Animation for Social Change

Carrie Hawks @ Allied Media Conference, 2018

Heroes of Color: Episode 1, Heroes of Color
Definition

Animation: film created frame by frame. Examples: rotoscoping, stop-motion, 2D Puppet, hand-drawn cell animation, 3D computer generated (CGI), & more

But I can’t draw, that’s okay! You can:
  Trace, use shapes, use clay, use objects, cut-out paper

Frame Rate (fps):
  • Film is 24 frames per second = 24 images in every second.
  • Rotoscoping/stop-motion: can edit to 12-15 fps.
Rotoscoping

Technique from early days of cinema, animators would trace live action footage projected frame-by-frame onto paper as reference or directly copy into work.
Rotoscoping

How To:
- Find footage that you would like to draw
- Slow it down to 12 frames per second using software like After Effects, or just draw every other frame.
- Export as jpg to print or use on computer
- Draw each frame, (keep them in order!)
- Take photos or scan each drawing
- Import back into software
- Export film
Rotoscopy Activity

- Draw only the figure
- Color in her bowtie if possible
- Do not draw background
- If you finish one, come ask for another frame
- 8 minutes max.
Stop-Motion

Animation that is captured one frame at time

- physical objects that are moved slightly between frames.
- When you play back the sequence of images rapidly, it creates the illusion of movement.

*Fresh Guacamole, Pes*

*More Dangerous than a Thousand Rioters, Kelly Gallagher*
2D Puppet Animation

Two dimensional character attached to a rig (or bone structure) to move the character around.

Archer, Adam Reed Creator

Beba, character design: Carrie Hawks
Steps Animation

1. Idea
2. Script
3. Sketches/Storyboard
4. Pick your approach
5. Storyboard: Make a visual outline of what will happen
6. Color scheme: how does this relate to your idea
Considerations

Think About

1. Audio: will it follow a recorded script? The timing needs to be in place before animating.

2. Examples of animations you like to share with collaborators

3. Animation is time consuming, can take a month for a minute.

4. Pixar’s *Toy Story*, one frame took 24 hours to render on computer
Animated Possibilities

GROUP Discussion (pick a person to report back)

- What advantages are there for not showing actual people/places?
- What are places that do not exist that you want to visualize?
- What would you like Janelle to smash, jump over, dance on that goes outside the constraints of physics? In terms of immigration, racism, housing
- Pick one abstract idea like power, and tell us how you can represent or symbolize it.
Learn & Make

1. Suggested reading: “The Animator’s Survival Kit” by Richard Williams
2. Rotoscope Animation in Photoshop
3. Rotoscopying Basics, TED Ed
4. 12 Principles with Animation
5. Creating animation in Photoshop.
6. Creating stop motion in iMovie (Mac or Windows)
7. 5 Types of Animation and Learning

Software for 2D animation, stop motion, rotoscope:

- iStop Motion ($20) Apple;
- Dragonframe ($300)
- Lapse It $3, Apple, Android
- Photoshop

Hardware: camera or scanner, camera tripod or stand, computer or phone/tablet
Thank You!

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