# Year 10

## Creative Media production



Name: _____

Media Industry

We are going to have a look at what is the media industry. To help you understand I would like you to go to BBC Bitesize, read the information available, watch the video related to the topic and take the quiz.

https://www.bbc.co.uk/bitesize/guides/zqrdxsg/revision/1

https://www.bbc.co.uk/bitesize/guides/zc8tv4j/revision/1

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# Audience

The term audience refers to everyone who consumes media products.

The audience is vital to the success of all forms of media (magazines, films, music videos).

Without an audience the media industry would not survive.

**Primary:** is the audience that the media producer sets out to target.

Example: The target audience for Top Gear is men

**Secondary:** is one that engages with the product although it was not the intended target.

Example: Women that likes cars and watch Top Gear.

Task:

Primary and secondary audiences: identify the primary and secondary audiences for the following products.



Primary Audience:

_____

Secondary Audience:

_____



Primary Audience:

_____

Secondary Audience:

_____



Primary Audience:

_____

Secondary Audience:
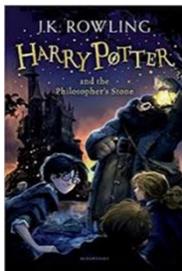
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# How is audience defined

An audience profile is simply a specific group of customers most likely to respond positively to your promotions, products, and services. Often, audience analysis will be based on specific factors such as:

- Location
- Age
- Income
- Gender
- Ethnicity

Purposes of media products

- Information: to know what is happening
- Escapism: to seek distraction from daily life
- Entertainment: to provide enjoyment
- Profit: to make money
- Community work: to help local community

Identify the purpose of the following media products



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Watch a film/TV show of your preference and write a report including:

- Target audience
- Genre
- Purpose
- how audience engages with the product.

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# What is animation?

Animation is the capturing of sequential, static images—drawings or photos of inanimate objects—and playing them in rapid succession to mimic real world motion.

Although the idea of sequential art dates back thousands of years—more, depending on your interpretation of cave paintings—animation as we know it was only made possible by the invention of the film strip. However, the optics behind animation has been known since the early 1800s, as we see from Simon von Stampfer's *phénakisticope* (1833)



One of the first animation on film was actually hand-painted by the French artist and inventor Charles-Émile Reynaud on his *Praxinoscope*—one of the stepping-stone inventions that led to the film camera.

CARTOONS Origins: Charles-Émile Reynaud "The Pioneer"

https://www.youtube.com/watch?v=DBHYJ3mmhJ8

For the first part of the 1900s, artists from all over the world experimented with animation, such as the recently discovered *Katsudō Shashin*, dated from 1907 to 1911 and said to predate much of Western animation. However, animation was thought of mostly as a novelty until the era of Walt Disney in the 1920s, when sound was beginning to be implemented in movies. *Steamboat Willie* (1928), Disney's "flagship" cartoon, was not the first cartoon with sound, but it was one of the most popular at the time.

Walt Disney Animation Studios' Steamboat Willie

https://www.youtube.com/watch?v=BBgghnQF6E4

By the 1930s, other studios caught on that there was money to be made through animation, the impetus behind Warner Bros. launching Looney Tunes and Merrie Melodies. The 1930s saw friendly rivalry between Mickey and Bugs — known now as the American Golden Age of Animation — which culminated in a Disney's power play *Snow White and the Seven Dwarves,* the first feature-length film to be made *entirely* of hand-drawn images.

The rest is history. With the popularization of colour TV in the late 1950s, another American animation pioneer Hanna-Barbera entered the scene. Following the 1960s cultural revolution, animation was co-opted for adults, most famously the X-rated *Fritz the Cat* (1972) based on the work of legendary comic artist Robert Crumb. Finally, in the 1990s, computer generated imagery (CGI) was able to compete with hand-drawn animation, popularized by the first completely-CGI film *Toy Story* (1995).

The Jetsons | Episode 1 | ROSEY!!!

https://www.youtube.com/watch?v=GIWHl0cfQuc

TOY STORY 4 All Movie Clips

https://www.youtube.com/watch?v=9pn8utbTtnU

# Animation Techniques

### Traditional Animation

Traditional animation involved animators drawing by hand for each and every frame. If you love the feel of pencils on a paper, then the traditional approach is very fascinating. Traditional animation is creating the drawings one by one on the frame. 2D animation involves creating numerous drawings then feeding into a

plastic cells, hand painting them and create the animated sequence on a painted background                                                                                        image.
**Traditional Animation Movies** : Snow White and the Seven Dwarfs, Peter Pan, and Sleeping Beauty, Aladdin


## Digital 2D animation

Creating animations in the 2 dimensional space with the help of digital technologies is known as digital 2D animation. You don't need to create digital models; you just need to draw the frames. Create 100s of drawing and animating them to show some kind of movement is technically known as digital 2D animation. Using Adobe flash, animators can limit the number of drawings used, which makes them easier to create digital 2D animation. Small variations like changing the color or frame rate can be changed almost instantly, thus making it easier for the animators to work on.

## Digital 3D animation

Digital 3D animation characters are much faster to create and they are quite popular in the movie making industry. Using a computer software 3d animated images are used to create many short films, full length movies and even TV commercials and a career in digital 3D animation is highly rewarding. Comparing to 2D animation and the traditional approach, 3D animation models are highly realistic.

## Stop Motion

Stop motion is an animated filmmaking technique in which objects are physically manipulated in small increments between individually photographed frames so that they will appear to exhibit independent motion when the series of frames is played back as a slow sequence.

## Sand animation

Sand animation is the manipulation of sand to create animation. In performance art an artist creates a series of images using sand, a process which is achieved by applying sand to a surface and then rendering images by drawing lines and figures in the sand with one's hands.

## Flip book

A flip book or flick book is a book with a series of pictures that vary gradually from one page to the next, so that when the pages are turned rapidly, the pictures appear to animate by simulating motion or some other change.

## Cutout

Cutout animation is a form of stop-motion animation using flat characters, props and backgrounds cut from materials such as paper, card, stiff fabric or even photographs. The props would be cut out and used as puppets for stop motion.

## Claymation

Clay animation or claymation, sometimes plasticine animation, is one of many forms of stop-motion animation. Each animated piece, either character or background, is "deformable"—made of a malleable substance, usually plasticine clay.

## Typography animation

Kinetic typography—the technical name for "moving text"—is an animation technique mixing motion and text to express ideas using video animation. This text is presented over time in a manner intended to convey or evoke a particular idea or emotion.

Now that we had a look at the types and animation techniques complete the tasks bellow.

# 1. Match the film to the technique used.



| 2D traditional animation | Stop Motion | Cut out | CGI |

# 2.Create a simple stop motion animation.

Using your smartphone/tablet create a stop motion animation, you can use video editing tools from your device or you can download a free App. I recommend Stop Studio.

The video below gives some tips on how to create a stop motion using a smartphone or tablet.

How to Animate Stop Motion on Your Smartphone

https://www.youtube.com/watch?v=1YzmKqvQ_Ic