

Write three potential thesis statements that interest you as possible research topics

An MFA thesis statement must:

1. demonstrate knowledge of the field
2. be directly relatable to “motion media design”
3. use/employ historical research
4. be narrowly focused so it will separate tangential research from the core area being examined

The written statement should be explicitly clear about what is being studied so that anyone reading it will be able to answer the concerns listed above. It is essential that you have a thesis statement by the end of week 2 at the absolute latest. If you cannot produce an appropriate thesis statement by class 4, your ability to complete the work in this course may be seriously compromised. The thesis statement functions as a limiting factor that keeps the MFA thesis focused on the specific topic being discussed.

Sample Thesis Statements and Accompanying Abstracts

Masahiro Mori's theory of the uncanny valley applies to the entire spectrum of computer generated imagery.

- **Topic:** Masahiro Mori's theory of the uncanny valley
- **Main idea:** offers the potential to extend this concept (that the more human-like a simulacrum becomes,
- **Reason:** the more appealing it becomes, but only up to a point; once the simulacrum becomes closely human-like, people become distracted by the ways it is not human) to the entire spectrum of computer-generated imagery, from the costumes to the environment, and not merely human-like simulacra.

Transmedia can create a powerful and enduring awareness of the brand within its target demographic.

The effectiveness of any brand narrative is partly a function of the skillful manipulation of the media used to convey it. By analyzing traditional and emerging media platforms to determine how stories are told through transmedia, it will be possible to create a new branding campaign that leverages the strengths of each medium, using both unconventional and traditional platforms

in unconventional ways to create a powerful and enduring awareness of the brand within its target demographic.

Visual music can communicate the true brand essence to the consumer.

My aim is to create visual music through sound and visuals for motion media packaging in order to deliver effective brand communication. By understanding the role of sound and visuals in context of a brand and how it can effectively be used in packaging for motion media by using visual music to communicate the true brand essence to the consumer.

Archival materials used in motion media belong to and extend the tradition of mixed media collage as developed by Robert Rauschenberg. The use of archival art in documentary-based motion media has the potential to change the nature of the way archival documents and archival time-based media are perceived in the rapidly changing, post-modern, dynamic, and data-rich era. Researching and collecting archival material ranging from video footage to digital images, text and sound, and then assembling and layering them through time based media places the motion media artist in a unique position to further contribute to and evolve the traditions of mixed media collage.

Formula: Curiosity Question: Topic > position > evidence

State your topic	
State your main idea about this topic What are you trying to state or prove about your topic? What are you trying to persuade the reader to believe? When stating your opinion, be sure to... <ul style="list-style-type: none">• express one major idea• name the topic and assert something specific about it• take a stance on an issue that you can support with facts and reasons.• state your position on or opinion about the issue	
Give a reason that supports your main idea Write your reason as a clear statement. Be sure that you can support this reason with logical facts and evidence.	

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Include an opposing viewpoint to your main idea, if applicable	

Checklist

- ☐ **Argumentative over facts** — *I am arguing that...*
- ☐ **Specific**
- ☐ **Positioning** — Inform your position on a topic

Resources

- <https://writingcenter.uagc.edu/thesis-generator>

Questions for Arguments

- ☐ Are there concrete, specific examples and details in the discussion?
- ☐ Does the material used actually support the argument (is it being accurately presented in the discussion)?
- ☐ Are terms defined? (Definitions may not require citation unless they are being claimed as "industry standards.")
- ☐ Is anything missing (when you read it is there some obvious omission)?
- ☐ What is the thesis of the argument (do you get a sense of it from reading the text)?