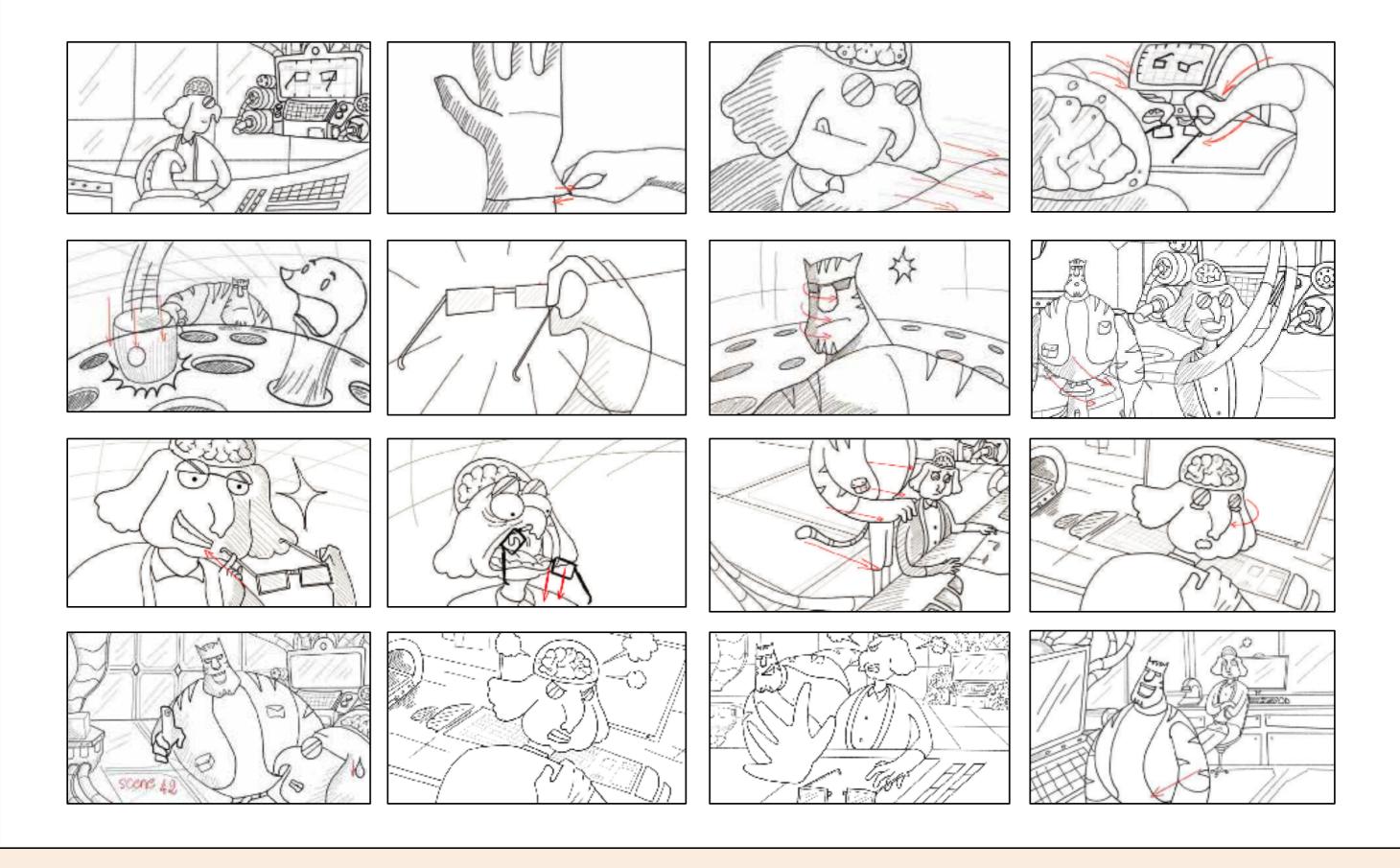


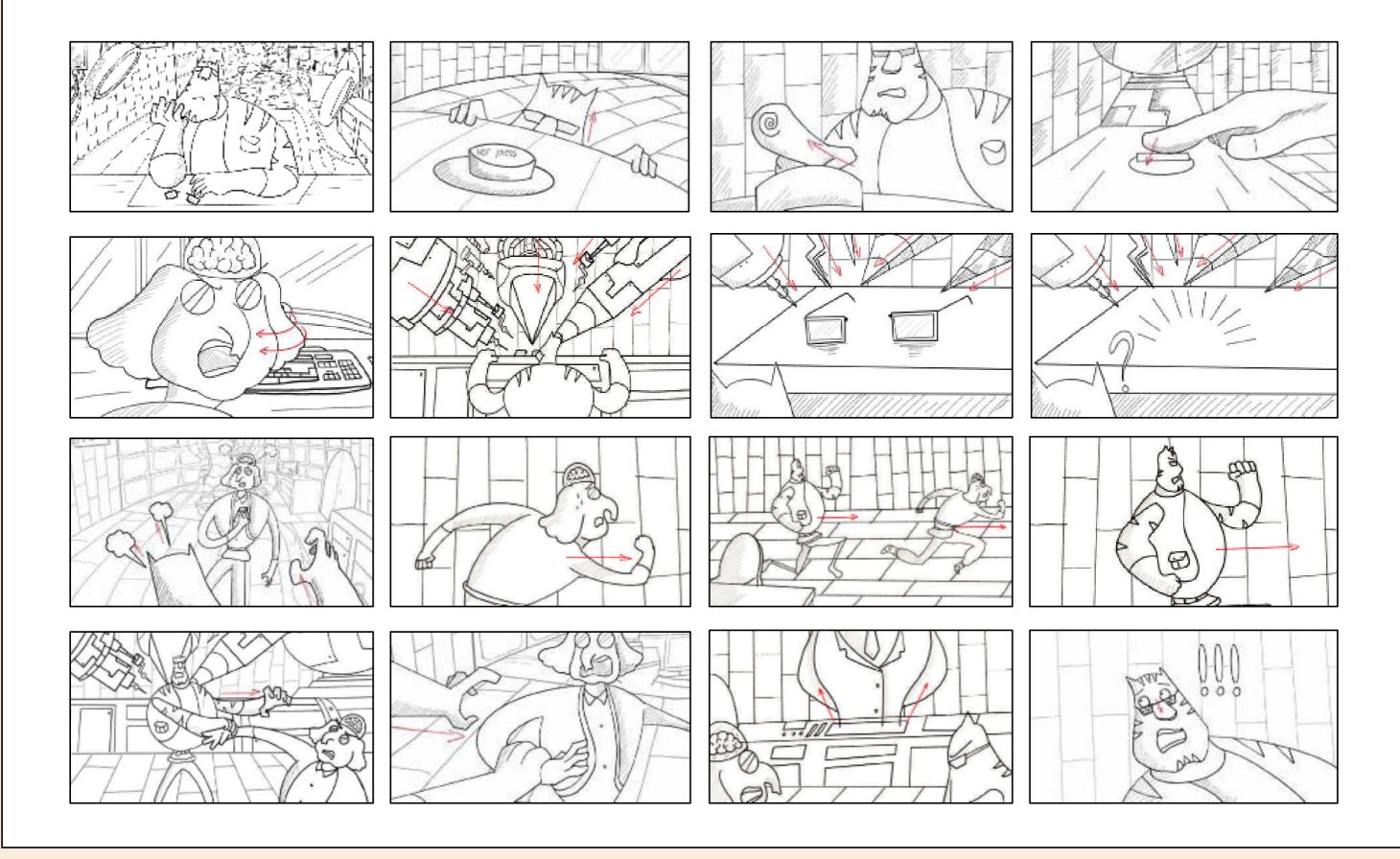


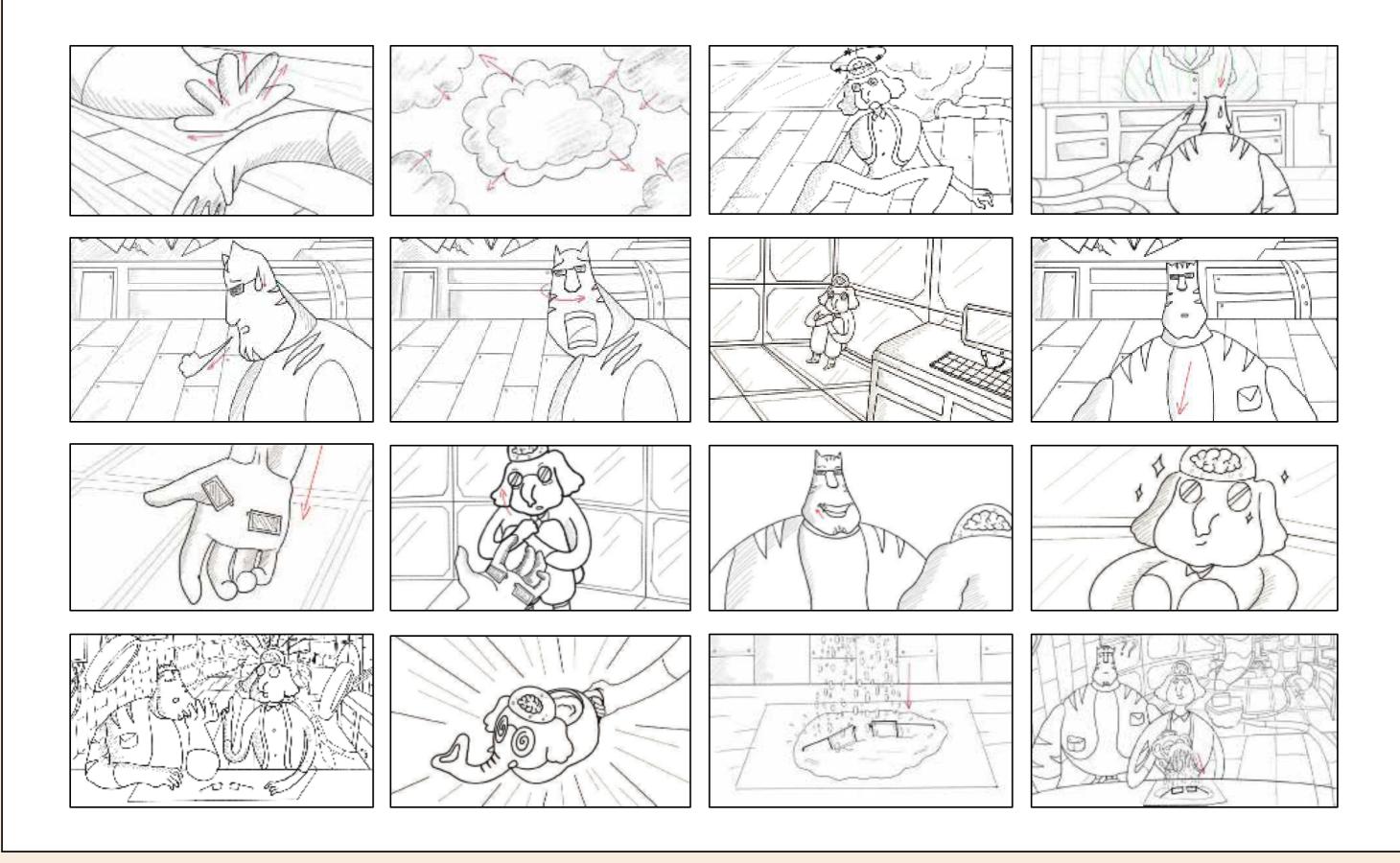


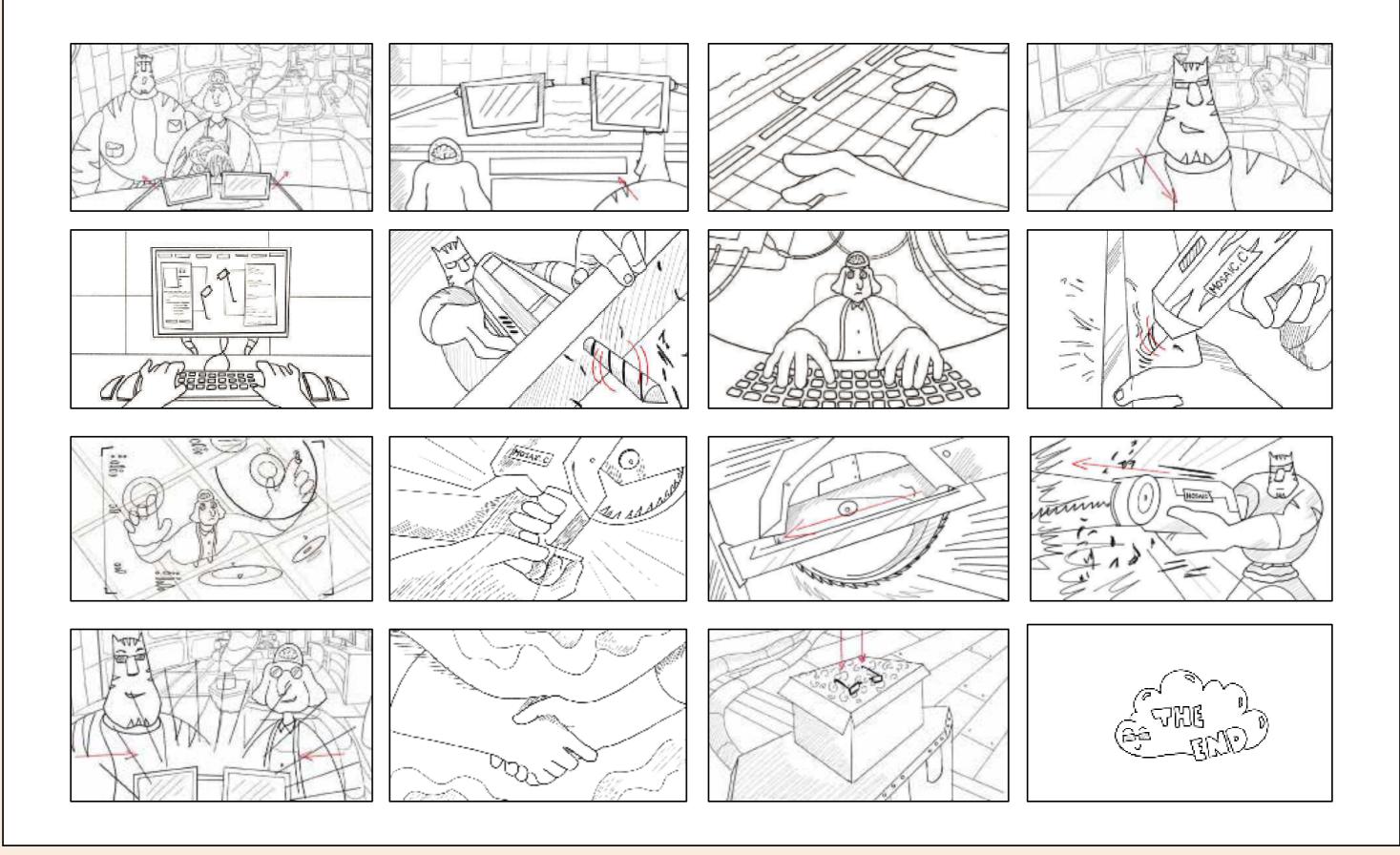










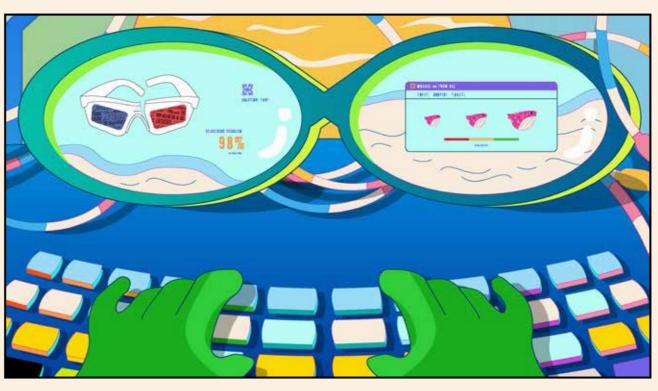


Chapter 008 ANIMATION

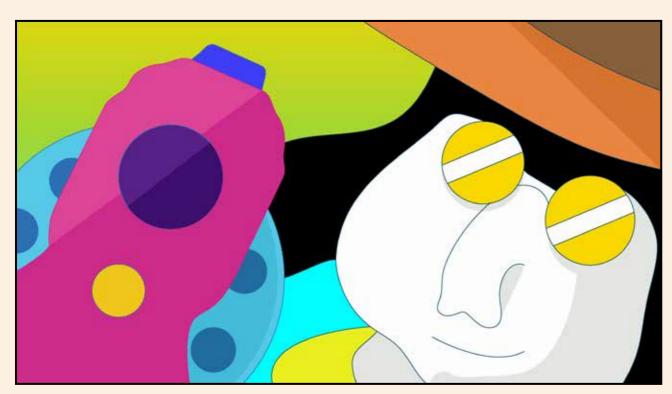








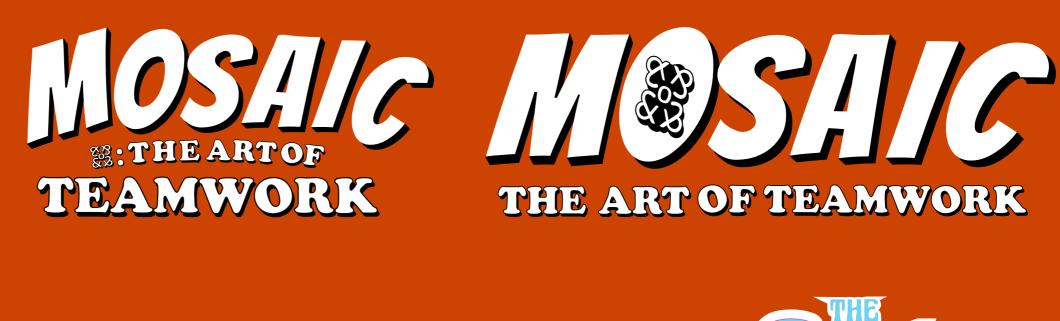
Chapter 008 ANIMATION















Logo film 01



Logo film 02

The Art of Teamwork

MOSAIC

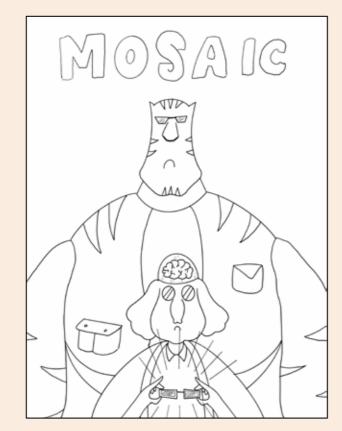
Mosaic & The Art of Teamwork

MOSAIC & THE ART OF TEAMWORK

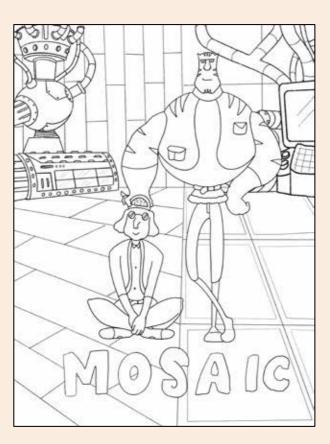
Background 03 Utopia (main)

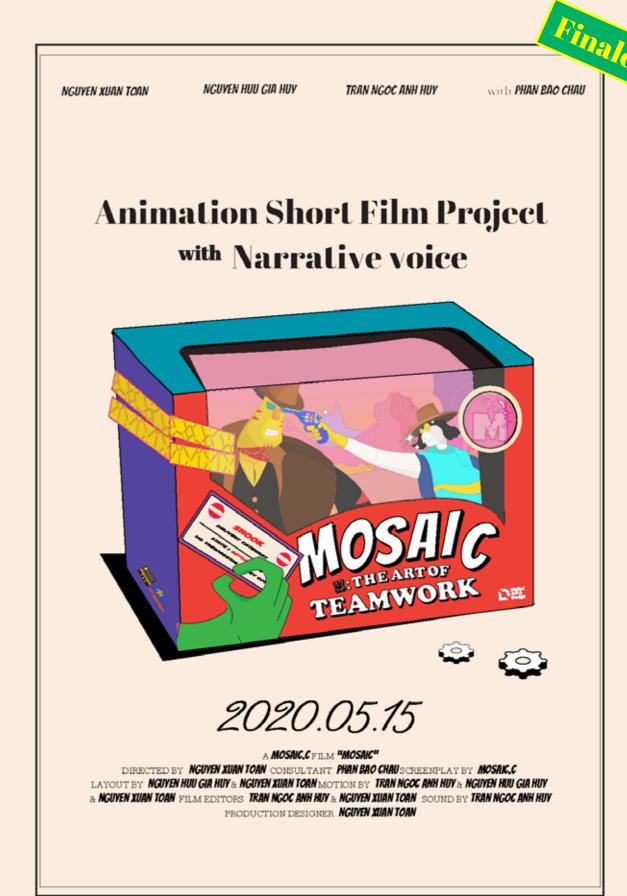


IS: THE ARTOR TEAMWORK



sketch 01





sketch 02 Sub poster



