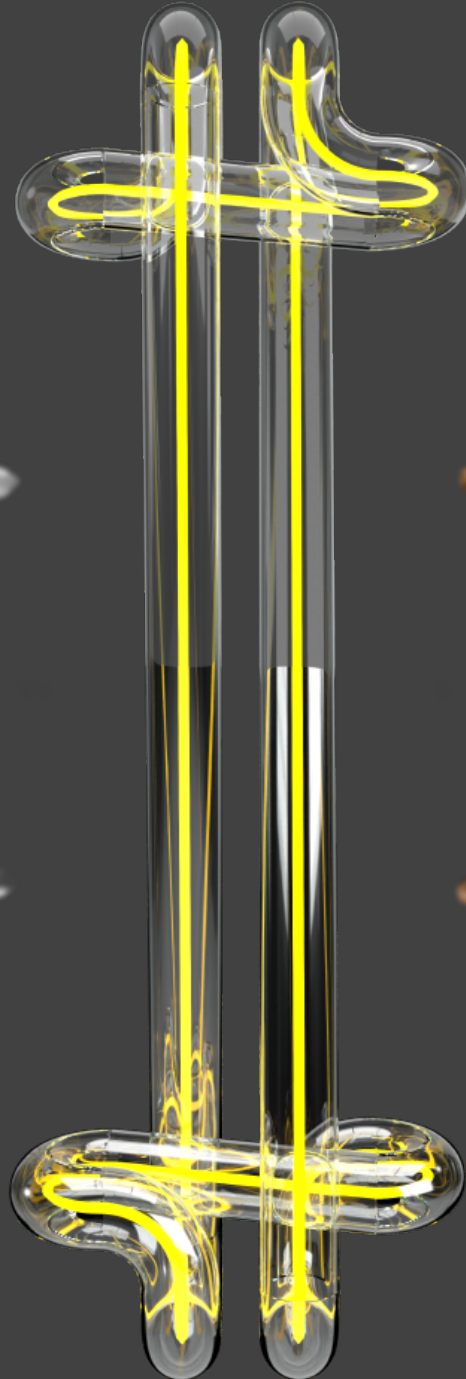


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by Council of Arts and Design Deans of Thailand (CADDT) and The Association of Siamese Architects under the Royal Patronage (ASA) together with the Faculty of Digital Arts, College of Design and the Faculty of Architecture Rangsit University.



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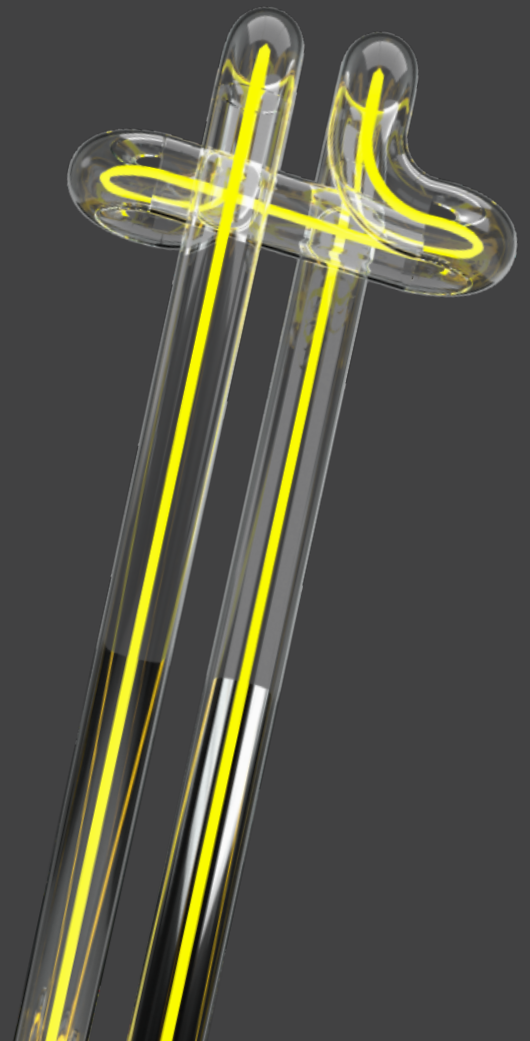
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K-pop x Y2K Anime Character

Mr.Pasin Thanasin

Introduction :

K-pop has become a truly global phenomenon thanks to its distinctive blend of addictive melodies, slick choreography and production values, and an endless parade of attractive South Korean performers who spend years in grueling studio systems learning to sing and dance in synchronized perfection.

Awash in Y2K nostalgia and youthful vibrancy, NewJeans is rapidly becoming K-pop's newest darling.

Arriving under the auspices of Hybe Corp. subsidiary ADOR, NewJeans — comprised of members Minji, Hanni, Danielle, Haerin, and Hyein — dropped their first, self-titled EP in August with no warning. As the group has taken off, so has its stream counts. On Feb. 8, NewJeans celebrated its latest milestone: that “OMG” had surpassed 100 million streams on Spotify.

To created an Art work with success of NewJeans “OMG”. I chose an Iconic Character from Y2K Anime “Pikachu”.

Pikachu was not necessarily destined for great popularity. He was not a standout “pocket monster” in Nintendo’s first Game Boy Pokemon title, Red and Green, but was one among 151 creatures that children could choose to play with.

Early audiences were entirely domestic as the game was not available outside Japan. However, when Kubo Masakazu, a comic book publisher and manga enthusiast, was hired by Nintendo to take Pokemon beyond the national market, he immediately saw the potential to build a global franchise and audience around one character “Pikachu”.

In 1998, Masakazu developed the animated television series and movies, focusing the stories on a trio of young travellers Ash, Misty and Brock. Each traveller had a partner pokemon that would never be tucked away in a pokeball (devices in which pokemon are captured and stored), with personalities of their own. The bond between Ash and Pikachu is at the heart of Pokémon’s global success.

Finally, I hope K-pop group with concept of Y2K cross with most success Y2K Japanese character would make a combination of mix pop culture between Japan and Korea.

Objectives:

To created Animation that presented both culture, Japan and Korea.

Process or Concept / Methodology:

1. Download reference video from youtube and create a reference file at syncsketch.com.
2. Created scene in Maya. Setup tool for Animation.
3. Analyse Human pose and transfer to Anime pose. Start blocking pose.
4. Polishing Animation.

Techniques and Materials:

Animator / Loop Animation

Conclusion:

As an Animator, it's a little bit hard to analyse human pose and put them to Anime character that have a short arms, short legs and no finger. But it quite fun to play around with this short.

References:

NewJeans.(2023,Jan 9). OMG step challenge[Video]. <https://www.youtube.com/shorts/WQPbUrczuQw>

