



# Animation in Context: A Practical Guide to Theory and Making

*Mark Collington*

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*Animation in Context* is an illustrated introduction to cultural theory, contextual research and critical analysis. By making academic language more accessible, it empowers animators with the confidence and enthusiasm to engage with theory as a fun, integral, and applied part of the creative process.

Interviews with contemporary industry professionals and academics, student case studies and a range of practical research exercises, combine to encourage a more versatile approach to animation practice – from creating storyboards to set designs and soundtracks; as well as developing virals, 3D zoetropes and projection mapping visuals.

Mark Collington focuses on a core selection of theoretical approaches that shape animation narrative, supported by a broader set of shared theoretical principles from the worlds of art, design, film and media studies. This discussion is underpinned by cross-disciplinary thinking on a range of topics including genre, humour, montage and propaganda.

These are applied to the analysis of a range of animated films and projects from Disney and Animé, to independent artist-filmmakers such as Wendy Tilby, Amanda Forbis and Jerzy Kucia. These ideas are also applied to other uses of animation such as advertising, sitcom, gaming and animated documentary.

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