

## 13. ANIMATION / VISUAL EFFECTS (VFX)

Many productions today integrate digital animation and animated sequences, moving beyond traditional techniques such as cel animation or stop-frame animation (e.g., clay figures). These approaches are now often replaced by advanced digital visual effects (VFX), including 2D, 3D, or AI-driven processes.

Even with the advent of digital tools, the role of skilled animators and AI prompters remains critical. Their expertise in creating lifelike movements, intricate textures, and visually engaging elements significantly elevates the quality of the final output.

### 13.1 CHARACTER DEVELOPMENT

Character creation is a pivotal stage in animation, requiring precise planning and clear agreements on essential story elements such as character design, textures, and colour palettes. Changes made later in the production process can be both technically demanding and costly. To avoid these challenges, incorporating multiple approval stages for work-in-progress milestones during pre-production is essential.

When animators design characters or create unique graphic intellectual properties exclusively for a project, ownership typically resides with the creator unless otherwise stipulated. Ownership terms must be established upfront, and, where applicable, fees for future or expanded uses—such as internal presentations, alternative advertising formats, merchandising, or deployment in new markets—should be negotiated in advance.

### 13.2 INTEGRATING ANIMATION AND LIVE-ACTION

Animated sequences usually take longer to produce than live-action due to their complexity. For projects that combine live-action and animation, it's best to plan them as separate phases with dedicated schedules to keep the process organized.

### 13.3 ENSURING EFFICIENCY AND COST-EFFECTIVENESS

Following a clear production schedule is key to controlling costs. Allowing enough time for adjustments and revisions helps avoid delays and extra expenses. Proper planning and timeline management are especially important as new technologies continue to shape how stories are created and told.

