

**1. Title:**  
We are Me

## **2. Introduction**

All though we are thousand miles apart, raised in totally different background traditionally and geographically. Globalization and social media has significantly closed up the gap between you and me.

It plays a dominant role in our lives, influence and dictate our behaviour. Most importantly, it monopolize our lifestyles in all walks of lives. Our differences are being minimized. However, values remain unchanged, we yearn for kindness, empathy and love. Our needs are unanimous—we want things to get done faster and better.

## **3. Principles / Concept**

Thanks to the user-friendliness and popularity of social media, we eat, communicate, entertain, social, study and work the same way. And have become more like each other in this big community of “WE”, made up of numerous “ME”. All in all, we are same same.

## **4. Process / Methodology**

Kinetic typography was being used in this motion graphic. The overall approach was sleek and down to the point, so as to capture the essence of our fast pace, succinct wants and needs in life in all of us, embodying the core— “We are Me” concept. Relevant social medias’ colour are also being used for readers to relate to them more easily.

## **5. Materials and Techniques**

Predominantly, the animation was made of typography. With the appropriate tonality and sleek appearance, it accentuates the message with a contemporary twist. So as to convey the message to the mass further, louder and clearer. Throughout the entire video, only one typeface was being used—Univers. However, with the right usage of its big family, sizes and speed, the animation was filled with contrast and rhythm.

## **6. References**

Overall, it was the end product of the main stream’s trend and sleek Swiss Typography style.

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