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Vision and Color

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Color in Animation

Color in animation is a very unique property, with endless of creative possibilities and wondrous results. Overtime, color in animation has advanced with new technology and animated programs that has allowed it to extend its visual capabilities to new heights. The popularity of color in this department has widely increased, going as far as to win awards and nominations, and produce valuable merchandise. Today, it continues to inspire many generations of fans and artists to produce new colorful material for audiences to see and cherish as memories forever. Along with these accomplishments, color in animation has allowed people of all ages to appreciate color more as a whole, connect and relate to animation, and express and communicate color in an influential way.

Due to color being a striking part of animation, audiences of all ages are able to value color more as a whole. Color is an essential tool that should be used in a careful and considerate manner. It takes a lot to understand color internally and how it is used. However, before using it, one must first have a genuine care for it. Attention to color detail must always be considered, such as with tone, shades, and the certain colors that are necessary for the situation presented. Ever since color debuted in animation in the late 1920's and early 1930's, these considerations have been highly recognized and used on a consistent basis for the department. One example

shown is in the animated series *Looney Tunes*. In most of the *Looney Tunes* shorts, characters like Bugs Bunny, Daffy Duck, and Yosemite Sam, are placed in different colorful environments. Some of these places include a haunted house, desert, or a forest. One thing they all share in common though is the significance of colors that are used in those particular scenes. Such attention like complimentary colors, lighting, and saturation are seen to make the animated short more valuable and entertaining to look at. The colors used in the backgrounds are very intriguing also, complimenting with the Looney Tunes colorful and wacky personalities. They are bright and toned down enough to keep an audience's attention and keep them interested in the colorful Looney Tunes themselves. From animated masterpieces like the *Looney Tunes*, people are able to value the passion and hard work that goes into color. They see it as an art, with an unlimited amount of possibilities to make it as attractive and useful as possible.

With colors having such an alluring effect on people in animation, viewers can visually and mentally connect and relate with the animated work that is presented in front of them. Based on the type of animated work an individual watches, and the type of situation it is set in, one can emote in various ways. With color added to the mix, emotions are emphasized more and make the entire piece have more appeal. These same colors used can also represent the animation as a whole, whether it's based off of signature colors, visual depth perception, or meaningful messages. Eventually, people will notice their favorite characters and scenes, feeling like they are related to them in some kind of way, such as with mood or personality. In the end, audiences will be seen satisfied spiritually, emotionally, or physically. They will look upon these colors in the particular animation as a powerful inspiration, spreading the results of what they've just seen to everyone they know. These individuals can also spread the word around to as many artists as

they can, hoping to encourage them to make their own work come to life more as much as possible too. The result leads to long lasting memories of the colorful animation displayed, such as Disney and Warner Brothers characters, cartoons on different networks, and even channels and their lasting broadcasting history.

Finally, by having color in animation, audiences are able to express and communicate color in a fascinating and inspirational way. In today's world, people of all ages are fortunate enough to express and contribute their love for color through many occupations such as illustration, painting, and interior design. With animation, people of all ages are able to express color in a whole new level. Besides taking a job in animation as an animator or colorist, people can now dress up as their favorite colorful characters and share their love through social media, online sites, holidays, or through conventions. For instance, an individual who loves the animated Disney film *Cinderella* and the main protagonist, Cinderella herself, would probably dress up as her on Halloween or at a Comic Con convention. People can also support the colors in their favorite animated work by buying merchandise like toys, games, and food or creating fan art of their own. One example is when parents buy school supplies for their children for school. Every year around the end of summer, school supplies sell wonderfully, due to the beautiful hyper colors that catch a child's attention. Now added with colorful themed animated characters and shows, kids are practically begging their parents to buy them these supplies. Nowadays, it's hard not to find someone who doesn't have any type of colorful object or perform some kind of colorful activity to show off their admiration for the colors that are in the animated work they enjoy to watch. By doing this, people are confident enough to socialize with one another, and even unify together, as fans, in one big happy family.

Overall, animation would be nothing without color. Overtime, it has had an enormous effect on people, even internationally, all around the world. Now in today's society we are merged together with color in animation, sharing our feelings and supporting it as much as possible. By progressing forward, it can be even more popular in the future, with newer advancements and newer people to join the cause. Referencing a quote that best represents this topic, "Color is life; for a world without color appears to us dead." ~ Johannes Itten, *The Art of Color* (Beckerman 209)