**Practical No: 23**

**Aim:** Case study on the “Applications Of Animation”.

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Not so long ago, animation was mainly associated with entertainment. However, nowadays,

more and more industries discover the advantages of animation and use it for various purposes to

raise awareness, draw attention, recruit and train staff, etc.

Following are some of the applications of animation in various fields and industries, which might

have seemed revolutionary just a couple of years ago but have proven their efficiency today.

**1. Marketing and Advertising**

The main features of animation are that it is eye-catching and memorable and allows you to

create any characters and scenery to make your advertising campaign most appealing and

relatable for the target auditorium.

Mainly that is why marketing and advertising are among the first industries we think of talking

about the modern use of animation.

**2. Education**

People tend to process and remember visual information up to 90% faster and better. It means

that educational videos are an integral part of any studying or training process, whether we are

talking about schools, professional training, or online courses.

The use of animation significantly improves the quality of reception for all sorts of viewers.

Even the most complex topics can be explained in an engaging and relatable manner through

animation, making it the #1 tool in modern education.

**3. Simulations**

There are lots of cases when professionals of different fields cannot be trained “in the field” right

away because it can simply be dangerous. That is why the military, aviation, and numerous other

industries discover various applications of animation today to train and upgrade their personnel.

Animated simulations allow us to safely work out different scenarios and help to build

confidence and the necessary skills to deal with them in real life later on.

**4. Medicine**

Animation allows the revealing of human anatomy on a whole new level. It helps to see and

thoroughly study details of our body, even those that cannot be seen with the naked eye.

Thanks to various applications of animation, medical students and professionals can now train

and study complex, innovative methods and explain treatment procedures to patients, gaining

their trust more easily.

**5. Entertainment**

As we have already mentioned, entertainment has always been one of the main applications of

animation. However, today the industry has evolved greatly. Animation allows all sorts of

entertainment platforms to create more and more advanced products and attract viewers, givingthem the thrill and action they have never seen before.

**6. Data Visualization**

Animated visualization allows us to better comprehend even the most complex and advanced

data. Using animation, various organizations can attract new donors and investors and provide

them with detailed and clear reports about their current work and future perspectives.

It is a great way to promote scientific research, raise awareness and draw attention to

humanitarian missions, help companies discover new markets and develop their operation, attract

new investors and partners, etc.

**7. Retail and e-commerce**

The use of animation allows retail and e-commerce platforms to boost their sales, becoming

more convenient and responsive for customers. Animation lets us show each product from

various angles and “in motion,” offer customization options, and create virtual “fitting rooms”

that allow clients to visualize the product in their life and interior, making an informed decision

about the purchase.

**8. Modern arts**

Animation allows modern artists to “break the fourth wall” and create masterpieces using

materials, colors, and tools that may be unavailable in the real physical world.

The use of animation lets us step beyond the laws of physics and allows us to develop modern art

and art trade on a whole new level.

**9. Mathematical & Scientific Research**

In Mathematical & Scientific Research, multimedia is mainly used for modelling and simulation.

For example, a scientist can look a molecular model of a particular substance and manipulate it

to arrive at a new substance. Representative research can be found in journals such as the Journal

of Multimedia.

**10. Gaming**

Last but not least, animation is the foundation of the gaming industry. It helps to create

characters and whole universes, giving gamers the thrill and excitement, they are looking for. It

makes the gaming industry more competitive, encouraging studios to discover new horizons and

provide their customers with a new level of visualization, activities, and scenarios with every

new product.