

Focus Group

I conducted a focus group to gather information on different aspects of my animation that couldn't be covered by the questionnaire.

Taking Part in the focus group were Kaz, James, Alex and Joe.

“Do you feel that the technical qualities of the animation allowed the theme to flourish?”

KAZ: I think that it is very well done. Like the photos are pieced together well and the transitions seem to be smooth.

JAMES: I think the theme was quite ambiguous, which works well with the animation because it all flowed very quickly and never really stopped or paused. Anything weird that happened was kinda ignored by the camera, which moved on.

ALEX: I think it's technically pretty good. Some of the effects are a little bit off, like the lighting on some of the physical photographs changing, but all in all I think it allows the style to work quite well.

JOE: I liked it a lot. Everything is quite smooth and nothing is too clunky. The theme is obviously very indie and so the stop motion jumping works pretty well with everything that is going on theme-wise.

“Did you find the aesthetics of the animation pleasing?”

JAMES: I liked the shadows you got under the table. Some things weren't quite right though, like the lighting really changed on some frames.

KAZ: Yeah, like you left it a while between taking pictures and the sun moved or something.

ALEX: Overall, though, I think that the lighting was pretty cool and added to the whole indie theme.

JOE: If you had more time then maybe you could have changed the filters and lighting around in editing. I think that the way everything moves works really well, though.

KAZ: You definitely took enough pictures so that movement looks natural and smooth.

JAMES: But at the same time it does have that stop motion feel to it, which is good because it means that people know what it is.

KAZ: I liked how you made it look like everything was shot in one take.

“Did the creative qualities of the piece appeal to you?”

ALEX: I think that some of the effects were brilliant, like the pouring the drink into the glass. It was really intuitive and original.

JAMES: I think that the effects are really creative. Without them it would be just a normal boring story but everything really centres on the effects and it makes the whole animation really good.

JOE: Whilst a lot of people are using Lego and stuff, the idea of using a person is really original and creative. The stuff she does like the drink and the watch are really cool, creative ideas too.

KAZ: The whole concept sounds like it isn't creative, but the production and effects you put into it made it brilliant. The creative qualities, for example the photographs within the animation actually moving themselves, was great because I've never seen it done before and I really liked how everything worked together.