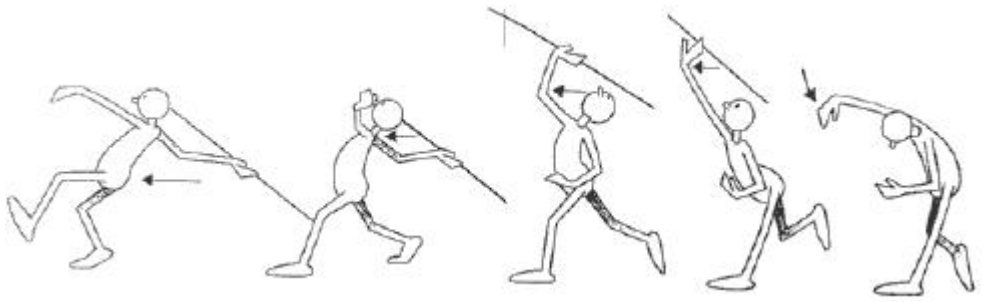
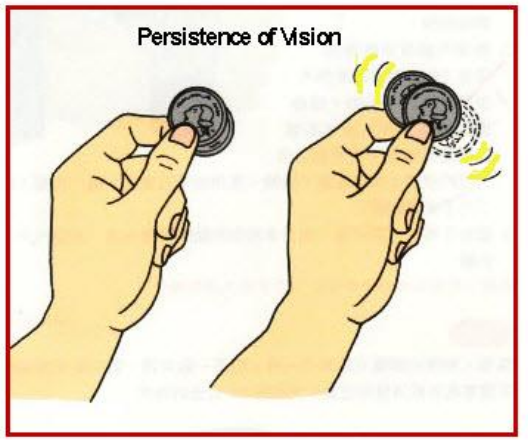
Animation Techniques

By Alex Parker



Task 1 - Techniques



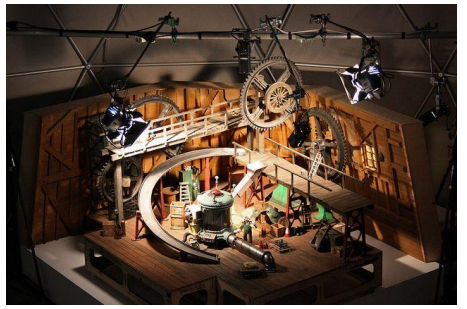
- <u>Explain the persistence of vision:</u>

- This is the optical illusion whereby multiple images blend together into a single image by the human brain and is then this forms motion perception like seen in cinema and animated films. Like other illusions of visual perception, it is produced by certain characteristics of the visual system, this means that anything can trigger it.
- Persistence of vision is still the accepted term for this phenomenon in the realm of cinema history and theory. Early practitioners tried different frame rates, and chose a rate of 16 frames per second (frame/s) as high enough to cause the mind to stop seeing flashing images.
- In drawn animation the characters or object will be drawn repeatedly and then they can take a picture or scan it into a computer and then they get the next image and then draw the picture again and then shoot the picture it moved a it and then speed up it looks like it has been moved a little. A animation can either run at 24 frames or 12 frames. A frame is when it is one spot of a drawing or picture. But this method means that the brain is tricked into it being a moving object. However, when a character is required to perform a quick movement, it is usually necessary to revert to animating "on ones", as "twos" are too slow to convey the motion adequately. A blend of the two techniques keeps the eye fooled without unnecessary production cost, this method is one of them things that means that people take a long time to created.

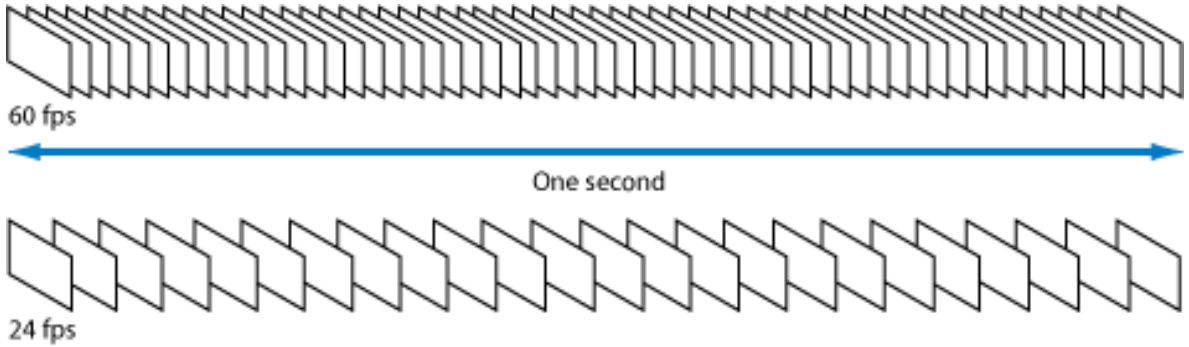
Task 1 - Techniques

- <u>Explain stop-frame animation:</u>

- **Stop motion** is an animation technique that manipulates an object so that it appears to move on its own, When you as a animator are moving it around. The object is moved in small stages between individually photographed frames, creating the illusion of movement when the series of frames is played as a continuous sequence, this is done fast so you can see them move like you would expect their to be. Dolls with movable joints or clay figures are often used in stop motion for their ease of repositioning, they may have a metal skeleton inside to make the movement easier. Stop motion animation using plasticine is called clay mation or "clay-mation". Not all stop motion requires figures or models; many stop motion films can involve using humans, household appliances and other things for comedic effect, there are different unique methods of doing the animation. Stop motion using objects is sometimes referred to as object movement.
- Stop motion animation can be done in a similar method like having drawings as you are repeatedly taking a picture every now and again. The stop bit of the motion means that you have done something with moving the images between taking images, this process when drawing them is a much more bigger amount of work and therefore it takes a incredible amount of time to do.
- One of the most famous tv and film groups that does use stop motion animation and keeps on making things are Aardman animations as they are known for films like Wallace and Gromit and Shaun the sheep.



Task 1 - Techniques



- <u>Explain Frame rates:</u>

- **Frame rate**, also known as **frame frequency**, is the frequency (rate) at which an image displays consecutive images called frames. The term applies to film and video cameras, computer graphics, and motion capture systems. Frame rate is usually expressed in frames per second (FPS). There are many different forms and stages throughout frame rates. Early silent had frame rates anywhere from 16 to 24 frames per second (FPS). This then stayed the same on the region of the fps. The main frame rate standards in the TV and digital business are the following: 24p, 25p, and 30p. The range of frame rates go from 24 fps which is what the film makers use to capture it, up to 300fps which is streaming HD 4k sports on your TV. Early silent films had stated frame rates anywhere from 16 to 24 frames per second (FPS), but since the cameras were hand-cranked, the rate often changed during the scene to fit the mood. Projectionists could also change the frame rate in the theatre by adjusting a rheostat controlling the voltage powering the film-carrying mechanism in the projector.
- Frame rates are important with a animation as you need to know how many images their will be in a second and if you are going to be creating an film there are going to be a lot of frames as if you think about it there are 24 frames in a professional animation. 1 second is 24 so for a minute it will be 1,440. And a film can be about 2 hrs so the total amount of images are going to be 117,800 images in each film.

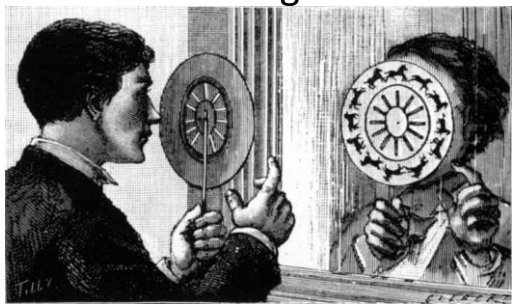
Conclusion

- For an animation you will need to be able to use stop motion or frame rates to make the persistence of vision to make the animated films and Tv and they are all for each other and they wouldn't look good without anything. The animation for a film using all the facts will mean that 1 second is 24 so for a minute it will be 1,440. And a film can be about 2 hours so the total amount of images are going to be 172,800 images in each film. If each film that was made took a 172,800 images then it would make the whole production time then it would take about 4,000 days by yourself working on it. But then if you had a team it would be quicker. Stop motion is a process that if done good then it looks good, but it is a time and lengthy process and this can be hard to do. The frames will need to be good and then if that works then it will be great looking.

Task 2- Development- Pioneers of animation

- Joseph Plateau (phenakitoscope):

- **Joseph Antoine Ferdinand Plateau** (14 October 1801 – 15 September 1883) was a Belgian physicist. He was one of the first person to demonstrate the illusion of a moving images. To do this he used his invention which was called the phenakitoscope. This was a way of using rotation disks with drawn images in small increments of motion on one and regularly spaced slits in the other. Then he looked through it and found that the images moved, this then the whole story started and it did start in 1832. While attending the primary schools, he was undertaking lessons of Physics: enchanted by the seen experiments, he promised himself to become this person and to study it further, But at the age of fourteen he lost his father and mother: the trauma caused by this loss made him fall ill. So he then struggled to carry on but he did and he led a rather good successful live.
- The phénakisticope used a spinning cardboard disc attached vertically to a handle. Arrayed around the disc's centre was a series of pictures showing phases of the animation, and cut through it was a series of equally spaced radial slits. The user would spin the disc and look through the moving slits at the disc's reflection in a mirror. The scanning of the slits across the reflected images kept them from simply blurring together, so that the user would see a rapid succession of images that appeared to be a single moving picture. Bellow is a image of the phenakitoscope being used.



Task 2- Development- Pioneers of animation

- William Horner (Zoetrope):

- **William George Horner** (9 June 1786 – 22 September 1837) was a British Mathematician; he was also a schoolmaster, headmaster and school-keeper. William wrote extensively on functional equations, number theory and approximation theory, but also on optics, which he loved so much. His contribution to approximation theory is honored and has a method named after him ”Horner's method", he wrote a interesting paper about the *Philosophical Transactions of the Royal Society of London* for 1819. The modern invention of the zoetrope was created by a unknown name, but it has been attributed to him. Horner died younger than people thought, but the colleagues and friends and historians kept his work and people use this info, to try and find the details in his mind at the time.
- The zoetrope will consist of a cylinder with slits cut vertically in the of a dish. On the inner surface of the cylinder is a band with images from a set of sequenced pictures. As the cylinder spins, the user looks through the slits at the pictures across. The scanning of the slits keeps the pictures from simply blurring together, and the user sees a rapid succession of images, producing the illusion of motion. This device seen below is one of the best methods and then people use make their own as this was a new thing that could change the world and it did.

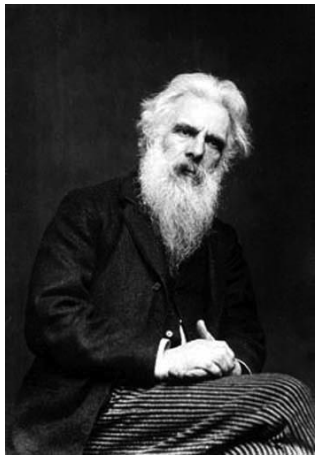
Task 2- Development- Pioneers of animation

- Emile Reynaud (Praxinoscope)

- **Charles-Émile Reynaud** (8 December 1844 – 9 January 1918) was a French inventor, he was responsible for the first projected animated cartoons. Reynaud created the Praxinoscope in 1877 and the Theatre Optique in December 1888, and on 28 October 1892 he projected the first animated film in public, this was called *"Pauvre Pierrot"*, at the Musee Grevin in Paris.
- Reynaud's inventions and film equipment was out sourced when the Cinematograph, he threw the greater part of his irreplaceable work and unique equipment into the seine. The public had forgotten his "Théâtre Optique" shows, which had been a celebrated attraction at the Musée Grevin between 1892 and 1900.
- Un bon bock,Pauvre Pierrot, Le Clown et ses chiens, Rêve au coin du feu, Autour d'une cabine where all films/ animated cartoons on the Praxinoscope.
- The praxinoscope is the zoetrope but its just improved, it used a strip of pictures placed around the inner surface of a spinning cylinder. The praxinoscope improved on the zoetrope by replacing its narrow viewing slits with an inner circle of mirrors, placed so that the reflections of the pictures appeared more or less stationary in position as the wheel turned. Someone looking in the mirrors would therefore see a rapid succession of images producing the illusion of motion, with a brighter and less distorted picture than the zoetrope offered. As you can see on the right the praxinoscope looks bigger and different.

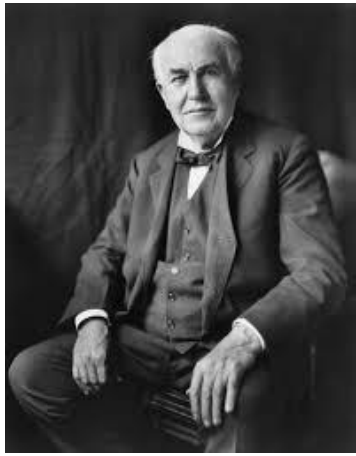
Task 2- Development- Pioneers of animation

- Edward Muybridge:



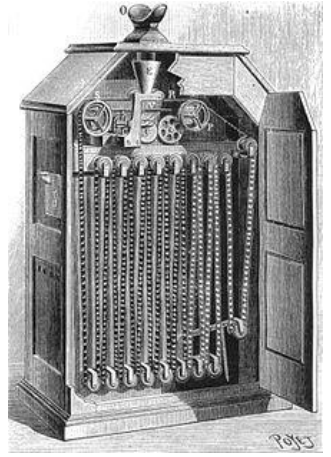
- **Eadweard Muybridge**; 9 April 1830 – 8 May 1904, born **Edward James Muggeridge**) was an English photographer important for his pioneering work in photographic studies of motion, and early work in motion-picture projection. He's known for his pioneering work on animal locomotion in 1877 and 1878, which used multiple cameras to capture motion in stop-motion photographs. His zoopraxiscope is a device for projecting motion pictures that pre-dated the flexible perforated film strip used in cinematography.
- Muybridge took enormous physical risks to make his photographs, using a heavy view camera and stacks of glass plate negatives. A spectacular stereograph he published in 1872, shows him sitting casually on a projecting rock over the Yosemite Valley, with 2,000 feet (610 m) of empty space yawning below him. He loved photography and this formed his love for animation.
- The zoopraxiscope projected images from rotating the glass disks in rapid succession to give the impression of motion. The stop-motion images were initially painted onto the glass, as silhouettes. A second series of discs, made in 1892–1894, used outline drawings printed onto the discs photographically, then coloured by hand. Some of the animated images are highly complex, featuring multiple combinations of sequences of animal and human movement. This is still using the method of spinning the images around.

Task 2- Development- Pioneers of animation



- Edison (Kinetoscope):

- **Thomas Alva Edison** (February 11, 1847 – October 18, 1931) was an American inventor that developed many devices, including the phonograph, the motion picture camera, and the electric light bulb. He was one of the first inventors to apply mass production and large-scale teamwork to the process of invention, he is often credited of the first industrial research laboratory. Although Edison created the kinetoscope also created and also obtained a patent for the phonograph in 1878, he did little to develop it until Alexander Graham Bell, Chichester bell, and Charles Tainter produced a phonograph-like device.
- The Kinetoscope was designed for films to be viewed by one individual at a time through a window at the top of the device. The Kinetoscope was not a film projector. By creating the illusion of movement by a strip of perforated film bearing sequential images over a light source with a high-speed shutter. This still used the concept of the other ones but this time they where shown over a short period of time but the images where flying over high speeds. This device is used more to do with the mechanics and how to flash them images on at a quick phase and this means people can go to see it with other people and this was like a pre cinema.



Task 2- Development- Pioneers of animation

- Lumiere brothers:

- The **Lumière** brothers, **Auguste and Louis Lumiere** where the first filmmakers in history. They patented the cinematograph, which in contrast to Edison's "peepshow" kinetoscope allowed simultaneous viewing by multiple parties, which is a good idea.
- Their first film Sortie de l'usine Lumiere de Lyon (1895) is considered the "first true motion picture.". This was a revolutionary piece of work in that period of time.
- The Lumières held their first private screening of projected motion pictures in 1895. The American Woodville Latham had screened works of film seven months earlier, but the first public screening of films at which was held on December 28, 1895, at Salon Indien du Grand Café in Paris. This history-making presentation featured ten short films, including their first film, Sortie des Usines Lumiere a lyon which translates *Leaving the Lumière Factory*. Each film is 17 meters long, which, when hand cranked through a projector, runs approximately 50 seconds.
- The lumiere brothers used the work of the kinetoscope but they just added more features on and they also made sure to create more movies which where short but they took and long time to create. They also made this feature possible for many different people to see.

Task 2- Development- Pioneers of animation

- George Pal:

- **George Pal** (February 1, 1908 – May 2, 1980) was a Hungarian animator and film producer, he was associated with the science-fiction genre. As an animator, he made the *Puppetoons* series in the 1940s, which led to him being awarded an Oscar in 1943 for "the development of novel methods and techniques in the production of short subjects known as Puppetoons". George Pal then switched to live-action film-making with The Great Rupert (1950).
- He has a star on the Hollywood Walk of Fame at 1722 Vine St. In 1980, the *"Academy of Motion Picture Arts and Science's"* founded the "George Pal Lecture on Fantasy in Film" series in his memory.
- He was nominated for Academy Awards (in the category Best Short Subjects, Cartoon) for seven consecutive years (1942–1948) and received an honorary award in 1944. This makes him the second-most nominated Hungarian exile (together with William S. Darling and Ernest Laszlo) after Miklos Rozsa.
- George pal used these ideas but made them into adverts and also made longer films and these where increadable for the 1900s and that then he made the advertisement industry blow up with the new news and people then followed on making a name for themselves.

Conclusion

- All of these pioneers that I have talked about all at one point worked at mastering the art of animation, this where the things that made what we have now possible and this is good. These films and the way that they where able to make the use of vision and then change this and to trick the eye to make the films a lot better and then this a big hit and then people have used this one mans idea to make it into a big industry, the people that where the pioneers made the concept to then advance it and to then change different things into a new idea as they made them more efficient and improved as possible. The people that wanted to use this style from the first have come a long way with lots of decades to make sure that it can look good.




Task 2 – Development– Developers of animation

- Willis O’Brien:

- **Willis Harold O'Brien** (March 2, 1886 – November 8, 1962) was an American motion picture special effects and stop-motion animation pioneer,” was responsible for some of the best-known images in cinema history," and is best remembered for his work on The Lost World (1925),King Kong (1933) and Mighty Joe Young (1949), for which he won the 1950 Academy Award for Best Visual Effects.
- Thomas Edison was impressed by the film and O'Brien was hired by the Edison Company to animate a series of short films with a prehistoric theme . During this time he also worked on other Edison Company productions including Sam Loyd's *The* puzzling Bilboard and *Nippy's Nightmare* (both 1917), which were the first stop-motion films to combine live actors with stop motion models.
- Willis wanted to include some more action and adventure into these animation and so he added small but impacted special effects into the animations so that people will enjoy them more and this really hit of and know they use this method in many different animated films. He also wanted to include more films that where not in a cartoon but in a animation realistic kind of way.

Task 2 – Development– Developers of animation

- Ray Harryhausen:

- **Raymond Frederick "Ray" Harryhausen** (June 29, 1920 – May 7, 2013) was an American visual effects creator, writer, and producer who created a stop-motion model animation known as "Dynamation."
- His best work includes animation on Mighty Joe Young (1949), with his mentor Willis H. O'Brien, they then won the Academy Award for Best Visual Effects. His last film was Clash of the Titans (1981), after which he retired.
- Harryhausen moved to the United Kingdom and lived in London from 1960 until his death in 2013. During his life, his innovative style of special effects in films inspired numerous filmmakers including: George Lucas, Steven Spielberg, John Lasseter, Peter Jackson and Tim Burton.

- Peter Lord of Aardman Animations said that he was "a one-man industry and a one-man genre" Edgar Wright also said: "I loved every single frame of Ray Harryhausen's work". George Lucas said, "Without Ray Harryhausen, there would likely have been no *Star Wars*".
- As you can see people have looked up to him as he started out the use of stop motion as he loved to make these images an puppets into something different and he wanted them to make them into a animated film and he then insired lotd of people into creating things that we can still watch nowadays.

Task 2 – Development– Developers of animation

- Jan Svankmajer:

- **Jan Švankmajer** is a Czech filmmaker and artist whose work spans several media. He is a self-labeled surrealist known for his animations and features, which have influenced other artists such as Terry Gilliam and the Brothers Quay. Švankmajer has gained a reputation over his stop-motion technique. He continues to make films in Prague.
- Today Švankmajer is one of the most celebrated animators in the world. Among his best known works such as Alice (1988), Faust (1994), *Conspirators of pleasure* (1996), Little Otik (2000) and Lunacy (2005, Edgar Allan Poe, Marquis de Sade, The System of Doctor Tarr and Professor Fether and The Premature Burial and Marquis de Sade.
- An early influence on his later artistic development was a puppet theatre he was given for Christmas as a child. He studied at the College of Applied Arts in Prague and later in the Department of Puppetry at the Prague Academy of Performing Arts.
- Jan set out to make a name for himself and so he then made the techniques and then he wanted to make them interested into the art of cinematography.

Task 3– Contemporary work- Explain the work of the following

- The Brothers Quay:

- The Quay Brothers' works a wide range of influences, these animators include; Walerian Borowczyk and Jan Lenica. There writers are; Franz Kafka, Bruno Schiulz, Robert Walser and Michel de Ghelderode. Their puppeteers are Wladyshaw Starewicz and Richard Teschner.
- Most of their animation films have puppets made of doll parts. Their best known work is Street of Crocodiles, based on the short novel of the same name by the Polish author and artist Bruno Schulz.
- This short film was selected by director and animator Terry Gilliam as one of the ten best animated films of all time, and critic Jonathan Romney included it on his list of the ten best films.

Task 3– Contemporary work- Explain the work of the following

- Tim Burton:

- Tim is an American film director and animator. He is known for his work and he uses a dark, gothic and quirky approach to fantasy films such as: Beetlejuice (1988), Edward Scissorhands (1990), Pee-wee's Big Adventure (1985), Batman (1989) and its first sequel Batman Returns (1992), the sci-fi film Planet of the Apes (2001), Charlie and the Chocolate Factory (2005) and the fantasy film *Alice in Wonderland* (2010), which all of these films have gain Burton a worldwide gross of over $1 billion.
- Burton has worked with big stars like; Johny Depp, Danny Elfman and Helena Bonham Carter, who have all then become a close friend of his. Actress Helena Bonham Carter, has appeared in many of his films. He also wrote and illustrated the poetry book *The Melancholy of Death of Oyster Boy and Other Stories*, published in 1997 by Faber and Faber; and a compilation of his drawings, sketches and other artwork, entitled *The Art of Tim Burton*, was released in 2009. A follow-up to *The Art of Tim Burton*, entitled *The Napkin Art of Tim Burton.* So Tim Burton has done extremely well for himself, as he has worked with great actors and actress's

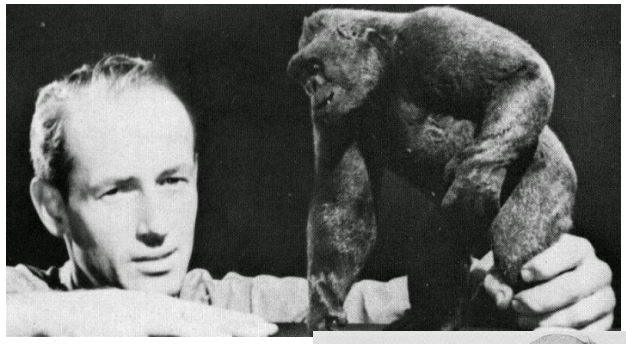
Task 3– Contemporary work- Explain the work of the following

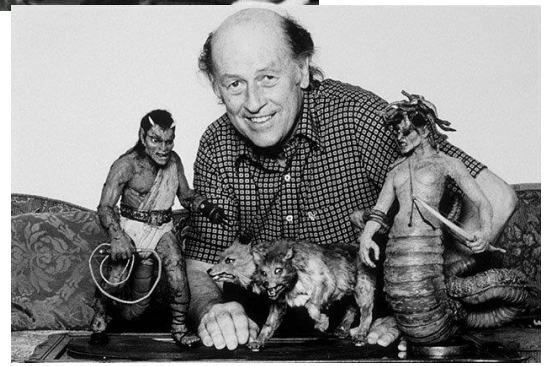
- Aardman Animation:

- Aardman animations is a British animation studio which is well-known for making animations using clay models and plasticine characters, they create these figures over a long period of time. Their most well known work is popular animation Wallace and Gromit and on CBBC – Shaun the Sheep.
- As well as using stop motion animation, it has also created some computer animated projects such as film *Flushed Away, but they had some bad bad credit and they stopped doing this as everyone loved the way that they did it.*
- The company started out by producing short stop motion animations for the BBC that were aimed at deaf children, this was called Morph and they had lots of praise and they got asked by the public to carry on with this. They also done creature comforts for BBC3 which was all done with clay models, and well as Wallace and Gromit. They have a big line up on their website which you can see all of them, but you may be there some time!
- Another major project of Aardman was *Chicken Run* (1997) when they teamed up with Dreamworks production companies. This was Aardman's first feature-length film. This was one of there biggest hits as well.

Conclusion

- These films and the way that they where able to make the use of vision and then change this and to trick the eye to make the films a lot better and then this a big hit and then people have used this one mans idea to make it into a big industry, the people that where the pioneers made the concept to then advance it and to then change different things into a new idea as they made them more efficient and improved as possible. The developers are the people that have gone from the people that then they will use the original designs and then improve upon them. They are the people that make the films and tv shows that we watch and then love. Bellow are either people or animation studios that have created and developed the methods to create the films that we watch.





Walt Disney Animation Studios

Aardman

PIXAR ANIMATION STUDIOS

Task 4- Genres and Forms – How animation is used in the following:

- TV:

- Television animation developed from the success of animated movies in the first half of the 20th century. The state of animation changed dramatically in the four decades starting after WW2. While studios gave up on the big-budget theatrical short cartoons that lived in the 1930s, 1940s and 1950s, new television animation studios would thrive based on the economy and volume of their output. By the end of the 1980s, most of the Golden Age animators had retire.
- As TV became a big thing and began to draw audiences away from movie theaters, many children's TV shows included airings of theatrical cartoons in their schedules, and this introduced a new generation of children to the cartoons of the 1920s and 1930s. Cartoon producer Paul Terry sold the rights to the Terrtoons in the USA cartoon library to television and retired from the business in the early 1950s. Younger successors were ready to change the industry and the way that animation was perceived.
- The television has a big network for animated shows, but they have to be for children as when you get older you will loose interest into the different channels and shows. There is a big animation market for children which is not really got very many people watching, this is because each episode takes a long time to create and people just don’t have a long time to make this happen.
- A good animated Tv show that aired for the deaf was a show called Morph and this was good as it then did a lot of people that then was appealing for the people that just couldn’t watch things and this was a big hit, this was created by Aardman.

Task 4- Genres and Forms – How animation is used in the following:

- Channel Indents:

- A channel Indent is a form of station identification clip that is played between programmes, this is can be a logo of the station such as CBBC. The channel indent is usually accompanied by announcer who will then introduce the next upcoming program & promotes other programmes. They might have some short clips of the program in it.
- The animated indent are a fun and quirky way of presenting the station, throughout the program they may have the animation in the top right and left corners of the screen, this tells people that they are on the program.
- The channel indent is one of the first things that people see after a program or after a break. If people are fast-forwarding then they will use the channel indent to stop and see this.
- A channel ident will use animation to either get it on the screen or to remove it after, but this does have an animation, the channel ident wouldn't look good if it just sat their as either a logo or some text. The channel ident will make it bounce or change colours, but this will make it animated and that's what is good and then this keeps people interested or they will stick around as they find that bit cool so they will just carry on through the next bit or show to see it again as it wowed them.
- A channel ident will stay in a corner of the show in the top left or right and then they can will know about it and this is a visual representation of the show stays with them.

Task 4- Genres and Forms – How animation is used in the following:

- Cinema:

- Cinemas will show short films or films that show some sort of animation in them. They might not be in the film, but their might be a advertisement at the start.
- Cinemas are a great place to see the films as you can get a feel for them before you buy the film, not everybody does this but you can see the film without the need to buy them.
- Lots of the cinemas have a animated film throughout it, these films are good as they show a lot of stories and they do have a good line of it. Every film will have some animation, they might be towards the end as in the credits or the starting credits as they need a animator to complete this.
- Cinemas will have animations like the M&M's one but they will make them like advertisements but before the film will start, the advertisements will be used to make the viewers buy a new product or something else. So they will advertise a new club card or they will remind you to get popcorn and a drink with a offer.
- Cinemas do also have animated films and if it is a major box office hit then they will have posters ad banners for the film and then this makes it a promotion, they might have specialist items and popcorn boxes that have a animated film on them.

Task 4- Genres and Forms – How animation is used in the following:

- Advertising:

- Advertising is anything that you can use as a visual aid in selling something as a profit.
- Advertisement animation is used to give a feeling of reality and aliveness. It also helps explain the product or service and getting the point across quickly. The benefits of it are that using it can be a new and refreshing way of getting something across which is interesting and unique.
- One of the best reasons why there is animation in advertising is that you can create unreal and amazing environments and different worlds. This is simply done through their skills and abilities of the animators. They can create magical things that you just couldn't make on a real life scenario. This means that the audience will have a bigger chance of remembering the advert and the product that they are selling.
- The advert Krave is a great animation as you can spot it and this is because it is funny and a effective way to describe the main benefits of this product.
- When advertising any product whatever it is you need to make your product stand out and then people will want to buy yours instead of anyone else's. This is a big problem for people as they cant make theirs stand it and then they will not get any more people. To advertise a product with animation would be to either partner up with a studio or to make a video and place it everywhere. Another way to make the product stand out is to make a poster with a animated character on it and then people will want to see it.

Task 4- Genres and Forms – How animation is used in the following:

- Music Videos

- Animation is a unique and distinctive style that is used in music videos. When animation is used in music videos it sometimes features a dream like sequence that would be hard to achieve it, this brings the audience on a surreal journey. The music videos aren't the only thing that has animation in it, there are videos called Lyrics and they show the songs words with the music in the background, these lyrics will probably have a animated feature on it. Such as the text might bounce or ripple to the word being read.
- One of the best animated music videos is called "sledgehammer" by Peter Gabriel. This was created by Aardman Animations. The video is great as they have the singer in front of a blue screen and then they have clay-mation animation throughout it.
- The music video animation method hasn't been used a lot recently as people like to have the artist or artists singing in the background and then the people will be not needing it, if people want the music video to be animated they can do, a lot of videos might want to have this but this can be a big and expensive to produce as these companies that do this can charge a big amount of money and this then means that people cant make them as popstars do make a lot of money but not enough. A lyrics video does have animation of some sorts on their songs.

Task 4- Genres and Forms – How animation is used in the following:

- Computer games:

- Games are meant to be interactive. When you play a game, you'll have complete control of the character and the camera. You're the one driving the story forward and making the character move. So not only does the animation need to look good, it needs to look good from every possible angle.
- If the game is third person (you can see the whole of the character), and the player rotates the camera around they'll see the walk or run cycle from a completely new angle. This new angle can revealing things like knee pops that may not have been visible in the normal camera view. These are things that a game animator needs to take into account to ensure their animation holds up to whatever the player may throw at it.
- One of my favourite games is called Team Fortress 2 (TF2) and this has some good animated characters, the game is played in 3rd and 1st person mode and this can be switched swiftly, which is great. This is what people want as a gamer and they want the best quality for what they are getting.
- Animation is a extremely big part of a game as you need to have the character to either move, AFK (away from keyboard) animation onto it. The computer games animation will make the whole characters and everything else more visual and more realistic as people love the games that are more realistic.

Task 4- Genres and Forms – How animation is used in the following:

- Mobile phones:

- Mobile phones use a lot of different animations, they are normally used in games or apps, there are so many.
- Mobile phones have also been used to create animation, there are lots of different apps to do so. Every type of phone runs on a operating system, weather this is android, Apple IOS and windows systems. They all have many different animations and different use of it, weather it is opening a application or even if it is just clicking on the home button as they will have some way of doing it. In some phones you can use the system settings to turn it off., because this might be laggy and my not run smoothly on your phone.
- Thanks to new and improved resolution and displays with 4k capabilities, toy and see the games and animations smoothly and the developers of the games can create lots of new features to keep up with the demand.
- It's hard to believe that the best 2D and 3D Flash animations will not display on Apple's latest mobile devices, the iPhone and iPad, but it is true. Apple stated that it will not support Adobe Flash, a software staple in animation development, on its mobile devices, forcing website developers to use other technology, such as HTML5 and JavaScript. Well, instead of engaging in interactive presentations or watching smooth transition effects, your mobile users will be left with a big empty space, indicating a problem with your website and hindering your credibility.

Task 4- Genres and Forms – How animation is used in the following:

- Websites:

- The internet (websites) is one of the best places for animators to show their work that they have made. The internet provides one of the biggest audiences for animations that has been shared to the world. The internet is used by professional animators as well. The programs like adobe flash have never considered before.
- The benefits of using animation is that is makes websites more interesting, this means users are more likely to re-visit the site that they liked. The internet is also a place to show off the animators work, they can then share this on websites such and YouTube and places that they can get some recognition.
- Social sites such as Facebook, Twitter, Instagram also have pop-up notifications that are animated, also the numbers that show this have animation, this is a rollover animation with the number.
- Mostly everything on the internet is animated, transitions happen all the time, sometimes without us knowing. The animations are a apart of browsing the web and often go unnoticed.
- A website is a good place to download animated images, also known as GIF's and they are fun to use and then this does make everything good and the logos and maps they include can be good as they can animate them so it looks good and makes the people go on there to buy their services and then people can be happy.

Conclusion

- Animation is used everywhere and not a lot of people realise it as they just don’t know where to look. It is in the television that you watch, the cinemas, advertising and then music clips, on your mobile phones which a lot of people use constantly and then the websites we browse. We have got so attached that I don’t think that things would look or feel good without it. To conclude we are going to be immersed in the animation universe and because things are looking good and things aren’t going to be the same without, I feel like animation will always stay with us, as it is just something that we have just adapted to.