
ROLE OF ANIMATION MOVIES COSTUMES AS VISUAL LANGUAGE INDICATING CULTURAL IDENTITY

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Abstract

Fashion is one of the visual artistic languages that depict time and place and express the civilizations of peoples, and reflect the cultural identity of societies, and it is important because it has an effective role in convincing the viewer of what is happening in the events that are used in the same characters of animation films that tell stories that are predominantly human, and many of them are inspired by events or people from reality, therefore, the costume designer of the characters of animation films is keen to take into account the cultural sources of the various societies, which determine the history and beginnings of any people, are formed and differ according to the atmosphere of their climatic environment, and are affected by the customs, beliefs, rituals and customs of the people on which they were brought up. It is important to be careful, along with an artistic vision, in designing the costumes for distortion films, with their implications for the cultures of different societies, especially since many of the misrepresented films have influenced the fashion presented by them on young and old audiences, and then they are inspired by and influenced by cultural and social identities and influence fashion lines and fashion design in general.

Keywords

ANIMATION- MOVIES- COSTUMES - VISUAL LANGUAGE- CULTURAL IDENTITY

Introduction

In some animation films, the design process overshadowed the accuracy of the process of inspiration from the cultural sources of the environments, it was inspired by the work, which led to the arrival of an inaccurate picture of the cultural identities of different civilizations. In cases where the character design process was not separated from the costume design process, problems arose and the difficulty in the logic of the movement and its relationship to the character and the scene.

Research Goal

- The need to highlight the importance of the role of animation film fashion as a visual language that reflects the culture of peoples and societies, and to clarify the difference between designing animation movie characters and designing animation film characters 'costumes, in order to keep pace with the tremendous technical development that has characterized animation films in recent times.
- The need to be meticulous in designing the lines, configurations, and colors of the animation characters 'costumes in accordance with the spatial and geographical environment, in order to achieve an even symbolic reflection of the culture that the film presents in its message. Using the descriptive-analytical approach, the research concludes by emphasizing the importance of

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fashion design as a visual element in achieving the cultural identity associated with the message provided by animation films, and its ability to introduce viewers of all ages to the cultures of different peoples across multiple times and worlds. To the taste of young and old onlookers, Thus, it affects fashion lines and fashion design in general, and therefore the research recommends: the need to pay attention to and advocate the production of animated films with an Egyptian local character that reflects the cultural identity of Egyptian society, civilization, history and costumes, and to choose its role models and heroes and present them as characters in animation films as clear cultural symbols and influential role models for young people from viewers.

1- Fashion has an importance as a visual element in achieving the cultural identity associated with the message provided by animation films, and its ability to introduce viewers of all ages to the cultures of different peoples across multiple times and worlds. Likewise, the costumes presented in animation films affect the taste of young and old viewers, and thus affect fashion lines and fashion design in general.

2- Disseminating knowledge, information and awareness of the Egyptian personality and its history through designing animated films that reflect local arts and community culture is worthy of contributing to the strengthening of feelings of identity and development of performance and behavior. It directs performance, awareness, and a desire to reach real development, progress and a better future.

Recommendations

1- Designers, artists and fashion designers must take into account the cultural sources of societies and present them in a way that is appropriate for the Egyptian society, respects its culture and elevates its taste, because of its clear impact on the viewer, which is rooted in his memory and affects his culture, behavior and vision of the past, present and future.

2- The need to pay attention and call for the production of animated films of a local Egyptian character that reflect the cultural identity of the Egyptian society, its civilization and its history, and to choose its role models and heroes and to present them as characters in animation films as clear cultural symbols and an influential role model for young viewers.

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