

## Time Well Valued - Miah-Tya Gowland

*Time Well Valued* aims to change viewers' screen habits by introducing them to alternative hobbies and inviting them to question how they use their time. The video explores our society's growing problem of a lack of human interaction. It is often ignored and dismissed, but after interviewing a variety of people and ages, it became obvious that both adults and teenagers spend 4-6 hours a day on their phone on average. To introduce this as the topic of the video, it begins with a group of people telling the viewer what their screen time is while a phone animation is shown on the screen. This animation shows a phone being charged and unplugged, which is then circled back to at the end of the video, with a phone being plugged in. Coming back to this at the end represents the viewer plugging their phone back in to go do something else that doesn't involve a screen, a little of the charge is used to show that they had watched the video on the phone. This aims to subconsciously tell the viewer to go try an activity mentioned in the video. I want the audience to start being more conscious of their screen time and value the quality of their personal time. I was inspired by Apple commercials, as they carry a simplistic, slick style that matches well with the theme of screen time. This also influenced the choice of a monochrome palette, as including colours would have taken away from the professional feel of the film. Even though the commercials are simplistic, there is a high attention to detail and it makes the video appear of a high quality, which is what I tried to match in my video. Making sure the graphics flow and are interesting was important to keep the viewer interested and are actually retaining the information. I tried to make elements somehow connect, to keep a flow in the film. The non-diegetic sound in the beginning also aims to instantly grab the viewer's attention, creating a different element compared to the style of the rest of the film. The overall music gives a steady beat to the graphics, making their reveals appear more natural, its change in tempos also aligns well with the different sections of the film. The music is uplifting and not too slow or sad, so it fits well with the message of the video. Symbols are the major technique used in my film, to keep the viewers attention and make the story clear and easy to understand. The style of these symbols are simplistic, but 'slick' as it both emulates the Apple style and is easier to animate in a short time. Giving it a professional look makes it appear more trustworthy and appeals to both adults and teenagers, as it doesn't aim to just one group, but is able to be targeted to both age groups. The voices in the beginning are also of all ages, so a personal connection is established early on and introduces the target audience effectively. The integral themes involve different moments that are valued by people over screen time, so it introduces different activities the viewer can participate in rather than go on their phone. Certain parts of the film didn't end up quite as good as first imagined, because of a lack of time and as they were hard to figure out how to execute. For example, the piano and soccer ball were intended to look very different and more polished. The piano keys instead of dividing and 'exploding' rather than individually flying apart and the quality of the soccer ball is quite low. But for the limited amount of time and with little skill to begin with, I think it worked out better than what was achieved. Other little details were changed because I couldn't figure out how to execute my original idea. The moving scale was also cut, as it was hard to execute and I was running out of time towards the end, but its lack of movement doesn't take away from the sequence. The lowest quality sequence was the ball and piano colliding, otherwise the rest of the motion graphic still passes the quality I was initially striving for. This film is important to me as I don't like how phones and screens have become such a big part of our conversations and lives, how it is rare to have a conversation without someone checking their phone.