

Panel A4

Sala Emiciclo

National Experiences in Animation I: the Far East



Love Asis Cabrera

Marking of the Past: Surmount Unsuccessful Full Length Animated Film in the Philippines

On my research paper entitled: Marking of the Past: The Original Content Full Length Animated Films of the Philippines, I mentioned that in spite of more than two decades of animation recognition as an industry, Philippine animation or *Pinoy animation* were able to produce only four full length animated films and none of which made to box office. In spite the industry claims that yearly revenue are increasing and forecast to increase by 2.7 times by 2012 compared to this year revenue. The said revenue is coming from outsourced job, advertising and gaming assets. However, local animations are still waning particularly in production of profitable original content full length animated films, which resulted the loss of interest to produce more animation for mainstream. At current local viewers prefer to watch international films than locally produced ones.

This paper recalls the past of Philippine animation, the development and possible alternatives to surmount the unsuccessful full-length animated films of the Philippines. I argue that creating more short form original content animation through alternative media will familiarize and educate local viewers with original content. While the high cost long form animation comes later once the discretion of the viewer has been recognized.

Biography



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Affiliation/Title

Dela Salle-College of Saint Benilde

Part time Faculty - Professional Lecturer 5 – School of Design and Arts (Animation)

Freelance 3d Artist (Generalist/Cleanup and Compositing)

3D animation and Visual effects for Films and TV commercials

Asset creation for virtual set

Love Asis has earned a degree in Masteral Arts in Fine Arts and Design at Philippine Women's University, Taft Manila in 2015. Her thesis paper entitled The Marking of the Past: The Original Full Length Animated Films of the Philippines was supported with an exhibit art entitled A Marking experience simulates the status of animation industry in the Philippines. Part of her thesis paper was presented last year at the 28th Society for Animation Studies Annual Conference in Singapore- Cosmos of Animation, and Commission on Higher education Research Conference in Manila under the same title, and at the De La Salle Annual Arts Congress in Manila, entitled The Perforation of Philippine Animation Industry.

Her degree in Bachelor of Fine Arts major in Advertising Arts at University of Santo Tomas, Espana Manila in 1996 brought her to apply for a job that offers computer graphics training in which led her to do Animation production. She were able to do different local

and international animated TV series, shorts and full length animated films such as: Hoodwinked!, Dayo: Sa Mundo ng Elementalia, Urduja, Mickey Mouse Clubhouse series, Curious George straight to video and Dela Salle College of Saint Benilde's Frere.

Her animation skills brought her to different multimedia and animation industries including visual effects for local and international TV commercials, television series, audio-visual presentation and movies.

Her career in teaching animation related courses started in the late 2002 as curriculum and training developer, then as a trainer for animation workshop, and later as a part time faculty for multimedia arts, animation, games and visual effects degree courses. She is a certified TESDA trainer and assessor with certificates on National Certification III – 3D animation and the National TVET Trainer Certificate.

At present, she is employed as a Training and Render Farm Coordinator for Toast and Brew Animation and Gaming Studio in Makati while regularly teaching different animation related courses as Professional Part Time Faculty at Dela Salle College of Saint Benilde, Manila.