

The Modern Day Art

The Mix of 3D Animation with the Subtlety of a
Painted Illustration

RONALD RODRIGUEZ

BACKGROUND

On November 22, 1995 audience in America were introduced to Toy Stories. It was Disney and Pixar first animated movie. It was the beginning steps of transitioning away from the 2D animated landscape of movies such as the Lion King, Aladdin and The Beauty and The Beast just to name a few. As we all know Toy Stories went on to be a huge success.

While on the other side of the globe a man by the name of Hayao Miyazaki founded Studio Ghibli. Hayao Miyazaki believed in hand made illustrations for his movies. As he believed in the human emotions that can only be drawn from an illustrated drawing. It wasn't till 1997 Hayao Miyazaki incorporated 3D animations also known as CGI into his movie called Princess Mononoke. Although the film wasn't CGI focused, matter of fact roughly 10% of the film was done in CGI. Hayao Miyazaki found an excellent blend of animation and illustration, by painting on top of the 3D animation and giving the 3D objects a painterly or illustrated look to them, the "3D-2D" look.

It wasn't till recently with the film Spider-Man into the Spider-Verse this implementation of 3D CGI along with painted and hand drawn illustrations got real world-wide recognition and winning Awards like Best Animated Motion Picture back in 2018. Spider-Man into the Spider-Verse was the first movie to use this style of 3D and 2D throughout the whole movie.

While recently the Netflix animated TV show Arcane is getting the same amount of praise for its beautiful visuals while even taking that style and pushing it even further.

Hideo Kojima called the show a "digital video achievement between realism and art" referred it to as "the future of animation and CGI."



RESEARCH OBJECTIVES

3 Key Points of Focus

1. Explaining the thought process of several films and how they got to the finish product
2. How the theories discussed in class correlates to the progression of graphic design and collaborations between designers
3. The contribution the school of Bauhaus had on the graphic Design media and how it supported technology
4. What role did technology play in shaping those futures?

THE PROCESS

“Every panel has to express emotion, story, character.”

This a common theme talked about in all these animated films. The attention to details in environments and expressions in characters to make the world you are placed on feel very believable.

The reason why spiderman and arcane was able to have such great attention to these aspects is because of the use of CGI. Since artist don't need to hand draw every single object and character entirely frame by frame, they can instead but more focus into painting and drawing subtle details in environments and subtle facial expressions on characters which gives these animated projects a hand-crafted feel. Making each scene feel like an illustration.

Motion blur wasn't used (usually seen in CGI films or high framerate games)

Giving a limited color palette and limited amount of texture gave it that comic book / Illustrated feel

That is why you see the consent use shapes such as lines and circles being used to make the texture look graphic.



EXAMPLES

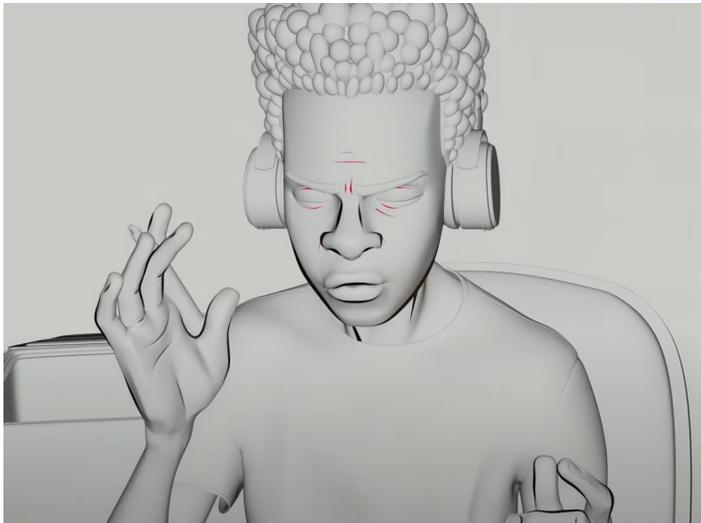


IMPORT/EXPORT

There are many theories that can correlate back to these types of projects, but the one that best suits it is Lev Manovich, *Import/Export, or Design Workflow and Contemporary Aesthetics* (2008). Lev Manovich talks about how graphic designer, film makers and animators have evolved and expanded the media to the point where we see these groups of people all working together on the same projects even, though their skillset and graphical language is different from each other. For example, Lev Manovich talked about how graphic designers worked with a two-dimensional space, film directors arranged compositions in three-dimensional space, and cell animators worked with a “two-and-a-half” dimensional space. They are all specialized in their own field but when “the differences in technology influenced what kind of content would appear in different media,” that’s when you get special innovations such as the blend in 3D/2D.

Graphic designs feature typography, abstract graphic elements. Cartoons show hand-drawn characters and objects and animation studios start using 3D computer animation. Another way of looking at it is maybe this isn’t a new form of art the “modern style of art”, but more so the ultimate collaboration designers coming together and how this level of collaboration and cooperation between designers would start being the norm.

These new designs rely on software’s ability or new software to be made in order to make the 3D/2D animation. Spider-Man into the Spider-Verse uses a tool which automatically creates line weight on top of the characters and the program would learn overtime and making adjustments onto how the line weight should be placed on the model face according to their facial expression. The program works by having the artist draw on top of a 3D model and the program would determine what’s a good form of line weight and what’s not. This again gives the artist to more time to focus other more subtle details like painting environments or further rendering characters. This again is another example of innovation and when engineers, 3D animators and artist come together. New software gets made.



BAUHAUS CONTRIBUTION TO THE FUTURE

None of these modern achievements wouldn't have been possible if it wasn't for Walter Gropius when he founded the first ever graphic design school Bauhaus in 1919, Germany. He opened up the field of graphic design. Instead of just focusing on the artist, the school really tried to highlight the work and contributions of graphic designers, industrial designers and typography all these other essential tools of graphic design which back in the day stood alone but today you see each individual designer, are all working together to achieve the vision they set out.

The role of technology in art and design field was and still be a point of concern and hesitancy but the graphic design school Bauhaus supported the role of technology and its advances to get to where we are today.

Which relates back to El Lissitzky's *Our Book* (1926). El Lissitzky didn't believe art would just go away, instead other ways would take its place. As she mentions that technology would just enhance it and make it better such as theaters are still seen and viewed the same as before such with slight improvements on a wider screen with high resolution. This theory is comparable and seen with the advancement in 2D animation taking that step to 3D and finally having a mixture of two to drastically different style and making it work.



CONCLUSION

In conclusion, from the advances in technology to the organizational collaboration between designers. These designers were able to not only just make an extremely passionate project, but also help inspire future generations of designers to keep pushing innovation forward.



THE END

RONALD RODRIGUEZ

COMD 3504