

Week 13 Presentation

Presenter: Ethan

The Gerontologists

CIM 211 Team Members

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Figure 1: Screen capture of final work

Introduction

In this project, our group created an animatic based around **critical gerontology**, especially **combating the harmful stereotypes around elderly groups**.

Critical gerontology is “an approach to ageing research, policy and practice which **questions the assumptions underpinning the biomedical model of aging and the notion that older people are a burden on society**” (Ranzjin, 2015).

Critical gerontology argues that problems associated with ageing are not a result of declining physical or mental health, but is due to **social structures that limit older people from making contributions to society**,



Figure 2: Anti-ageing advertisement in final work

Methods & Techniques:

1 Group Member Roles

Molly - Storyboard Artist and Character Designer

Ethan - Animator

Leevan - Project Manager & SFX Artist

Huey - Background Artist & Colour Artist

All Members - Contributors to Exegesis & Ideation

2 Exegesis

Scholarly research techniques, using google scholar, the SAE library, using the recommended reading list in the syllabus

3 Group Management & Planning

Google Drive Files

Trello (break down tasks)

Weekly Schedule

4 Production

We used:

- Procreate for Storyboarding
- Toonboom for 2D animation
- Discord & Instagram for communication

Methods & Techniques:

What creative and technical methods were used?

- **Storyboarding:** We created panels with composition and overall design in mind
- **Animating:** Used Toonboom for animation
- **Synchronous/Asynchronous Communication:** We created a Discord channel for more official WIP updates & files, and Instagram for messaging
- **Research:** Google Scholar, SAE Library, APA referencing



Figure 3: Screen capture of final work



Figure 4: Storyboards

Critical Theory & Cultural Context:

- Our media artefact addresses **critical gerontology**
- Critical gerontology addresses the discriminatory social structure towards ageing through the biomedical lens.
- **In the biomedical model**, it excludes the majority of elders because **“successful ageing requires that the elder is disease-free, disease-related disability free, and engaged in activities with family and/or community”** (Carver & Buchanan, 2016).
- **More than 100 variations of the original model have been proposed...** some call for a greater emphasis on social factors that may influence the capacity for successful ageing, with a more subjective definition of the concept, and greater attention to individuals' perceptions of their own ageing (Rowe & Khan, 2015).

Audiences & Aesthetics:

- Our target audience includes a **young audience that regularly consumes content on social media.**

Aesthetic Style

- We decided to use a **pastel colour palette combined with a soft and rounded cartoonish character and environment design.**
- The aspect ratio of our media text is **vertical for social media sharing.**
- Our group aimed for a wholesome ending that showed how the couple perceived their own age



Figure 5: Screen capture of final work



Figure 6: Couple in final work

Stylistic Choice Development

- We developed our aesthetic by drawing inspiration from how Adventure Time drew the elderly (figure 8).
- We designed backgrounds and environments to fit the character aesthetic.



Figure 7: Old lady design (Source: Adventure Time Wiki, 2023)



Figure 8: Environment Concept Art



Figure 9: Environment Concept Art



Figure 10-11: Old lady character concepts

Message/Conclusion:

- Our message is to **subvert the harmful stereotypes** associated with older people. We wanted to **show younger members of society that older people are still valuable and equal in society** despite different values and perceptions of ageing.



Figure 12: Final character designs

Media Artefact

- Our media text relates to critical gerontology by **showing the harmful effects of the biomedical model which unfairly discriminates older people.** We ended the scene showing that although the couples' bodies have aged, their perceptions of their own age is not necessarily the same; and **defining their identity purely based on their age is discriminatory.**
- We **designed this story to be shared among younger audiences through the cartoonish aesthetics,** and expose them to a different perspective of Ageing. **Through this, we hope to achieve greater empathy and understanding in the audience by showing that older people are still valuable.**

Final Work



Figure 13: Final work

Thank you :3

Molly | Ethan | Huey | Leevan

References

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