

ANIMATION - WHY ANIMATE?

LOVE TO DRAW
TELL A STORY
SEE IT MOVE
MAKE IT MOVE
EXPRESS YOURSELF
ENTERTAIN

COMMUNICATION
A GOOD MEASURE
FOR SUCCESS - HOW
WELL AM I COMMUNICATING
MY IDEA?

ENTERTAINMENT - WHAT IS IT?

- IT MAKES US LAUGH, CRY, QUESTION, DREAM, IMAGINE, REACT, ADMIRE
- BUT FOR IT TO ENTERTAIN IT MUST CAPTURE
IT MUST RIVET YOU TO THE SCREEN
IT MUST DEMAND YOUR ATTENTION
IT MUST HOLD THE AUDIENCE
- A QUESTION TO ASK: ARE THE VARIOUS ELEMENTS
OF MY STORY, SUBJECT MATTER, CHARACTER, ETC.
GENUINELY CAPTIVATING?
OR CAN THE AUDIENCE TAKE IT OR LEAVE IT
- HOW DO I CAPTURE AN AUDIENCE?
HOW DO I HOLD THEM?
HOW DO I KEEP THEIR INTEREST?

ANTICIPATION - A KEY INGREDIENT

DEFINITION: ① LOOK FORWARD TO, EXPECT ② REALIZE IN
ADVANCE; FORESEE, FORETASTE.

IT WILL CAUSE AUDIENCE TO EXPECT AND LOOK
FORWARD TO THE PAY OFF.

- MILK THE MOMENT. AS LONG AS YOU HAVE NOT
RELEASED THE TENSION THE AUDIENCE IS WITH
YOU. DON'T WASTE THE MOMENT BUT MILK IT
FOR ALL IT'S WORTH.
- AVOID RUNNING AHEAD. - MAKE SURE THE
AUDIENCE IS WITH YOU. DON'T LOSE THEM.

- ANTICIPATION IS BUILT BY CLARITY - A SIMPLE, CLEAR IDEA THAT COMMUNICATES AND CAPTURES AN AUDIENCE IS YOUR GOAL.

ANTICIPATION THROUGH -

- CHARACTER - IF THE AUDIENCE KNOWS YOUR CHARACTER THEY CAN ENJOY ANTICIPATING HIS REACTION IN A GIVEN SITUATION.
- MUSIC - A FEELING OF "GET READY FOR THIS" IS LARGELY DUE TO THE RIGHT MUSIC. IT CAN ANTICIPATE JOY, FEAR, PATRIOTISM, LOVE, ETC.
- STAGING - YOUR POINT OF VIEW MUST BE CLEAR. WHAT DO I WANT TO SAY WITH THIS SCENE? HOW DO I WANT THE AUDIENCE TO FEEL IN THIS SHOT? HOW YOU STAGE THE SCENE CLUES IN THE AUDIENCE TO HOW THEY SHOULD FEEL.



ATREE



- ACTION - THROUGH POWERFUL AND GRAPHIC IMAGES ANTICIPATION CAN BE BUILT FOR A SHORT PERIOD OF TIME.
- RELATIONSHIP - TWO OPPOSING CHARACTERS CREATE AN AUTOMATIC TENSION AND ANTICIPATION
- CONFLICT - AN AUDIENCE IS ENTERTAINED BY ANTICIPATING A RESOLUTION TO THE CONFLICT.

• CONTRAST -



CONTRAST CREATES AN INTRIGUE AND CURIOSITY IN THE AUDIENCE.

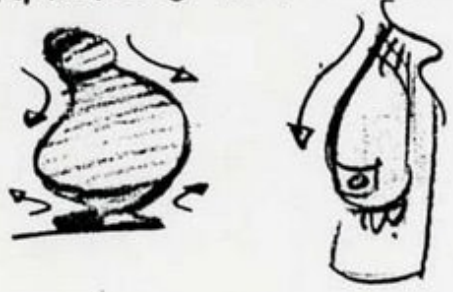
• STORY - INVOLVING MANY ELEMENTS, CHARACTER, CIRCUMSTANCES, AND CONFLICT. WHAT IS AT STAKE? WHAT IS THE CHARACTER RISKING? IS THEIR HOPE FOR THE AUDIENCE TO "SIDE" WITH,

• MOVEMENT - A SIGNAL OF INTENTION FOR AUDIENCE

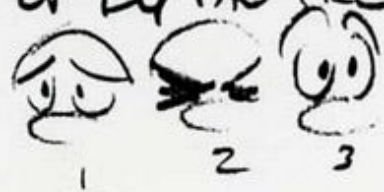


ARCS SHOW ANTICIPATION

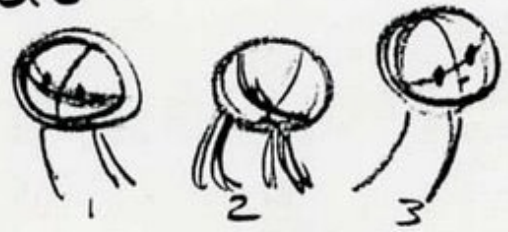
• LINE & FORM - JUST AS IN MOVEMENT A SHAPE CAN NARROW TO ANTICIPATE A WIDENING.



• EXPRESSION - ATTITUDES SHOULD ALWAYS BE SET UP BY THE PREVIOUS ATTITUDE.



• ANGLES & TILTS -



ANTICIPATES WITH HEAD ANGLE DIPPING IN #2 BEFORE #3.

ANIMATION - SEVEN ESSENTIALS

1. MAKE A POSITIVE STATEMENT

- DO NOT BE AMBIGUOUS IN YOUR APPROACH.
- THUMBNAIL UNTIL YOU HAVE THAT CLEAR APPROACH AND CONVICTION. BE BOLD AND DECISIVE.

2. ANIMATE FROM THE HEART

- FEEL YOUR DRAWINGS.
- LET YOUR DRAWING AND ACTION BE AN EXTENSION OF HOW YOU BELIEVE THE CHARACTER FEELS.
- PUT YOURSELF IN THE PLACE OF THE CHARACTER YOU ARE ANIMATING - ASSOCIATE.

3. MAKE EXPRESSIONS AND ATTITUDES REAL AND LIVING.

- FOCUS ON EYES AND EYEBROWS, MOUTH AND CHEEKS.
- BE SURE EYES ARE SOLID AND PLACED SECURELY IN HEAD.
- STUDY YOUR OWN ATTITUDES. ASK YOURSELF DOES THIS DRAWING FEEL THE WAY MY FACE FEELS?

4. DRAW AS IF YOU WERE SCULPTING

- DESCRIBING YOUR FORMS IN DIMENSION.
- UNDERSTAND THE CHARACTER DESIGN IN 3-D

5. ANIMATE THE FORCES

- ALLOW THE MOMENTUM OF AN ALREADY ANIMATED MOVEMENT TO SUGGEST THE NEXT DRAWING.
- DRAW THE LEADING EDGE OF FORMS.

6. VISUALIZE AND FEEL DIALOGUE

- BE SURE YOU ARE TRULY CAPTURING THE INFLECTION, VOLUME AND TONE OF DIALOGUE WITH PROPER MOUTH SHAPE.

7. SIMPLICITY -

- WHAT IS THE ESSENCE OF YOUR SCENE, YOUR ACTION, YOUR EXPRESSION - WHAT IS INDISPENSABLE IN COMMUNICATING YOUR THOUGHT?

ARE YOU IN FAMILIAR WATERS? HAVE YOU RESEARCHED YOUR SUBJECT?

IS THE STORY LINE CLEAR AND SIMPLE?



ONCE YOU CATCH THE AUDIENCE'S INTEREST CAN YOU KEEP IT?

HAS THE STORY LINE BEEN TESTED FOR STRENGTH? WILL IT SNAP UNDER STRAIN? (GET INPUT FROM OTHERS)

ARE YOU FISHING AT THE RIGHT DEPTH? CAN AN AUDIENCE RELATE - OR IS IT FLYING OVER THEIR HEADS?

WILL YOUR SUBJECT MATTER HOOK THE AUDIENCE? IS IT APPEALING? CONVINCING? RIVETING?

