

## Progression 1

### **1) List down group members' name & roles and Competition Deadline.**

#### **Team Members:**

Ng Min Hui - Director

Lim Pei Rong - Editor

Lau Jia Wen - Photographer / Videographer

Lim Weng Eu - Script Writer

Ting Lee Si - Cast

### **2) What is your Poster Design Theme? Please write in a Paragraph.**

Our theme will include depict a human figure(s) surrounded by the different types of cons that stems from the over-usage of Internet. Mainly showing the emotion of focus but lack of life and with a hint of despair. Therefore, the poster is aimed to create attention and awareness to the people around us about the consequences of overusing the Internet. Constantly reminding them how the consequences of over-usage of Internet influence him and the people around them.

### **3) What's your video clip about? Please describe a bit to have an overview. Thus, what and how it relates with your poster design theme? Please describe in details.**

Our video clip is basically to show how the different types of consequences will be caused by the over-usage of Internet. With the raising of Internet Technology, the aim is to create awareness to the people around us, to make them realize how much Internet Technology is affecting us. The video clip consist of 8 different examples of Internet Addiction Disorder. Which includes Internet Porn Addiction, Addiction to Web Surfing, Online Shopping Addiction, Addiction to Online Auctioning, Addiction to Internet Applications, Online Scamming, Cyber-Relationship, and Addiction to Online Gambling.

The first scene starts with Internet Porn Addiction where Alex was invited by a group of classmates to go to their friend's house (Jason) to do their group assignment together. As he enters into Jason's room, Alex's group mates were crowding at a corner while they chitchat and joke about what they're looking at the computer. Therefore, Alex slowly walks up to them, as he was interested about what they were watching and in the end, he found out that they were watching porn on the Internet together. With disgust, Alex leaves the room quietly and made a phone call to his mom to fetch him home as he was starting to feel uneasy. As he reaches home, for days Alex couldn't stop picturing about what he saw in his mind. In the end, he started to watch Internet Porn and slowly, he got addicted to Internet Pornography and started spending hours on Internet Porn Websites.

In the second scene of the video, it is about Addiction to Web Surfing. This scene starts with Alvin receiving a new present from his parents and to find out that it's a new laptop. Therefore, with curiosity and excitement, he starts to explore his new

laptop and started to get hooked to websites such as Facebook, Youtube, 9gag, Reddit, howStuffWorks and etc. Slowly, as time passes by, he started to get hooked to the Internet Websites and spending long hours on them. Even worst, he even brings the laptop to the Toilet.

As for the third scene, it is about a girl called Annie who is suffering from Online Shopping Addiction. It starts with Annie who is sitting in front of her laptop and at the mean time thinking about what to purchase in her mind. After choosing everything she wants to buy, she pays her bill with her credit card through the Internet regardless how much the amount was totaled. After months of having such addiction, a Bank Agent came to her house with a bunch of letters and to warn her to pay them as soon as possible. With confusion, Annie goes back into the house and read the letters. Finally to find out that they were bank statements and that she owes the bank a huge amount of money.

For the fourth scene, it starts with Aaron who was leaving a shoe store with his face all depressed and disappointed because he couldn't get the limited edition shoe he's been wanting for a long time ago. Back home, Aaron continued to search for the shoe he want through the Internet and found someone who was willing to sell them through an Online Auctioning website. Therefore, with desperation, Aaron started to bid for the shoe. For days and nights, he didn't sleep or leave the computer as he worries that he will miss his chance of getting the shoe. Suddenly, during the last few seconds of the auction, there was a power cut in the house and caused his laptop to shut off. Aaron went crazy and started shouting and banging the tables with tears and lost of hope. As the power comes back on and he checks the computer, he have already missed the chance of bidding the Item and lost the shoe he wanted again.

In the fifth scene, it is Addiction to Online Application. The video starts with Alice and her group of friends who were at a restaurant and were taking pictures together and posting them on an Internet Application called "Instagram" with her current location, tagged. At the same time when all these were happening; there was a guy at a corner stares at her every movement and actions. When she gets up and leaves the restaurant, the guy that was at the corner continued to stalk her to her car. In the end, the stalker found out about her information because of the pictures she posted on "Instagram" earlier.

As for the sixth scene, it is about Online Scamming. The video starts with Kathy who was in front of her laptop, thinking about a good website to purchase from for the upcoming Chinese New Year. Then suddenly, she thought of a website that Andy was introducing her the other day at University and therefore, she started purchasing her goods without a second thought that the website would be a scam. Few days later, it shows a scene where Andy was withdrawing a huge amount of money and transfer them to a mysterious hand luggage from an ATM Machine and hurriedly rushed off to escape. Then it continues with a scene where after 3weeks, Kathy is again, in her room trying to reach the person in charge of the website that she purchased from as her product haven't reach. But for hours, she couldn't reach the person in charged and she gave up. The next day, Kathy went to University with her mood all ruined as she still haven't received her goods and that she have spent a huge amount of money on the website. On the way to class, she bumped into a friend of hers and therefore, Kathy complained everything to her friend, Cindy and to find out that the website that

she purchased from was a scam as Andy owes the loan sharks a huge debt and needed money urgently.

For the seventh scene, it is about Cyber-Relationship. It is a video featuring Alice who has received a new friend request from an account called Ben on Facebook and judging from Ben's Facebook Profile, Alice decided to accept him and begin to chat with him. After weeks of chatting through "Facebook Chat", Alice began to develop feelings towards Ben and decided that it was time for them to meet up. Therefore, Alice took up her courage and asked Ben out for a date at Starbucks on the coming Sunday Afternoon. When they met each other, Alice was shocked and surprised to find out that Ben appeared to be a middle-aged man. Then, with fear and insecurity, Alice slowly stood up and left without a word.

The final scene would be Online Gambling, where it features Adam who frequently plays "Facebook's Zynga Poker" with his laptop at home and slowly; he started to get addicted to gambling and go to Illegal Online Gambling Centers. He will spend hours and days without going home at the Gambling Center just to gamble. One day as he was leaving the Illegal Gambling Center, a group of gangsters were outside waiting for him to collect the money that he has been owing and they were holding glass bottles and baseball bats. After some yelling and shouting, Adam was pushed downstairs by the group of gangsters and was chased and beaten at the streets.

The video relates to the poster design theme as it both creates the awareness and the attention towards Internet Addiction Disorder, warning the people around us the consequences of over- usage of Internet.

**4) Do you need a Logo for your Poster Design? (Yes / No and Why?) Please list down.**

Yes, we need a logo for our Poster Design because our aim is to create awareness. Besides that, a logo could help make brand recognition in order for customers to be able to recognize our goal on the logo itself. Also, it will portray as a symbol for Internet Addiction Disorder like how pink ribbons are a symbol for breast cancers. Finally, it also establishes brand entity in order to get customers to remember us and to come back again.

**5) Find out who are those sponsors' for the competition. Do you need to include their logo? Give reason if no.**

The sponsors for the competition are StarCruises, Golden Screen Cinema, Cititel Penang, Exabytes.my, Easy.my and TShirtKing. In our opinion, we think that we should include the sponsors' logo in our poster design. This is because the sponsors are part of the contributors and they may also be allied to the event.

**6) Find out all the information (Text and Images) that you plan to include in your Poster Design.**



7) First draft of Poster Design, the Layout:

- a. Come out with four (4) thumbnails (of different ideas) for your poster design in one A4 paper:



