



DESIGN IDEALS

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JIGZOE: INTEGRATED CARTOON AND ANIMATION STUDIO INSTITUTION, IPOH PERAK

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ABSTRACT

Cartoon and animation are universal, effective and entertaining tools used in conveying messages. They are being used worldwide and its industry has been growing rapidly. For many years, cartoon and animation encounter many issues regarding their approaches, methods and impacts. Four main issues have been identified to affect this industry, namely stigma (social), misuse (ethical), lost identity (cultural) and downfall industry (economic).

Based on various studies and research, these problems can be overcome by 4E Approaches; Exposure, Education, Establishment and Enhancement, which leads to the components of the program: institutional academy and production studio. The objectives of the study are to rectify the perception of the public towards acceptance of cartoon and animation, to educate both cartoonists and public to treat cartoon and animation the right way, to revive local identity in promoting culture and elevate the cartoon industry for intellectual property purposes.

RESEARCH BACKGROUND

KEY EVENTS OF CARTOON AND ANIMATION

Background studies on cartoon and animation were conducted from archive, newspaper cuttings, visits to Rumah Komik and Kartun Malaysia, blogs and official websites. The focus was on the period of establishment and the key events. These were then analyzed into a timeline chart to narrow down on the issues according to years of events.



Figure 1: Aerial View of Integrated Cartoon and Animation Studio Institution



Figure 2: Issues From Key Events



Figure 3: 4E Approaches

METHODS

PRELIMINARY INTERVIEWS

A number of interviews were conducted to get a better understanding of the specific issues affecting the cartoon and animation industry from the cartoonist's point of view including its problems, experience and challenges, involving Kartunis Mie, Kartunis Nik, Kartunis Kerengge, Prof Mulyadi, Kartunis Tazidi and Kartunis Sireh.

FEASIBILITY STUDY ON TRANSMEDIA STORY TELLING

With today's advanced technology, cartoon and animation are categorized under transmedia storytelling where it can be displayed into many forms to reach the audience. The function of each media is different, so as the space to experience them.

ISLAMIC PERSPECTIVE OF VIEW

There are multiple views on portraying images in Islamic scholars' discussions. Even though several scholars forbid cartoon to be practiced, somehow contemporary Islamic scholars like Dr Yusuf al Qaradawi and Syeikh Muhammad ibn Salih al Utsaimin allow it, as cartoon is seen to have a close affinity with children and can be used to promote morality and tells good stories.

RELEVANCE AND SIGNIFICANCE

Based on findings, written materials with cartoon is highly preferred compared to the ones without any assisting images. Animation-based movies also have topped American box office for some years now. Another study found out that Malaysians spend most of their time with their gadgets, mostly for games and social media, where cartoon and animation are involved.

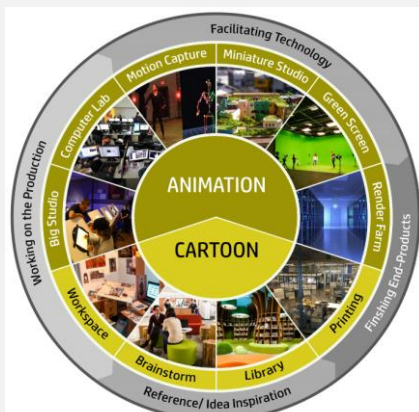


Figure 4: Activity-space Relationship (Generated From Relevant Researches)

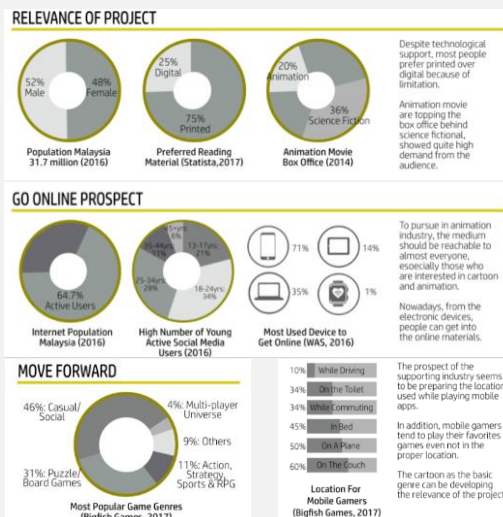


Figure 5: Relevance and Significance of Study

DESIGN DEVELOPMENT AND CONCEPTUAL DIAGRAMS

BUILDING COMPONENT: INSTITUTION

Under Institution (academy), it consists of two approaches: **Exposure** and **Education**. The theory of **Exposure** is an interactive story-telling gallery since from the macro planning towards the inner space of any layouts. Stigma was caused by unclear future of uncertainty and unstable cartoonist, thus parents discourage their children to involve in this industry.

It is not only about designing a cartoon gallery, but also to expose public to the real life of the cartoonist and how the process of cartoon and animation is done through three main activities; exhibition, reference and performance. These activities are performed in public spaces.

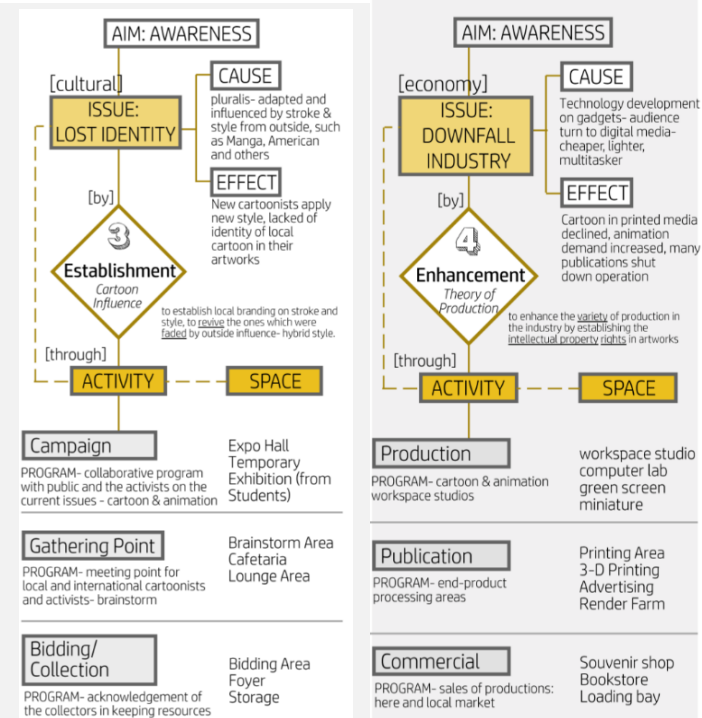


Figure 6: Component Study (Establishment and Enhancement)

Furthermore, to enhance the sustainability of the industry, the program cannot stop there. It has to continue by producing the materials in the centre so that the quality can be controlled from A to Z.

Digital technology has affected the cartoon industry through the emergence of animation which supports the changing habit of reading printed materials to using digital gadgets. However, there are points where cartoon and animation can be used together, integrated and functioned as one. Technology has made all works faster, easier and cheaper. Nevertheless, the manual skills, crafted from brain to hand is still valuable. In order to achieve this, activities are introduced such as production, publication and commercial activities.

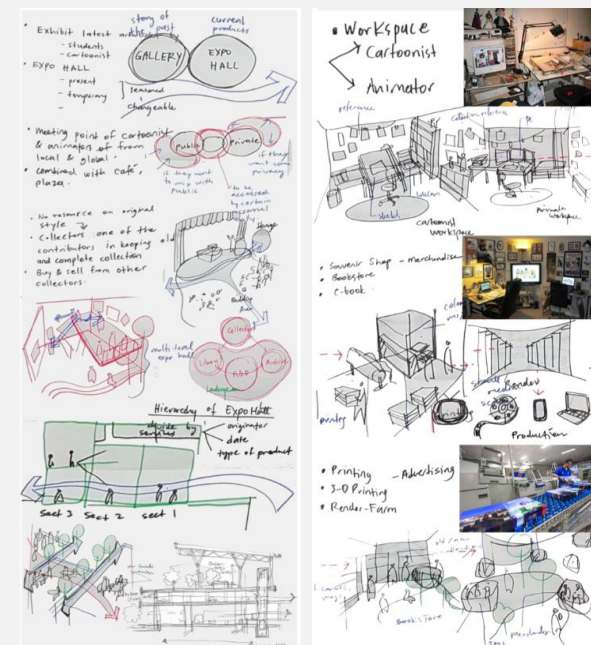


Figure 7: Conceptual Study (Establishment and Enhancement)

METHODOLOGY

The methods used to achieve the aim and objectives of the research involves seven key activities, which are literature studies, precedent study, case study, site study, design analysis, expert interviews and focused group discussion.

TABLE 1.: Research Details

Research Question	Research Objectives	Research Methodologies	Expected Outcome
What are the spaces and components of integrated cartoon and animation studio institution?	To identify the spaces and components of integrated cartoon and animation studio institution	Literature Review Precedent Study Case Study	Spaces and components of integrated cartoon and animation studio institution
What are the activities related to the cartoon and animation for a studio institution?	To evaluate the spaces and components of integrated cartoon and animation studio institution	Literature Review Expert Interviews	Activities and Programs that are related to spaces and components
What are the criteria in determining the design for the cartoon and animation for a studio institution?	To determine/ design the spaces and components of integrated cartoon and animation studio institution	Literature Review Design Analysis Site Study Focused Group Discussion	Criteria of spatial layout and planning in designing the studio institution Contextual Responsive

LITERATURE REVIEW

Secondary data collected from readily available data both online and offline. The keywords used are specifics, obtained from published and reliable data before analyzing and establishing timelines, framework, building programs, project brief and schedule of accommodation.

PRECEDENT STUDY

Study on buildings related to cartoon and animation activities and spaces around the world. The buildings selected were based on defined criteria from literature.

CASE STUDY

Study on specific areas such as materials, construction, space, users and so on, in relation to cartoon and animation space and components.

SITE STUDY

The site selection was justified with needs and significance. Includes data collection from site inventory, analysis and synthesis.

EXPERT INTERVIEWS

Preliminary and progressive interviews of experts from the industry on background research and design matters.

DESIGN ANALYSIS

Progressive supervised planning and designing, testing and simulating the components based on findings.

FOCUSED GROUP DISCUSSION

Progressive Critique Sessions on progressive design works to ensure the practicality and workability of design intention with real-life standing project.

FINDINGS AND DISCUSSIONS

An aim-oriented program was established to emphasize the concept and intention of the centre. Stands for Integrated XP Animation & Cartoon Studio, iXPACs was structured in an expedition of hierarchy from primary to tertiary. Every hierarchy was designed for specific users and activities, and every single hierarchy has its own sub-program to accommodate its own activities and spaces.

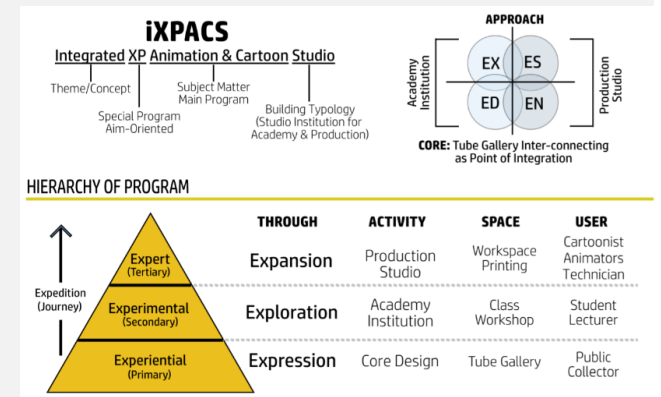


Figure 8: Hierarchy of Programmatic Framework

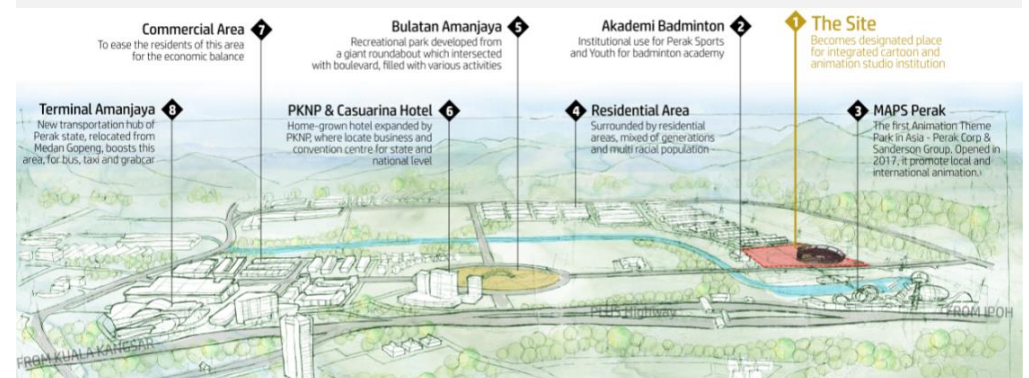


Figure 9: Site Context

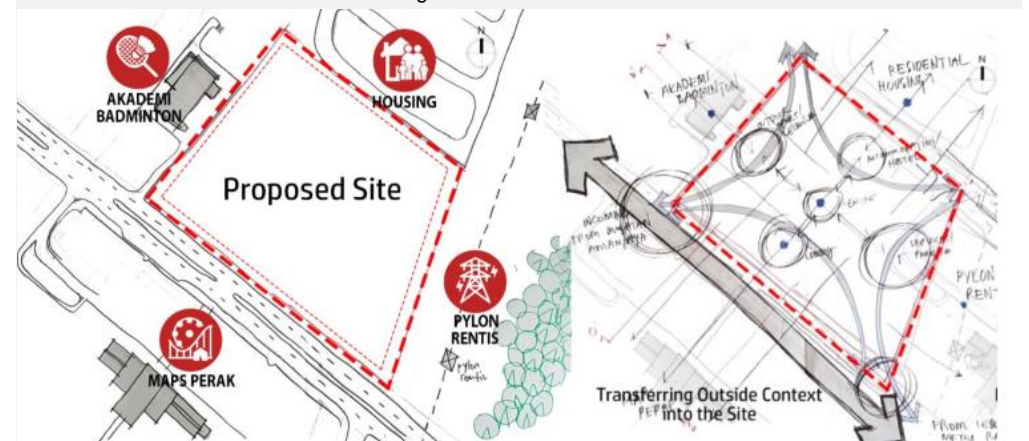


Figure 10 Conceptual Site Planning and Zoning



Figure 11: Conceptual Site Planning and Zoning

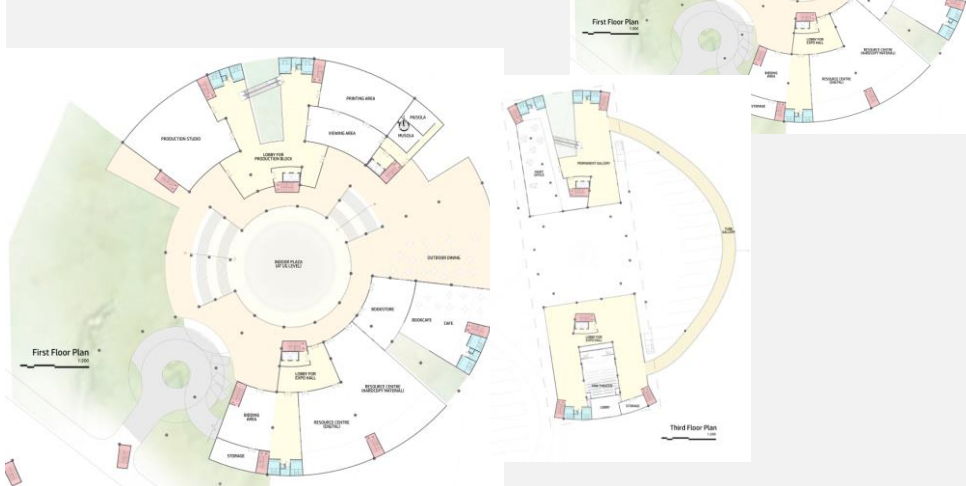


Figure 14: Plans

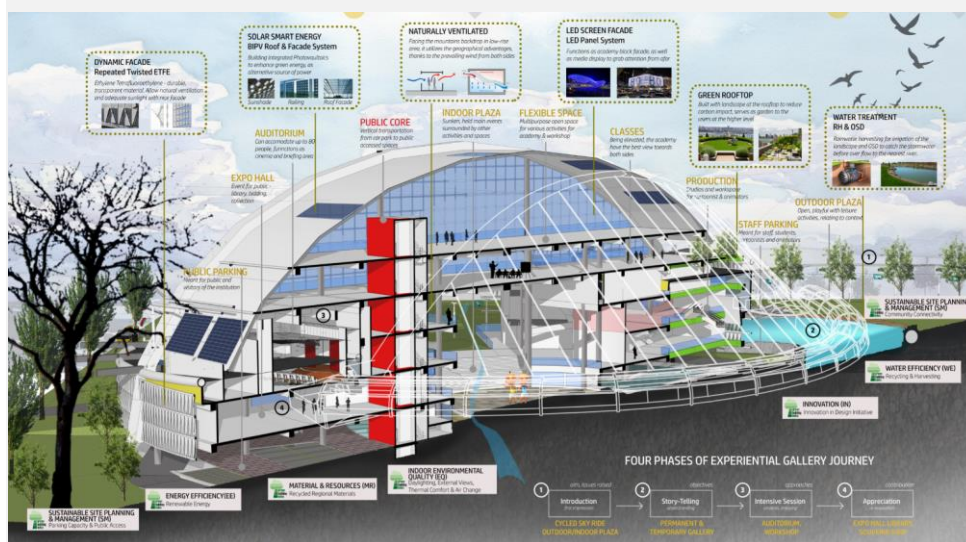


Figure 12: Sectional Perspectives

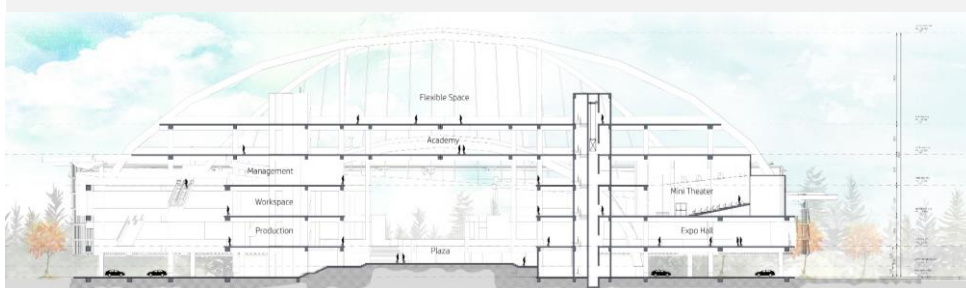


Figure 13: Sectional Elevation

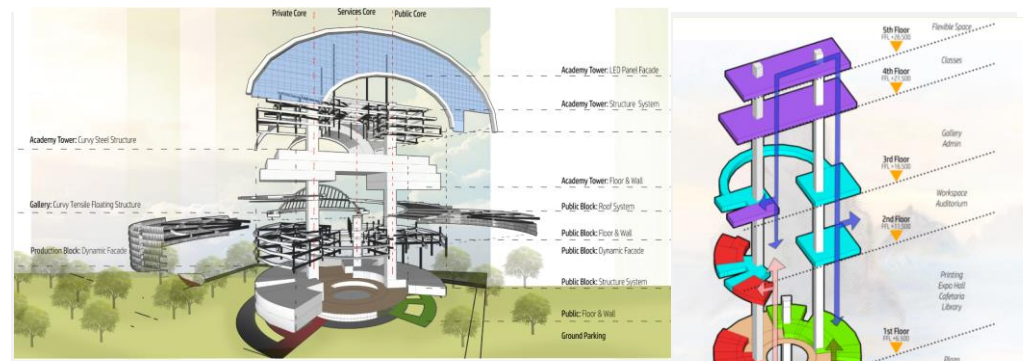


Figure 14 : Exploded Axonometric

Combining Jigsaw and Zoetrope to be its ultimate concept, JIGZOE zoning was planned in such a way public (commercial, gallery - Exposure) and private (production, workspace - Establishment & Enhancement) are connected by the semi public spaces (academy, workshop - Education). The purpose of spread awareness and in the same time earn acceptance from the public can be done with proper programs, planning and good site context.

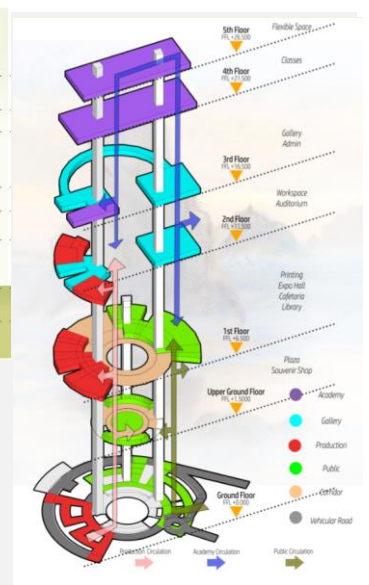


Figure 15 : Circulation Flow

CONCLUSION

The opportunity to offer a comprehensive centre in cartoon and animation is materialized through the final design of the proposed project. The proposed design appears to be distinctive and away from the typicality of local institution design. The design expresses its own architectural language through the building forms and facades, circulation and gallery approach that emphasizes more interesting user experience, the introduction of educational program, and complemented with more public facilities and activities to accomplish the design objectives.

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