

Is modernization killing “ANIMATION”?

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Abstract

When we talk about Animation from an audience perspective it always comes to mind as something unnatural and unimaginable that really forces us to think about its existence. Whether to believe it or not it's up to the knowledge grit of individuals. As far as the technology grips the power to represent the virtual world as original and natural as it should be. It's about the technology which controls the output of imaginary and virtual co-existence and makes it feel original and lively. But on the contrary when we talk about animation from the production and artistic perspective or an individual artist's view it is always as challenging as its making process. In the beginning of 20th century when Animation was flourishing its wings through the help of the masters and legends of industry in the west it has developed its own techniques from concept development to background painting, Animation, compositing and finally the most interesting and catchy element “Music”. Although these all are the basics of storytelling through animation or visual creation of an imaginary world. Over the years since its invention, it has been evolving throughout the generations. The technological research and development have changed its perspective of existence. Since entertainment is the basic tool of its resources, there is no doubt about the integrity of artists, film makers and investors who have taken animation to soaring heights. The limitless efforts of the modern filmmaking community are responsible too for its global outreach. Although the well flourished technique of Animation is facing a challenging era of modernization within and on an external basis. The technology and the demand for making things hyper realistic is somewhere affecting the animation as well.

Key Words

Animation, Technology, Virtual world, Animation principles, Global outreach, Research and development. Storytelling, Music, Entertainment. Challenges in the Animation industry, Modernization, etc.....

Introduction

To understand the very basis of animation in the pre-modern era when it was a newly introduced and unique film making process, when the artist and animators were the rule book of animation principles and its methodology. Each and every show or full-length movie (be it cartoony or semi realistic in its stylized nature) all are perfect examples of its master class methods and its basic foundations of traditional animation in the early twenty centuries. Whether it's the famous 'Mickey mouse' or the famous 'Pink panther' show they all were following the basic animation principles thoroughly in its nature. These shows are as animated as its foundations. Whenever we come across any traditional old cartoon animated show, we get the organic features or feeling of the characters or its essence just because the principles of mass and rule of motions were thoroughly applied on these animations, which were guided by then masters and giants of the animation industry. The feeling of stretch and squash or following of arcs, along with breaking of joints followed by follow-through or secondary actions of characters body mechanics (anatomy) and secondary elements like cloth, hat or bag or other stuffs secondarily connected to the main source of action or characters actions has given us the very basis or feeling of ever green, charming and mesmerising animation feel. It's all about the principles of mass and weight along with the proper characterization which has taken years of experimentation for the living giants of animation. But in recent days the changing nature of the animation industry of course it's based on recent trends and economic support of the market is forcing animators, artists, supervisors and directors to align with compromised production structure. Ultimately, it's causing a compromised area in the field of animation which is ultimately creating an area of concern in the field of animation.

Methodology And Challenges

As far as we are concerned about the nature and quality of animation be it 2D or 3D or motion graphics the changing nature of customized animation is also playing a major role in creating stylized animation in recent days. We all have grown up through watching the different tastes of animation of different productions from Europe and the US to Japanese and Chinese animation stylization. Here I'm not mentioning any specific company, organization or animation/live action Production studio as it may or may not align with the category or the discussion in our research area. But the basics of the animation are always based on founding principles of animation which perfectly aligns with the live action motions and animations too. The area we're discussing here is the losing charm of animation principles of modernized film making techniques which is the base of stylized animated cinema. In recent days it's observed that the customized animations are taking a widespread area of the market. And the main objective of animation or principal based animation is losing its traditional essence or glory. But still, it's the basics of law of motion and gravity, mass or weight where the principles are essential to the basics of animation.

Conclusion

It has been observed that the changing perspective of animation and the industry's base is evolving through the period and the freshness of its stylization of storytelling. The galvanization of look and feel is preferred in recent days of animation with compromised animation techniques. That's not right to say that compromised animation production is forcefully declining the gradation or teachings of periodically evolved animation and its nature. But at the same time, we have seen the animators and their skills are too evolving through the time and developing techniques are taking a highly occupied position instead of basic structure or principle of animation. In this regard we can assume that the upgraded techniques like stop motion, motion graphics and highly technical skills like motion capture or database animation are the first preference of production studios. Even after so many techniques and advancement of the tools and equipment,

animation totally relied on its origin and principals, although stylized and compromised animations are the demand of the market where many small and giant productions are falling apart.

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