



Akankasha Kathuria

Sustainable Development Strategy of Global Animation Industry

Assistant Professor:-Animation & Gaming, Department of Visual Arts, Graphic Era Hill University, Dehradun (U.K.) India

Received- 02.04.2022, Revised- 07.04.2022, Accepted- 10.04.2022 E-mail: akankasha.kathuria@gmail.com

Abstract: Animation the expression itself takes everyone into the imaginative world. It's an art of delivering stories or concepts through visuals. It is effective because it allows us to tell tales and transmit sentiments and ideals in a peculiar, simple-to-understand style that both tiny children and adolescents can comprehend. In a way that literature and live-action films can't always do, animation has done push people from all over the world together.

When we talk about sustainable development of Global Animation Industry, then it means we focus on the core fragment of it that deals with making & creating of animations. Some parts of the globe know the actual meaning & importance of animation, but few chunks still lack behind. To make people aware & to prepare future generation more cognizant about animations, we need to sustain the animation industry. Animation industry means creative industry & this industry plays a very vital role in increasing the GDP of any nation. Entertainment industry is one the significant sector of economy which can help in uplifting the nation's economy. Government & other investors should understand the significance of investing & promoting animation industry. There are certain problems in this industry that need to be rectified & sustained for future generation.

Key Words: Animation, imaginative world, transmit sentiments, peculiar, adolescents, comprehend.

Sustainable Development- In global terms it means economic development that is managed without sapping of existing resource.

Digitalization- It means adaption of a technology or getting more into technical world by using or accessing everything via internet or cyberspace.

Animation- This is the artistry to the progressive movement through successive drawing. This sequence gives an illusion to the viewers. There are several types of animation. Earlier traditional animation forms were used; in that stop animation was one of the most famous classified forms. Now in the current era 2D & 3D animation are in limelight.

3D Animation- The most realistic part of animation is the 3D Animation. In this character's animation is shown in three dimensions. This gives the viewer more realistic view. The setup in the shot is arranged in the way so it can look like a real environment.

Animation Industry- Animation industry is the vital fragment of entertainment industry. This industry deals with all the sub fields of animation. The development of animated movies & shot is prepared with the help of required pipelines. Animators are there to follow the line up to bring out the creative output.

Interactive media learning- It is an edifying way that subsumes social networking & computing into course design & delivery. With the help of technology & digital development, students can understand the concepts of the course more effectively.

Sustainable Development- In global terms it means economic development that is managed without sapping of existing resource. In terms of animation industry, sustainable development means to preserve the importance & usage of animation industry globally for future generation.

Animated Characters- The animated characters mean the character which gets movement & illusion with the help of animation. There are 2D & 3D characters animations which are made with the help of different software's.

Principles of Animation- There are 12 Principles of Animation. These principles are very important to make any animation shot more creative. Every principal has its own importance.



Exaggeration- This is one of the vital principles from the 12 Principles of Animation. It means to exaggerate something or to show something extra. This helps to attract the viewers towards it & make the shot more mesmerizing.

Motion Picture- This term means, providing ocular illusion of progressive action with the help of images to make a shot or a film.

Need & Importance of Study- This topic is needed to be studied because it is very important for us to understand the importance of animation industry globally. Pandemic proved that how visuals & graphics can boost up the growth of economy. In addition, it is important for us to sustain the animation industry globally.

Seeing the current rundown, across the globe it can be observed how animation came into the limelight from last decade. Earlier people used to think of animation as just a part of the entertainment industry. It is so true that it plays an essential role in the entertainment section, but it's a paramount sector of the education system too. During the last two years, every sector of the economy suffered a lot, a huge downfall was observed due to Covid pandemic but focusing on education sector in this chunk it was discerned that it got a very big full stop. From shifting traditional education to an online education system, it was a big task for almost every nation. But to give equivalent output like offline classes, visuals & graphics in education was supplemented & they played a very important role. To narrate the concepts through visuals was one of the very efficient ways to conduct the online classes. After seeing this much relevance of the animation industry, people started understanding the importance of it. Animation: whenever we hear this word, we start dreaming about our fantasy characters. We create our own world full of imagination. Animations are those catchy clips that attract anyone towards it. Not only in the primary group of children, has animation left its impact in all age groups. Seeing this much of craziness amongst the people, animation has also become a part of learning & education.



Figure 1- The above figure is snapped in the very simple way but gives portraits a very worthwhile message. It is so true the today's era revolve around technology. Our globe is somewhat surrounded with all the hi-tech applications. Our life has become fragmented without technology. The below topics will briefly describe how technology & part of its animations has widen the global growth.

For sustaining the animation industry, we need to spread the awareness of animations & visuals. Still people are there who thinks animation is not on it's peak. But youngsters of this generation can take step forward by taking parts in animation industry & sustain it for future. There is a great scope in this industry & many nations are too ahead in even producing the economy through this sector.

Globally Sustainable Development of Animation Industry- With the global expansion of science & technology and the continual headway of advanced hi-tech, the animation megacorp has become a crux business of the economy in the 21st Century. Entertainment & art industry are the core part of the economy; they act like as supporting pillars, which raise the GDP or economy of any nation. Animation can fabricate the new extension points in country's wealth It can also effectually magnify the squashy power of country's growth. Besides, one more important feature of animation industry is that it shows societal innovations, hi-tech activities, etc. Animation industry is also termed or bombard as "Smokeless Heavy Industry" in the universal economy. To describe animation industry



in much better way, United States; can be the best country example. Animation studios like DreamWorks Animation, Pixar, Walt Disney Animation Studios, Blue Sky Studios, are the top & famed studios which are located in United States. Not only in terms of entertainment industry growth but part of it is animation as a fragment also on the apex. Even to India, Walt Disney helped to introduce animation. In 1956, an animator named Clair Weeks from Disney, invented Films Division of India in Mumbai. This division was built to initiate & edify India's first animation studio as a section of American technical co-operation expedition. He instructed & up skilled a core group of Indian animators. Under his guidance & sky-scraping dedication of animators the first film was introduced named 'The Banyan Deer' in 1957. After this back-to-back landmark animated films were featured. From the year 1956 to the year now, a vast change can be observed in the animation & creative industry. But one thing that still lack behind is mind set of the people in terms of this industry. Few nations still think, making animated videos is not such a big deal & don't have good carrier scope. There are several sub fields in this industry which have numerous of carrier options. Even one more point that lack from the side of Industry is believing numbers of year people have experience in industry can produce better animator then to freshers. Somewhat it is true, experience & time can make an artist or animator more professional, but it can also be kit denied that fresher's mind set deals the latest creativity aspects & can have better imagination power.

Continual expansion of animation or artistic industry should be accomplished by upgrading the resources inside the industry, ameliorating the team by providing trainings, revamping the technologies, government succor, legal protection & by boosting up the enterprises. The products from animation industry that can be classified in the economic terms can be the production, distribution & broadcasting the animated arts with creative as the form of expression, television, films & theatre, networking media & much more as a new aspect of communication as well as of production & sales.

A closer look to the concept- Hence observing the animation industry's growth & it's effect on all the nation's economy, it can be marked that it is very important to maintain & develop the creative sector of the industry. To make it sustain for the future, animation's industry awareness should spread across the globe & the role of animators & other creative artists should be appreciated.

The main strategic idea behind sustainable development of animation industry is straighten out the current & on-going industries & making the future generation apprehensive that it can be a remarkable option for the carrier & there is growth in this field. Now if we talk in terms of economy, economist should understand that it can be a good choice to invest in animation industry to make it more expand.

Reasons for Using Animation- Educational psychologist Richard Lowe (2004) wrote that there are basically two main reasons for using instructional animations: affective and cognitive.

* **Affective Purpose-** Animation allures individuals because it has one of the chief attributes that is motion, which catches attention of people through its visuals & motion. One more reason animation increases its importance is because of its novelty.

* **Cognitive Purpose-** Animation that comes under cognitive purpose can provide more & varieties of information that static graphics. They have the feature to assist a learner to raise more precise mental model of a system behavior compared to graphics alone (Schnotz and Rasch, 2005).

Inclusion Criteria- Beneficial to determine the studies to be added in the research, the given basis was marked :

* Open access full papers published in national or international reviewed journals.

* Studies or research done on the topic; using animation for learning, concepts or skills to individual with special needs.

* Open-access proceedings published within the inclusion criteria were set to conclude which studies will be



encompassed in the study.

Lastly data was analyzed in detail, in order to continue the research & to set the framework for chief dimensions based on the sight of the study & in these ways upshot of the study was procured.

Objective of Study- The objective to study this topic was to bring out the importance of animation industry in the limelight. In addition to know the sustainable development strategy of the animation industry.

Rationale of Study- The reason to conduct this study is to know the general opinion about the people in matter of animation industry.

Scope of Study- This study will give some solution to the current or future problems that is occurring or can occur while developing the creative industry.

Significance of Study- The significance of this research is that to make people & economist understand how animation can bring out the better output in country's growth. Also, to make people understand that manual virtual aspects can goes hand in hand, if both are carried out properly then it can bring out better outcome. The sum-up of these two can bring out positive outcome. It can increase their engagement in the economy.

Conclusion- Animation industry can be remarked as the 'sunrise industry' 21st Century. As it covers many aspects like art, science & technology, media, commerce & many more aspects that comes under economic terms. While concluding this research, it can be clearly understood that animation industry has also become a pillar industry of many countries & there is a great need to invest more in animation industry as it can be a great source for any nation's economy & it's GDP growth. Along with this, future peer group can bring out the good output or result from this particular zone. With the increasing spotlight of animation industry, 'sustaining animation industry' has become a main topic to research, nevertheless, there are always some stumbling blocks and defiance's in the blossoming path but that can be overcome with the research & bringing out its solution.

REFERENCES

1. Islam B, Ahmed A, Islam K. and Shamsuddin A K, (2014), "Child Education through Animation: An Experimental Study", International Journal of Computer Graphics & Animation (IJCGA) Vol. 4.
2. Verma Ruchi & Mishra Sunita, (2014), "Effect of Animation on Behavior of Students From Government & Private Schools Between The Age Group of 7-11 Year", International Journal of Advanced Scientific & Technical Research, Issue 4, Vol. 3, ISSN 2249-9954.
3. Zeeshan Bhatti, Ahsan Abro, Abdul Rehman Gillal, Mostafa Karbasi, (2018), "Be-Educated: Multimedia Learning Through 3D Animation", International Journal of Computer Science & Technologies, (IJCET), Vol. 1(1).
4. Oktavianingtyas, E., Salamal, F.S., Fatahillah, A., Monalisa, L.A. & Setiawan, T.B. (2018), "Development 3D Animated Story as Interactive Learning Media with Lectora Inspire & Plotagon on Direct & Inverse Proportion Subject", IOP Conf. Series: Journal of Physics: Conf. Series 1108 (2018) 012111.
5. Glenberg, A. M., & Langston, W. E., (1992), "Comprehension of illustrated text: Pictures help to build mental models," Journal of Memory and Language, 31, 129-151.
6. Schnotz, W., Böckheler, J., & Grzondziel, H (1999), "Individual and co-operative learning with interactive animated pictures", European Journal of Psychology of Education, 14, 245-265.
7. Goldsworthy, R., (1999), "Lenses on learning and technology: Roles and opportunities for design and development", Educational Technology/July-August 1999, pg.59-62.
8. Morrison, G. R., Ross S. M. & Kemp, J. E. (2001), "Designing Effective Instruction", (3rd ed.). New York: John Wiley & Sons, Inc.
9. Tversky, B., Morrison, J. B., & Bétrancourt M., (2002), "Animation: Can it facilitate?", International Journal



of Human-Computer Studies, 57, 247-262.

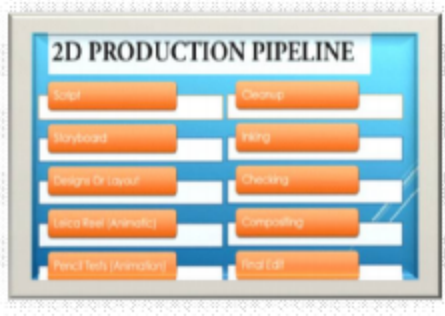
10. Baglama, B., Yucesoy, Y., Yikmis, A., (2018), "Using Animation as a means of Enhancing Learning of Individuals with Special Needs", TEM Journal, Volume 7, Issue 73, ISSN 2217-8309, DOI: 10.18421/TEM73-26.
11. Jamal, Binti, S.N., Ibrahim, Binti, N.H., Surif, Bin, J., (2019), "Concept Cartoon in Problem-Based Learning", Journal of Technology & Science Education, DOI: 10.3926/JOTSE.542.
12. Liu, C., Elms, P., (2019), "Animating Student Engagement: The Impact of Cartoon Instructional Videos on Learning Experience", Research in Learning Technology, DOI: 10.25304/RLT.V27.21.24.

Appendix A



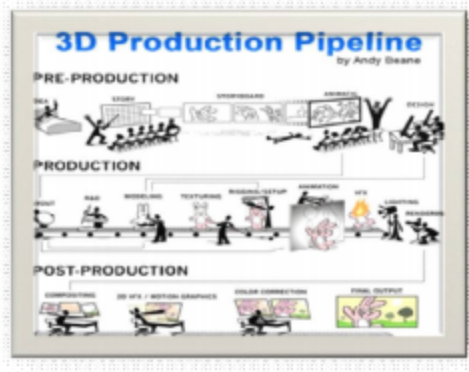
Appendix A- The above image shows the differentiation between types of animation i.e., 2D & 3D Animation.

Appendix B



Appendix B- he above image shows the 2D Animation Pipeline. To make any sort of 2D Animation, following procedure is followed.

Appendix C



The above image shows the 3D Production Pipeline. With the help of above procedure any 3D Animation concept can be formed.



The above image shows the 12 Principles of Animation. While making any sort of animations, animators are instructed to keep in mind these principles, so that better output can be obtained.
