

Appeal: Lesson 8

Understanding the Principle of Appeal

Appeal makes a character appear more realistic to the audience, very similar to how a good actor has charisma. This principle aims to bring out a character's personality and applies to all types of characters, including villains, heroes and everything in between. Appeal is used to manifest the audience's attraction to a character or animation, helping your audience relate to and find empathy for your character.

Appeal is created in a variety of ways and includes clean design and solidly drawn, well-constructed characters. It is also created through facial expressions and body movements, which help create magnetic personalities to bring characters to life. And finally, appeal is created through well-developed story lines that connect to the audience both visually and emotionally.

Related Project Files

The following related project files are located in the ASCurriculum-Lesson8.zip file that accompanies this course:

- **Tutorial 8.1.anme** - A final version of the project that you will complete in this lesson.
- **Tutorial 8.1.mov** - A final render of the project that you will complete in this lesson.
- **Tutorial 8.1 How To.mov** - A step-by-step video tutorial of the project that you will complete in this lesson.
- You will also re-use the **Jill Eyes.anme** file found in the **Lesson 3.1** folder on the disc.

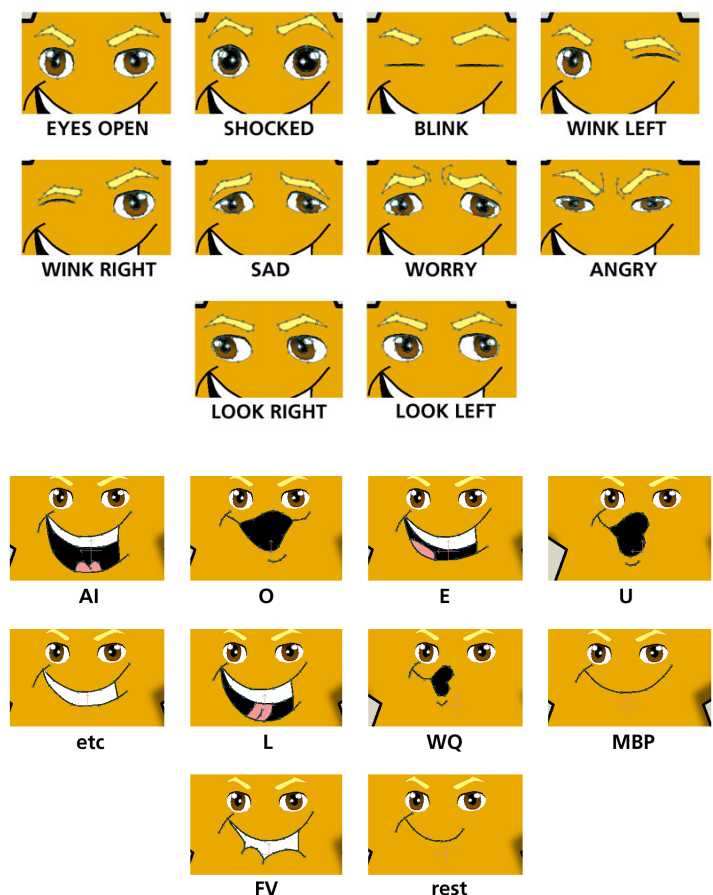
Tools Used

- **Scale Layer** tool, **Translate Layer** tool, **Draw Shape** tool, **Set Origin** tool

Tutorial 8: Overview

In this tutorial you will create appeal by using **Switch Layers** to animate a character's facial expressions with the eyes and the mouth, helping to capture the audience's attention. You'll be able to experiment with different facial expressions to see how they change the appeal of the animation.

Switch Layers in Anime Studio allow users to easily create lip-synced animations. Lip syncing adds appeal to characters because it helps their speech appear more realistic and believable and helps bring the character to life.



The Principles of Animation

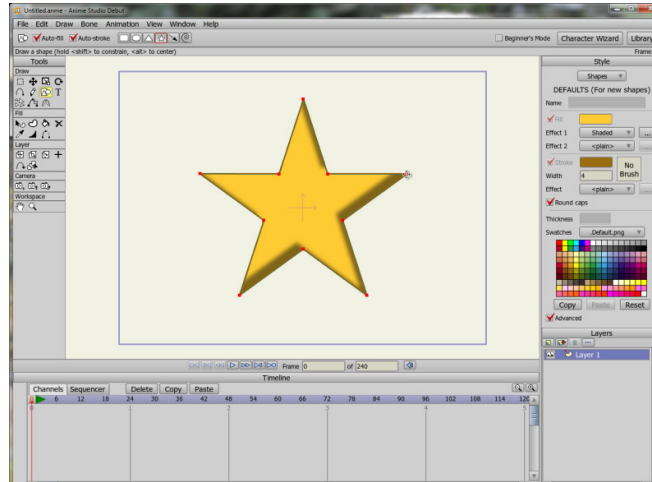
Tutorial 8: Step-by-Step

Step 1: Create a Star



To begin, start with a new scene. From the **Style** window, select a golden yellow color, and choose **Shaded** from the **Effect** drop-down list. Choose the **Draw Shape** tool from the **Tools** section of the toolbox, and select the **Star** option from the Properties bar. Draw a star in the stage and then use the **Translate Points** tool to position it in the center of the scene, centered at the origin point.

Save your project at this point, naming it Lesson8_YourLastName.



For further information on the **Draw Shape** tool, refer to the Anime Studio Debut Users Manual.

Step 2: Place the Eyes

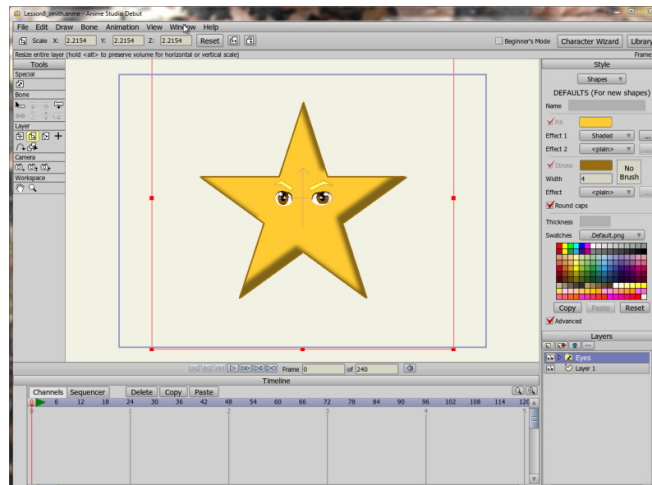
Choose **File > Import > Anime Studio Object**, and load the **Jill Eyes.anime** file included with the Lesson 3.1 files. These are the same eyes that you used in the Anticipation lesson.



Use the **Set Origin** tool to center the origin point at the eyes.



Then use the **Translate Layer** tool and the **Scale Layer** tool to position and size the eyes properly.



For further information on the **Set Origin** tool, refer to the Anime Studio Debut Users Manual.

For further information on the **Translate Layer** tool, refer to the Anime Studio Debut Users Manual.

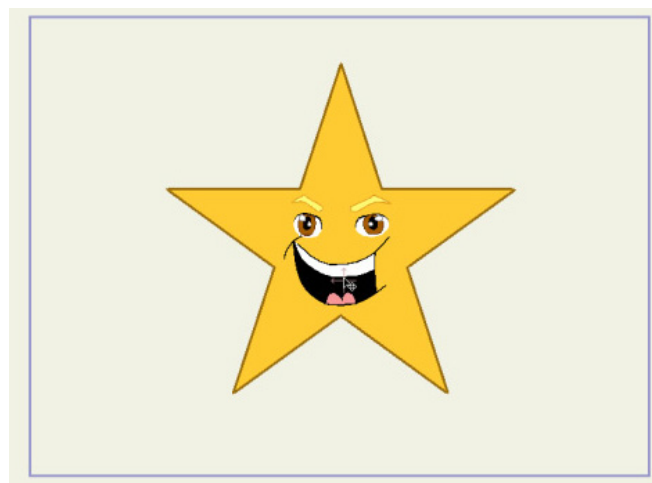
For further information on the **Scale Layer** tool, refer to the Anime Studio Debut Users Manual.

Step 3: Place the Mouth

Choose **Window > Library** to open the **Library** window. Navigate to the **Props > Head/Mouth Sets** section, and double-click to add **Mouth 1** to the project. Close the **Library** window to continue.

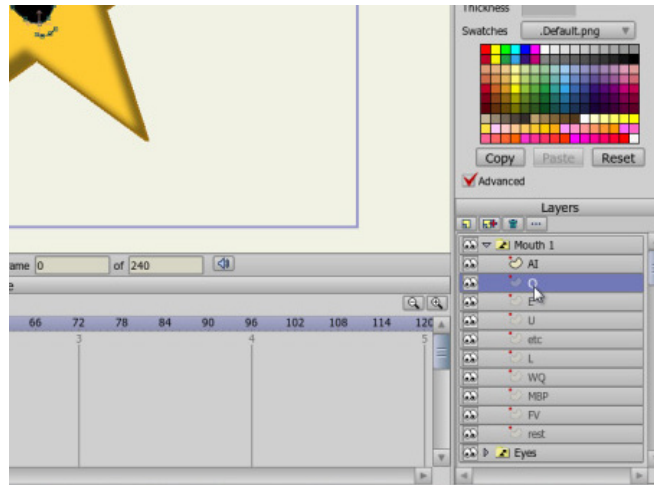


Use the **Scale Layer** and **Translate Layer** tools to position the mouth on the star.



Step 4: Explore the Mouth Layers

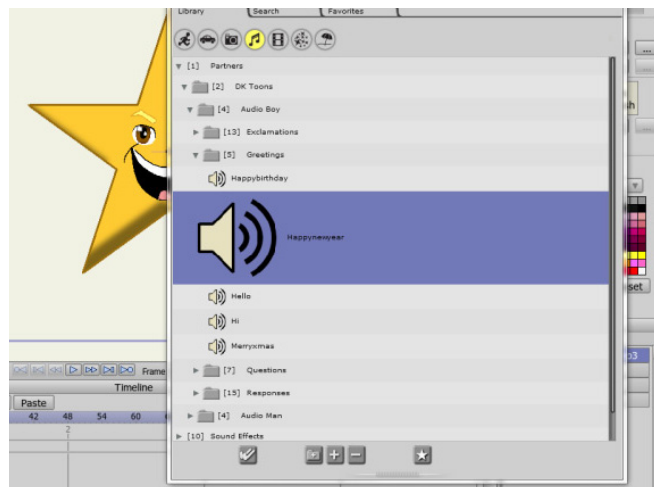
To explore the switch layers in the mouth, expand the **Mouth 1** folder to reveal the various mouth positions. You'll notice that they are labeled with phonetic labels. The mouth positions correspond to the basic positions that a mouth makes when speaking. Click the various layers to see how the mouth changes.



Step 5: Add a Sound

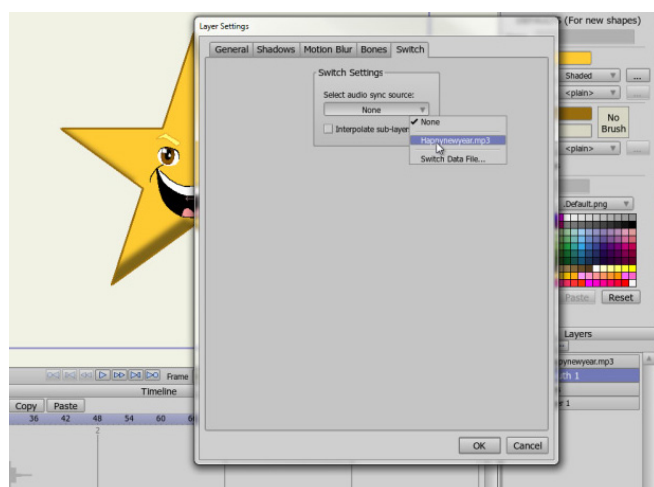
Next, we'll attach a sound to the mouth layer. The sound will automatically make the character speak.

Choose **Window > Library** to open the **Library** window again. Open the **Audio Partners > DK Toons > Audio Boy > Greetings** folder and choose **happynewyear** to add to the scene. Click the double checkmark at the bottom of the Library window to add the sound to your project. The file appears in the layers list and its waveform appears in the timeline. Close the **Library window** to continue.



Step 6: Attach the Sound to the Switch Layer

It's a simple process to attach the sound file to the mouth switch layer. Double-click the **Mouth 1** layer in the **Layers** window, and select the **Switch** tab from the **Layer Settings** dialog. Use the **Switch Settings** drop-down to select **happynewyear.wav** for the audio sync source and then choose **OK** to continue. The sound is now attached to the switch layer. When you play the animation, you'll notice your character speaking. It's as easy as that!



Lip syncing helps generate appeal by adding life to the character and realism to your scene. In general, speech adds appeal by creating interest in the story line.

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Step 7: Animating the Eyes

To add even more appeal, you can animate the eyes. This will make the character appear even more realistic and enhance its connection to the audience.

You learned about animating eyes in Tutorial 3.1, and you'll use the same process to animate them here. To change the eye expression, right-click on the **Eyes** switch layer in the Layers window and select the various switch layers at the frames indicated below:

- Frame 6: **Eyes Open**
- Frame 11: **Blink**
- Frame 15: **Eyes Open**
- Frame 24: **Shocked**
- Frame 36: **Eyes Open**
- Frame 48: **Wink Right**
- Frame 54: **Eyes Open**

Notice how your character's expression changes. After you have finished with the eyes, play the project to see how it looks, then save the project and render the animation.



To experiment with different expressions, simply advance through the timeline and switch the eye expressions at every few frames to vary them as you like. You can move through the timeline to preview the sound if you want to sync the eye motion with various words in the sound file.