

“Studying some of the animated films inspired by Art Deco”

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Abstract:

Art Deco was derived from some of the Pharaonic arts as well as other arts, and it has been highly acclaimed in various fields, including architecture, applied industries, and the arts of drawing and photography in many societies. It can penetrate the minds and consciences of societies in general and Egyptian society. The art of animation is an art and an industry at the same time, and it has a great impact on societies as it contributes to the construction of the emotional structure of societies since childhood as it establishes through the artistic image and the interesting scenario many educational concepts and societal values in the conscience of society. Art Deco has previously been used in many works, whether designing characters or backgrounds, including the movie *The Princess and the Frog*, which was distinguished using units and colors that express this style in a clear artistic way. The design of characters in animation is a wide field filled with multiple studies according to specific criteria such as artistic anatomy, different proportions, the study of the psychological state and the variables controlling emotions, movement, and expression whether two-dimensional or three-dimensional, and then merge with the roles of backgrounds that emphasize the general thought of the scene and the consolidation of the sense of it. **Statement of the Problem:** 1- Art Deco has met with acceptance in Western societies in general and in Egyptian society, due to the link between the style and ancient Egyptian art, especially in the fields of architecture, applied industries, and the arts of drawing and photography, but it has not been sufficiently utilized in the field of designing the characters and backgrounds of contemporary animated films. 2- Character design is one of the most important elements of the animated film, which we must give great attention in our production because of its great impact on attracting the viewer's attention. 3- We need to produce high quality, interesting and visually nutritious animated films that carry cultural diversity with a renewed thought. **Research Objectives:** 1- Analyzing the characters of the animation works influenced by Art Deco, because of their diverse visions. 2- Attempting to understand the general atmosphere of the innovative scene in the animated films related to Art Deco through analyzing the backgrounds. 3- Shedding light on the importance of linking the past and the present to produce original works with a special thought and vision. **Significance:** 1- Analytical study of the general scene of characters and backgrounds of some animated films inspired by Art Deco art, to put our hands on the method of contemporary artistic inspiration. 2- Shedding light on the importance of benefiting from previous artistic schools and movements such as Art Deco to create new and contemporary original plastic solutions. **Research hypotheses:** 1 - The research assumes that there is a clear influence of Art Deco on various fields of arts in general and the field of animation in particular, and for this there is a continuity of inspiration from it in designing movie scenes, whether in character design or background design at the present time. 2- The research assumes that there is great importance for the analytical study of some animation films inspired by Art Deco art, which in turn will enhance the value of innovation, by putting our hands on the methods of artistic inspiration. **Research Methodology:** The research follows the descriptive analytical method.

Keywords:

animated films, Art Deco.

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