

## **Don't say it - Show it!**

*Host: Hanne Pedersen, The Animation Workshop, VIA University College*

Expected duration: 2 hours

Animation is a strong communication tool, but unfortunately also an underestimated and overlooked tool for people who don't usually work creatively. With this webinar we hope to arouse your curiosity into a new way of communicating your ideas/projects/research visually.

Animation helps the viewer to see the bigger picture, because we as humans unconsciously transform words into pictures.

Animation also guides the creator of the animation to a deeper understanding of the topic that's being animated. You have to know what you want to show in order for the animation to have an effect. Pictures and movement are very concrete.

Animation can be done anywhere - even if COVID19 requires you to stay in your home. All it takes is a smartphone with the app Stop Motion Studio installed (the light blue version is free). Once installed, you can go on a creative hunt for objects in your home that might come in handy for your animation. Maybe jelly beans are perfect to illustrate the bar chart you have in mind or cut outs from magazines can help to explain your thoughts.

### **What you get:**

The webinar will guide you to make a little animated video.

The webinar will show you different ways in which you can use animation to get your ideas across to others.

### **Webinar programme:**

Introduction: Inspiration for the use of animation. Basic animation and storytelling rules.

Short introduction to the app Stop Motion Studio (please install the app on your smartphone og ipad before the webinar)

Hands-on: The participants make small animated films with things that are in their homes/nearby.

Presentation & evaluation: We show some of the small films that are made to each other, and comment on the experience.