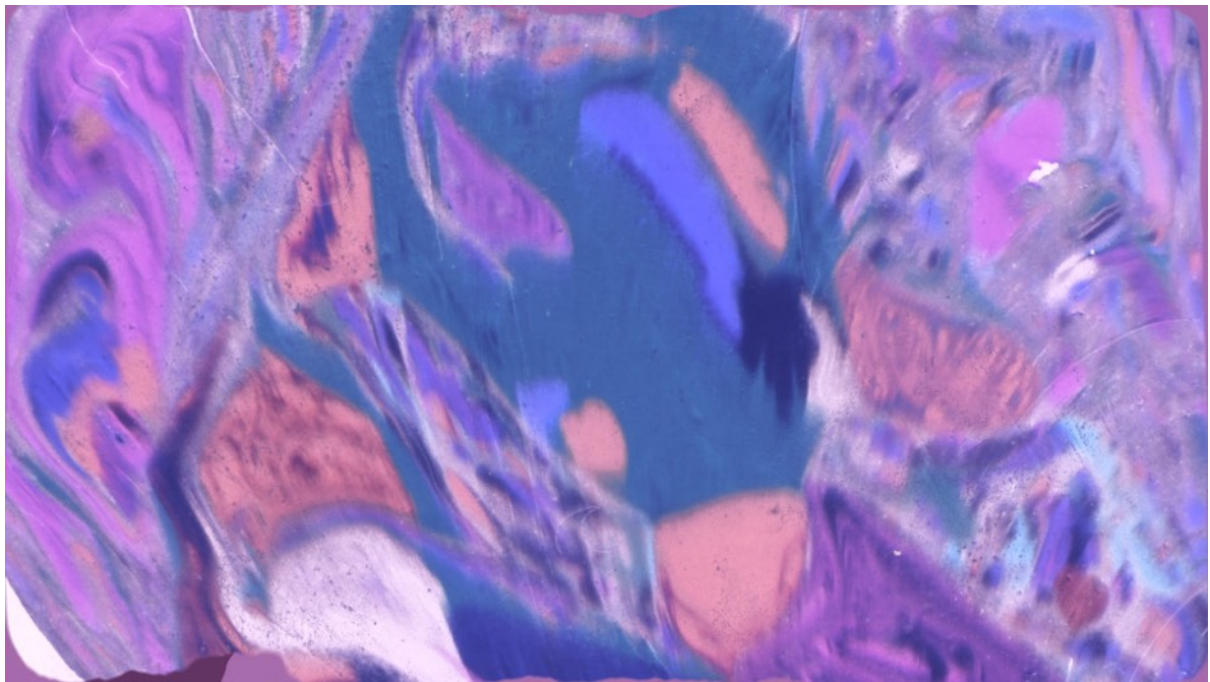


Auteur animation in music video



Doctoral School of Moholy-Nagy University of Art and Design, Budapest

DLA in Multimedia Arts

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Theses

1. In my thesis, I consider music videos as a distinct audiovisual medium, characterised by its constant remediation from other media. From this perspective, I propose that auteur animation can serve as a valuable source of remediation for certain music videos.
2. This remediation process operates in both directions, thus solutions in music videos can become distinctive features of auteur animation as well and expanding its tools.
3. The continuous close interaction between auteur animation and music videos is evident in the use of visual motifs, animation methods, and creative approaches such as experimental attitude or abstraction
4. Furthermore, by examining animated music videos that draw from auteur animation, we can trace how artists' past works influence their music video creations and then further it impacts their later works.
5. The phases of a music video production have unique and different frameworks than those of other animated films. These factors are listed separately, allowing for the reconstruction of this workshop method.
6. This kind of simultaneously limited and dynamic situation can inspire new, unusual and creative solutions that may be improvisational in nature and also can later be used beyond the medium of music videos.
7. Through studying digital animated music videos from the 2000s and my own experience, I have compiled a list of frequently used animation techniques and tools, that can be consciously use as a structure to build animation for a particular song.
8. The creation of music videos requires the use of a different language of animation, which can make the practice of creating narratives and other animated films more creative, colourful, and interesting. As a medium that can expand the palette of auteur animation, it holds great potential if it is incorporated into educational programs for animation creators.