

## The effectiveness of the clothes and their role in the animation films

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### ▪ **Abstract :**

Clothes are one of the important plastic elements that are part of the composition of the image in animation films , Clothes are also considered part of the aesthetic and dramatic expression, because their designs, colors, materials and texture are performed a lot of functions that deserve a role , a charity and Events ,Clothes in art work are a historical, documentary or social reference , clothes also expresses the attachment of the cartoon character to the environment and history through events that have been redrafted in dramatic work with certain dimensions and visions from an innovative perspective of this dramatic formulation.

Due to the clothes have many meanings, and content that both the clothes designer and the cartoon designer use to address the minds of viewers of different ages and to move their feelings in certain directions to merge with the dramatic work , In order to achieve the desired objectives of the design within the work of art "story" and to make the desired impact on the viewer, especially as animation films "Animation" is no longer limited to young people only, the development of technology used in the manufacture of these films in addition to the development of writing methods and creativity made Which has a huge impact and leave behind them, which led to a lot of viewers "individuals" on the different ages of this type of films, "animation films".

Therefore, the good preparation of cartoon characters in the animated film is one of the most important steps that depend on the cinematic art work, so the clothing should contain the story "film" on the characteristics of the art to be provided for it, so as to make the imagination realistic

▪ **Keywords:** ( Clothes - Drama - Animation ) .

### ▪ **Introduction:**

It is known that without a conflict there is no drama, and without the "active" character, there is no dramatist and deterministic to be an act of drama and since the character may be on the basis of achieving or not achieving its purpose from here the dramatic action can arise "drama dimension" The personality is one of the most important elements of any work of art from several elements, the most important clothes of personal, The more we witness representation in the act and movement of the cartoon character accompanied by the representation of kinetic representation of another clothing according to the relationship

between the clothing and the body of personality so clothing is one of the most important artistic elements in the art of drama in animation films , , The clothing is the appearance of the personality on the body, and reflects the style of the character on which rely entirely on highlighting aspects and confirm the dramatic dimension of the story and its content

Some believe that the clothes worn by cartoon characters within animated films must be matched to each historical role that represents an era only? But the correctness here is the applicability of the argument "content form".

#### ▪ Research Problem :

The problem of research is the lack of studying the effectiveness of clothes in animation films in faculties of applied arts despite the important role of clothes and designer clothes in this kind of films ,,,,Therefore, the research seeks to answer the following question :

– What is the effectiveness of clothes in achieving the psychological and dramatic aspect that links the text to performance and then the reflection of its role on the animation film industry?

#### ▪ Research Objectives :

The aim of the research is to identify the role of clothes and their effectiveness in animation films, and to provide models of clothes suitable for this type of film.

#### ▪ Research importance :

Treatment of shortcomings in the study of clothing in animation films despite of its role as a formal and expressive element works to confirm the cartoon character, and despite the role of clothing designer is very important in the creation of clothing, which are important factors to achieve the dramatic dimension of the story and the success of the film industry .

#### ▪ Search Hypothesis:

Those clothes have an effective role in the formation and realization of the dramatic dimension in animation films.

#### ▪ Search limits :

Limited to building virtual cartoon characters , And make clothes models suited to these characters in various techniques in light of the possibilities available to the researchers.

#### ▪ Research Methodology :

The research follows the descriptive and experimental approach to suit the research objectives.

#### ▪ Research axes:

First: The theoretical framework: (Animation and clothes designer- clothes language in animation films) .

Second: Experimental Framework: Includes educational and illustrative steps for use and application possibilities, Includes make models for the formulations clothes suitable for virtual characters proposed by the researchers "by computer" .

#### ▪ Experimental Framework

Through their possibilities, the researchers have made some models of clothing suitable for cartoon characters and influenced by the surrounding environment , and that is through :

- Build virtual cartoon characters by animator .

-The fashion designer then formulated a form of clothing suitable for these characters.

All using 3D Max and AdobePhotoshop, with a variety of effects in the shapes, colors and raw materials of each character's clothing and showing the lighting on these clothes and personality ,,,,,



The first model



The second model

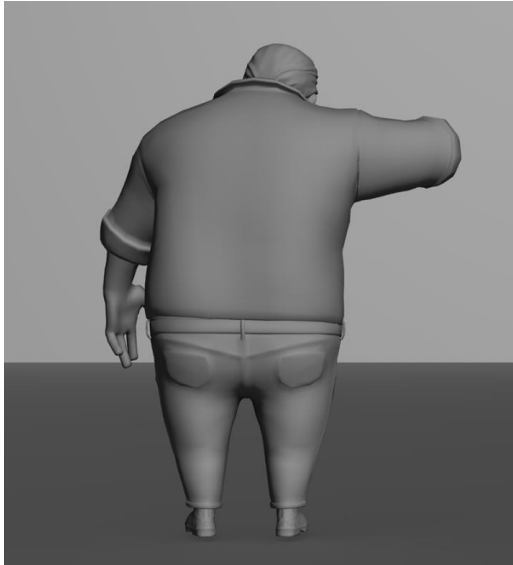


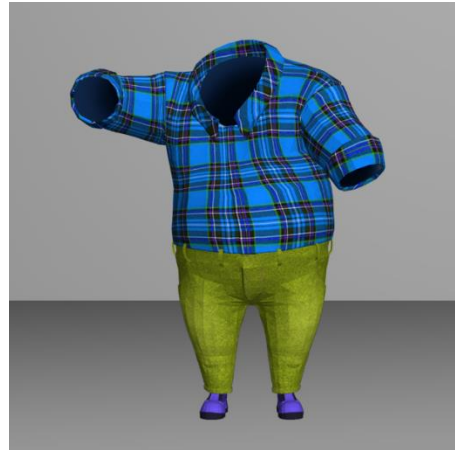
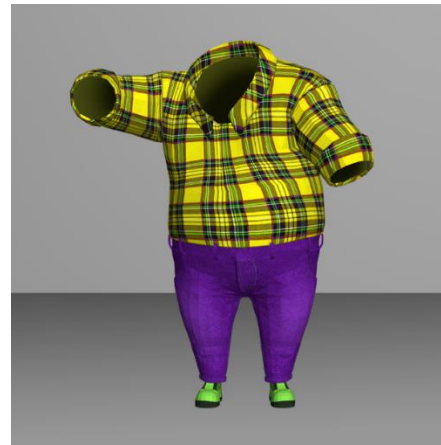
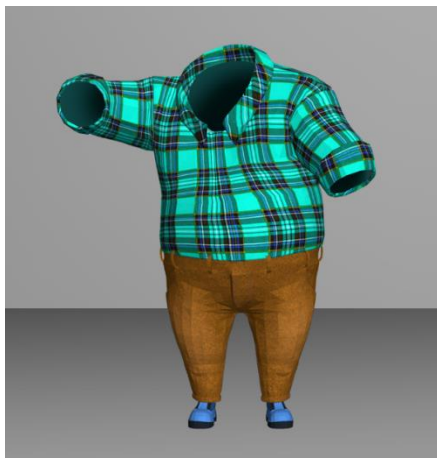
The third model





The second & third model





The fourth model







The fifth model

### ▪ Results :

1. Clothes are a documentary source whose role varies according to the quality of the cartoon work in terms of the dramatic direction of the context of events, whether educational, religious, historical or political, in addition to the vision of the method of handling, whether realistic or fictiona, Clothes are a decorative aspect associated with color, line and composition in general. They also have a dramatic aspect that are also related to balance and harmony in addition to the psychological aspect which is related to the personality state and its composition to reflect the development and dramatic growth of the personality in the artistic work. In animated films.
2. The fashion designer has an important role in animation films. He is responsible for showing the credibility of the artistic work through the clothes "their designs, colors, and materials" and confirming their association with the drama character and dramatic elements of accessories, backgrounds and lighting. To generate meanings and indications through which the fashion designer in partnership with the animation designer control of the viewer and move his feelings in certain directions to help him to integrate with the events of the story.

### ▪ Recommendations :

1. Joint workshops between the apparel department and the animation design course to train the students on how to achieve the musical integration between the clothes and the cartoon characters, which vary according to the dramatic goal in the animation films, due to the important and effective role of the designer. Clothing and animation designer to achieve this harmony and dramatic dimension of the story.
2. Preparation of a special decision on the fashion design for cartoon characters in animation films, for the need to feed and equip students (designers) of the Faculty of Applied Arts Department of apparel department with the knowledge and skills to create clothes of this kind of films, which then qualify them to work in the field of animation.

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