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Understanding the communicative potential of Animation

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Abstract

Animation is the study and art of motion; however, the separation between animation and cinematography is uncertain due to hybridized images. The aim is to discover how animation communicates effectively. This research approaches animation as a complex visual communication system by employing concepts from semiotics. Animation is analysed on a 'mimetic to abstract' continuum along with the consequence produced by the various configurations of the continuum. Investigating the differences in the icon offers a reflection on the ontological and modal difference between the photographic image, photorealistic image and the rule-governed transpositions of an object (degrees of arbitrary and motivation). The distinction highlights properties that are unique to 'genuine animation', 'genuine cinematography' and their hybrid state.