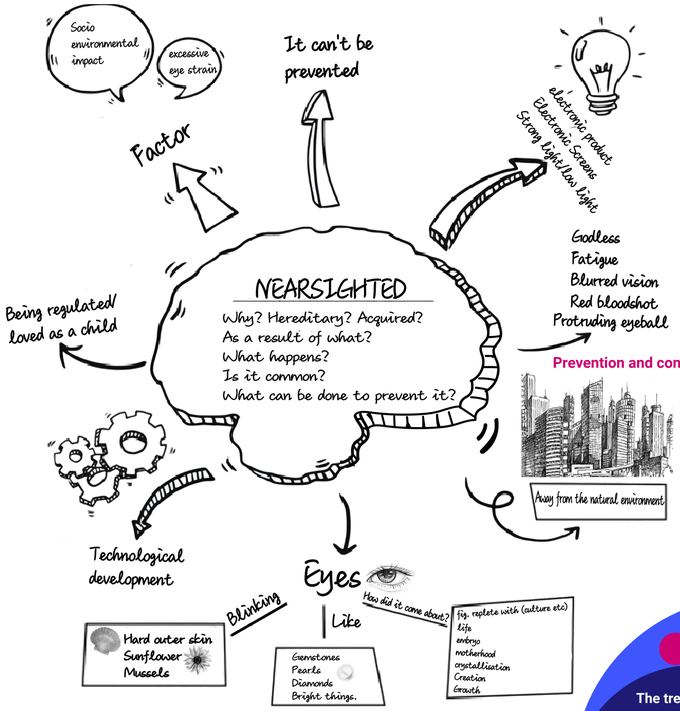
Curious Eye, Crowded World

Mindmap Analysis



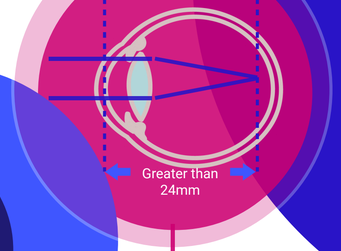
Social environment

Tired eyes

Breathless
Sagging
Bloodshot
Blurred vision

Prevention and control awareness

Backup
Embrace Protection
Shield
House
Navigation



Shortsighted

keyed up

Stressful fickleness

war situation
interviews
Speech
Traffic lights
Seconds
Clock
Traffic
Overpasses
Exam centre
Exam
Virtual World
Screens
VR
Match Points
Stock Chart
Shopping
Station
Smart Products
KPI
Shooting
Terrorist Attacks
Suspenseful film
Congenital Disease
Thesis
Natural Disasters
Working Daily

Surveillance

Desert

The trend towards universalisation

Increasingly virtual digital world
Increasing distance from nature
More and more closed spaces
Breeding
Exponential development

Ocean

A quagmire

Can't get out of the way

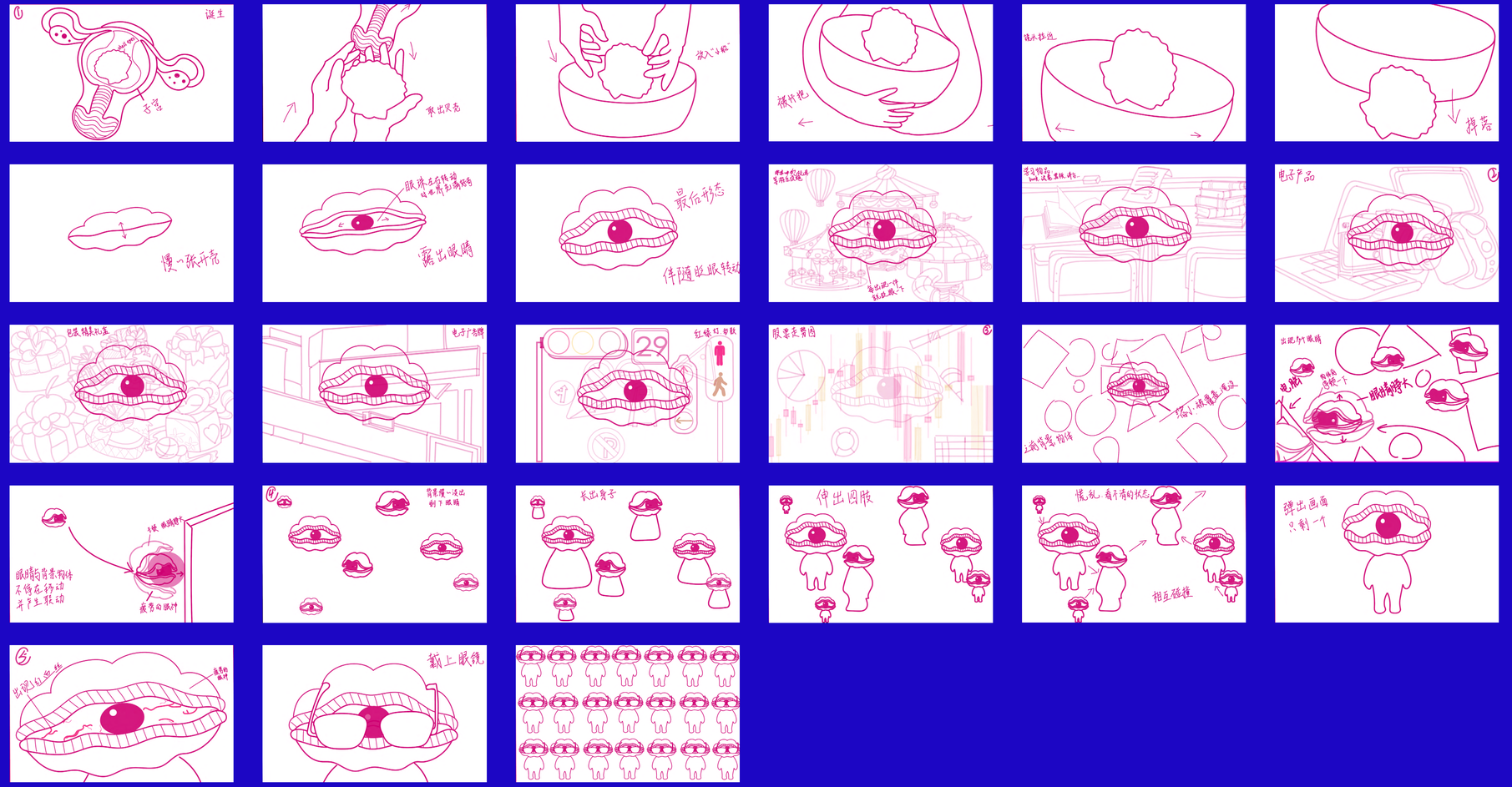
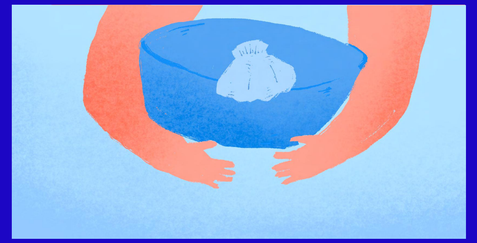
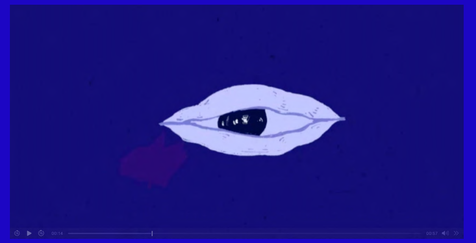
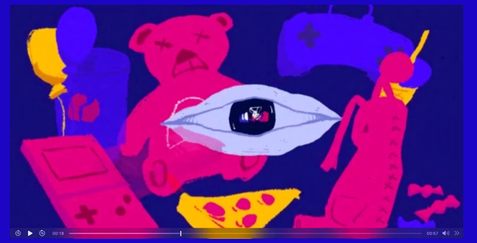
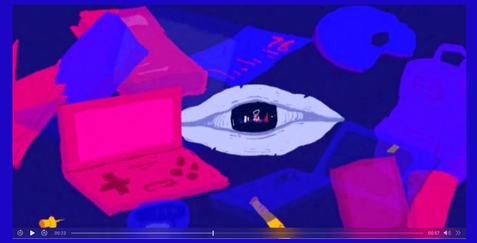
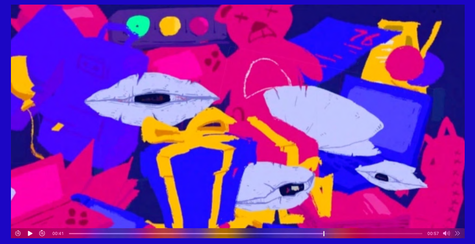
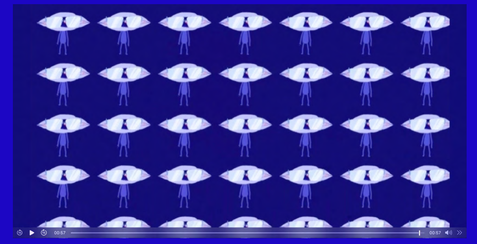
Swamp

What's Affecting Our Eyes

Concept Generation

I use the birth of a pearl shell as the story line, where a rare treasure that is initially cherished and protected is placed in a noisy environment and deteriorates step by step. I hope to make the audience feel that the environment our eyes are facing now is not just irritating the eyes.

Storyboard



Animation Work