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Ambient Animation:

Technological Determinism and the Advent of Ubiquitous Animation

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Abstract

The field of animation has long been tied to the field of technology, as technology is needed both for the creation and presentation of animation. As such, shifts in technological development have resounding effects through the field of animation. This paper aims to explore how ubiquitous animation, pervasive animation that goes unnoticed by design, has arisen as a result of developments in technology. This paper examines animation both in historical and contemporary contexts, in conjunction with the state of technological development that has either facilitated or hindered its progression towards ubiquity. The paper will primarily be focusing on three manifestations of contemporary, ubiquitous animation - video special effects, video games, and web and mobile animation; tracing the transformation of each from novelty to ubiquity.