



## METADATA

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### Abstract

In this book the way of thinking and research is developed, gradually in order for the essential stages regarding the animation films - animated spots to be comprehensible as these commute specific themes to a target group. The animated spots or the short animation films convey ideas and views through multiple channels of communication, such as the use of animation in relation with the visual art choices, the sizes of the shots, the camera movement, the sound, the rhythm and the montage. The chapters are constructed as a comprehensible guide to highlight the possibilities that the animation offers about the communication of complicated ideas to a specifically chosen target group. The method of script creation is written, thoroughly, starting from the research in the basic theme in order to commute the content. This procedure leads the creators to the main idea of the content and finally to

the writing of the script, according to the target group, to whom the animation film-animated spot is addressed. The use of film language and the visual art choices are thoroughly analysed as methods of visual communication. The following chapters are dedicated to the creation of the storyboard. They are focused on the animation storyboarding and especially on the narrative and informative animation through examples from students' projects. In these examples, an analysis is conducted from the idea and the storyboard until the final film. The last two chapters are about the creation of the animatic and the production of file/bible from the storyboard. Every chapter ends with exercises. These exercises are steps which lead the students to the creation of the final project at the end of the semester, which is the organized material for the animation film and/or animated spot production.

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