

# THRIVE SUSTAINABLY



**THRIVE SUSTAINABLY, AN ANIMATION THAT HIGHLIGHTS HOW CITIES CAN  
THRIVE AND GROW SUSTAINABLY, BY TAKING EXAMPLE DUBAI'S  
SUSTAINABILITY PLAN.**

# PROJECT SUMMARY

How do we meet the needs of all people within the means of our one planet?

## PROBLEM

Thriving, growing cities are fantastic, as they provide better resources, healthcare and job opportunities for its citizen but what is not so fantastic about thriving cities is the pollution that they cause. Developing cities need to find a way of thriving sustainably.

## PROCESS

I decided to focus my research on one specific thriving and developing city in the world and I chose Dubai. I wanted to see if one thriving city in the world can continue to grow sustainably and if so, can other cities follow by example.

## SOLUTION

I created an animation showing how growing cities can continue to grow without causing harm to the environment. If all cities around the world can become sustainable then maybe we can slowly heal the earth from the damage we did.

# RESEARCH AND COMMUNICATION

To investigate the audio subject matter, I took a look at the transcript and highlighted the key points that stuck out to me. The biggest question that the audio file seemed to raise is: How can thriving cities around continue to thrive sustainably. Once I figured out the main theme of the audio, I decided to focus my research on one specific thriving and developing city in the world and I chose Dubai. I wanted to see if one thriving city in the world can continue to grow sustainably and if so, can other cities follow by example. This is a summary of what my research showed.

## DUBAI'S CLEAN ENERGY STRATEGY 2050

'Dubai's Clean Energy Strategy 2050' aims to make Dubai a global centre of clean energy and green economy, transforming Dubai into a city with the smallest carbon footprint by 2050. Here is how Dubai plans to achieve this.

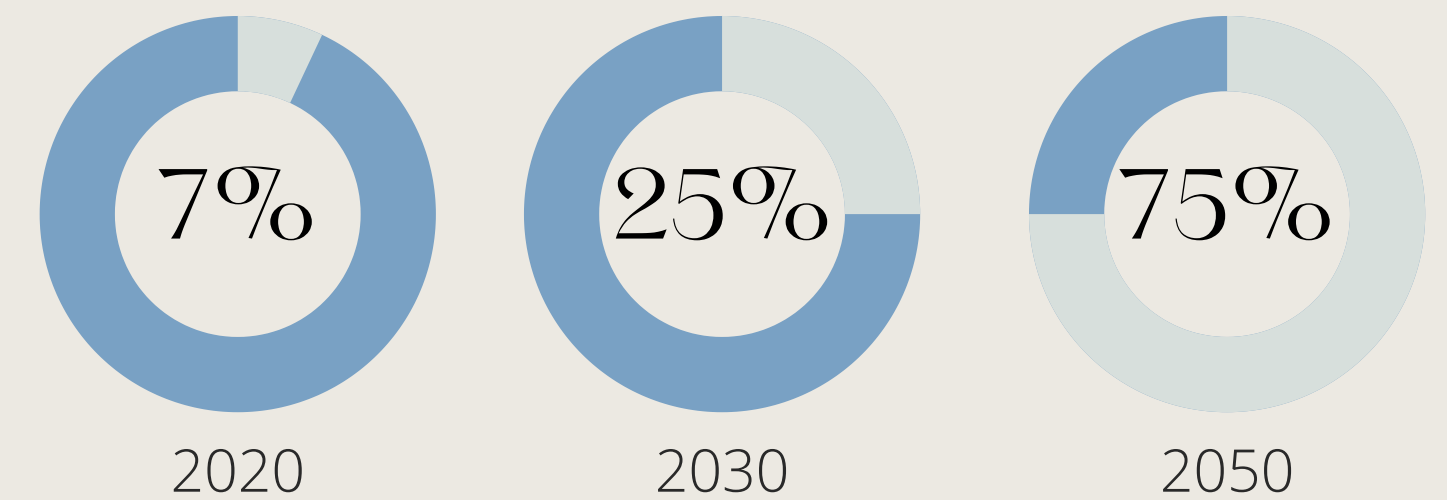


### AIM BY 2050

Dubai aims to produce 75% of its energy requirements from clean sources by 2050 and transform it into the city with the smallest carbon footprint

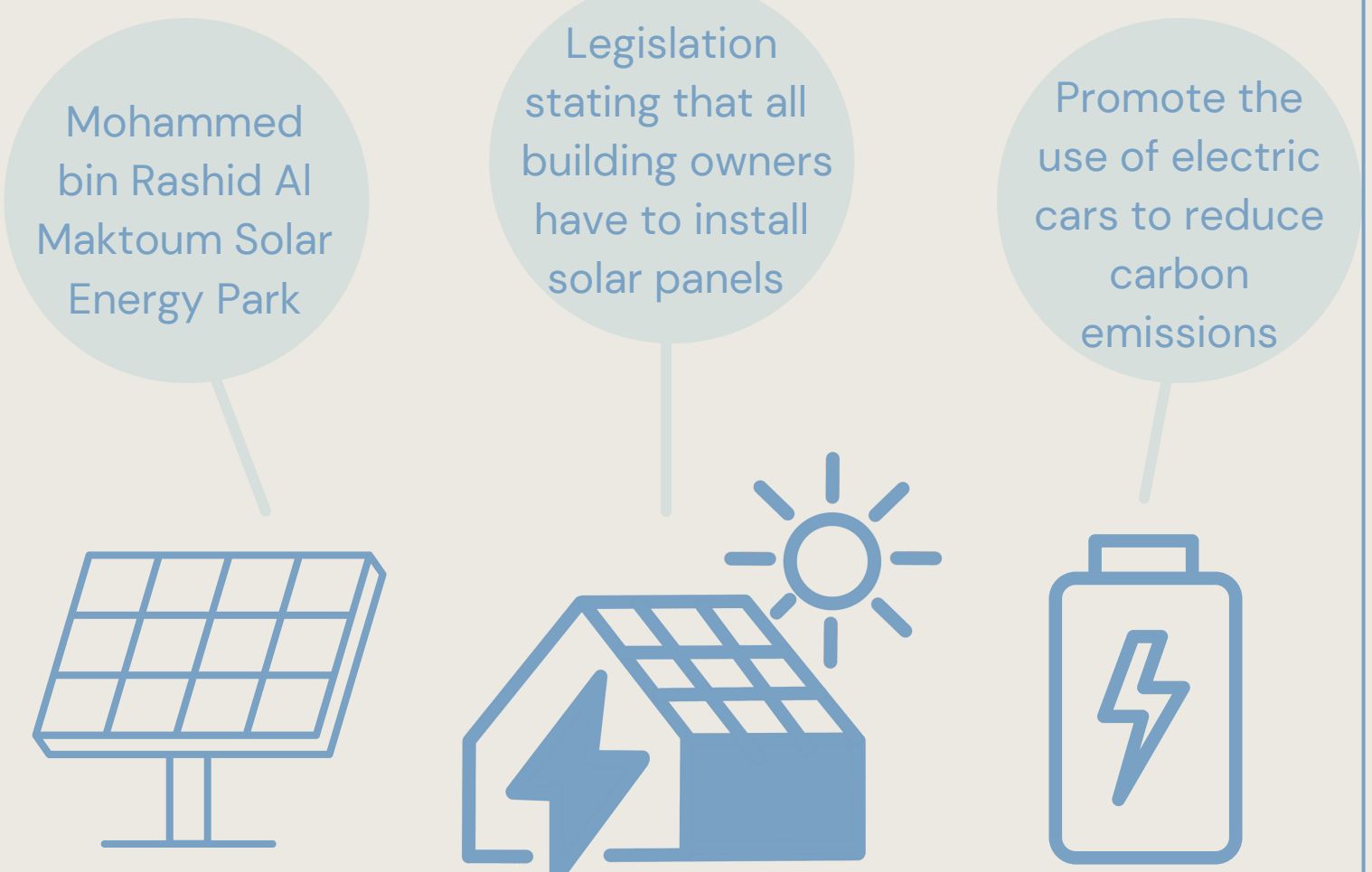
## PORTION OF CLEAN AND RENEWABLE ENERGY

Dubai wants to increase the portion of clean and renewable energy from:



## DUBAI'S INITIATIVES

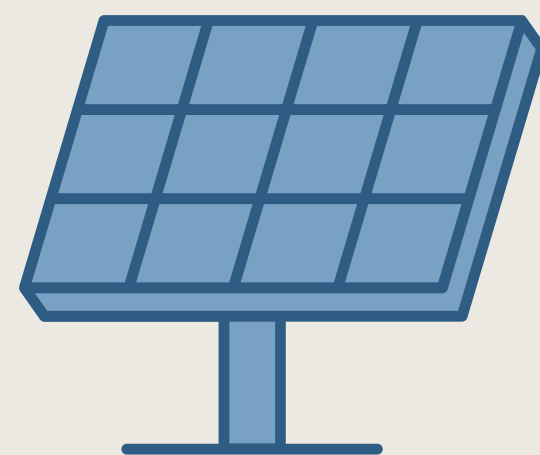
Dubai's Initiatives for addressing environmental concerns and achieving Dubai's Clean Energy Strategy 2050.



## 5 PILLARS OF DUBAI CLEAN ENERGY STRATEGY 2050

- Infrastructure
- Legislation
- Funding
- Human Resources and Skills
- Sustainable Energy Mix

## BY 2050 75% OF ENERGY PRODUCTION WILL BY SOLAR POWER



The Mohammed bin Rashid Al Maktoum Solar Park, currently the largest solar energy farm in the world is planned that by 2050, it will be producing 75% of Dubai's total energy, saving 6.5 million tonnes of carbon emissions annually.

# AESTHETIC QUALITY AND ORIGINALITY

How does your animation engage and delight the eye? What did you consider in order to make the visuals striking and memorable? How have you applied a distinctive style, concept, storytelling approach or choice of visual metaphors to make sure your film stands out in a crowded online landscape, and reaches the widest possible audience?



## HAND DRAWN

To make sure that my animation engaged and delighted the eye, I chose to hand-draw all my animation. By using this technique, it allowed me to add my own distinctive style to the illustrations, allowing the animation to stand out from the rest.



## COLOUR

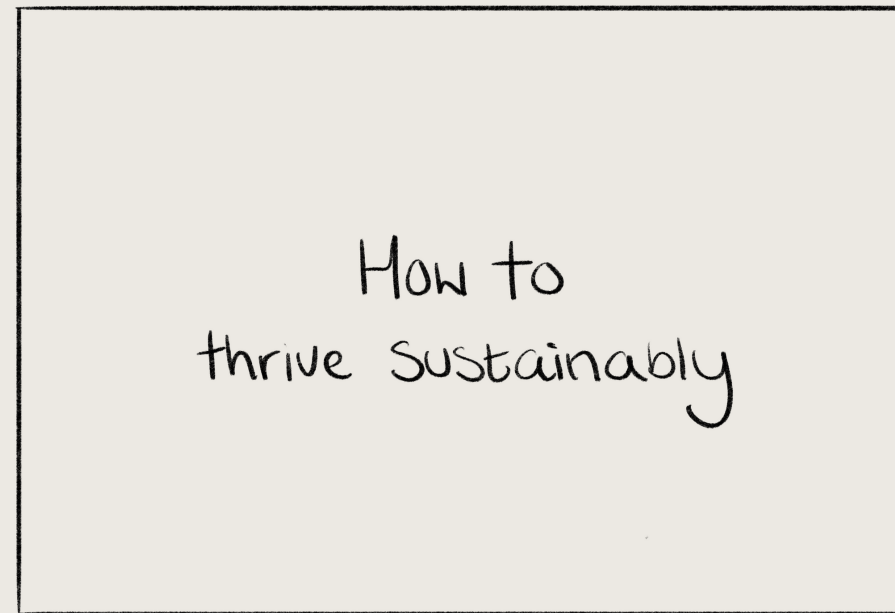
I made sure that my animation delighted the eye through the colours I used. I made use of the monochromatic and complementary colour schemes, and due to that, my animations have a consistent colour palette throughout, which helped the animation flow together nicely and make it pleasing to the eye.

## 12 PRINCIPLES OF ANIMATION

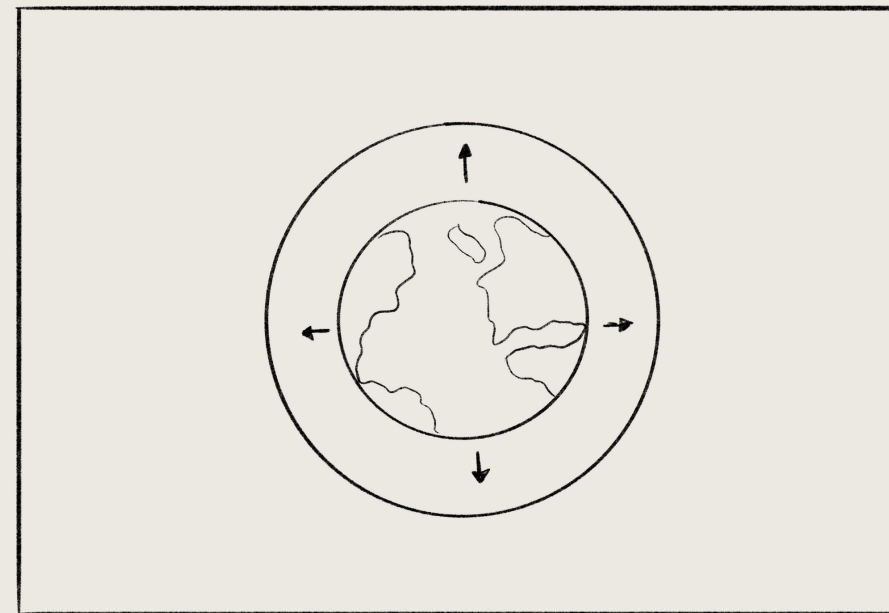
I made sure my animation followed as many of the 12 principles of animation as possible. The principles were created by Disney animators Ollie Johnston and Frank Thomas in 1981. I thought this was a great way to understand what makes a simple animation come to life.

# EXECUTION

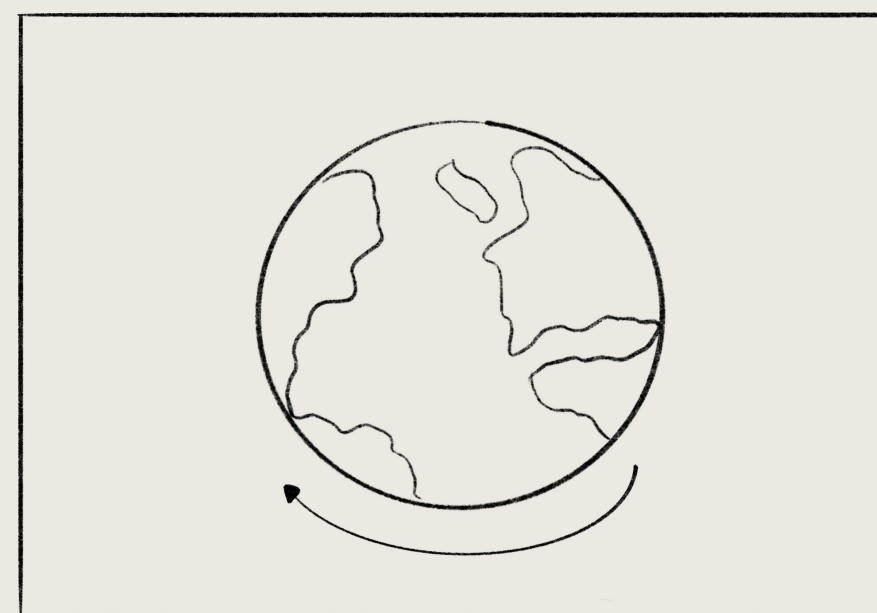
## STORYBOARD



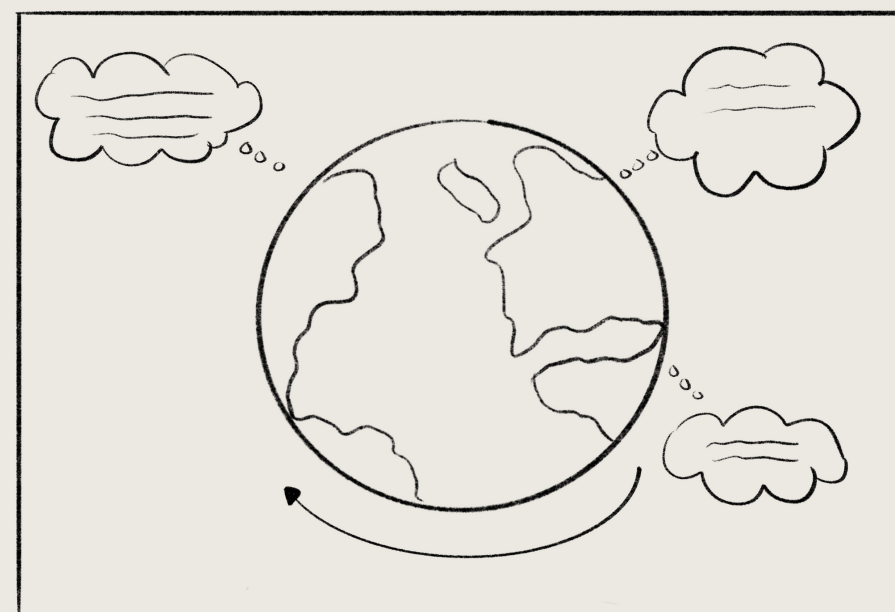
Animation starts with the title



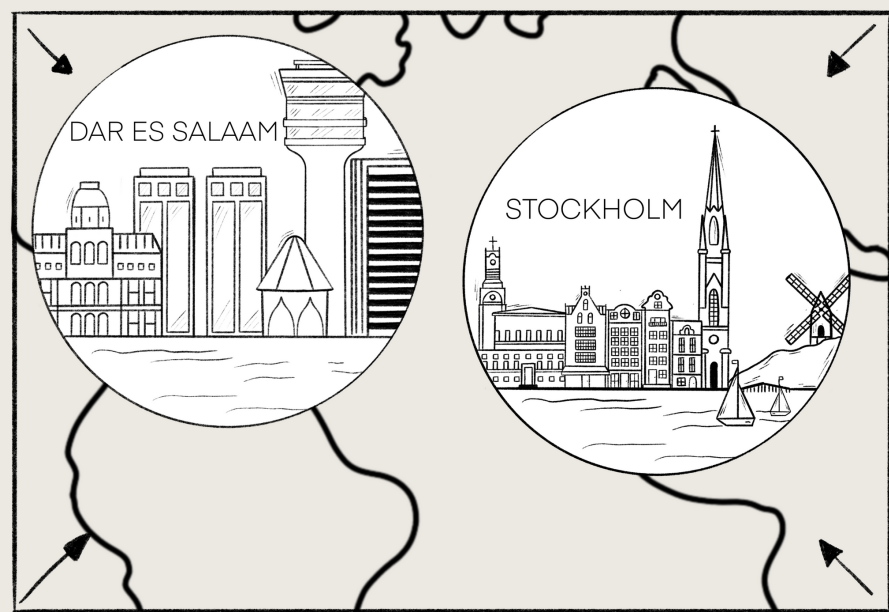
first shot starts with the earth coming into view and growing larger



earth starts spinning



as the earth is spinning, questions from the transcript pop up



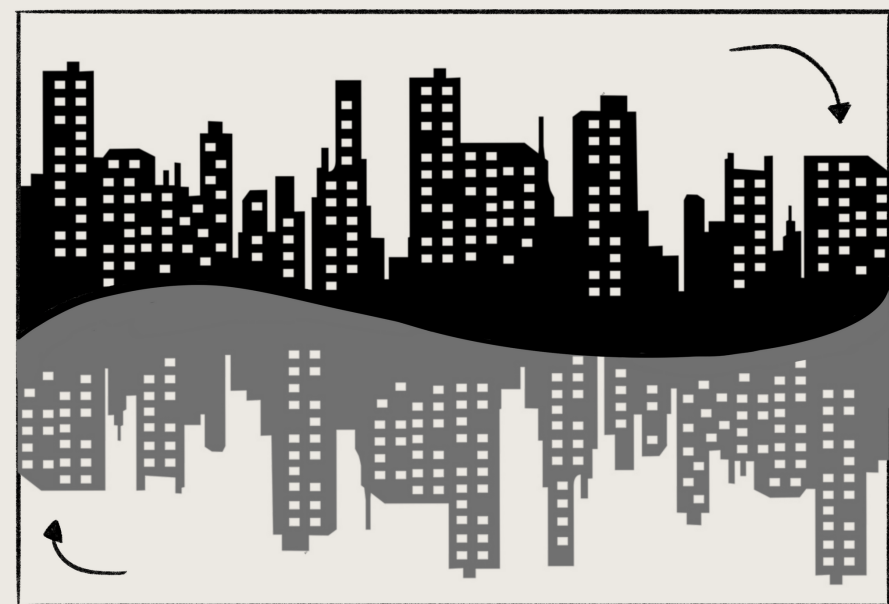
zoom in the earth, two cities pop up



Show trees getting cut down and burning from wildfires



The animation will then show a polluted city, showing what we are doing wrong



The polluted city will flip around to reveal a thriving and sustainable city.



The animation will end, like it started, with the earth spinning but this time it will be a thriving city.

## EMPATHY MAP

I started the planning of my animation by creating an empathy map as a way of better connecting with the audience of the animation. Since I can't possibly know who will watch the video, I could not create personas, so an empathy map still allowed me to have some idea of what the audience might think, see, say, hear and do.

## KEY WORDS

I took a longer look at the audio file and made sure I understood the message it was trying to get across. I did this by taking the transcript and reading it through several times, highlighting any keywords or sentences that sparked ideas for the storyboard.