

HYBRID ANIMATION & INDIAN MINIATURE PAINTINGS: IT'S ACCEPTANCE ON SOCIAL MEDIA

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ABSTRACT

Animated paintings are a mixture of two different mediums, one is miniature painting and the second one is animation. Several studios and individuals are working in the animation and painting field independently all around the globe. Some creative people have merged both together and innovate animated miniature painting term. The result is beyond imagination because of the concept and unique technique. This research is showed the introduction, techniques, famous works and methodology of hybrid animation & miniature painting. Both terms have huge followers on social media separately. The significant part of the research is to show the animated miniature paintings concepts, execution and popularity on social media. An animated miniature paintings term is new to this world. People liked, shared, loved and recommending those works to others, which shows the positive approval of this term on social media.

KEYWORDS: *Animation, Digital Animation, Hybrid animation, Miniature painting, Technique, Social Media, Creative, YouTube, Technique, Video*

INTRODUCTION

Paintings are the medium of expression with the use of elements & principles of drawing on paper or any surface, on the other hand, the animation is the best way to give life to nonliving things with the use of computer technology, but what if when your favourite miniature painting merged with animation technique and came up with the motion effect just like other animation videos. Maybe lots of people have seen mythological figures in illustrative form but animated forms are rarely done by artist because of their lengthy process, technique understanding and expensiveness. The animated form of miniature paintings is indeed the unique way to present the story artistically, when if the creator matches the story concept and miniature painting detailing together perfectly and aesthetically. At present artist introduce the basic story behind the composition in a written form with the painting. So, this written content and the painting is the main element of the animated paintings. The outcome of this process is interesting to understand the basic concept in an aesthetic form which is good to watch the overall presentation in the artistic compositional form. In that kind of structures, the artist meshes up two strong medium methods into one powerful result. These kinds of artworks are widespread on social media nowadays. Famous miniature painting techniques can be founded as an animated form merged with live-action shoot on the social media, which are attractive, engaging and entertaining content for viewers.

Paintings and digital animation both have their respective history, have different techniques to execute. first is to understand both mediums individually to know the animated painting technique process.



Figure 1: Ek Chidiya, Anek Chidiya, Daana Chugne Baith Gayi Thi (1974).

Animation

Animation started as a hand-drawn animation in the 19th century. Its uses are rapidly grown in every sector after the invention of computers. There are various techniques has been generated by the animators, digital artist and technologist. The animation term is used vastly in various fields like visual art, multimedia & animation, films, TV production, product design, jewellery design, fashion design, medical, aviation, automobile and many more. Sequential drawings of the actions are required to give animation. There are many ways to give motion; classical animation, 2D animation, 3D animation and experimental animation and more.



Figure 2: Krishna Supporting Mount Govardhan by Shahadin, Bikaner, 1690, British Museum, London.

Miniature Paintings

Miniature Paintings are the most beautiful conceptualized drawings based on Indian culture. Miniatures profoundly influenced by Indian literature illustrated on paper with the text and individual symbols. It has an interesting story behind every pictorial image, sometimes can be readable or sometimes not. Miniature paintings are based on Geet Govind, Epics and Mythology, Ragamalas, Rasamajhari, Baramasa, Nayikabheda, and Portraiture themes. Miniature Paintings schools like Pala Style, Jaipur School, Marwar School, Bundi & Kota School, Pahari School etc. famous for their style and techniques. All styles have unique techniques to execute stories in different forms. In miniature paintings, artists draw a scene on small paper with a unique technique. Some good miniature paintings are safe in the national and international museums for example: "Krishna Supporting Mount Goverdhan" is exhibited in the British Museum, London.

Today, artists are doing unpredictable work of art for self-satisfaction like animated painting. Animated Painting is not an art term it's the innovation, where creators use miniature paintings techniques on their illustrations and give animation on it according to the story. It is stimulating, attentive to watch, easy to understand the story behind the picture, engage the audience to entertain for a long time. As the popularity of this art increasing day by day, its process is not as easy as it seems. Artist does hard work to give shape the video in a rhythm according to the idea and serve it in front of viewers, and it doesn't end here, the success of the video depends on the likes and comments from the viewers.

METHODOLOGY: CONCEPT AND MAKING

The concept where amalgamate the two different solid mediums into one innovative result is pioneering and expressive. We have been seeing artist does some experiments day by day and invent new techniques. This style is artistic and can be used to tell the story exclusively with an aesthetic sense. The scene of a movie or a whole video can be animate in a traditional style, can be to add glory to it. These miniatures look so beautiful while animating. Some film directors adopting this style for creating films which are extraordinary examples of the era. The painting style keeps similar on every frame to monitoring the lighting and texture on each shot is a tough job for an artist while painting and animating each frame. An artist should know to give the lighting and shading to the subject on each frame for animation. If frames are drawn by the light source, then the animation seems perfect.

The method of creating digital miniature paintings is also a characteristic part of it. Whenever artists create a digital miniature painting, they have to follow basic rules & regulations. Each miniature painting style has a different instruction to draw a scene. So, if the digital artist doesn't follow those instructions, then there will be a chance to lose the elegance while illustrating and animating.

There are many miniature paintings styles developed in India, each style has its instructions to draw, decorate, fill colours and to final presentation. Whatever style chosen by the artist, must aware of the characteristic of that style like possess and gesture of the character should be according to the mudras, visuals should be appealing and shapes must be in high detail. There are several ways to draw eyes, nose, lips, face, body structures and environment. The parameters are fixed to create gestures in miniature paintings. Digital artists illustrate the scene according to these parameters.

These kinds of videos can be animate in classical animation and 2D animation style. There need to illustrate 24 frames per second for giving an animation. There are many paid and open-source software's like Animate CC, flash, toon boom, after effects, premiere, enigma etc.

The first stage is to create an animated miniature painting video is write the story, choose the painting style for the treatment of the video. The second stage is to convert your script into storyboarding and fix the camera angle for beautifying the scenes, always decided by the creator. It's a time to illustrate storyboarding into miniature style compositions. It is a tricky part where you start to draw each frame in a specific miniature style digitally. The third stage is to paint each frame to give animation. As this style called frame to frame animation or 2D animation. According to the 2D animation technique each panel of action should have the same light effect while combining all the frames together. If atmosphere light would be changed on every frame, it can be a negative point. After painting all the frames next step is to combined all scenes together, this is the fourth stage of the animation video making. We can add the background music and foley sound effect at this stage. It is the process to create a hybrid miniature painting and animation video.

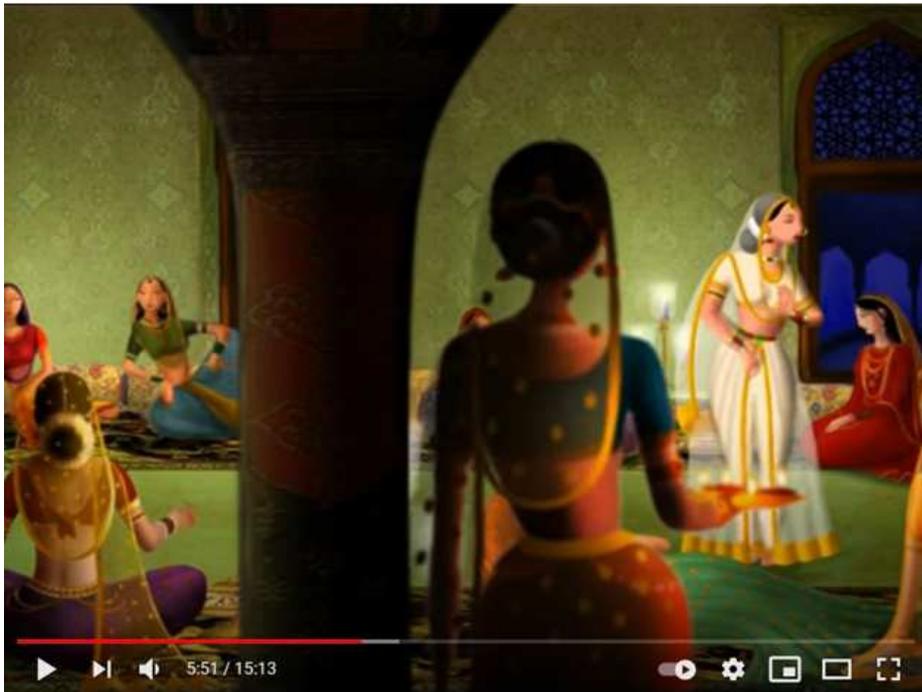


Figure 3: Printer Rainbow, 2006, by Geetanjali Rao.

If we look at a few years ago, we found some animated movies that beautify with miniature paintings styles. The movie 'Printed Rainbow' created by animation filmmaker Prof. Geetanjali Rao in 2006. There was a section in the story where the protagonist reached at a palace that environment Illustrated into a miniature paintings style. She used many traditional painting styles in this movie which screened in more than 60 international film festivals including Film's critic week- Cannes film festival 2006.



Figure 4: Sita Sings The Blues, 2008 by Nina Paley.

“Sita Sings the Blues” movie created by Nina Paley American cartoonist and animator in 2008. This film based on “The Ramayana” – Ram and Sita breaks up the story *spectacular*. She showed her break up story in the context of Ramayana. It is magnificent to see the miniature mythological figures in an illustrative form. Nina used Indian folk styles for illustrations too.

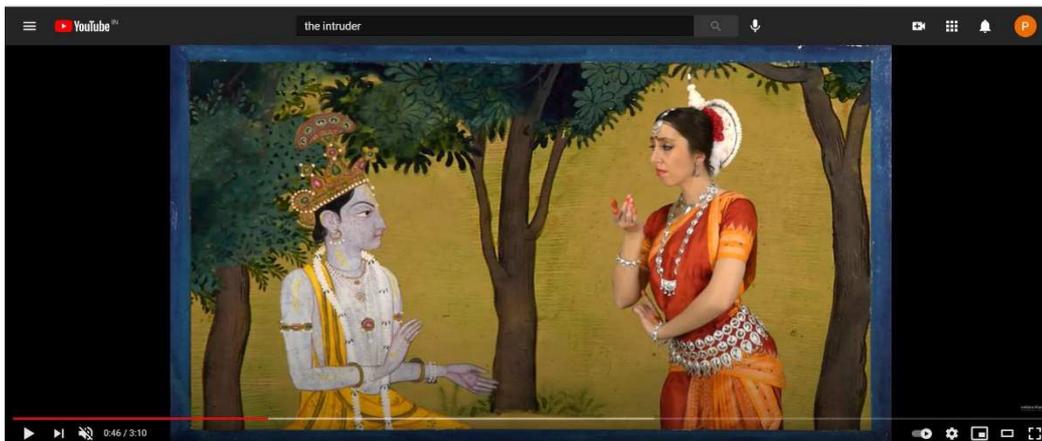


Figure 5: The Intruder by Mahina Kunham.

“The Intruder” created by Mahina Kunham, a dance lover and passionate to introduce the cultures and traditions of India by contextualizing the songs and explaining the themes they address. The astounding part of the video is it's a mixture of three famous visual arts forms Animation Techniques, Miniature Painting and the Odissi Dance together. The concept of the video is The Krishna & Radha sited under the tree. The protagonist came there and struggled to fascinate Lord Krishna from her Odissi dance. At the end of the video, she showed Lord Krishna had attracted by her dance and playing the flute.

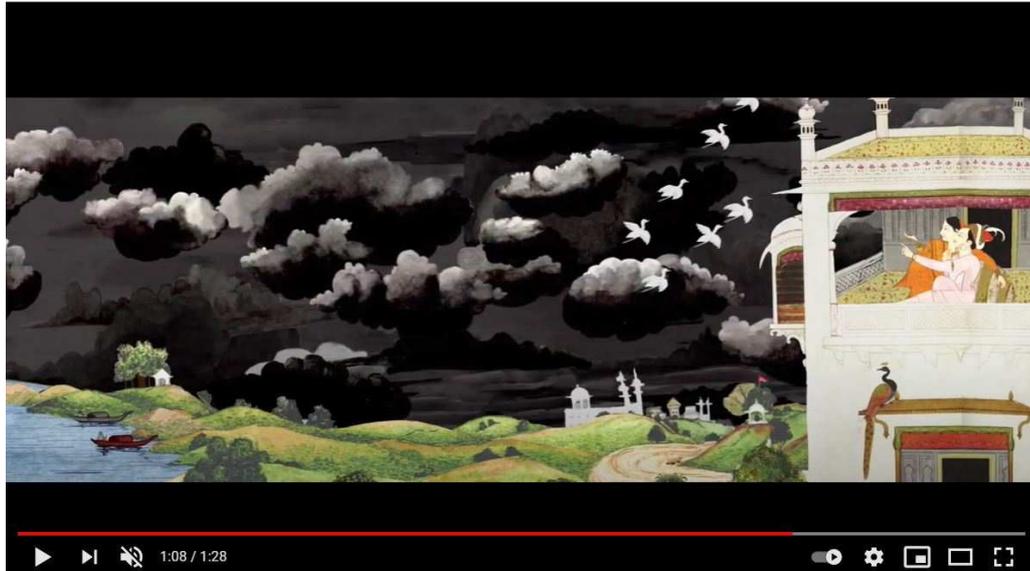


Figure 6: Bhadon by Ms Ragini Ranjana.

“Bhadon” created by Ms Ragini Ranjana and guided by Prof. Mazhar Kamran which is depicted aesthetically and the story can be understood easily. “Bombay Rose” created by Geetanjali Rao in 2019. This is a famous animated movie and has screened in many international and national film festivals. Each frame painted digitally with the use of 2D software’s. Some sequences were painted in Mughal style miniature paintings and look stunning.



Figure 7: Bombay Rose by Geetanjali Rao.

Many animation filmmakers are adopting traditional Painting techniques for making their films. Other examples of animated miniature paintings are Bombay Rose, Tale of How, Into Pieces etc. These all videos are beautiful and have an aesthetic sense, all are can be counted as a art piece.

ACCEPTANCE OF ANIMATED MINIATURE PAINTINGS ON SOCIAL MEDIA

Social media sites like Facebook, Twitter, Instagram, Telegram and YouTube are famous platforms to showcase your professional and personal life glimpses. Anyone can review posted happenings on social media. Social media is a powerful weapon where any content can reach the top fast and can drop it down also. There are no criteria to judge that content. These days, visual art students, artists, animators, digital artists and creative people are posting animated paintings videos and gifs on their social media accounts frequently; to come in lime lite and want the huge number of visitors included eminent art/digital studios. This kind of art is captivating, appreciable and can be watched 2 or 3 times at the same time.

The ratio of people's activeness on social media increasing day by day as we can see today. Approx. 3.96 billion people currently active on social media in any form which is just double from 2.07 billion in 2015. Most creative contents are communicative, appealing, and astounding, those are rotating on social media we must agree that creative images or videos are one of the most popular contents on these platforms. People loved to watch them, liked the content and forward to others. This rotation is endless. Here is the list of the animated miniature paintings videos and its viewers.

Table 1: Animated Miniature Painting Video reviews on YouTube

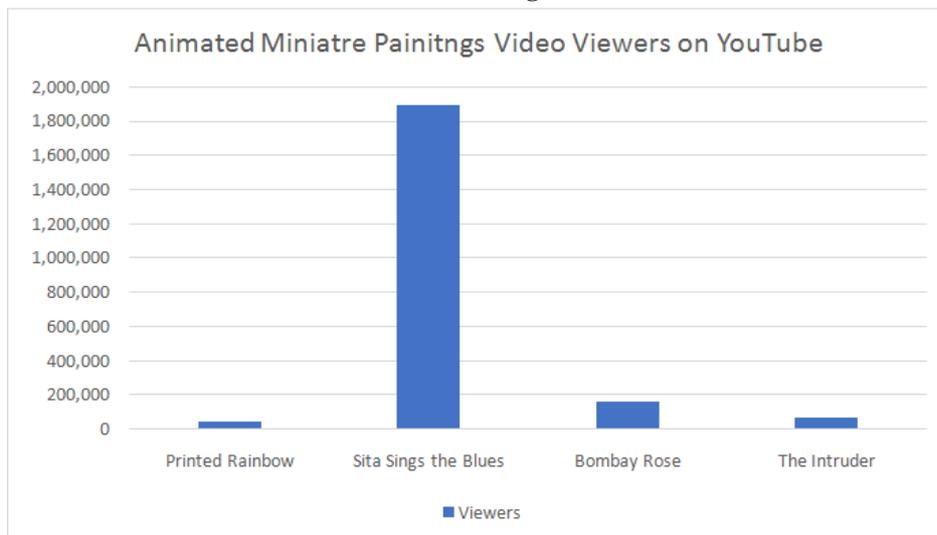
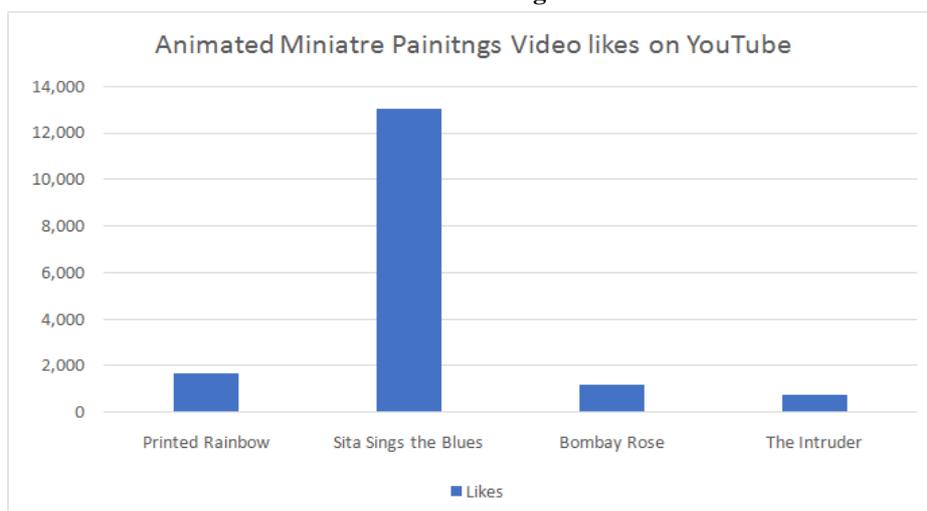


Table 2: Animated Miniature Painting Video Likes on YouTube



People are liking those content on social media, they forward it to other groups, post it on their walls and recommend to others; it tells a story of acceptance.

CONCLUSIONS AND SCOPE IN FUTURE

These kinds of content are good at the first sight and of course, this can be a way to do publicity in this era. If we talk about social media then every single social media site has a huge number of users. Whenever Artists, Animators and creative people upload their work on those sites and if they have a good number of followers and use appropriate hashtags, the chances of the content popularity increase by ten times. Animated painting is a new content but it's fascinating for all age groups people. Creativity is a vast area and there is a chance to do more experiments in this particular art. I think this medium is a very strong and important for upcoming art movements because, these days art has crossed the limit of paper and canvas and enter to the digital realm. In my opinion, replicas and imitations of a renowned painting with the use of different tools and stories can be innovative art because of its unique presentation and the solid story behind it. Some content makers are paying such a good amount to these artists and animators. Some online art galleries such like NFT buys those types of artworks on regular basis. I think as an artist/ animator, it's our duty to keep our traditional art and folk-art alive forever in this digital technology world. If the artist will understand the concept of visual storytelling via using traditional art elements and characteristics with the use of animation techniques then defiantly one day it will become the part of contemporary art movement.

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