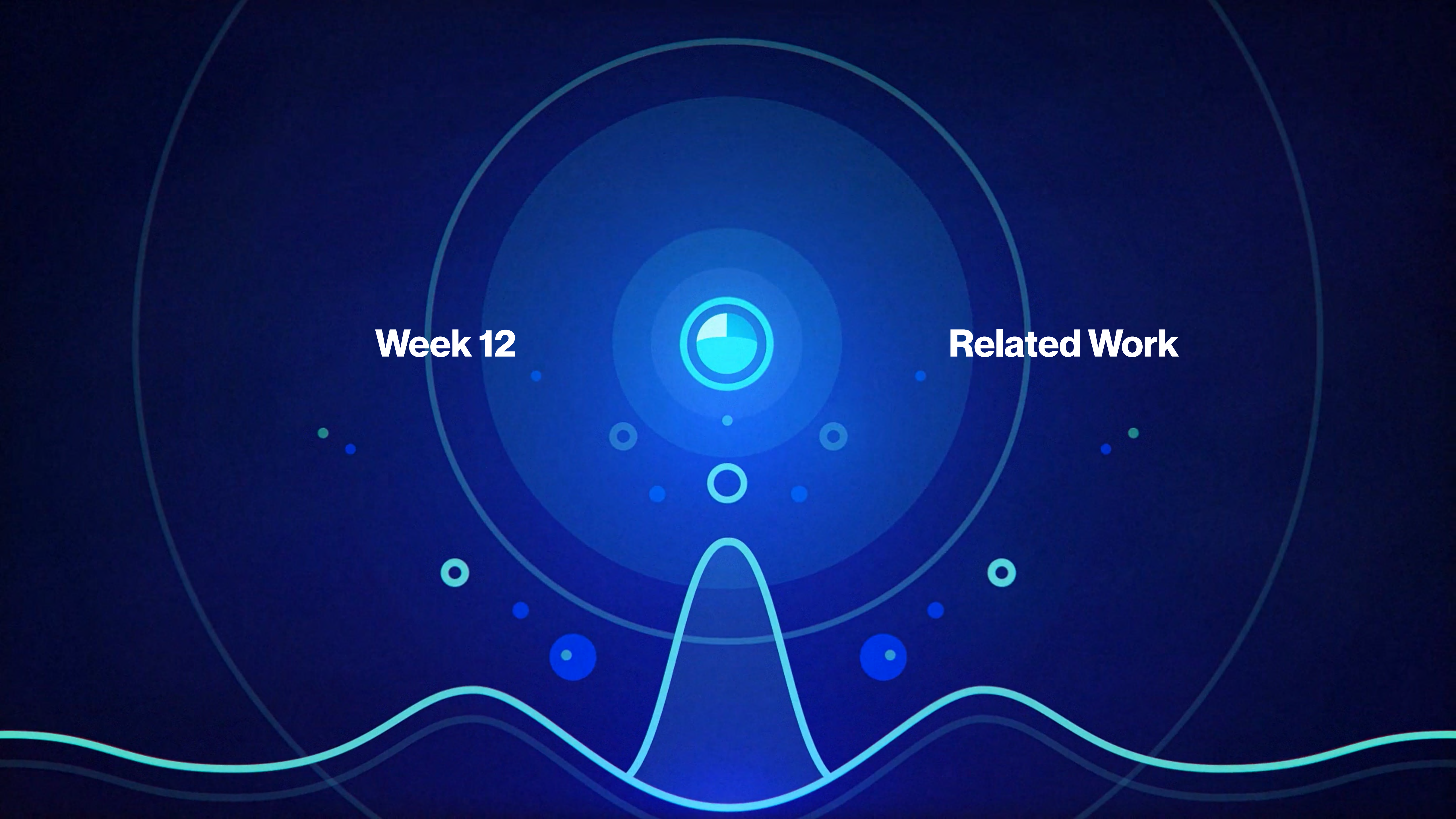


**Week 12**

**Related Work**



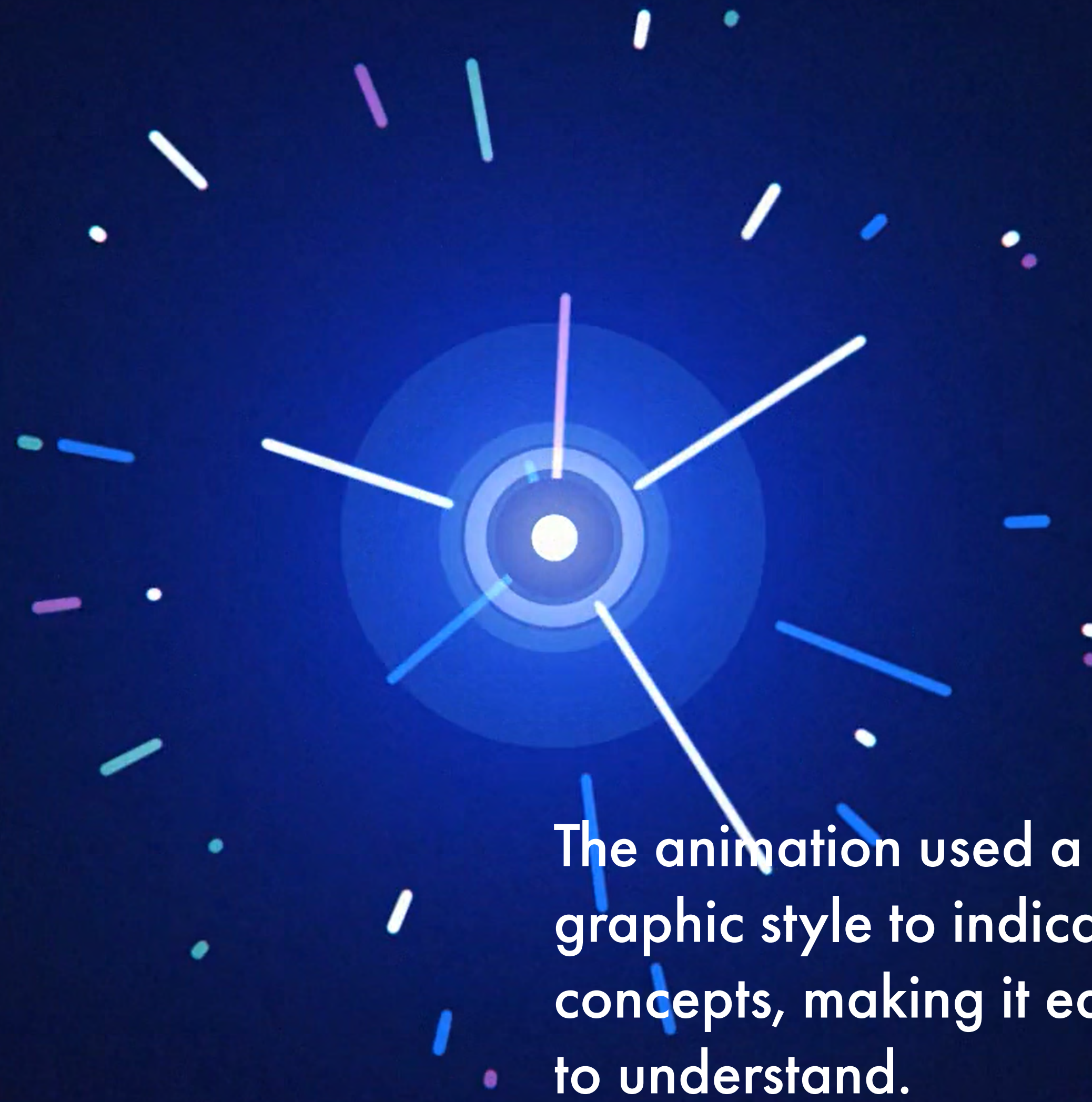
# THE POWER OF LIKE

Directed by Andrew Vucko.

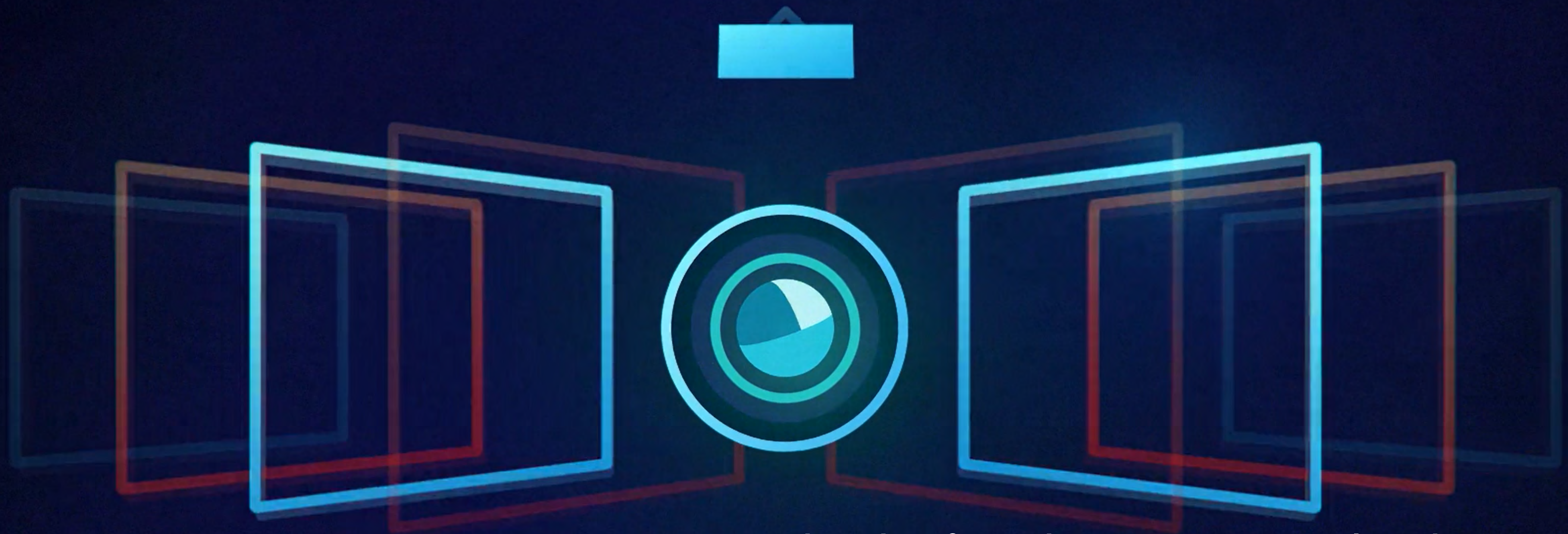
• [Link](#)



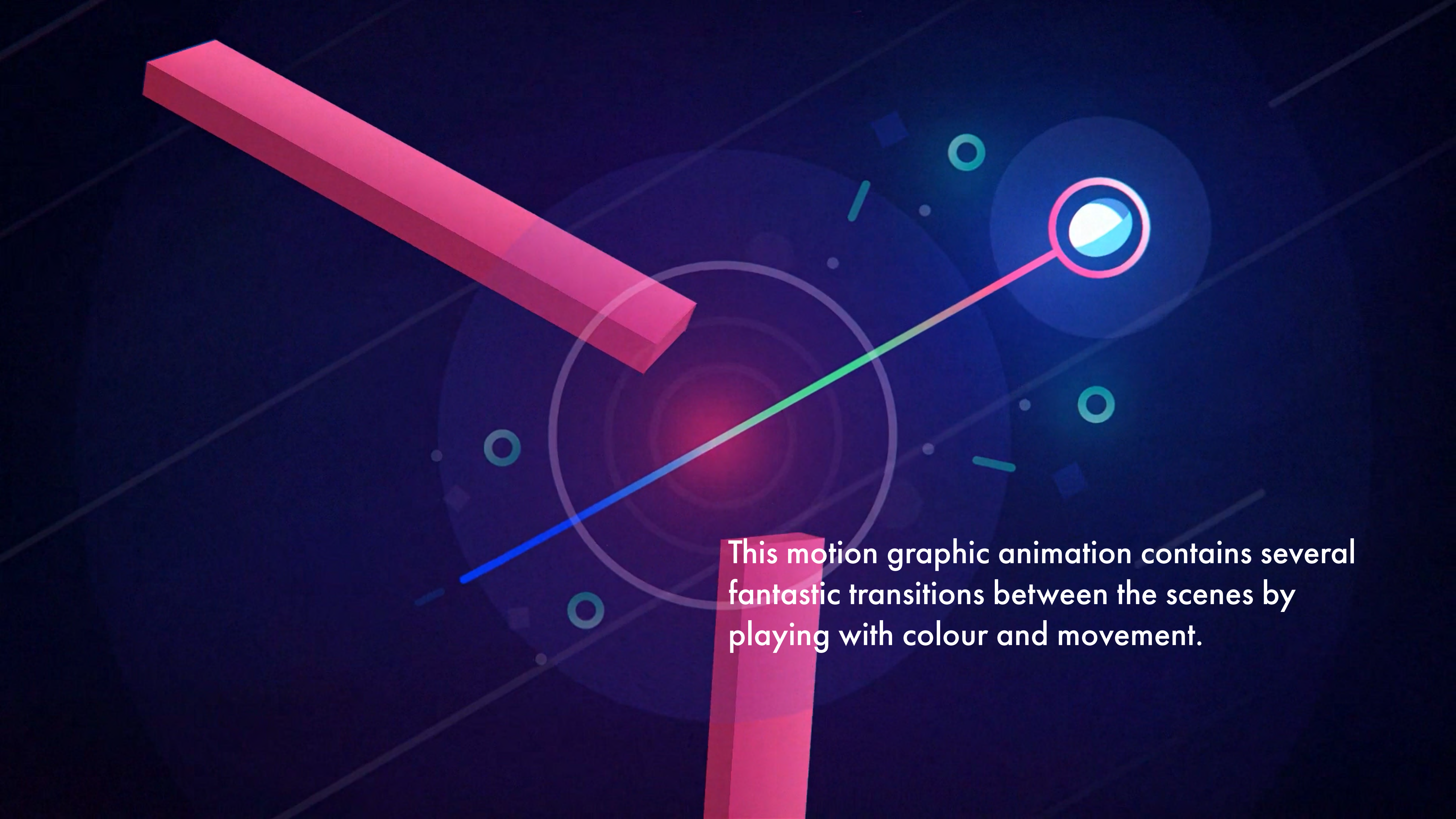
The Power of Like is a 2D motion animation  
directed by Andrew Vucko.



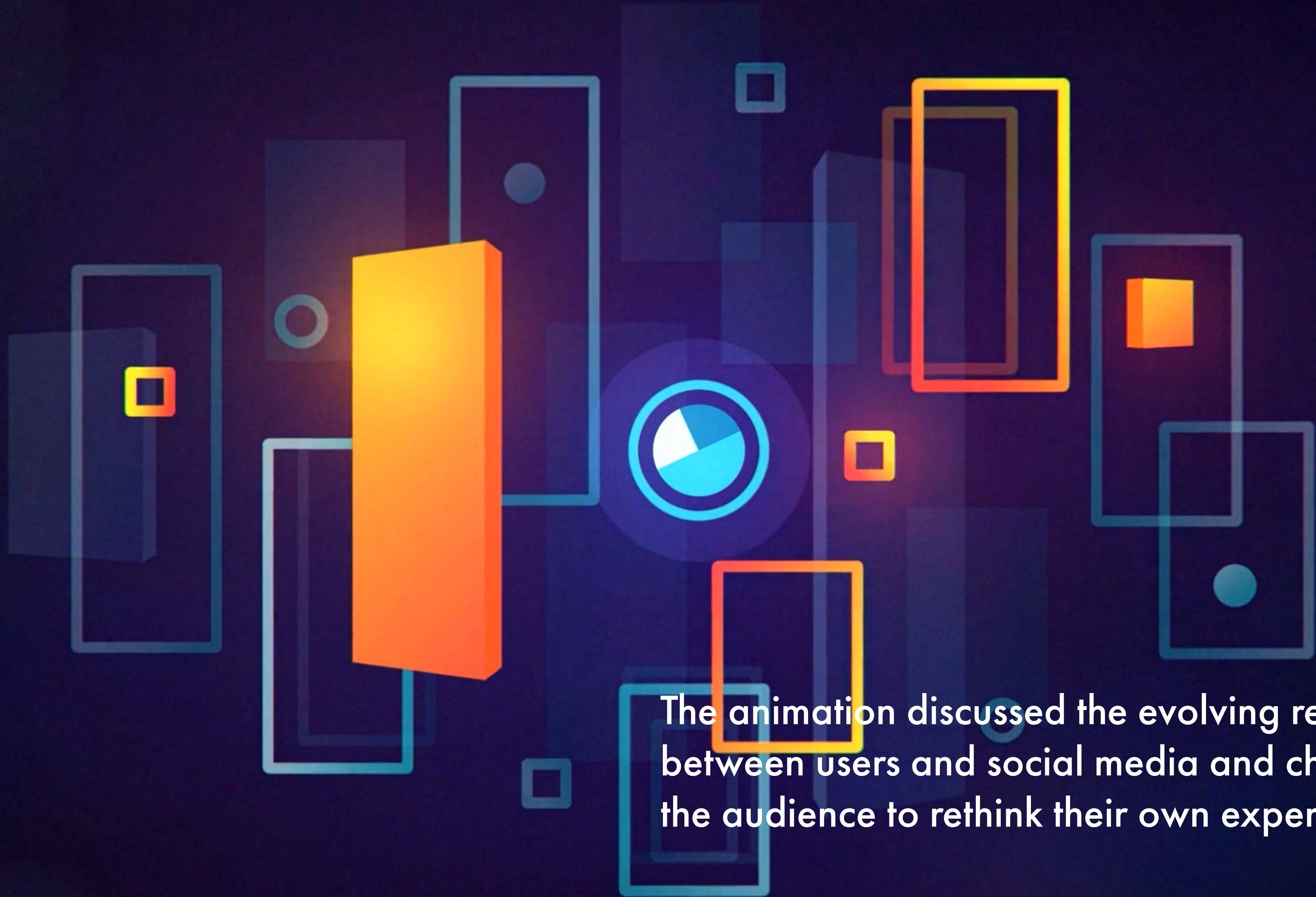
The animation used a well-timing animated graphic style to indicate several complex concepts, making it easier for the audience to understand.



The idea from the animation is related to my studio work concept, challenging the reality of the virtual world experience.



This motion graphic animation contains several fantastic transitions between the scenes by playing with colour and movement.



The animation discussed the evolving relationship between users and social media and challenged the audience to rethink their own experience.



• Screenshot •

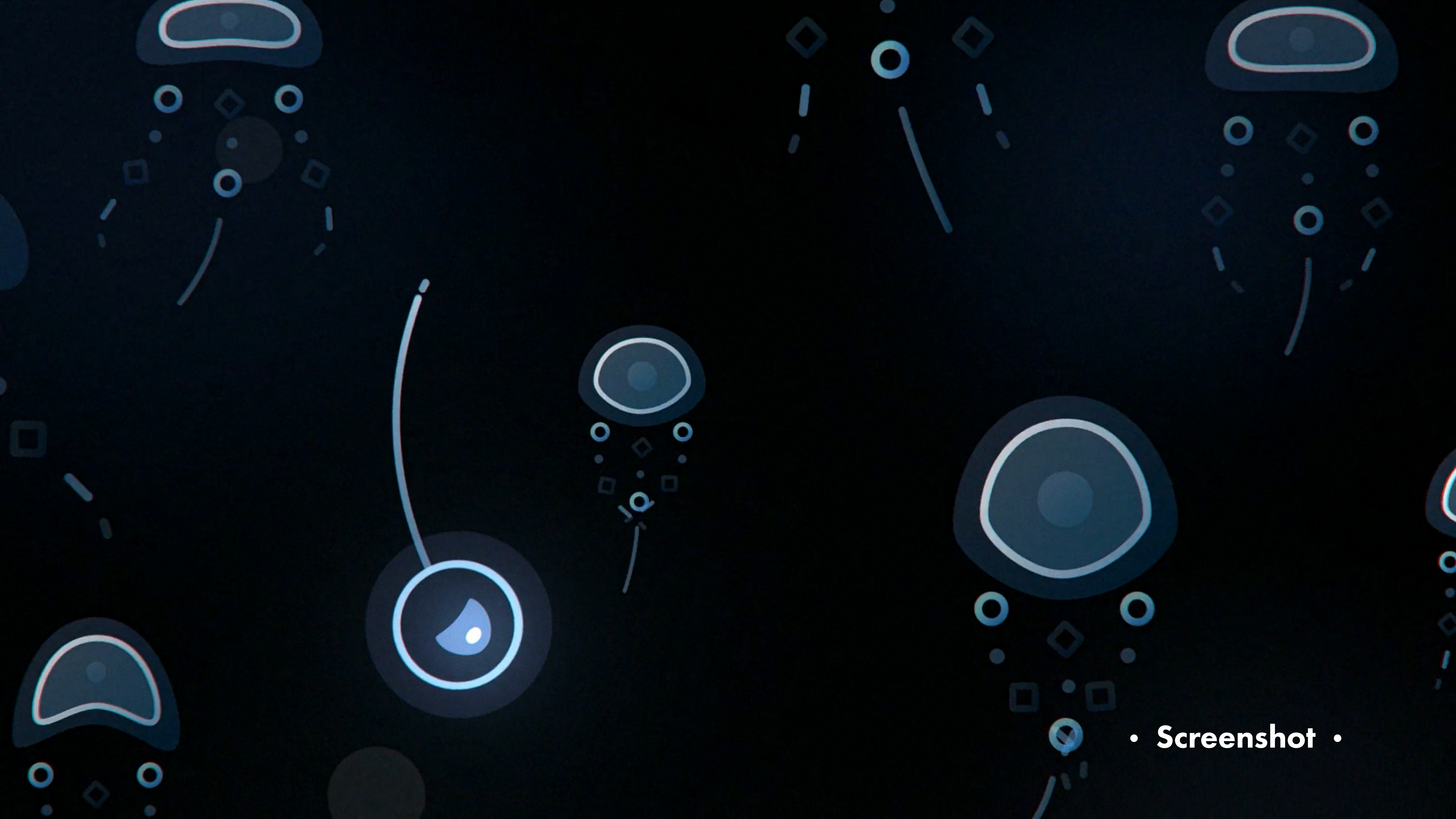




• Screenshot •



• Screenshot •



• Screenshot •



• Screenshot •