

## **Sample problem statement for CoE in Animation**

In today's world, animation have its bits and pieces in every aspect of life, be it for learning/teaching through visual content, in entertainment industry making people's fantasy possible, passing on a message to targeted audience, branding of a product etc. Creators have realized that they can effectively talk about heavy subject matters affecting the society and the world as a whole through animation. People of all walks of life enjoy animated movies and series despite their age because it is entertaining and it challenges one to think about global issues.

Animators on YouTube are enjoying great success because of their creativity and use of cartoon characters to tell funny stories. Animators are great creators, who out of their imagination make a whole lot out of nothing.

CoE in Animation is targeted for those creators/start-ups who with their creative power can help overcome the different issues / problems which we face in our daily life.

Some of the sample problem statements where Animation can make a difference are given below.

### **1. Create animated short video showing spread of Covid Virus**

Government is trying hard to educate public / spread information about Covid-19 infection. Through people are aware but many few are there who have taken interest to know all the details of Covid-19 or take the spread seriously. One of the reasons of lack of seriousness of general public for Covid-19 infection is that most of the people does not know all details or have missed out while reading / listening about it.

Animation as a tool may be used for spreading awareness about the pandemic. Animated video / movies / games may be created with multi language to target general public.

### **2. To leverage Government initiatives**

Government initiatives usually lacks in appeal. Animation may be helpful in cultural, educational, social and economic welfare of the people of the state and the region. The state govt. expects to leverage Animation technology particularly in education, awareness communication, capacity building & training, preservation of arts and culture, advertising/promotion, development of core competencies & job creation.

### **3. Quick update and maintenance of the data in Tourism.**

Non availability of user friendly tourist information is a hindrance in growth of tourism. Data concerning geographical beauties, culture heritage, monuments, hotels, amusement parks, and so on are continuously collected by local tourism authorities. The current procedures for publishing those data are not online with the need of a prompt usage of the data themselves. They are in fact made available through traditional channels like booklets, brochures and so forth.

Using Multimedia and GIS in the tourism-oriented application market will make it possible to deliver those data also in electronic formats. Further, solution for maintain these data are also required.

#### **4. Translation of videos**

There are vast multimedia educational resources online but unfortunately they are available mainly in English and are of no use to many in rural location. One such source is the Khan Academy. This is a non-profit organization that has over 5000 educational videos which are being watched by over 10 million people around the world. Unfortunately – like many educational resources - all of these videos are in English.

#### **5. Help clients to understand your product / brand development**

If a potential customer is unable to grasp what you are selling them, they surely won't want to buy it. Animation explains the purpose and function of your product in an easy-to understand way. The products and services offered by companies are designed to make the consumer's life easier. Animated videos can be great when it comes to storytelling.

#### **6. Solving problem of limited resource in teaching**

E-learning in Govt. schools can solve the issue of shortage of faculty. Through e-learning, even one resource available in the remote location can teach many topics. However, requirement of huge quantity of animated material is an issue.

#### **8. Psychological issues**

Animation can be used as an effective therapeutic tool for helping people to overcome chronic insomnia. Animation provides a playful way and powerful platform from which to discuss even the most challenging mental and physical health issues.