CMS.998/CMS.600: New Media Literacies
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Lecture Notes

Session 15, 4/9/07
Learning Week: Animation

- Animation as an effective communicative tool that helps people to express their feelings and ideas
    - Animation is everywhere today, in special effects, in web pages, and so on

- Today we'll work on publishing the animation we create online
    - You can use Flickr as a place to showcase your animation
    - You can use photos as well as drawings to make animations.

- We'll use PhotoShop to make our animations today
    - Free online tools for producing flipbooks can also be used, if you don't have PhotoShop

- Animation is a form of optical illusion that uses multiple images together to create the illusion of motion
    - Flipbooks have been made since the eighteenth century
    - YouTube clip of The Nightmare Before Christmas: instead of multiple drawings, multiple images of little toy figures in different positions are used.
    - You can also do this with clay figures in different positions.
    - Pixelation – you can doe this with photographs of real people in different positions
    - Cut out animation: images of paper in different positions is used. This works out to be very similar to collage. (See http://www.youtube.com/watch?v=W2WoIxHmfOE)

- Animation has been used as propaganda in the past
    - Examples:
        - See Private SNAFU – Spies (1943), http://www.youtube.com/watch?v=_FmhPY-YEAA
        - See Education for Death, http://video.google.com/videoplay?docid=-7864027849616127161&q=education+for+death&hl=en
    - Why might animation in particular have such a history for this kind of use?
        - It's more your own creation (drawings rather than human actors), and so you have more complete control over the reality you create. You can make Hitler extremely skinny, wimpy, and comical, rather than portraying him the way he might look in real life

- It's interesting that the music in popular cartoons hasn't really changed much in the last seventy years, and the music in these WWII cartoons is very similar to what we would hear today
- The slapstick nature of cartoons appeals to kids, but there's also a lot of room for deeper messages to be included

- Creating your own animation
  - In PhotoShop, put together your sequence of images as a sequence of layers
  - Then you can export the frames as a gif animation file

- Now we're going to publish our animation on Flickr
  - This is a little tricky, because you need to be sure to set it up so that it shows on Flickr as an animation instead of just as a still image

- A couple animations made by the class:
  - http://www.flickr.com/photos/88558843@N00/452554859/
  - http://www.flickr.com/photo_zoom.gne?id=452563249&size=o