Jurnal Scientia
Volume 13 , Number 03, 2024, DOI 10.58471/ scientia.v13i03
ESSN 2723-7486 (Online)
https://infor.seaninstitute.org/index.php/pendidikan

The Role Of Information Technology In The Animation Industry

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Article Info
Keywords:
Information Technology,
Industry,
Animation,
Efficiency,
Creativity,
Innovation

ABSTRACT
This research examines the role of information technology in the animation production process, focusing on how recent technologies have improved the efficiency and quality of production output. The main objective of this research is to explore the impact of various information technology-based tools and software on the creativity and productivity of animation teams. The research method used is a qualitative method with a case study approach in several animation studios in Bali. The theories underlying this research are visual communication theory and diffusion of innovation theory, which are used to understand how new technologies are adopted and applied in the animation industry. The results show that the integration of information technology in animation production not only accelerates the production process but also opens up opportunities for greater creative innovation. Technologies such as 3D animation software, cloud-based project management systems, and online collaboration tools have been shown to contribute significantly to the improvement of animation quality and teamwork effectiveness. These findings confirm the importance of investing in information technology for the animation industry to remain competitive in the global market.

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INTRODUCTION

Animation has become an integral part of the entertainment industry, education, marketing, and various other fields. In recent decades, the development of information technology has brought about significant changes in the way animation is produced. Information technology not only enables more efficient and effective production processes, but also opens up opportunities for creative innovations that were previously unimaginable.

In its early days, animation production was done manually by drawing each frame individually, which required a lot of time and labor. However, with the advancement of computer technology, this process underwent a major revolution. The use of specialized computer software for animation, such as Autodesk Maya, Adobe After Effects, and Blender, gives animators the opportunity to create works with greater speed and precision.

Developments in rendering technology and computer graphics also contribute to the improvement of the visual quality of animation. The use of advanced rendering algorithms, such as ray tracing and global illumination, can create more realistic and detailed images.

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These technologies can also create simulations of complex physics effects, such as lighting, shadows and textures, which enhance the visual experience of the audience.

Information technology opens up opportunities for better collaboration between the various teams involved in animation production. Online collaboration platforms and project management tools enable geographically dispersed teams to work together in real-time, share assets, and monitor project progress efficiently. (Yuniar, 2021). This is especially important in modern animation productions that often involve large teams with various specializations, such as scriptwriters, animators, graphic designers, and sound engineers.

Today, advances in artificial intelligence and machine learning are starting to play a role in animation production. AI algorithms can be used for tasks such as gesture recognition, animation automation, and image quality enhancement, which not only reduces the workload of animators but also opens up new possibilities in the creation of more interactive and responsive content. Artificial intelligence is the study of how to make computers do things that humans can currently do better. This is a pretty good thing to help humans do some things and help develop the potential that exists in humans, which if honed more deeply can make humans more advanced. (kompasiana.com, 2023).

This research aims to explore the role of information technology in animation production. The main focus is on how various information technologies are used in the production process, their impact on the efficiency and quality of animation, and the future potential brought by technological innovation. Through this research, it is hoped to provide a deeper insight into the integration of information technology in animation and its implications for the industry and practitioners. As well as the latest technologies used in animation production, such as animation software, rendering techniques, and visual effects.

It further explores how information technology can improve the visual quality and user experience in animation, and examines how information technology-based collaboration and project management tools can improve the coordination and efficiency of animation production teams. This will provide practical guidance for project managers and production teams. The results can be used to develop more advanced and realistic animation techniques. This will enrich the scientific literature on animation technology and provide a solid foundation for further research. By identifying and analyzing the latest technologies, it will help animators and animation studios to adopt more efficient and effective production methods, potentially encouraging innovation in the creative and technical process of animation.

METHODS

This research uses a qualitative approach with a descriptive method to deeply understand the role of information technology in animation production. This approach was chosen because it is able to explore in-depth and comprehensive information about the phenomenon under study. This research was designed as a case study of several animation studios in Bali that use information technology intensively in the production process. Case studies give researchers the opportunity to explore and understand the specific context and dynamics that occur in the animation production environment. The subjects in this research are 1) Some of the leading animation studios in Bali became the main focus of data collection. 2) Animators,

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graphic designers, project managers, and IT technicians involved in animation production at these studios.

Data collection was conducted through observation, in-depth interviews, and document studies. Direct observation in animation studios to observe the animation production process and the use of information technology directly. Semi-structured interviews were conducted with animation professionals and IT technicians in animation studios to gain insight into the use of information technology in animation production. Interview questions focused on experiences, perceptions, and knowledge of the technology used, challenges faced, and the impact of technology on the production process. Collection and analysis of related documents, such as project reports, software usage guides, and training materials used in animation studios. The document study provided additional information on the technologies used and animation production procedures.

Literature Review

As a literature review, there are several writings that discuss the role of information technology and animation in various fields. These writings are as follows: First, an article entitled Fluxus Animation and Communication in the Era of Digital New Media by Zuhdan Aziz (2019). This research focuses on the synergy of the use and utilization of animation in its fluxus with the field of communication in the era of digital new media in Indonesia. The results of the study show that animation has developed into an interesting new media, with increasingly developed and sophisticated animation computer hardware and software. Animation is now used in various lines of human life, such as learning media, educational media, fairy tale media, communication media, persuasion media, motion graphics information media, tutorial media, simulation media, entertainment media, game media, film media, art media, and others. Animation technology has become a strong magnet for pouring ideas of fiction, fantasy, and reality in the form of works, including artistic works with aesthetic exploration of art. In addition, animation can also be sold as a mass industry commodity that is able to bring in a lot of profit and revive the wheels of business and the economy.

Second, a paper entitled Implementation of Virtual Reality Technology in 3d Animation Learning Media by Tamara et al. (2022). This research focuses on the use of virtual reality (VR) as an innovation in delivering 3D animation learning materials to address face-to-face learning problems. The method used is a survey with questionnaire techniques. The results showed that respondents' attitudes towards VR-based 3D animation learning media were very positive, with 80% of alpha respondents and 87.19% of beta respondents in the "Strongly Agree" category. This research shows that VR can create innovative learning media in 3D animation. (Tamara et al., 2022).

Third, a study entitled Utilization of Animated Video as Learning Media by Cholik and Umaroh in 2023. The purpose of this study was to evaluate the effectiveness of using animated videos as information technology-based learning media in Informatics Engineering. The results showed that animated videos were effective in increasing students' interest in learning and learning outcomes. This study also discusses the analysis of entrepreneurial interest in economic education students and the effect of animated digital learning media and

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self-confidence on children's Islamic religious education learning outcomes. (Cholik & Umaroh, 2023).

Fourth, an article entitled Making an Animated Film of Curup Berdarah Folklore in Dahan Langit by Sulistiati et al, in 2018. This research tries to make an animated film of Curup Berdarah folklore in Dahan Langit using Adobe Flash CS6. The purpose of this research is to facilitate the OKU Tourism Office in conveying the aim of maintaining and preserving existing history through film. The data collection method used is the reference method and the experimental method. The results showed that information technology can be used in making animated films to preserve history and culture. (Sulistiati et al., 2018).

The last research is entitled The Role of Information and Communication Technology Utilization in Creative Economy Performance by Angelia and Gultom which was published in 2020. This research tries to analyze the extent of the role of information and communication technology (ICT) in supporting the performance of the developing creative economy. The results showed that ICT plays an important role in improving the performance of the creative economy, including in animation production. Information technology helps in the process of animation production, distribution and promotion, thus improving the efficiency and quality of production (Angelia & Gultom, 2014). (Angelia & Gultom, 2020).

The aforementioned studies show that information technology plays an important role in animation production, whether in the aspects of communication, learning, entertainment, or preserving history and culture. These technologies help in improving the quality, efficiency and accessibility of animation production, and enable the use of animation in various fields of human life.

RESULTS AND DISCUSSION

The use of animation software has opened up new opportunities in various fields such as education, marketing, and entertainment. In education, animation is used to make learning materials more interesting and easy to understand, as seen in the implementation of 3D animations created using mainstream software such as 3DS Max 9 and supporting software such as Adobe. In marketing, animation helps to create advertisements that are attractive and effective in conveying messages to audiences (Sunarya et al., 2015). Meanwhile, in the entertainment industry, animation continues to be a popular medium for movies, television series, and video games, with the quality getting higher as animation technology develops.

The development of animation technology is inseparable from animation software technology such as Adobe Animate, Blender, and Toon Boom Harmony are the main tools in the animation production process. These technologies allow animators to create animations more efficiently and provide various features that help in the production process, such as frame-by-frame editing, rigging, and rendering. (dafideff.com, 2019). In addition, the software also provides a variety of tools and plugins that can be customized to the specific needs of the project, thus increasing the flexibility and creativity of animators in creating unique and innovative works.

Integration of the latest technology, one of which is 3D animation (Rafli A, 2021) and visual effects (VFX) in software makes it easier to create more realistic and detailed

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animations. With the features provided, animators can bring characters and environments to life in ways that were previously impossible. For example, Blender with its open-source capabilities allows the global community to contribute and extend the functionality of the software, making it a highly dynamic and ever-evolving tool.

The technology that is currently developing in the world of animation is CGI (Computer-Generated Imagery) technology, which has a significant impact on the visual quality of animation. (Immaniar et al., 2015). CGI allows the creation of more realistic and detailed characters, backgrounds, and visual effects. This can be seen in the increasing quality of 3D animation in the film and game industry. CGI not only improves visual aesthetics, but also expands the creative boundaries of animators and filmmakers. With CGI, animation can present a completely new and immersive world, providing a more immersive experience for the audience.

CGI also allows the merging of fantasy elements with reality, creating more complex and rich narratives. The technology also eases the production process by reducing the need for physical sets and practical effects, which are often more expensive and time-consuming. In the gaming industry, CGI has taken games to a new level with graphics that are almost on par with reality, increasing immersion and player engagement.

However, while CGI offers many advantages, challenges remain. The process of creating CGI animation requires high technical skills and sophisticated hardware, as well as significant production time and cost. In addition, there is a risk that over-reliance on CGI may detract from the artistic elements and uniqueness often found in traditional animation. CGI has revolutionized the way audiences produce and enjoy animation, offering endless possibilities for creative exploration and enhanced visual quality. As technology continues to evolve, the future of CGI animation looks bright, promising even more amazing innovations and visually stunning experiences.

In addition to the technical aspects, modern animation software also supports team collaboration through features such as cloud storage and version control, which allows multiple animators to work on the same project simultaneously from different locations. This not only speeds up the production process but also provides benefits in faster exchange of ideas and feedback, ultimately improving the quality of the animation produced.

The use of cloud technology has improved collaboration between animation production team members. With platforms like Google Drive, Dropbox, and other cloud services, teams can work in real-time from multiple locations, access and share project files, and make revisions quickly and efficiently. This not only speeds up the production process, but also allows for greater work flexibility for team members. (Saputra et al., 2015).

In addition, cloud technology also provides virtually unlimited storage capacity and the ability to manage file versions. (Tantowi & Wijayanti, 2023)This minimizes the risk of data loss and allows team members to keep track of changes made to the project. With features such as automatic synchronization and backup, teams can feel safer and more secure in terms of data security.

The use of cloud technology also encourages cross-disciplinary collaboration in animation production. Team members from different backgrounds, such as animators,

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graphic designers, scriptwriters and software developers, can work together in a more efficient and integrated manner. This collaboration results in more complex and rich animation works, with the incorporation of various creative and technical elements.

Information technology has provided automation to several processes in animation production. For example, the use of algorithms for motion interpolation, automatic color filling, and AI tools for iterative animation creation have reduced production time and costs. In addition, information technology has also opened up more efficient collaboration among production teams spread across different geographical locations. Using cloud-based collaboration platforms, animators and designers can share and edit files in real-time, reducing the need for physical meetings and speeding up workflow.

Advancements in rendering technology have also played an important role. The use of more advanced GPUs (Graphics Processing Units) and optimized rendering software has enabled the creation of more realistic and complex visuals in less time. In addition, techniques such as motion capture and physics simulation integrated with AI technology have brought a higher level of authenticity and detail in character movements and visual effects.

Not only that, the development of information technology has also impacted the distribution and consumption of animation. Digital streaming platforms and social media allow animation to reach a global audience quickly and effectively. This opens up new opportunities for independent animators and small studios to publicize their works without the need to go through more expensive and limited traditional distribution channels.

The integration of information technology in animation production not only increases efficiency and reduces costs, but also enriches the quality and accessibility of animation itself. In the future, we can expect further innovations that will continue to push the boundaries of creativity and technique in animation. To name just one, the use of VR and AR in animation shows great potential for the future. These technologies not only enhance the viewing experience, but also enable the creation of interactive animations where users can interact directly with animated elements in a virtual environment. With VR, users can feel as if they are inside the animated world, creating an immersive and immersive experience. Meanwhile, AR technology makes it easy for animated elements to be added to the real world, giving a new dimension to user interaction and creating a more dynamic and engaging experience.

Virtual reality (VR) and augmented reality (AR) offer new ways to create and experience animation. Animators can use VR to create three-dimensional environments that can be explored and manipulated in real time, providing new perspectives and increasing visual detail. Meanwhile, AR allows animation to interact with the real world, opening up new opportunities for applications in education, entertainment and marketing.

The use of VR and AR in animation opens up new opportunities for various industries, including education, training and entertainment. In education, VR and AR animation can be used to create more engaging and interactive learning environments, helping students understand complex concepts through visualization and hands-on experience. In training, these technologies can simulate real situations in a safe and controlled way, allowing users to practice and learn without real risk. In the entertainment industry, VR and AR offer new ways for audiences to engage with content, from interactive films to location-based games

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that utilize animated elements in real-world environments. With the continued development of the technology, we can expect the quality and capabilities of VR and AR animation to improve in the future, opening up more creative possibilities and practical applications that we have never imagined before.

Information technology has brought significant changes in the efficiency of animation production. Modern animation software provides various tools that speed up the creative and technical processes, animators can focus more on the artistic rather than technical aspects. Team collaboration facilitated by cloud technology also increases efficiency by reducing communication barriers and speeding up the revision and approval process. In addition, technologies such as artificial intelligence (AI) and machine learning have begun to be used to automate certain tasks in animation production, such as character animation, physics simulation, and image rendering.

AI can analyze data from previous projects to optimize workflows and make suggestions to improve visual and narrative quality. Machine learning can also assist in real-time animation adjustments, allowing instant changes without the need to re-render the entire scene. This technology provides opportunities for animation teams to experiment more freely and innovatively, and to respond to feedback more quickly.

Information technology also supports the distribution of animation through streaming platforms and social media, allowing independent animators to reach a global audience without the need for traditional intermediaries. This opens the door for more creativity and diversity in the animation industry, as well as providing opportunities for new talents to showcase their work. Information technology not only improves the efficiency of animation production but also expands the boundaries of creativity and accessibility within the industry. Technological developments continue to drive innovation and allow animators to create more complex and impressive works, making animation an increasingly important medium in visual communication in this digital age.

Technologies such as CGI, VR and AR have opened up new opportunities for creativity in animation. With the ability to create more realistic and interactive worlds, animators can now produce works that are more immersive and engaging for audiences. These technologies also allow for the exploration of new aesthetics that were previously difficult or even impossible to achieve with traditional techniques.

In addition, this technology expands the boundaries of narrative and storytelling. In traditional animation, visual storytelling is often limited by a static and linear camera perspective. However, with CGI, VR and AR, the narrative can become more dynamic and interactive, giving the audience a more immersive and personalized experience. For example, in VR, viewers can become part of the story, interact with the environment and characters, and make decisions that affect the storyline.

Another advantage of this technology is its ability to simplify and speed up the production process. CGI allows the creation of 3D models that can be reused and modified easily, saving production time and costs. VR and AR allow visualization and testing of concepts in a near-real environment before they are implemented in the final production.

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As these technologies become more sophisticated, animators will also need to develop new skills and adapt to evolving tools and techniques. Training and education that focuses on cutting-edge animation technologies is crucial to ensure that professionals in the industry remain relevant and able to harness the full potential of technological innovation.

CGI, VR, and AR technologies are not only changing the way animation is created, but also how audiences experience it(Immaniar et al., 2015). The use of these technologies in education, entertainment, marketing, and various other fields shows that animation continues to evolve as a powerful and versatile communication tool, capable of conveying profound and memorable messages in unprecedented ways.

Looking at current trends, information technology will continue to play a key role in animation production. With the development of AI, VR, AR, and other technologies, we can expect greater innovation and more efficient production methods in the future. Animators and animation studios that can adapt quickly to these new technologies will have a competitive advantage in this ever-evolving industry. It also opens up new opportunities in terms of creativity and narrative. AI can be used to automate time-consuming processes, such as rendering and editing, so animators can focus on the creative aspects of production. VR and AR, on the other hand, enable more immersive and interactive experiences for the audience, creating new forms of more immersive storytelling.

Collaboration between disciplines such as computer science, art, and psychology will become increasingly important in creating animations that are not only entertaining, but also educational and therapeutic. (Triyanto & Fitrihana, 2005). For example, AI-powered animation can be used in education to make learning materials more interesting and easy to understand. In healthcare, VR and AR animations can be used in therapy to help patients overcome phobias or trauma.

In a global context, these technologies also enable wider and more equitable distribution and consumption of animation. Streaming and social media platforms make it easier for animators to reach international audiences, while AI translation technology can help overcome language barriers. Advances in information technology have not only changed the way animation is produced, but also how it is consumed and appreciated by audiences. Therefore, keeping up with technology and adapting to these changes is key to succeeding in the animation industry of the future.

Information technology has brought many benefits, but this research found some challenges. One of the main challenges is the steep learning curve for new software and technology. Animators need time to master these tools, which can be prohibitive in the short term. Additionally, the cost for the latest hardware and software can also be an obstacle, especially for small animation studios with limited budgets.

In addition to these challenges, there is also the issue of compatibility and integration of various technologies in the animation production process. Different software often have operating systems and file formats that are not always compatible with each other, which can slow down workflow and cause frustration among animators. In addition, the need to constantly update skills and knowledge about new technologies can be a burden for already busy professionals with hectic work schedules.

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Data security and privacy are also important concerns in the use of information technology. (Nurul et al., 2022). Animation studios must protect their creative works from potential copyright infringement and information leakage. With the increasing reliance on cloud-based solutions and online storage, these risks are becoming increasingly relevant.

While information technology has opened up many new opportunities and simplified many aspects of animation production, challenges must be overcome to maximize its potential benefits. Animation studios need effective strategies to manage learning curves, costs, technology compatibility, and data security in order to compete in this ever-evolving industry.

CONCLUSION

This research has examined the significant role of information technology in animation production, focusing on how various IT tools and techniques affect the creative process, efficiency, and end result of animation production. Information technology has enabled the automation of various stages in animation production, such as rendering, editing, and data management. Modern animation software tools, such as Autodesk Maya and Adobe After Effects, allow animators to work faster and more efficiently, reducing production time significantly. With information technology, animation can achieve a higher level of detail and realism. Improvements in computer hardware, rendering algorithms, and lighting technology have enabled the creation of more vivid and visually stunning animations. Cloud-based collaboration tools, such as Google Drive and Slack, facilitate more effective team communication and collaboration, especially in animation projects that involve multiple parties from different locations. This allows teams to share resources and work together in real-time. The internet and streaming platforms have paved the way for wider and faster distribution of animation. Animation is now accessible to a global audience through platforms such as YouTube, Netflix, and various social media, expanding the reach and impact of animation work. Information technology is driving innovation in new animation techniques, such as 3D animation, virtual reality (VR), and augmented reality (AR). These technologies open up new opportunities for animators to explore more complex and immersive concepts and stories. The role of information technology in animation production is crucial and transformational. As technology continues to evolve, the animation industry will continue to see further innovation. Animation makers have the opportunity to create more stunning and impactful work. The future of animation will continue to be influenced by advances in information technology, taking animation to new heights in terms of quality, efficiency and global reach.

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