Article published on February 13th 2012 | Internet

Animation in video production has changed the way we view things. Remember those black and white movies? They were boring, werenâ€™t they? No slow motion, no cool explosions, no realistic special effectsâ€¦They had good drama you say? Moving onâ€¦

Animated videos have spread like wildfire within the big video production companies like Pixar or Disney, but also amongst the lower budget, independent moviemakers. In fact, it is so common, people would be surprised to watch a movie without animation nowadays.

But why is animation so liked? Whatâ€™s so appealing about it?

It lets us see things we could usually never see. Animation helps in many aspects of video production. If you have an action film and you need a building exploding in the background, itâ€™s much easier to do it over After Effects.

But action films arenâ€™t the only candidate. Informational videos make effective use of animation, too. For example, an animated series teaching quantum physics is much easier to understand, as we can see the quantum particles without actually having to get a very big microscope, or we can check out stars and galaxies without having to go to an observatory. We are fascinated by these things, and animation makes it possible for us to enjoy them in an entertaining way.

It also gives filmmakers a creative edge. We can now look into the human body when a doctor performs surgery on someone, or we can watch the scene of a post apocalyptic world where zombies have wiped out everything. Watch a Tim Burton movie like Alice in Wonderland and you see the potential of animation being used and what kind of an experience it is.

We can be transported into a completely different world we would have never been able to create without animation. Star Wars is a classic example. Something like that will probably never happen, but we like to imagine it. And what better way to imagine than through a movie?

Vimeo is a site where you will find a lot of animation, just because it is a medium of its own and people have learned how to use it to perfection. Animation letâ€™s someone create a piece of video art exactly how they visualized it in a cheap, efficient manner. After Effects can be yours for a fraction of the cost of having to buy a good camera, hiring actors and building the set to realize that dream you had.

Animation has changed the video genre massively. We are always looking for ways to visualize things in a way that is new, unheard of, and fun. And this is a very easy way for anyone (with some training) to chip in. People can do whatever they want, and that is the ultimate goal with animation. Do whatever you want.

Article Source:
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Contrast Design - About Author:

Contrast Design offers a complete corporate video production solution, using fresh creative ideas tailored to your companyâ€™s exact requirements. We provide support through all steps of the video production process, from creating the initial project plan to helping you make the most of your a video after the launch, saving you time and money.
Our expertise goes way beyond a video production; our team members all have solid digital marketing, technical experience and business backgrounds. We donâ€™t just work for you; we work with you ensuring our video solutions meet all your business objectives.

Article Keywords:
Corporate video Company, Video Production Company

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