

Title: Echo Chamber (9:16 Vertical Animation Loop)

Introduction: An animated loop that parodies narrow-mindedness.

Concept: When a person only encounters beliefs or opinions that coincide with their own, that their existing views are reinforced and alternative ideas are not considered. This is the effect of being in an echo chamber.

Process: This is a collaborative work between Mr Andrew Phang, Animator (Faculty based in Singapore) and Ms Tanya Stovold, Illustrator (Practitioner based in the UK). They met through Instagram, and developed a fluid working process, despite never meeting face to face.

Techniques: Tanya digitised a doodle from her sketchbook and repainted it in Adobe Photoshop using custom Brushes by Kyle Webster. It was then specially separated into layers and sent to Andrew in Singapore, to begin the animation process.

Andrew imported the .psd into Adobe After Effects for rigging and animation. The particular challenge in this animation was to retain the hand-drawn, organic nature of the art, as opposed to the usual slick and smooth motion graphic style animation.

Result: This project is an experiment in remote collaboration, as well as a cross-cultural creative exchange. Both artists reside in different timelines, with different cultural backgrounds and experiences, which also lends a different tone/interpretation to the topic. In the end, it proves that certain ideas and thoughts are universal; toward the end of the process, both artists realised that their visions were totally aligned. Every input and suggestion exchanged between Tanya and Andrew was in sync and the final outcome is a delightful blend of the East and West.

