

ANIMATION AND COMPUTER GRAPHICS FOR EFFECTIVE COMMUNICATION

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Abstract -Animations, graphics are inevitable resources in the creative industries. Education in E Universities, and other Electronic media learning institutions at present fully depended upon the computerized format. Because present generations, they more like this formats. This research aims to find the communication aspects in the education institution through animations and computer graphics. In the context of graphic design, it means that a design should be readable, legible and useful. The need for it to be noticed the idea that it should be pleasing to look at the need to create unique style. Communicating visual images should always be the graphic designer's ultimate goal. Because of the combination of text, graphic elements and images form a powerful communication link, a print or screen media message can easily persuade a viewer by its content. It is recognized that Graphics is the potent instrument of communication & marketing. So it is necessary to conduct research on the topic Animation and Graphics for effective Communication is a need of the hour. This researcher tends to conclude that the communication industry is not only mobilizing huge amount of money but also it contributes a lot to the society and it provides entertainment, awareness in the means of political, economic, cultural, social etc. On the other hand science and technological advancement must also be adopted. When more applications of computer graphics and animations the communication is effective.

Key Words: Animations, graphics, media & communication, combination of text, graphic elements, persuade, effective Communication, technological advancement

1. INTRODUCTION

With the 21st century knocking at our doors, media has assumed a status which it had never enjoyed before.

Starting as an institutionalized approach to generate awareness and inform the masses, media has become an instrument to govern our lives [1]. Rather than a form of culture expression, it has a culture in itself. It was supposed to report on the way of life of people. It has now become life itself. Moreover, it has become the most important industries in this era [2].

WHAT IS VISUAL MEDIA?

According to Cambridge advanced learners dictionary 'visual media is something that you are shown, such as a picture, film or map in order to help you to understand or remember information' [3]. Many experts are giving many definitions. It is difficult to say a correct meaning. We can see and listen through these Medias and understand the meaning that is what known as visual media.

The development of the media and the progress of education are intimately related each other in many ways [4]. The visual media not only provide information and entertainment but they also provide directly and indirectly many opportunities to the people to be better educated.

HISTORY OF VISUAL MEDIA

The history began around 2500 years of epics and the 'Puranas' in India have provided opportunities to the children as well as the adults to participate in the cultural activities and have access to culture, even though the vast majority were, and continue even today, illiterate.

One important characteristic of learning situation is motivation; some educationalist and psychologist have suggested that, the chief use of visual media is to rouse use the interest in the student's right from the elementary to the university level [5]. It is needless to emphasis that care must be taken by the teacher to see that visual media used in the class room.

IMPACTS IN DAILY LIFE

Modern communication technologies have the potential to bypass several stages and sequences in the process of developments encountered in our decades [6]. The traditional medium, radio, television, film, video and computers will have to play role in the dissemination of information. A brief of ours potentiality in disseminating

information will not be out place here. The present system of dissemination of information cannot said to be one sided. There is some mechanization build in the system, so that reaction of people can reach to the highest authority immediately. Media is available to people across nation, states, district, city, and rural and transmitted from a particular geographical area. Media has impact on the target audience, fuel to our knowledge, attitudes, and behaviors [7].

Media transition to modern science and advanced technology and on commodity production has made vast changes in the lifestyle [8]. The transition from hierarchical and closed social system based on social inequality and lack of individual freedom to an open and just society based on individual freedom, mobility and equality of opportunity [9]. Moreover, it changed the attitude of the people from the traditional orientations based on the fear of super natural beings and on blind religious beliefs to a modern secular and scientific outlook [10].

2. ANIMATION AND GRAPHICS

A Graphic Designer must balance three conflicting approaches. Utilitarianism stresses "the greatest good for the greatest number". In the context of graphic design, it means that a design should be readable, legible and useful. pleasing to look at the need to create unique style [11]. Because innovation seldom comes from designers who follow the 'middle way' being sensitive to conflicting ethical philosophies is one of the reasons that the field of Graphic Design is challenging and rewarding. Sometimes we design for our peers and not to solve communication problems [12]. Communicating visual images are not winning awards. It should always be the graphic designer's ultimate goal. The persuasion of negative stereotypic productions are the promotion of products that are harmful to people and the appreciation of previously presented graphic designs [13]. Because of the combination of text, graphic elements and images form a powerful communication link, a print or screen media message can easily persuade a viewer by its content [14]. Many computer graphics experts predict that dangerous stunts and even humanlike characters speaking dialogue soon will be completely fabricated through graphic designs. Moreover the technology succeeds in marketing also [15]. According to Glaser (Graphic designer) "Our whole view of culture is linked to money and success" and it is recognized that Graphics is the potent instrument of marketing [16]. So it is necessary to conduct research on the topic Animation and Graphics for effective Communication is a need of the hour.

3. RESEARCH DESIGN

The research is a kind of descriptive study. It follows the content analysis (qualitative) in the subjects selected for the study namely Computer Science, Multimedia and

Visual Communication and make evaluations about the effectiveness of Animation and Graphics on par with the communication processes. Comparative study with other subjects which are not using Animation and Graphics also will be taken to confirm the result. The subjects which are heavily using Graphics and Animation will be taken for the analysis. The multimedia CDS, computer based training materials and online e learning materials are some of the important secondary source.

Aim of this study

The research aims to analyze the role and impact played By Animation and Computer Graphics in the visual and communication process. It is also aims to assess how far the Animation and computer Graphics can be utilized in educational Institution.

OBJECTIVES OF THIS STUDY

The objectives of this research is to find out

- The importance of Visual media in communication,
- The practice of utilize of Animation, Graphics, & so on
- Graphics details concerned,
- 4 The impacts of 3D, Animation, Graphics in Film industry
- How actually these techniques utilized in visual media
- The opinion about students in the process of these techniques

PILOT STUDY

The pilot study helped the researcher to have first-hand information about the study from the universe. At first we selected particular area for this project. Then we asked the students who are involved in Animation and graphics field and the methods of applying these techniques. Then we went to e learning institution to gather the relevant information. On the basis of the above information we prepared a questionnaire and formed hypotheses.

4. HYPOTHESIS

Hypothesis is a tentative proposition which can be tested against the truth; also guess work which acts as a guide post for any researcher to proceed with his study. It also helps the investigator to have more precision in the studies. Animation and Graphics has considerably influences communication medium. It has the capacity to simply the communication process. It reduces the complexity in visualizing process. It has positive impact on the learning. Animation itself has a powerful digital tool. The animation and computer Graphics attracts generally

children and young people. It reduces stress and helps for clear and quality communication.

5. SAMPLING

The respondents are selected by a suitable sampling technique. The research adopts "Convenience sampling" for this research which means the researcher those who meet at the time of data collection. Data are collected according to population basis. The collection of information was about the Animations, Graphics, How it has been used in the educational institutions, its effect and impacts, etc. according to the percentage of total population. The respondents are selected according to the convenience based which is known as those who available at the time the researcher's arrival in the area. It is called convenient sampling.

Table -1: Opinion about Animation & Graphics

S.NO.	OPINION	NO. OF RSPONDENTS	%
1.	Strongly agree	40	80
2.	Agree	5	10
3.	No opinion	0	0
4.	Disagree	3	6
5.	Strongly disagree	2	4
	Total	50	100

Table 1: Presents the Opinion about Animation and Graphics in the learning process, for this purpose the 5 criteria has been chosen.

This table shows that 80% of the respondents are fully agree and 6% of the respondents have disagree

Table-2: Opinion about Animation & Graphics attraction

S.NO.	OPINION	NO. OF RSPONDENTS	%
1.	Strongly agree	35	70
2.	Agree	9	18
3.	No opinion	0	0
4.	Disagree	3	6
5.	Strongly disagree	3	6
	Total	50	100

Table 2: Presents the Opinion about Animation and Graphics attraction, for this purpose the 5 criteria has been chosen.

This table shows that 70% of the respondents are fully agree and 6% of the respondents have disagree.

Table -3: Animation & Graphics simplifies learning

S.NO.	OPINION	NO. OF RSPONDENTS	%
1.	Strongly agree	45	90
2.	Agree	3	6
3.	No opinion	0	0
4.	Disagree	1	2
5.	Strongly disagree	1	2
	Total	50	100

Table 3: Presents the Opinion about Animation and Graphics in learning, this table shows that 90% of the respondents are fully agree and 2% of the respondents have disagree.

3. CONCLUSIONS

The researcher tends to conclude that the communication industry is developing due to Animation and computer graphics. It contributes a lot to the society and it provides entertainment, awareness in the means of cultural, social etc. On the other hand science and technological advancement must also be adopted. When more applications of computer graphics and animations the originality of the communication will be an unquestionable thing. Today's higher education system mostly focus youth, and children who belong the age between the ages eleven to thirties. Through this study it is clearly observed that the computer graphics and animations work will strengthen the communication and it is a compulsion due to the generation gap and global perspectives.

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