

Animation: Process and prospects

As a popular medium animated cartoons have become very popular in the lives of children. Enthusiasm for animation continues to grow on the part of animation and the audiences they create.

How can an average person produce an animated film? What are the steps in making an animated film? Since there is a wide gap between animators and ordinary citizens an action oriented research entitled "An Animation Process and Prospects" was undertaken to find out firsthand what a target audience would like to be included in the animation, to find out advantages of animation with other media, to determine the mechanics or process of animation, to find out the cost of producing a short animated film based on cel technique, to describe the various forms of animation and finally to produce a short animated film.

To meet the objectives of the research the researcher used primary data based on a survey conducted among two focus groups selected at random. As secondary data he made use of previous studies done by other students at the UP College of Mass Communications in Manila, Philippines.

Study showed that there are several techniques and number of styles that are available to create the cartoons shown in the screen. Animation shooting is done on a specially designed animation camera called Oxberry. Animation is shot one frame at a time and a film goes 24 per one second, therefore 24 different drawings or movements are needed to represent one second movement on the film. A five minutes animated film costs about 2 lacks of rupees. 280 Animation fulfills an important function in films for business, the television industry, education and the advertising industry. It has advantages which the other media do not have. Cel technique of animation is meticulous, a laborious process done by the hand, expensive in terms of money and time consuming. Since the present demand for animated cartoons for television exceeds the supply, new time saving and cost effective animation techniques should be explored.