

The effect of the artistic features of the Pop Art's works on the Animation films

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Abstract: The research includes an important study which is "the features of the Pop Art's works and its effect on the 3D Animation films and the changes that appeared at the end of the sixties in plastic Art movement. whereas the hereditary of aestheticism, which was related to the idea of Art's privacy, was abolished and replaced by a new reality of artistic work that derives its value and aestheticism from society which has characterized by the rapid change.

The Plastic Art is surpassed by a number of qualities and features. Imagination is the most outstanding one. so when the artist's imagination increases, the value of the produced Art increases as well. Since the concept of imagination expresses a group of mental coherence in the artist's mind.

After that, there is the distortion. It means that sometimes the artist stays away from the abidance by reality as he increases, exaggerates or deletes some things. This style of distortion differs from an artist to another. It is considered as a special print of each artist .which is reflected in the Art that he introduces. As well, his style is usually influenced by the school that he was affected by.

Keywords: (technical features, printed artwork, Animation Art, Thought and Art, pop Art Animation, propaganda Animation.)

1. INTRODUCTION

By the way, the old Artistic traditions are not anymore a barrier to the Artist and not preventing him from the free self-vision but it has become like a basic form which settled in the artist's conscience to help him to evaluate his creativity and fasten it with the original basics of aestheticism.

Consequently, when the freedom has become the most important features of the modern art and the artist's disguise of reality has become one of the most significant aspects that express identity of art. So the Art's content didn't remain anymore the first value. But the artist's private experiments have become the aim of the artistic expression.

In terms of mechanism the modern artist transfers new esthetical values which he knows by the secrets of light, color and the influence of line and motion and finally by the mode of innovative utterance and the way of performance that is unbounded by a rule or a law. As a result, the modern art has good characteristics.

Animation films are considered as an art and an advertising platform because sometimes its events turn into a political pivot. It is always a flexible means even if it was, imitative, abstract or symbolic.

The language of Animation Films changes constantly and the discovering of new ways make it always to be subjected to submit to permanent development to discover its own world.

In the sixties and at the beginning of the Pop Art, Artist used the icons of comedy and cartoon to indicate to their Political, and social works, racial and cultural Agendas and its development. The Animation films of Pop Art is also distinguished by its facility in allocation and transcription

It is considered as an ideal way to express soul. It makes the Artist's intentional message easy and affects the viewer cursorily as it is obvious in (Andy Holden film) (the motion rules in Cartoon scene no.2) so the environment of the caricature figure has a unique ability to vibrate among imaginable and consumptive mess in the real world. This explains how it is so related to Po Art that is inspired by public Culture.

In the researcher's opinion, the industry of Animation films is developing amazingly. It has the first basic by which we can convoy progress. He finds that the producers and the owners of the theaters have enough experience that makes cinemas convoy this technological progress as soon as possible. So the researcher's opinion is that there is no big crisis in this matter especially in preparing theaters and supplying it with the demanded possibilities. Also the modern techniques are generally useful to industry, and increase the gain also. So the researcher thinks that the producers and distributors knew this matter well to get benefit from it in industry in general. This is like what happened in the last period where the theaters don't receive any films except 35m. So by the appearing of digital films, the Cinema makers realized that they have to be in line with modern progress and this was achieved in all theaters and will increase in the next time.

- **Research problem:**

- How the connection is between the Animation Films that is inspired by POP ART and the ordinary man in the street.
- The creative usage of POP ART's works in Animation films is considered a new shape of Animation films.
- The influence of the modern techniques on Animation works that is inspired by POP ART

- **Research objectives:**

- To recognize the works of POP Art's artists and get benefit from it in the field of Animation Films
- The importance of connecting plastic Art with digital technology and make use of it in the Animation films that is influenced by Pop Art
- An attempt to shed light on one of the Plastic Art's tends and joins it with Animation Arts.

- **Hypotheses**

- The connection between Artists' works of Pop Art and the Animation films that gives a new shape of contemporary Arts.
- - The works of Pop Art's Artists make in free from the artistic chains which led to the progress of the Animation films and increase its relationship with public

- **The importance of research:**

- How the characteristic of Pop Art is and its reaction in the field of Animation films which help the students of art and those who are interested in plastic and academic research and give it novel feature to their works a
- To discover the artistic and aesthetic values Pop Art's features and use it as a wealthy resource to produce 3D Animation films
- To get benefit from the research in producing 3D Animation films that have the expressive and aesthetic values which is special for Pop Art

- **Search limits:**

This research is limited by:-

1-The temporal limits: It is limited by the artistic works of Pop Art's school in the period of 1950 until now

2-The local limits: - The artistic works of pop Art's school in the U.S.

2. RESEARCH METHODOLOGY

The descriptive analytical approach

Descriptive Analytical: This is by describing and analyzing the characteristics and aesthetics of Pop Art and get benefit from it in producing 3D Animation film.

- **The social importance of the Animation films**

Nowadays, the Animation films play a very dangerous role in conveying thought's and life's results .So it comes together which human Arts like architecture, music, drawing, sculpturing, poetry, and dancing. It is the mirror of human being's soul. It activates, impacts and attracts feelings and emotions order to rise soul in mind and culture to transcend it's looking forward and hopes ,for the sake of developing the human's civilization and making a real dialogue between cultures and different people to globalize It in cultural system with timeless and nowhere boundaries. That serves progress and rising human values in this world with a language that is based on combined understanding with efficient and headmost tools in order to form the people's thought and emotion. Accordingly, Cinema has become an impressive tool in making social change and cultural development)Kamal(2017 ‘

The Animation films are considered a tool of culture and knowledge. It is one of the effective and educational means that aims to develop society. It plays a distinguished role in modeling the values, customs, arts of the society besides using it as a means of guidance and tutorage, cultural enlightenment, irritating the desire of improving social standard, comic growth, and materialistic progress of the viewer and motivating the hidden abilities of the citizen

- **The Animation films of Pop Art:-**

When we touch on the historical progress of using this term , Pop Art, we will find that Oxford dictionary explains that using this term was appeared early in field of music correlated to folksy orchestra at the beginning of 1862. At which people appreciated this kind of music and joined it to fine arts when they use the same kinds of mass issues (Hekal, 1994)

As well as the word "Pop" appeared in the American. Showrooms, during the twenties of the twentieth century. It is considered on artistic phenomenon and a creative approach that began a particular period of time which is the Second World War period. It introduces the same type of artistic entertainment of all sections that contain a huge mass. It also produces a lot of identical products. The huge mass is a result of democratic societies by producing modern mechanism which was made by technical progress.

The process of democratic normalization in the field of culture and art was going on since the beginning of the nineteenth century.

The technical characteristic of Art is ancient because every artistic expression is depending on a special technique. Every Art is related to a group of mechanical or technical tricks. Whether it was a brush or camera or anything else like that is all along the artistic picture. Therefore, we cannot separate it from the explanation of the spiritual meaning and change it to the concrete picture. Consequently, new artistic schools began to appear. They have different techniques to make new images. This made the goods become artistic products and vice versa (Houze, 2008). Without doubt film was discovered in 1895 but it came to the whole audience at the beginning of the twentieth century in 1935. The TV empirical broadcasting in the U.S.A was begun. After two decades, the actual broadcasting was begun all over the U.S.A.

In Western Europe, it was late for another decade. In 1965, Song Company launched the first carried video camera to the markets. In 1970, it was the beginning of colored TV broadcast and using video tapes became a common thing in video festivals.

The operation of displaying and processing films in computer and digital storage means like (DVD) disc was begun shortly before the end of the century. In 1996, Sony Company launched the first digital manual and carried video camera.

At the same time, the digital video was spreaded on the internet. That was actually spreaded in 1994. However, the twentieth century was not only the century of cartoon picture but also it was called by Walter Benjamin, a Germanic researcher, in his artistic classical essay, the work of Art in the Age of mechanical Reproduction. These mass media like photography, films, video, TV and other technical discoveries like copying machines, transcription equipments, Fax and electronic mail made it possible to spread and copy texts and pictures without a precedent way in history . (Ahmed, 2007)

The Animation film didn't have a definite view point of these two trends of "transcription and artistic discoveries" in the five decades of the twentieth century. This was because It dealt traditionally with the inactive image. This was the same effect of the artistic pioneer trends like cubism, futurism, surrealism despite of that the cubism and futurism was impressed by Cartoon picture The Art of Animation films has recently faced a big difficulty to confess the position and value of photocopying means like; photography, film and video.

In spite of its affirmation of credibility and uniqueness of doing and deducing the artistic work from the inspiration of source. In Sixties, Michael Fried, the American Critic, described that the film cannot be classified as a modern artistic kind. As well as the artist's fear from technology that produced the film and video. But fairly, in the last decade of the twentieth century the world's artistic understanding of the cartoon picture began to increase.

The postmodernism Arts were interested in daily and be more harmonic with artistic work and be aware of its aesthetics In spite of its numerous trends and kinds it depends basically on the dialogue between audience and work, and to be outside of the museum and do without the need of making exhibitions in a tradition meaning. So the artist resorted to nature to make his artistic work. This is what made the viewer to be aware of the standard and basics of this Art by understanding its shape and meaning

So Pop Art is distinguished by concentrating on what preoccupies the general public in their daily life or it is an invitation that makes Art play its role with the man in the street. In the last period, Animation films were viewed as folksy pop film. On the other hand it was considered a daring artistic style of expression which was made by the expert of aestheticism of interested people like intellectuals and experts of aestheticism.

In 1980 Norman McLaren produced a film called "Neighbors". He said that it is close to the American Pop Art. He used a technique that stops motion and used live persons in the film Figure1 (Chris, 2010)



Figure1 shape no.1 "Neighbors" film direction by Norman McLaren In 1980.

Although the decrease of using film, in the last period, because the artist's interest was to discover the formal abilities of Art but the film developed gradually, till it has become Pop Art. It was fateful by the economical look and technical circumstances. By the ways it was produced and made, it was very suitable to be a product for pop consuming. The industry of entertainment did not delay to make use of its abilities to the greatest extent possible. It is able to use picture, voice, music, color and infinite time and place. One of these works that express Pop Art is the "American Pop film", direction by the artist (Ralph Bakshi). In which the colors and music was represented by Pop Art or by its trend. Figure 2



Figure 2 "American Pop film" is a dramatic, a musical, and American film in 1981. Roan Thomson was a star in the film produced and directed by (Ralph Bakshi). This film was the fourth Cartoon film which displayed by Dolpy's voice. Its story is about four generation of Russian, Jewish emigrant family which includes two musicians whom their life is equal to the history of American Pop music itself in the century

- **The characteristics of animation films' scene that is influenced by Pop Art :-**

The first beginning of the modern animation films in the U.S.A was in the first of nineties till the middle of the twentieth century. When Winsor Mccay, the famous American painter, displayed his first cartoon film. Which was called "Little Nemo" In New York City and his famous film "Gertie the Dinosaur" was appeared. He succeeded in producing high-quality films. His characters was distinguished by flexibility in motion, clear behavioral features. This contributes in creating the technical styles, sensitive conviction affects that was based on the criterions of diagnostic Quality of Animation films. His works has an effect on producing Animation films because it was famous for its fluidity in motion and high-quality of drawings' standard sensibility of mass as well as the self-unique features of characters in these films .
Figure 3



A



B

**Figure 3 Some photos of Winsor Mccay's films shape (A)"little Nemo" was produced in 1911.
Shape (B) "Gertie the Dinosaur film" produced in 1914**

Technology was the hero of this modernist Art with excellence. Even though it faced a lot of stages to reach what the other Arts reached, of specific aesthetic features that put it in the modern Arts category. Despite of that, The Animation films is the Art that was developed quickly and cross the history fast. Maybe because it is the most related Art to the technical progress and cannot be anything except adapting its makers (Laurent , 1997)

We can introduce the features of any postmodernism Animation films only by describing modernism in Animation film. Though it is difficult to do that we cannot describe anyone of them without describing the two terms together. So this term "modernism" refers to the definitions of hallowing mind, knowledge and human being. The ones self is the center of the universe. The human's dominance of nature was like a promise to get rid of rarity and need. Rationalism's dominance is like a promise to set free of religion's myth, fable tale and the abuse of power. But the two world wars and the economic crisis end that ambition. Totally, Modernism began to refuse arrogance over time and place. This was correlated to the sublimation of irrationalism, psychical and sexual desires and as an introduction of all what is not rational. It also refused the old optimistic look (Salwa, 2016)

The idea of contemporary animation films appeared after changing the situation of narration and character building, changing the obvious period of time and place, and changing of initiation method. Animation Art arised upon pleasure. It concerned with complexity more than the viewer's enjoyment.

Generally, by the appearance of dominant traditions of postmodernism Arts, especially POP Art, it confirms the artist's inclusive usage of all visual aids which convoys public culture. All of that overlaps the aesthetic Arts' view since the artist of pop Art remove materials from its context and isolate forms, or he collects it with other forms in order to meditation .

The term POP ART does not highly refers to Art itself but it refers to the situation that led to it . Animation Films, that are influenced by POP Art, often use ready and current images that are used among people and street like; comics or images

which are used in advertisement and seen by the audience for example; commercial marks and signs. This kind of images became famous after the famous board of Andy Warhol "Campbell's soup cans". It is a public product in U.S.A . Whereas the artist conveyed carefully the shape of the can from a widespread poster so he used a picture that he did not innovate by himself.

We can sum up the characteristics of that stage by the end of human tendency, passing metaphysics, and big recitative stories, lack of criticism of current situations, relativism of morals and reality indiscrimination of public culture, refusal of great theories and knowledge certainty and all what is decisive. The denial of power with all its forms; (power of history, policy, society, family mind, reality, metaphysics, Art.....etc.)

Besides, the Animation Films' merit is its ability to express the abstract reality which is difficult to be understood by senses in a live and concrete way. It is also distinguished by high imagination which is not obligated to the limited of common natural rules.

In addition, it is also distinguished by its ability to overcome some problems of live acting direction as you can ruin a whole city then rebuild it a gain in Animation films but it is difficult to photograph it by cinematic tricks which take a long time and effort.

We can combine between Animation and live acting in one scene. By this we are gathering realism and high imagination with a style that helps to convey meaning obviously and attract attention

- **Post modernism impacts on Animation films.**

Post modernism animation films have a characteristic. It has two ways of its impact; the first one is by introducing stories of human's life in a society that is controlled by postmodernism's values some examples that show what the human being suffers form like his foreignness in these societies, the second way is by making the film itself as a theater and its products express the value of postmodernism. This happens when its idea oversteps metaphysics, morals and reality, Or not by telling episodes in a documentary way. It concentrates only on what is seemed marginal. Maybe the most important features of the postmodernism film is meaningless. As you can see the hero a generous at the beginning, wicked in the middle and wandering at the end.

* In these films, there is no difference between what is unique and bad.

* There is concern with is simple and marginal than what is main and centric.

* There is also a concern with the ordinary hero or public music and imperfect singing.

By this way, the creative try to oppose the classical Animation films which considers that the whole universe gets around the film's plot whereas it is random events that happen separately form the story. Figure 4



Figure 4 Some photos of a film inspired by the American Pop Artist Roy Lichtenstien, recently by the studio Mill, the creative. It describes the harmony of colors and style which was used in the film's form.

At the beginning of Animation Films, a lot of people paid attention to its importance and the serious role that it can play in guiding people's conduct, modifying their moral and social values, changing the life style that they were used to. Some consider it the most effectiveness way to form the human's mind and generally the human's culture. (Mohamed, 2016)

- **Animation films and the consumer's culture in Pop Art**

In the period after sixties, different plastic and artistic trends and directions had appeared in the contemporary Art as the performance and presentation Art, the Art of environment or surroundings, folksy Art, body Art, video Art and others. Some of these Arts were tending to gather all arts in order to be out of the board's area. This was due to technological, economical and ideological changes. After the two world wars and as a result of the technological and scientific progress in all different kinds of knowledge, a kind of fear on human's future began to appear.

This was a result of a result of economic, scientific and politic conflict between countries. Consequently, Arts was influenced by these cultures, especially the plastic Art. So Art begin to search for all what is new and unfamiliar and set free form all traditional conditions and political systems. Art has become a sensible and concrete object and was sold to customers. In that period, we could find that Art became productive goods like; cars and machines. Here the artist can recognize that idea and topic then express them (Apples, 1988)

Accordingly, the machine has become the perfect thing to express reality. The artists of POP ART used different tools and materials, that are used extensively like; photographs, advertisement's boards, comic magazines and consumptive products. It borrowed advertisement's boards and cartoon stories from the public culture. So all what was neglected has become formally and subjectively balanced with the neglected existence of human. It is subsistence for another one. They could use prepared things of daily life as a means of expression and to refuse the idea individual work which makes it rare and value at the same time. (Arnold, 2008)

POP ART works on visual reevaluation of things and events that the postmodernism's artist lives. It exceeded the limits of board to reach the street, city, tunnels and planes in addition to the use of collage technique, printing by silk screen and stencil wire , applying of mechanics and techniques that are empty of expression and have the impact of artist's hand. This is by testing some productive operations and watch its influence on the artist's character.

- **Animation Films as a means of civilized and cultural communication.**

Animation films represent meeting links among people. Others consider it as a basic pillar of intellect and civilization and has an essential role in reflecting zeitgeist and convicting of backwardness. It lets the viewer see, by the visual picture, his reality, conditions and truth.

Since Animation Films, as its spread and international distribution, is passing the barriers of language by translation, depending on image as a means of expression, concentrating on different human being issues. It is considered a means of communication to connect the culture of one civilization to another one. This is regardless of the standard of culture or the degree of cultural progress between whichever. The term " culture" in this field is to consider it as a style and method of life. As it is a general and comprehensive issue of any civilization.

Animation Films associate with other means in this civilized connection and cultural communication like; tourism , wars, books, guided broadcasts, commerce and language and nowadays we can add to them the live TV broadcast via satellites and internet (Radey, 2010)

At the beginning, there is a need to understand and the implied messages through mental abilities of individuals and their cultural backgrounds, and standard of education it can affect the unconscious of human and be the real secret behind the human behavior. The Artists of Pop Art indicate that when they confirmed the role of Art and its relationship with the ordinary man in the street by using novel techniques of progress to create the means of mass communication. Hereby, Animation films is considered a means of mass communication its first object is to reach to people, affect them, and guide their behavior in a certain way by attraction, persuasion and specific mechanisms. As a result of having social role in the society so it aims to contribute in social rearing, cultural development and creating a suitable civilized atmosphere to headway, Renaissance, teaching science, politeness, ethics, Art and extensive awareness of the society's goals and plans, and an attempt to create society's integration and developing settlement among its individuals and groups, the protection of its dominant values and traditions. Recently, the artist of Animation films tries hard to direct his artistic messages in the Animation films directly to the audience and attract them to it.

3. RESULTS

1. The realization of new or unfamiliar artistic values in contemporary art is an incentive for the artist to resort to the creation of new non-traditional techniques, so that he can offer the recipient a new form of new animation
2. Many of the original and innovative types of graphic arts carried a common thought, but differed in addressing this thought, which had an impact on the artistic values of the animation art product.
3. You can take advantage of (fiction, popular culture and publicity) directly to produce the 3D animation Film.
4. The intellectual symbolic nature prevails in the art of the information age, so the function of art is not limited to matters related to taste and aesthetic development, but has become closely related to the development of the thought itself.

4. RECOMMENDATIONS: IN LIGHT OF PREVIOUS FINDINGS, THE RESEARCHER RECOMMENDS

1. Increasing exhibitions and art workshops for the artistic 3D Animation course in the Arab world, and encouraging intellectual and technical creativity by experimenting with modern technological media and integrating them with the original techniques of this art.
2. There is an urgent need to enrich the 3D Animation art by increasing its educational possibilities in universities and educational institutions, to confirm the status of the 3D Animation art in the Arab world in the same or nearest place as it has reached in international art.
3. Increasing scientific research in the specialization of the 3D Animation , especially with regard , which had an impact on the artistic values of the Animation Art.
4. Establishment of studios specializing in the art of 3D Animation, similar to Disney studio which created by the artist Disney , that represented a paradigm shift in Animation in the West.
5. Work to increase artistic awareness in Arab culture, and related to issues of taste and aesthetic sensitivity, by teaching aesthetics and artistic education in Arab educational institutions, at their primary, secondary and university levels.
6. Establishing a strong relationship between our creativity and modern technology, and this requires concerted efforts in the study of creativity in the Arab world from its various intellectual aspects, and to take advantage of technological innovations to enrich these intellectual aspects.

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