

MOVE CLICK MOVE: CREATING AN ANIMATION DVD

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Abstract

The award winning MOVE-CLICK-MOVE DVD has an interface that is “whimsical” and playful. Aimed at educators and students of animation, the DVD is a retrospective of the work of educator and award winning independent filmmaker/ animator Deanna Morse. This presentation will consider the challenges and benefits of using the features specific to DVD technology (multi-angles, non-linear menu access, etc.) to illustrate animation techniques and approaches. There will be discussion of the production process, especially user interface design. Sample content from the DVD will illustrate how the DVD is used in the classroom setting to introduce students to basic techniques of animation. A primary goal of the project is to demystify the animation process. The MOVE-CLICK-MOVE DVD shows viewers that anyone can animate, using simple tools, if they just have the patience.



With so many individual choices, it was a challenge to design an interface that was logical, playful, and reflective of the content. We did not want the user to become “lost,” and worked to create an inviting and engaging user-friendly navigational orientation.

The target audience for MOVE-CLICK-MOVE is students and educators who want to learn or teach animation. A primary goal of the project is to demystify the animation process. Hopefully viewers will see that anyone can animate, using simple tools, if they just have the patience.

The DVD was donated by Trillion Digital, Grand Rapids, MI, and was in production for over two years. It was released November 2001. It won Addy and Omni Awards, and favorable reviews nationally and internationally. The films of Deanna Morse have been screened internationally, including on the children’s television show Sesame Street, and are in the permanent collection of the Metropolitan Museum of Art. She is currently a Professor at Grand Valley State University, MI.

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Creating the DVD

The award winning MOVE-CLICK-MOVE DVD has been described as having an interface that is whimsical and playful. Aimed at educators and students of animation, the DVD is a retrospective of the work of independent filmmaker Deanna Morse. It includes 36 films, hundreds of behind-the-scenes production photos with captions, animated and motion menus, and 5 multi-angle film-to-storyboard comparisons. The total video running time is over 2 1/2 hours.

In this presentation, Deanna Morse will discuss the decision-making process behind the design of this DVD, and show highlights from the completed disc.

How can a filmmaker utilize the DVD delivery medium to best advantage? The design of DVD technology supports several unique elements: non-linear menu access to titles, multi-angle playback, still, video and audio playback. Although DVD can be used to just play a film (in high quality), a DVD can also be used in an interactive manner. With menus and submenus, the viewer/user can control the order of their screening.

