

# **The Causes of Increasing Attention towards Animation Course in Different Institutes of Karachi, Pakistan**

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## **Abstract**

This study identifies the main causes of increasing attention towards animation course in different institutions of Karachi. This study was carried out through survey. The population of this study was the students and teachers of both government and private institutions of animation course. The ideas and views of male and female students and teachers were sought out regarding increasing attention towards animation course. One hundred respondents including 25 teachers and 75 students were randomly selected. The questionnaire was used as a research instrument which was consisted of 19, 21 items. Collected Data were analyzed by using simple percentage method. Majority of the respondents had a view that animation course ready to meet the need and requirement of modern times. Short number of respondent opinioned that animatic student lead a happy and prosperous life at the end of the course and animation course grooms the ability of decision power among students.

**Keywords:** Animation, Institutions, Higher education.

## **1. Introduction**

One cannot neglect the impact of education in human society. Education not only trains the human mind but also help us to take the right decision. Through this wisdom knowledge and information can be received and spread all over the world. As wikipedia the free encyclopedia (2008) clears that education in the largest sense is any act or experience that has a formative effect on the mind, character or physical ability of an individual. Education is one of the most fundamental problems of human society, not only in Pakistan but also all over the world. For Pakistan however, its urgency is too obvious to be stressed. The Pakistanis are a nation just emerging on the stage of freedom after a considerable period of conflict and dependence on a foreign government. They have to reconstruct a future and a destiny in order not only to regain what is lost but also gain what is yet to be achieved. And education is an essential requisite for

that end. As Nelson Mandela said in his address (2001) that the education is one of the most powerful weapons which you can use to change the world.

Education has three kinds formal, informal and semiformal in which formal education holds a great importance because of its planned system. Don Berg identifies (2007) that a formal education program is the process of training and developing people in knowledge, skills, mind, and character in a structured and certified program. This education is given in schools, colleges, universities and similar other's educational institutions which are established with the aims to modify the behavior and to shape the personality of a child in a more direct-able form. Merriam, Caffarella and Baumgartner (2003) state formal education is a highly institutionalized, bureaucratic, curriculum driven, and formally recognized system with grades, diplomas or certificates. This mode of education is deliberately planned and has a well defined systematic curriculum with that system, student become more socialized and bring effective changes in their lives. Formal education has three stages like primary, secondary and higher level. Higher education has also a great role in individual's life. According to encyclopedia Britannica (2008) higher education is the study beyond the level of [secondary education](#). Institutions of higher education include not only [colleges](#) and universities but also professional schools in such fields as law, theology, medicine, business, music, art and computer. At the end of a prescribed course of study, a [degree](#), diploma, or certificate is awarded. The students of higher level also become quiet mature enough to choose the faculty or subjects of their own choice or interest because as we can see so many new subjects and courses now days. In which the most famous which grabs the attention of students were web designing, web browsing, web developing, net working and animation. As we can see that computer science in today's world is broad based, fast paced and crucial to the functioning of everyday life and because of that fact student take more interest in the field of computer. According to science dictionary (2005) computer science is the study of the design and operation of computer hardware and software, and of the application of computer technology to science, business, and the arts. In all the computer courses animation become one of the most favorable course amongst the youngsters because of its validity and significance. Bordwell (2001) defines "animation" as "the act of producing 'moving pictures'; the technique, by means of which movement is given, on film, to a series of drawings (esp. for an animated cartoon). In general words, animation is basically a creation of a motion picture that consists of a series of drawings, each of which shows a slight change from the drawing before it. In Latin, "Anima" means Soul. And animation is all about giving Soul to a character. It is about moving something, which cannot move itself.

### *1.2 Objectives of the Study*

The objectives of the study were:

1. To highlight the role of those institutions who facilitate the student with animation course.
2. To evaluate the importance of animation course in different fields of life.
3. To highlight the scope of animation course in this modern age.

4. To judge that how much this course successful enough to develop professional abilities among students.
5. To find out the reason of increasing interest and attention of students towards animation course.

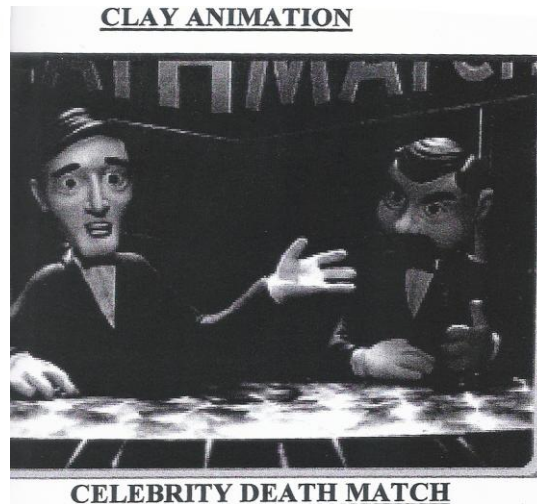
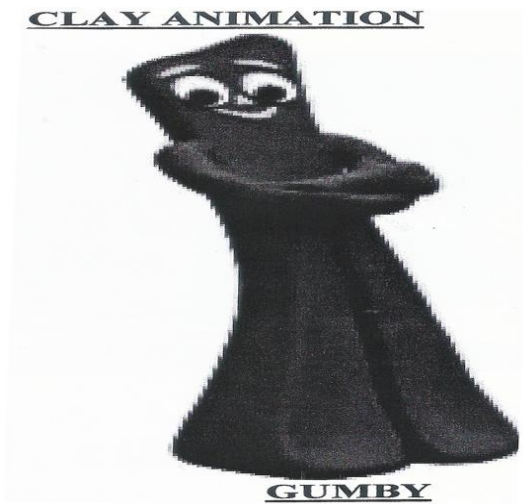
## **2. Review of Related Literature**

If we move towards the background of Animation we come to know that Animation has a long and illustrious history of its own. Ancient Egyptians excavations reveal that the Egyptians did extensive wall decoration way back in 2000 B.C. Even the Greeks ancient paintings and drawings reveal a fascinating sense of imagination. Leonardo the Vinci has used some forms of animation in his famous illustrations. Thus the ideas behind animation are not a recent phenomenon and have existed for centuries now with the increasing impact of technology.

The development of the motion camera and projector by Thomas A Edison and others, provided the first real practical, means of making animation. While talking about the history of animation three names that are definitely worth mentioning are those of Winsor McCay of USA and Emile Cohl and Georges Melies of France. Emile Cohl's *Fantasmagorie* (1908) was the first animated film that was made using traditional (hand drawing) animation. Georges Melies, a creator of special effect films, was the first person to use animation along with special effects. McCay also created a number of animated films, with most noted ones being *Little Nemo* (1911) *Gertie the dinosaur* (1914) and *The Sinking of the Lusitania* (1914). McCay's piece had a glazing effect on the audiences. According to the report of the European cultural Foundation in 1973, animation is that stimulus to the mental, physical and emotional life of the people in a given area which moves them to undertake a wider range of experiences through which they found a higher degree of self realization, self expression and awareness of belonging to a community which they can influence (quoted by Simpson 1989:54)

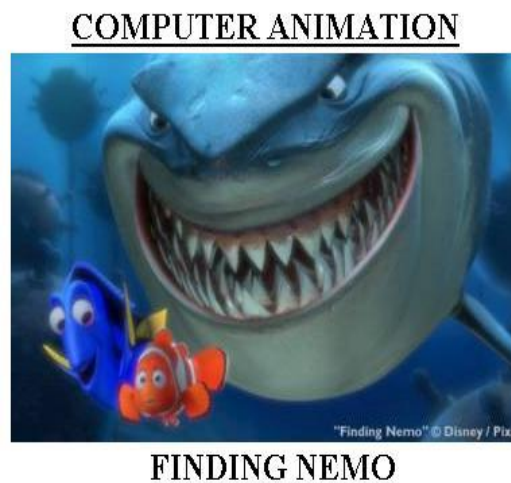
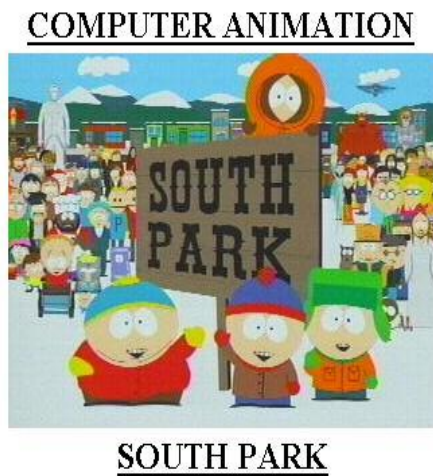
Decades Later, the advents of computers and software literally changed the way animation was done. Now nothing is impossible as far as animation goes. Using current animation software, one can create mind boggling animation and in this manner, Hollywood is full of animation pioneers. Infact, who can forget Walt Disney's innumerable, animated characters, which have become American icons. Animation has become more realistic in the sense that one can virtually duplicate real life situations using state of the art animation software. According to chuck Palahniuk American Freelance the journalist, satirist and novelist (1961) the unreal is more powerful than the real, because nothing is as perfect as you can imagine it. There are many different types of animation that are used in our present day world. The six main one are:

**a) Clay Animation**



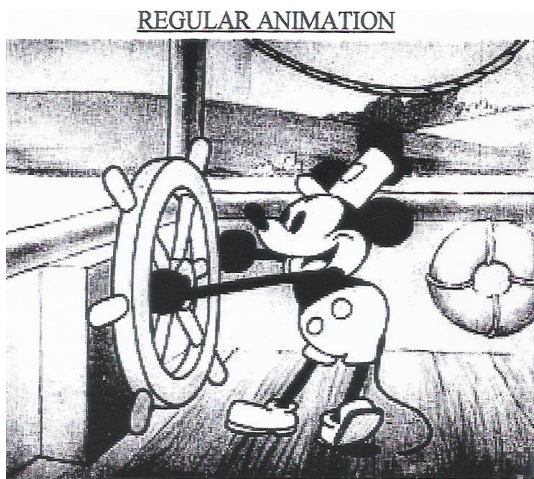
Clay animation is not really a new technique as many people might think. In this type we make something out of clay (plasticize) and move it. It was first invented in 1897 and one of the first films to use it on was made in 1902. This type of animation was not very popular until "Gumby" was invented.

**b) Computer Animation**



The use of computer has brought about a new way of approaching animations. It started when experts saw the possibility of computer. In the 20<sup>th</sup> century, we saw the help of computer generated graphics being used in major successful movies such as the star war, Jurassic park, finding Nemo etc.

**c) Regular Animation**



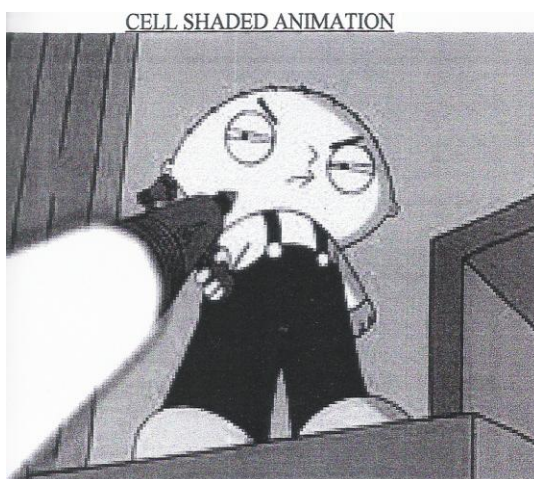
MICKEY MOUSE IN STEAM BOAT WILLIE



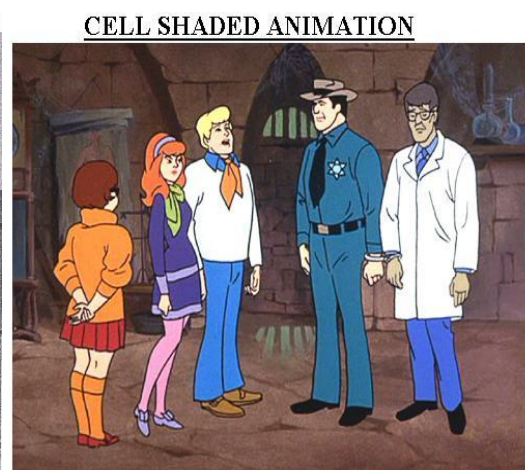
BLEACH MOVIE

Regular animation began with Winsor. He did his animations by himself, and took him long time (about a year for a five minute cartoon). Messmer invented the character “Felix the cat”. Later on, the Walt Disney studio created “Steam boat Willie” and introduces the character “Mickey Mouse”.

**d) Cell-Shaded Animation**



FAMILY GUY



SCOOBY DOO

Cell-shaded animation is makes computer graphics appear to be hand drawn. In cell-shaded animation we traced our drawings on to transparent celluloid sheets called dell, which are scanned and painted using special application software.

**e) Stop-Motion Animation**

STOP - MOTION ANIMATION



GROMIT

STOP MOTION ANIMATION



TUTLI PUTLI

Stop-motion animation used to describe animation created by physically manipulating real world objects and photographed is taken every time by changing their position to create the illusion of movement.

**f) 2D And 3D Animation**

2D - ANIMATION



KUNG FU

3D ANIMATION



MOUSE PLANET

In these of high technology, we not only have 2D animation but 3D animation also. 2D animation techniques tend to focus on image manipulation while 3D technique usually builds virtual worlds in which characters and objects move and interact.

Animation course is categorized into two parts.

1. Certificate course: Duration (4 months to 6 months)

2. Diploma course: Duration (1.5 years to 2.5 years)

Modules of Animation Course:

- Concept of animation
- Modeling with 3D
- Lights, camera and animation
- Character animation and visual effects
- Visual FX
- Project

Advance Animation Course:

- Modeling with Maya
- Texturing and lighting with Maya
- Character animation with Maya
- Composing with Maya
- Advance tools with Maya
- Multimedia portfolio development

Today computers are used by a number of illustrators, cartoonists or common people for their work. Those especially for creative arts, work on the computer can equal ease and translate their ideas into computer-generated pictures or sounds. These professionals, who are doing wonders in the advertising, media, films, publishing, multimedia, games and designing are called computer animator and these professionals earn handsome not only in terms of money but also get fame, respect and honor in their respective industries. They also work with web designing firms for developing specialized animation package for various I.T applications. The earnings for animation may start from anywhere from Rs.15.000 to 30.000 per month and a qualified and experience animator was getting more pay as mentioned above. A person having diploma or certificate from any recognized institute can have a lucrative employment abroad. The best part on the other side of animation course is that it not only provides theoretical knowledge to the learners but also developed the professional skills among them. It also raise the bar of confidence in a person because this is a professional course and during this course and during this course a person have a linked with different multinational companies. Basically, this course accepts all the free flowing, innovative and creative ideas and provides economical and social stability to the person.

Realizing the importance and utility of animation, more and more companies are now focusing on this sector. Animation is being applied on archeology architecture, physical science, forensics, online learning and education. In short, animation play major role in many sectors of our life.

The main reason of this research was to study the causes of increasing attention of youngsters towards animation course in Karachi city. According to our study the main purposes of increasing attention towards this course are:

- (i) It offers the good job opportunities through mass media, advertising agencies and production houses.
- (ii) It also provides a chance to the creative soul by presenting their work and ideas in unique, heuristic and idiosyncratic pattern.
- (iii) It accepts the free flowing unique and creative ideas of a person.
- (iv) Another reason was that this course is not only provide theoretical knowledge to the animators but also make them professional by giving them a practical knowledge.
- (v) This course also plays an important role in order to develop the broad cast quality in an animator.
- (vi) Through animation course a person get a chance to polish their hidden abilities and skills, like they groom their creative skills, increase confidence level, improve language or communication skills, learn the proper method to express or present their innovative and unique ideas.
- (vii) Animation course prepare individual in advance to face the future challenges and difficulties in a more humble manner.
- (viii) During this course, students get a chance to meet with different type of personalities who associated with different multinational companies as to know about practical implementation of this course. So automatically the confidence bar is raised among the students.

### **3. Methodology of the Study**

The method which was selected and used in this research is descriptive method. The data was collected through self developed questionnaire.

The following noteworthy factors are concerning the analysis.

- Whole towns of Karachi city were covered for this study.
  - Within these geographical limits, both government and private institutions of animation course were included for the collection of data and analysis.
  - The sample consisted of 25 teachers and 75 students. The total number of respondents was one hundred.
  - Names of institutes are given below from where data has been collected by the researchers.
1. Areena (Campus I, II, III)
  2. Computer Collegiate (Campus I, II)
  3. Auto cad
  4. Creative Computer Institute
  5. Info channel
  6. Infra professional Training Centre
  7. Indus institute of Higher Education
  8. CTLC (Community Technology Learning Centre)
  9. Karachi School of Arts



10. Ami-Apex Computer institute
11. Orion
12. PAF KIET
13. Prism
14. Red Hat Computer Institute
15. Skill development council
16. 3D Educators
17. Solution Zone
18. Techno men institute
19. Web X Zone

### 3.1 Research Instrument

The researchers used a self constructed questionnaire, consisted of 19 and 21 items. The information regarding this research study was collected through this questionnaire. The research instrument was consisted of different parts containing some reasons which become the causes of increasing attention towards animation course. These were;

1. Meet the need and requirement of modern time
2. Get information about graphics, adobe Photoshop, flash etc
3. Theoretical as well as practical knowledge
4. Develop professional skills
5. Learn new technologies and methodologies

## 4. Results

The collected data was converted into tables. Findings and conclusions were drawn in the light of these tables by the researchers.

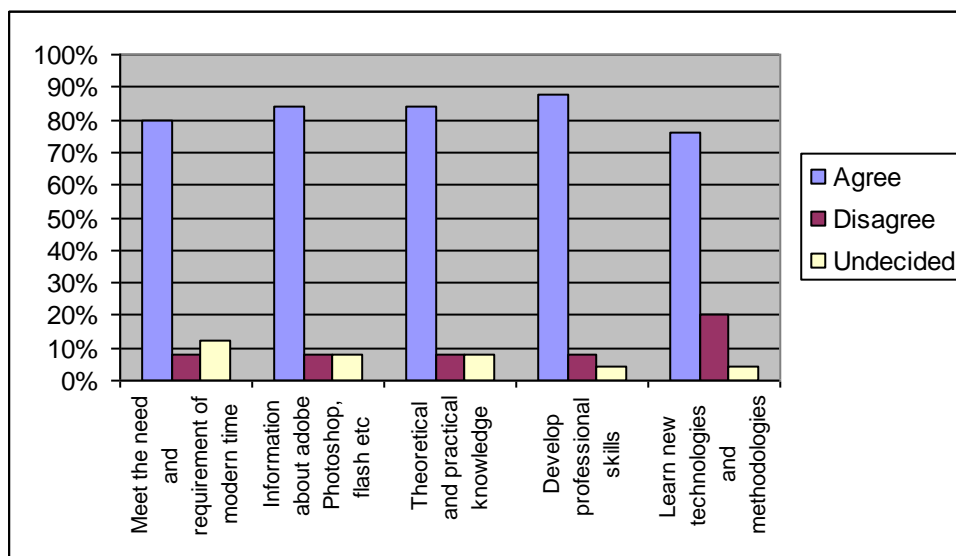
**TABLE # 1**

The ideas and views of the teachers (male, female) of the Animation institutions regarding the causes of increasing attention towards animation course in different institutions of Karachi.

S.No.	Description	Agree	Disagree	Undecided
1	Meet the need and requirement of modern time	80%	8%	12%
2	Information about adobe Photoshop, flash etc	84%	8%	8%
3	Theoretical and practical knowledge	84%	8%	8%
4	Develop professional skills	88%	8%	4%
5	Learn new technologies and methodologies	76%	20%	4%

**Table 1:** It has been cleared that 80% of the teachers were agree that animation course ready to meet the need and requirements of modern times, 8% of the teachers were disagree and 12% of the teachers were tick to the last option. About 84% of the teachers viewed that student gets more information of graphics, adobe Photoshop and flash work. While 8% of the teachers were disagree and 8% were choose the last option undecided. About 84% of the teachers opinioned that this course provides theoretical as well as practical knowledge, while 8% of the teachers were disagree and 8% of the teachers go with the last option that is undecided. About 88% of the teachers agree that this course play a vital role to develop professional skills among students, where as 8% of the teachers were stick with the option disagree and 4% goes with undecided. About 76% of the teachers viewed that this course provides information about new technologies, 20% of the teachers goes with the second option disagree and 4% of the teachers goes with the last option undecided.

The visual representation of data is given below through graph.



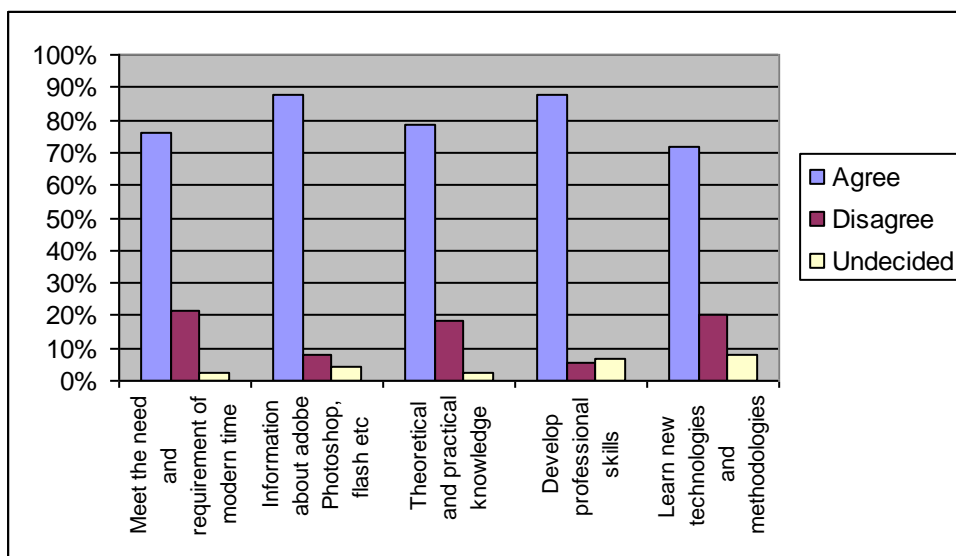
**TABLE # 2**

In table 2, the ideas and views of the students (male, female) of the Animation institutions regarding the causes of increasing attention towards animation course in different institutions of Karachi were highlighted.

S.No.	Description	Agree	Disagree	Undecided
1	Meet the need and requirement of modern time	76%	21.33%	2.66%
2	Information about adobe Photoshop, flash etc	88%	8%	4%
3	Theoretical and practical knowledge	78.67%	18.66%	2.66%
4	Develop professional skills	88%	5.33%	6.66%
5	Learn new technologies and methodologies	72%	20%	8%

**Table 2:** It has been cleared that 80% of the students were agree that animation course ready to meet the need and requirements of modern times, 21.33% of the students were disagree and 2.67% of the students were tick to the last option. About 88% of the students agree that animation provide information about adobe Photoshop, graphics and flash work. While 8% goes with disagree and 4% stick to the option undecided. Around 78.67% of the students viewed that animation provides theoretical as well as professional education while 18.67% of the students choose the option disagree and 2.67% goes with the last option undecided. About 88% of the students goes with animation develop professional skills, where as 5.33% choose disagree and 6.67% stick to the last option undecided. Around 72% of the students agree that animation course provide an information about new technologies and methodologies, while 20% of the students choose the second option that is disagree, where as 8% of the students goes with the last option undecided.

The visual representation of data is given below through graph.



## **5. Discussion**

We are living in the age of Science and Technology. In the modern era, we easily evaluate the importance of Computer Science in almost every field of life. And in the field of Computer Science, "Animation is shining like a bright Star. That's why most of the students show their inclination towards animation course. Because with the help of animation course, the student can easily achieve the impressive economic status in the society.

The best part of this course is that it not provides theoretical knowledge to the students but also develop the professional skills in a person during the course. That's why this course became famous amongst youngster. The method of teaching which an instructor adopt during this course help to raise the confidence level of a person because during the course the person have to meet with different type of personalities who associated with different multinational companies as to know about the practical implementation of this course. So that the students can be prepared to face the future challenges and difficulties in an effective way. In this existing world, only those people get success that have an experience in their field. And in the light of that experience they serve the society and their nation as well.

The basic aim and reason of this study is to know the cause of increasing attention of youngster towards animation course and to know that how this course play an important part in the progress, prosperity and development of country. This course helps to develop broadcast quality in students, through this course an artistic and creative person satisfy his inner artistic soul by presenting his work in a unique style. This course basically accepts all type of innovative and creative ideas and provides economic and social stability to a person.

## **6. Recommendations**

1. In Karachi, there are a less number of government institutions having an animation course as compared to private institutes. So the government must give some attention towards this sector and build institutes having such type of course.
2. All the private and government institutes of animation course in Karachi should maintain cordial relationship among themselves. In this way feeling of competition can also be created among both private and government institutions.
3. Those students who have a creative mind and not in a state to bear the expense of this course should be facilitate with a scholarships.
4. Fees structure must be reasonable for students. So that the students can easily afford this course without facing any economical problem.
5. The course outline of animation course must be rich means it should contain different types of soft wares. So that students get variety type of knowledge by doing single course.
6. The course outline must be attractive and also have an ability to grab the attention of students.

7. Different type of trips, visits or seminars should be arranged for an animatic student in different animation institutions of Karachi. So in this way when these students get an opportunity to meet the professional, they could learn different techniques and innovative ideas.
8. There is very limited number of books on animation. So more books should be written or published on animation.

## **7. Conclusion**

After analyzing the results thoroughly it can be easily concluded that the causes of the interest of students towards this course is just because of the imparting of professional, creative and artistic skills among the students. And this course was absolutely ready to meet the needs and requirement of the modern time. Above all this course provides theoretical as well as professional knowledge to students. Through this course student comes to know that how to work by using adobe Photoshop, what is graphics and flash all about. This course plays an efficient role in order to satisfy the inner creative soul of an artistic student.

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