Univerzita Tomáše Bati ve Zlíně
Fakulta multimediálních komunikací

Master Thesis Supervisor Report – Practical Part

Thesis Author	**Lic. Pawel Ratajczyk**
Study Programme	**Fine Arts**
Field of Study/Studio	**Multimedia and Design / Digital Design**
Form of Study	**Full- time** / Academic Year 2017 / 2018
Thesis Title	**Storytelling in the Digital Age**
Master Thesis Supervisor	**MgA. Bohuslav Stránský, Ph.D.**

Intent and goals of the work

Paweł Ratajczyk expressed his interest in the newest forms of narrative using current technologies throughout his master's degree. The idea of the author's project, in which he would combine his diverse interests, did not happen by accident but rather matured for a long time. To devise an original story and to tell it in a completely new, as yet not deeply researched way, was a very ambitious plan from the very beginning. The aim of the work was therefore nothing less than to create a fictional world after a technological apocalypse, to inhabit it on the background of the clever idea of the collapse of time, and then to proceed with the proposal of a visual and design solution that will express the whole story in a unique form.

Workflow

In the initial phase of the project, we met and discussed the main idea, the progressive figures and outlines of the entire story, about the possibilities of an intriguing form of narrative that will amplify the main theme – time and its relativity in terms of human experience. It was a very fruitful period that brought many ideas to the surface and gradually allowed a vision of the whole work to emerge.

As time went on, it was necessary to begin to refine the overall scenario, or all the ways that the future reader could go through the narrative. Paweł has repeatedly overhauled the whole architecture, trying different possibilities and combinations to arrive at the resulting shape, and the story itself matured, his parts getting more and more specific and meaningful.

Just as it was time to start developing the artwork, Paweł injured his hand and as a result he was granted an extra year to work on his project. This prolonged time has certainly helped in terms of the quality of the final output – when we started meeting again for further consultations, the story itself and the whole narrative structure was finished, and Pawel could fully devote himself to the artistic solution. At this stage, he could rely on his talent and experiences, which, despite various stages of groping for possible solutions, eventually led to

the result. Throughout the project, he worked largely on his own. Our meetings allowed him to hear and respond to my feedback. This helped him keep in touch with his vision.

Evaluation

For author projects, where one person has multiple roles, there is often the risk of over-complexity. This requires mastering many specific skills (or the ability to work with specialists), but also a strong will and discipline to bring everything to a successful end. In the case of Paweł Ratajczyk's diploma thesis, we witness a case where the author managed to create a complex, consistent and attractive piece of work (or a strong basis thereof, the completion of which depends on obtaining sufficient funds through a crowdfounding campaign).

It is worth appreciating the very strong, original idea on which the whole story relies and which is based on an interactive form of narration. As a result, the digital novel offers what is the real purpose of art – an experience that encourages people to venture beyond their everyday experience. The visual processing is also of high quality, whether it is an illustration and an author's font inspired by old cultures and infographics at the same time, or a photographic collage or the overall layout. The result provides a very sophisticated whole, where each element has its place and sense.

Although the result of the work comes across as being deceptively simple and natural, make no mistake – this is a highly unique, innovative and, to a certain extent, pioneering piece of work.

Classification Proposal: A – excellent

In Uherské Hradiště   30. 5. 2018

....
Master Thesis Supervisor Signature

Criteria assessment:

A - excellent	B - very good	C - good	D - satisfactory	E - sufficient	F - unsatisfactory