

## QUESTION

# Can After Effects be used for self-expression, self-exploration?

McLuhan argues that the medium in which content is created holds the same, or more, value as the message itself.

“The medium, or process, of our time—electric technology—is reshaping and restructuring patterns of social interdependence and every aspect of our personal life”.  
(McLuhan, 2014).

## THE PLAN

**Question:** Can After Effects be used for self-expression, self-exploration?



**Idea:** Depict how I perceive frustration.



Take advantage of the possibilities of motion graphics to visualize the complexity of frustration.



Record myself exploring the tool.  
*Evidence how my creative process responded to frustration.*

**Iterate the process.**



