

ANIMATION TIPS

Before you jump in and start animating, there are a few things to remember:

Gather as much information as you can - When planning your animation, do some research on your topic to find out as much as you can and look for images that inspire you. Look in different places, such as the Internet, books, magazines, films and documentaries.

Make your content different - You could just tell your story in a straightforward way, but it's more interesting and enjoyable to think of a way to make your content different from everything else, rather than making new content on the same theme.

Make it a story, not a description - If your animation just tells the facts and is without a story, then it's actually a documentary not an animation. A story is a crucial element that can make your animation more original.

Make it punchy - However well developed your story is it will go to waste if it can't be told under a minute.

Engage your audience - You want your audience to identify with your story; if your story is hard to understand, people will not be able to engage with it.

Think carefully about your characters - Your characters will act as a guide for the audience, leading them into the story and giving them a better understanding of what is going on.

Stay one step ahead of what the audience expects - Telling an unexpected story or providing a twist will help engage your audience.

Humour works - Another way to engage the audience is through humour. Humour will give your audience a positive impression.

Sound effects and music - Sound effects and music are important, and good sound effects can work harmoniously with or even enhance your visuals, but using sound effects poorly can create unwanted results and can put off your audience.

