



Figure 1: I am Dug

rifice character development for cute/fancy animated tricks. They don't play down to kids, they don't take shortcuts in plot development, and they are able to get you emotionally involved and invested in animated characters in a way their competitors have never been able to duplicate.

Up plays on your heartstrings and there are one or two scenes which may have you grabbing for a tissue. I'm not joking about that. It got to me and I don't get emotional about a film unless an animal dies (no, that's not what happens in Up). And speaking of animals, dog lovers are going to go crazy over Dug. He's an adorable little guy who's brave and loyal and is sure to remind you of your own furry best friend.

Up is storytelling at its best. The adventure film takes audiences through the full spectrum of emotions, with action and thrills mixed with comedy and suspense. A sure lock on an animated film Oscar nod, Up delivers a wondrous world filled with people and creatures you'll fall head over heels in love

with. Up earns a spot as one of the best films of the year, and not just in the animated category.