

The Marie Onette Show: The Role of Animated Films in Representation of Female Characters in the Modern Generation

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Abstract

2D animation is one of the popular mediums in the art scene for its versatility and popularity among people. Not only can it provide entertainment due to its captivating visuals, relatable character designs, and engaging stories. It is also commonly used in advertisements and educational purposes because of its capability to capture the attention of people. 2D animation films have been around for a long time so they become part of people's childhood. However, due to its influence, it has an impact on young minds how to perceive the world around them. For instance, there have been female characters that depicted gender-stereotyping women such as Disney princesses that are supposed to be relatable characters for young girls. However, they became more of an unhealthy representation of women in society. This study examined the portrayal of female animated characters in modern animation films and aims to produce a short 2D animated film that will carry a meaningful message regarding the development of women's representation today. This also aims to convey a message to people that women are more than the stereotypes that society has embedded.

Keywords: 2D animation, gender-stereotyping women, gender roles, women representation, female characters

Introduction

As technologies advance in this contemporary world, different forms of art have also evolved and one of the most well-known forms of art today is 2D Animation where the sequence of drawings creates motion to narrate a story. The medium is widely known for its use for advertising in the business industry as motion graphics work to capture the attention of the people. Cartoons were also the first word to think of associated with the word animation, for instance, Disney, Cartoon Network, and Nickelodeon are some of the famous entertainment companies when it comes to animated movies or series thus making our childhood more interesting (Polyashko, 2021).

While Animation films and series are often perceived as entertainment for children, they influence their perception of things in the real world. For instance, the animation film *Pinocchio* (1940) teaches children that lying is a terrible thing, and *Toy Story* (1995) teaches them about friendship and such. Behind the fun and interesting story of an animated film and series, there will always be a message that can be learned, and that is what influences the viewers, especially the minds of children who are still in the learning stage (Krishnaja, 2022). Aside from that it helps boost the creativity and imagination of children. However, the effects of animation films and series are not always positive, as said there will be always a message in a series or film but sometimes it is a message that can be problematic like stereotypes and violence that children can mimic and change the way they interact with their surroundings (Bedeekar & Joshi, 2020).

Most young girls love the idea of looking up to what they see, and the Barbie Series or Disney Princesses are known to be their ideal image of what it means to be a girl, thus giving them a sense of magical fantasy. It influences how to behave, how to dress, and how to interact (Brown, 2020). Disney Princesses are from the animated film series that has led female characters portrayed as born or made princesses. Looking back to the series of Disney films, we have *Snow White and the Seven Dwarfs* (1937), *Sleeping Beauty* (1959) *Beauty and the Beast* (1991), and *Cinderella* (1950), women are portrayed as fair-skinned, wearing dresses, soft-spoken, and very gentle. *Aladdin* (1992), and *Princess and the Frog* (2009), give the series a sense of diversity, however, there are still underlying stereotypes like portraying the female characters as fragile and dependent on a man – their prince charming. The concept of a pure and innocent woman being saved by a strong man was constructed in these films. It has been an issue that these Disney princesses' animated film series are depicting sexism and gender stereotypes that might be implanted in the mind of the young one which can create a massive misconception of the image of men and women (Rahma, 2019).

In modern Disney princess films, Disney addresses the issue of stereotyping women by creating new Disney princesses like *Moana*, *Mulan*, *Merida*, and *Raya*. The following princesses are strong, and independent women (Douglas, 2021). Disney is still in the process of being successful in debunking gender stereotypes.

Disney princesses were just a few examples of gender stereotyping in animated films and series. In modern times where some issues are openly addressed by society, there are still animation films and series that depict gender stereotyping and there are some that are attempting to debunk the issue. This leads me to the question of whether gender stereotyping of women still

strongly exists today in the animation industry or if the animation industry is currently making a move toward breaking gender stereotypes – is it effective?

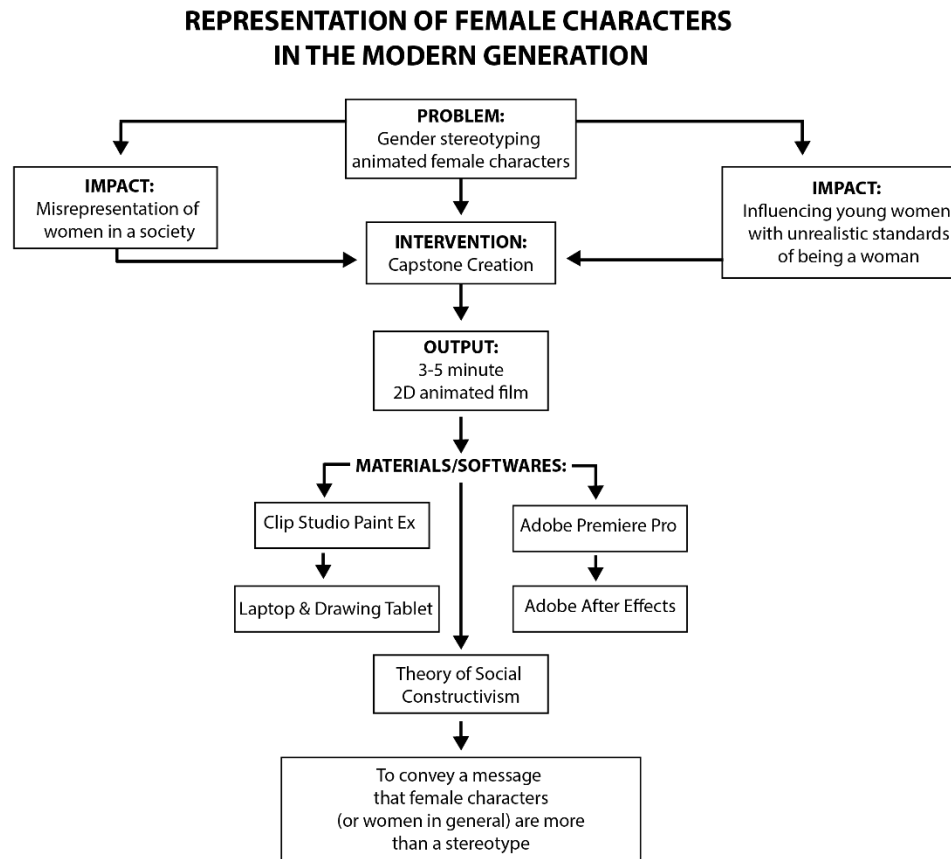
As a **thesis statement**, the representation of female characters in modern animated films is significant as it reflects how society perceives women which gives the way to influencing people on how they should be treated and understood.

This study focuses on producing a digital 2D animation, which also includes an exploration of designing a character to examine the status of women stereotyping in modern animated films. The goal is to produce a short 2D animation film that will effectively convey a message to the audience that women are more than the gender stereotypes that they see in animated films. With that, this study also aims to collect and analyze modern 2D animated films, study techniques for producing a successful short 2D animation film, design an effective character for the project, and compose a narrative story in the form of a poem for the project.

The visual representation provides the research's approach through the creative framework, research design, design process, and target audience. This includes the process of collecting data through discussions and analysis, as well as the description and procedures for the creative output.

Figure 1

Creative Framework the Role of Animation Films in Gender Stereotyping Women in the Modern Generation



The creative framework that I used depicts the overall summary of how I came up with my project that discusses and addresses the problem of gender stereotyping women through 2D animated films followed by its possible impacts on modern society. As well as the visual representation of the expected output and how it will be processed in general.

For this research, I started to think about the medium that I wanted to use, and animation was the first that came to my mind as it caught my interest and curiosity since I only like illustration but never really thought of making my drawings move. Of that, I have decided that the output will be animation, but to make it more specific, I chose 2D animation since I enjoy drawing and I know that 3D animation will get me lost. Moreover, this is an opportunity to practice and gain more knowledge in 2D animation. Clip Studio Ex is the main software for animation, while Adobe Premiere Pro and Adobe After Effects are for finalizing and rendering the animation.

After finalizing the medium to use for the output, I needed a topic to discuss and a problem to study. Since research takes a long time to process, seniors and professors advised choosing

a topic that is interesting for us. Of that, I decided that the topic should be about the things that I relate to but at the same time, I also wanted it to be related to animation as well so that it will still revolve around the course that I have taken – Art. Thinking of a topic, a problem is what I'm looking for and when I hear the word problem, I also hear the word stress. What stresses me out as a student, daughter, sister, friend, relative, acquaintance, or an artist that I think needs to be addressed? A lot came to mind, but a specific subject caught my attention –Stereotyping of Women. I hate it when the reason people can think of when I ask, 'Why do you want me to do that?' is 'because you are a woman'. To relate it to animation, I wanted to study female characters in modern animated films, and I can propose two possible impacts when those characters are based on stereotypes: (a) It will continue the idea of stereotyping and can cause misrepresenting of women in society and (b) If the stereotyping continues, unrealistic standards of being a woman that is unhealthy will also continue.

The study is about the role of animated films in representing animated female characters and so the theory of Social Constructivism by Lev Vygotsky will be utilized as it pertains to acquiring knowledge through interactions and adapting the learnings by subjectively interpreting using the previous learnings and constructing new knowledge (Brau, 2020). Using this theory will assist the study to examine how society contributes to shaping the roles of animated female characters and how animated films contribute to shaping the perspective of modern society. Society and animated films do not develop in an instant but rather it develops through interactions of the people that improve the knowledge of society towards representations of being a woman. As humans interact, knowledge will continue to develop and so society will continue to grow.

Gender stereotyping of women is heavily socially constructed, and it affects generation to generation up until this day. For instance, the portrayal of a female character design is still rooted in gender stereotyping just for the sake of them looking like a female character or else they will be mistaken as male which again happens because of deeply rooted gender stereotypes. Hence, affects how young minds perceive and adopt the construction of gender roles which will be shown in the creative output.

Upon using the social constructivism theory to study the role of animation in representing female animated characters, I will be using 2D animation as a medium to answer and address the following by conveying a message.

For my **research design**, qualitative research was used in my thesis project as it is designed to use a subjective approach to gather and analyze non-numerical data such as videos, pictures, audio, and literature to conduct deep research about the concept of things and experiences (Bhandari, 2022). As for the method for collecting and analyzing data, content analysis was used which is a method that gathers data in the form of texts, speeches, interviews, films, documentaries, magazines, pictures, and other visuals that will be analyzed by observing patterns and interpretation (Luo, 2022).

To examine women stereotyping in modern animated films, I chose top-grossing animated films each year from 2000 to 2022 since the following years consist of the modern generation. Moreover, choosing top-grossing animated films will be beneficial as it has the widest range of audiences and influences. These animated films were examined mainly focusing on the lead

female characters based on how they are represented as women in the film. To gather data, the following were observed from the selected female characters: (a) Role or lifestyle, (b) Physical Appearance, (c) Interest or Goals, (d) Behavior, and (e) Gender Expression.

The data were gathered from these modern animated films and were observed whether the representation of women in animated female characters is still the same, or whether it is in the state of making progress or creating a whole new kind of stereotyping. To make the content analysis more effective, other data such as interviews, studies, documentaries et cetera will also be analyzed regarding the selected films and the topic.

Aside from content analysis, I also conducted a survey of (15) respondents that fits the standard of my target audience. The survey aims to understand what, where, how, when, and why the target audience watches animated films. The data was gathered and used to gain a better understanding of how I can make my project more effective.

My **target audience** for this project is girls, young women, or women in the age range of 10-25 years old since it is the age when the brain is still developing and still in the learning stage which mainly affects decision-making, critical thinking, self-control, and personality. (Jacobson, 2022). This target audience came from the middle class in Metro Manila as they have access to digital platforms where the creative output will be posted. Moreover, the age range also shows the age at which people are active on social media and explore a lot including creative products. This project also targets girls or women who like to watch and adore animated films.

For my **design process**, I am aiming for a 3—5-minute 2D animated film using Clip Studio Paint Ex as a medium to create a short narrative film with a duration of 3 to 5 minutes. I believe using 2D animation can give me the freedom to express the message that I want and to tell the story. Moreover, speaking of expressing, the medium is also very convenient to manipulate the character's expression, from the facial expression to the body movements. With that, I will be creating the following assets to accomplish the creative output: (a) story, (b) poem narrative script, (c) character designs, (d) environment designs, (e) storyboard, (f) color script, (g) animatics, (h) animation, (i) background music, and (j) sound effects.

The project is entitled 'The Marie Onette Show'. It was inspired by the story where the little puppet is used to entertain children or the audience in general and the name of the show per se. Aside from that, for me, it sounds playful and has more connection to the story – a show starring Marie Onette as a puppet in a Marionette show. Marie Onette came from the word Marionette – a doll or a puppet manipulated by a puppeteer using strings. I thought of the idea that playing with the word marionette could be the name of the protagonist.

The animated film aims to show how female characters are represented as a woman in animated films from the previous times to the modern through the story of a female marionette who is used to entertain people in a carnival. Moreover, the animated short film also aims to raise awareness that women are more than the stereotypes made by society. Hence, designing a female lead character that is made from a typical women stereotype, and her character will slowly develop as the story goes on.

In terms of designing characters, I designed them using the shape language which means the shape of a character conveys how a character can be perceived. Likewise, the triangle represents dominance due to its sharp edges meanwhile the circle represents innocence due to its soft characteristics (Naghdi, 2022a). Colors also play a big part in designing not just the characters but also the environment, as they can help convey an emotion or aura to a viewer (Henderson, 2021). Aside from visuals, audio also plays an important part in animation as it can set a mood and convey emotion. To complete the short 2D animated film, a narrative poem will also be integrated as it will hold important messages about the story and the issue per se.

The **story** is about a female puppet doll that has the features of the 'ideal' pretty girl look—long smooth hair, pink dress, cute make-up along graceful gestures. The story will start in a factory setting showing the doll being made then will pan transition to the doll inside the castle. This puppet was specially designed to look that way and is used for performance in a circus every day where the audience is children wearing masks with the same design that resembles the face of the little puppet.

The story reflects how women are being shaped by society by constructing ideas on how women should behave, dress and live. However, as society is entering the modern era, the story also reflects how these constructed ideas about women are slowly changing. To show these reflections, I used the characters and elements to symbolize messages such as the Marionette made up from the stereotypes of women to represent how society perceives them; the puppeteer who represents the standards of the society who continues to control the marionette (women in society) since he believes that it is his job to do so which also makes him a victim of an idea and constructions; the children who are the audience of the show which represents the society that is chained and enchanted to the standards and the mask that they wear which symbolizes the standard that they want to be. In other terms, the story is about society praising women who are living as stereotypes which gives women satisfaction to continue living that way and allowing those standards to continue influencing society and repeating the cycle. However, in the story, the woman slowly breaks through the cycle and shows that there is more to just being a stereotype.

Carnival is the main setting for the story, aside from the idea of being a fun and interesting concept, it also depicts how stereotypes are made – stereotypes are just for show, sometimes because it is entertaining but sometimes, we try to give names to the things that it is hard to determine just like magic. As for the main character who is designed as a marionette, it symbolizes how systematic a society can be that sometimes people feel like being controlled. In the process of completing the project, I aim to incorporate symbolisms and metaphors both in words and in visuals, not just for the aesthetics but in a creative form to freely express the things that it is hard for me to say casually.

Visualizing the Story of the Project Through Colors

Colors are not just used for aesthetics, colors are very well connected to the minds of people thus affecting their decision-making, impression, and emotion. It is because the subconscious mind of a human being can give meanings to different colors. With that, although there will be different interpretations depending on the person, there will always be a

representation of something using a color (Buzz Flick, 2022). By using colors, I have created a plan to visualize better the flow of the project story.

Figure 2

Color Story | Narrative Shape



Note. Figure 2 is a screenshot from my previous assignment in the course subject Scenography.

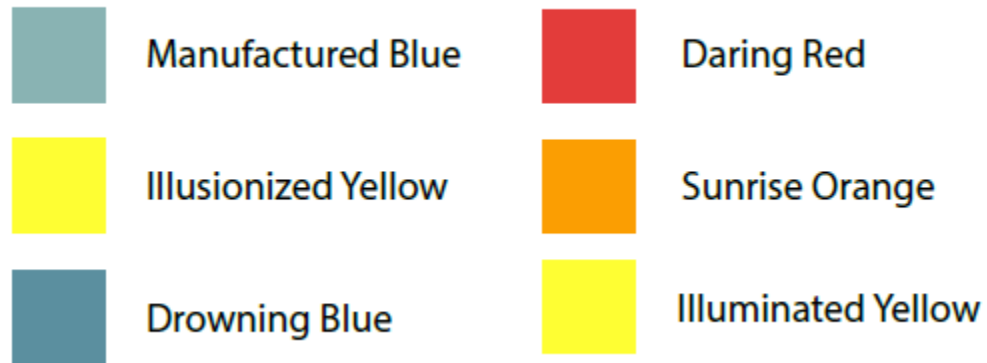
The narrative shape depicts the highs and lows of the story with the following labels with each part that is already telling the general idea of what will happen throughout the story.

I used a transitional method to the colors to help set the mood of the story based on the situation. Aside from that, since the protagonist is a puppet doll which is known to not have emotion, colors will also help to show what the doll feels.

I used Blue at the beginning to show coldness in a factory while the dolls are being constructed repeatedly. Followed by the Yellow to show the happiness that the puppet doll felt when doing puppet shows. However, it turned to Blue again when she grew tired of doing puppet shows – she felt empty. Something was missing and her surroundings started to distort from her perspective. Then the mood turns to Red – the puppet doll discovers that she is alive and breathing and can live without strings. As she tries to escape, the puppeteer chases her and so the scene gives the feeling of power, danger, and suspense. Orange – The puppet doll broke free and magically transformed into a human – a feeling of excitement. The mood will turn Yellow as a sign of new beginnings and hope.

Figure 3

Color Choices and Titles

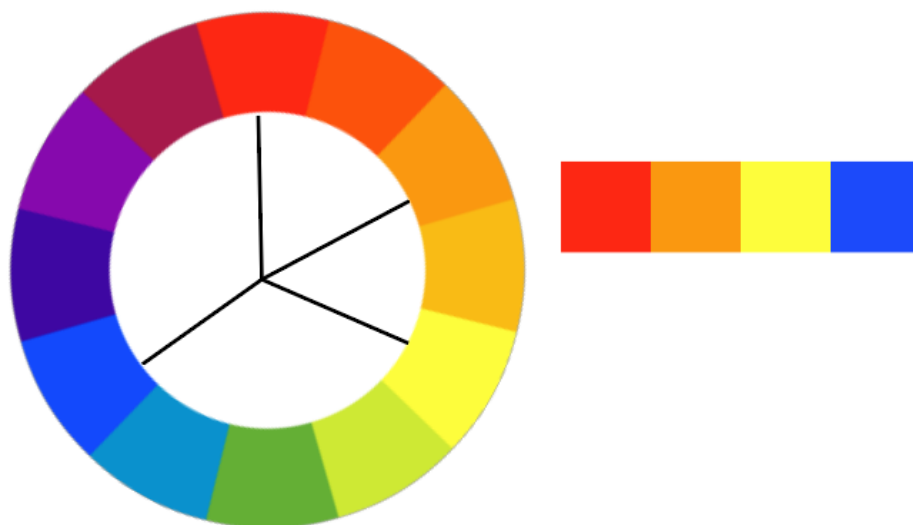


Note. Figure 3 is a screenshot from my previous assignment in the course subject Scenography that is used and connected to Figure 2.

In Figure 3, the colors used in Figure 3 are presented and labeled based on how I used them to describe the part of the story.

Figure 4

Color Scheme

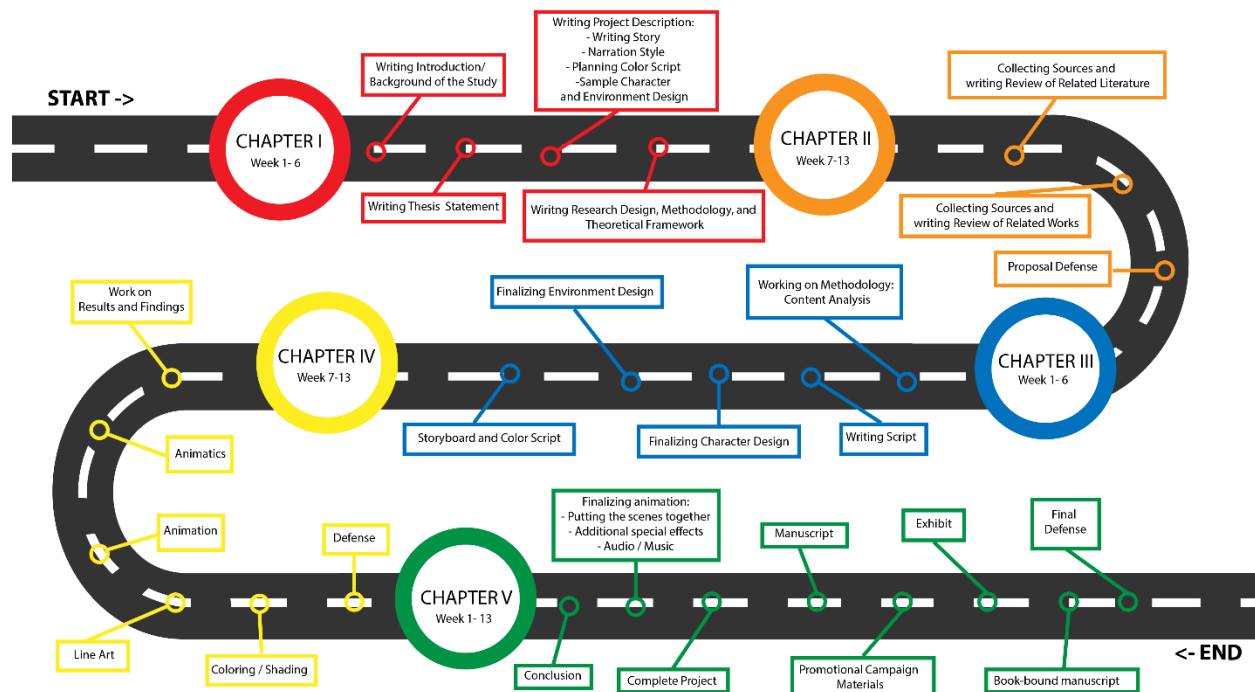


Note. Figure 4 is a screenshot from my previous assignment in the course subject Scenography that is used and connected to Figures 2 and 3.

Figure 4 depicts how I picked the colors used in figures 2 and 3, which is Split Analogous where you pick colors in the color wheel that are next to each other but with one color apart. However, I also included blue in my list of colors as I feel like I also need to use a cooler color on some parts of the story. Plus, a cooler color (Blue) will help balance the three warm colors (Red, Orange, and Yellow) that I have picked.

Figure 5

Road Map



Note. Click the link [Road Map](#) to have a better view of Figure 5.

Figure 5 presents the estimated visualization of the process and activity that I will be having in completing the thesis project and producing a short 2D animated film.

Pre-production Stage

I started my pre-reproduction by developing ideas: What is the story about? Who is the character? What will happen? This stage consists of writing the story for the short 2D animation and finalizing it to make the script which is in the form of poetry. Then to visualize the story, I started the draft for the design of the characters in the story as well as the design for the environment. After that, since I already had initial sketches of the characters and environment, I needed to plan the camera movement, camera angles, and the composition of the scenes hence I made a storyboard. Moreover, finishing the storyboard allowed me to plan for the color

composition for each scene which resulted in creating the color script. To preview the sequence and timing for the animation, I created the animatic guided by the storyboard.

This is also the stage where I started to list down the things that I would need for the whole project to budget the expenses. I also created a Gantt Chart to plan and organize every step-in pre-producing, producing, and post-producing my 2d animation project.

Production Stage

The production stage is the stage where I refine and finalize the assets that I made in the pre-production stage such as the character and environment design. I also created the backgrounds that I will need for the animation depending on the storyboard that I made. Aside from that, I finalized the script to move to voice recording with the voice actors that I hired. Then I proceeded to animate, starting with rough animations that will be developed by doing the line art, coloring, shading, and highlighting.

This is also the stage where I started to plan how I am going to find a soundtrack for my animation, as well as the sound effects that I will need,

Post-Production Stage

In this stage, I finalized the animation by finding some possible errors or mistakes that need to be fixed. However, the focus of this stage was editing the animation by sequencing the animated scenes, color correcting or color grading, maybe adding little special effects, and of course including the soundtrack and sound effects.

Review of Related Literature

This chapter consists of reviews in related literature that will be relevant and beneficial in understanding how stereotyping women in animation films exists. The following discussions will be about the Social Constructionism theory, the root of gender roles, and how character designs were used as an influence.

Social Constructivism Theory

Constructivism is a learning theory pioneered by the Swiss philosopher, Jean Piaget in the 1930s. According to Piaget, knowledge is not just by receiving information given to a learner, but knowledge can also be developed through the understanding of the learner's existing knowledge about a certain topic which they can explore further and deliver new knowledge (Greenwood, 2020). Moreover, the theory stated that knowledge is constructed based on previous knowledge, the information received, and experience thus creating perspective in the reality of the learner (Western Governors University, 2020).

While Jean Piaget pioneered the Constructivism theory, Lev Vygotsky, a Soviet Psychologist supports the approach of the theory, an idea where learners construct knowledge based on their previous knowledge or experience. However, Vygotsky contradicts Piaget's statement that learners construct knowledge on their own and develop Social Constructivism (Greenwood, 2020). Social Constructivism theory is a variety of Constructivism which states that learners gain knowledge through social interactions. Vygotsky believes that learners acquire

knowledge based on the environment that they are in where they can adapt and have subjective interpretations of what they see, hear, and experience. Moreover, he also believes that learners can further develop their knowledge with the help of others who have more knowledge than them. For instance, though a parent teaches their child verbally, the child will be more likely to learn by observing their parent's mannerisms and actions which they will eventually adapt. That is why there is a saying that a parent should be the best example for their child. Another instance is when a student takes an internship. Although the students studied for years for a specific course, they are still sent for an internship to gain knowledge and experience from the professionals who have more experience and knowledge when it comes to their field. The internship is not about giving a lesson or a written exam, but it is about social learning and learning the ways of the people who can be more knowledgeable and can assist them to achieve a greater level of learning (Brau, 2020).

There is no definite way society is run, it may have a pattern, but it always gives birth to modern changes due to social interactions since every interaction can result in new learnings hence movements, theories, and inventions exist. These things exist because when people create connections socially, they understand what other people need and what other people or society have become and so the previous knowledge has been developing. We can say that knowledge never stops, if there are things to interact with, especially in the modern era where technology is way more advanced. Knowledge can be passed down way more easily and can be improved more easily since there are many ways to do so. One of the ways of interaction and learning by experience is through visual art. Although most visual art does not consist of words to convey a message, it still communicates through images and these images can still speak to the minds of millions which means the creator of a piece can still influence the view of the audience. However, at the end of the day, it is still up to the audience to have subjective interpretations and eventually construct their learning. For instance, people are entertained by animated films, not just by the visual and catchy sound but also because unconsciously they can understand the characters through their body language. Unconsciously, people also learn from animated films since their minds process the knowledge that they gain from watching and construct their understanding that eventually becomes a new learning. Hence, children imitate their favorite characters and start to believe that they have special powers too. From watching, they have learned that superpowers exist. This kind of situation can also happen in representing animated characters, children, or people, in general, will unconsciously adapt and develop a new learning on how they will perceive a certain individual, or a group of people being represented in what they have watched.

Gender Roles

Gender roles also known as gender stereotypes are general conceptions made by society to categorize a certain role, characteristics, actions, or attributes that a man or a woman is expected to do and be (United Nations, n.d.).

A lot of things were constructed because of human interactions, thus agreeing to objectify things in our surroundings that we see and experience to understand better how the world works. One of the well-known discussions about social construct is gender roles wherein society built a standard of how a certain gender behaves. For instance, women are expected to behave reserved and nurturing to raise children better while men are expected to behave strong and resilient to

provide for the family. However, that was an old-fashioned way to stereotype a gender. The way society works changes over time as the more human interaction has the more ideologies exist which also means that social constructs change over time too (Bainbridge, 2022).

Today, society has been growing and developing as it has become more open to issues of gender. Women are not just stuck at home raising kids, but they are also seen as equal to the rights of men, likewise, running a company, being influential figures, being soldiers, and more. On the other hand, men are more seen when it comes to other things other than being masculine and strong. However, we cannot deny that the scars of gender roles still exist thus still creating stereotypes and still affecting how we define one's gender. For example, pink still represents femininity and blue for masculinity; there are still separate toys for boys and for girls (Drew, 2021).

While there is evidence and traces that gender roles are a social construct, Olivia Goldhill (2022), an investigative journalist, believes that gender roles and behaviors are not just a social construct. Aside from the standard of society that influences a developing mind, biology is also contributing to how a certain gender behaves. The amount of testosterone is not just for developing a male's reproductive system, but it can also influence the brain of a human, given that both males and females have it. The more testosterone an individual has, the more masculine they become, not just physically but it can impact the brain which can affect the hypothalamus which is also in charge of emotional response and behavior (Hines, 2020). This means that the masculine stereotype that was constructed a long time ago is connected to the fact that male has more amount of testosterone in their body, hence making them physically strong, more aggressive, and have dominant behavior than female. Moreover, if a female is born with a higher amount of testosterone, they can also have the same behavior as a male can have.

Nowadays, society is starting to change some social constructs like gender roles, it is always shown and reflected in the mirror of society – art. One of the forms of art is animation which can be a film or series that strongly catches the attention of many mostly the youth. We cannot deny that there are still gender stereotypes presented in some animated films and series but now we understand that those stereotypes do not exist to poison the mind of the viewers. It is deeply rooted in the societal standards of gender roles that have existed for a long time and difficult to change since it is not just a social construct but is also scientifically connected to biology. Nevertheless, art – animation has also been a medium to improve and develop the perception of people on the topic of gender roles. Society develops over time, and so as social constructs.

Gender Expression

Gender expression is a concept that refers to how people present themselves physically by how they dress, hairstyle, interaction, body language, et cetera. It is an idea of how people express themselves which can also interconnect with their gender identity that can be openly shared with other people confidently and comfortably. (O'Neill & Daino, 2021). As gender expression refers to a physical representation of an individual, there have been societal expectations formed about gender due to the observation of humans for generations and gave birth to the following gender expression – *Femininity* and *Masculinity* which is also called the gender expectations as it is most aligned to how the males and the female are supposed to be

represented but not always the case (Boskey, 2022b). Expressions are also well influenced by societal roles and cultural constructs which means that different expressions will continue to exist as society develops. These days, there are types of gender expressions such as Feminine, Masculine, Gender-neutral, Androgynous, and Gender-nonconforming. Those expressions are not made to exactly match gender identity but rather exist to help people show how they want to be seen comfortably (Cherry, 2021).

Feminine

Feminine or Femininity is an expression that refers to the roles, characteristics, behaviors, and attributes that a woman is expected to have constructed by society (National Democratic Institute, n.d.) such as being a caretaker, modest, tender, and more (Laigo, 2020).

Masculine

Masculine or Masculinity is an expression that refers to the roles, characteristics, behaviors, and attributes that a man is expected to have constructed by society (National Democratic Institute, n.d.) such as being assertive, tough, provider, and more (Laigo, 2020).

Gender-neutral

Gender-neutral is an expression that refers to a person that presents themselves as neither feminine nor masculine (United We Care, 2022) as they want to be presented to what they do as an individual regardless of their biological sex (Teo, 2021).

Androgynous

Androgynous or androgyny is an expression that refers to people who present themselves as a mixture of feminine and masculine in their fashion and overall attributes. For instance, some people who express themselves as androgynous dress as masculine yet still have vibes of femininity (Boskey, 2022a).

Gender-nonconforming

Gender-nonconforming or Gender- nonconformity is an expression that does not follow or reject the practice of gender norms in society. For instance, people who express themselves as gender-nonconforming do not acknowledge that certain things or ideas are roles given to men or women. They simply wear or do what makes them express themselves the best (Fournier, 2022).

To animated characters specifically, women characters, since the design is one of the most important things that build a character's identity gender expression will also be inevitably part of the design as well. So far, based on my observation, most female characters dominantly have feminine representations like the Disney princesses. However, knowing that there have been a lot of animated films that were produced in the newer generation where gender expressions are openly discussed, I propose that there are already female characters represented with gender expressions other than femininity.

2D Animation

2D animation is an art medium that is greatly utilized by artists for storytelling to not limit stories in the form of words but to be able to tell also in a unique form of visual art. Usually, stories are magical fantasies that can be brought to life using the medium (Maio, 2020). 2D animation is made when the sequence of images forms an illusion of movement in a two-dimensional space (Stefyn, 2022).

Although there have been pioneers in animation such as Joseph Plateau (1832), and William George Horner (1834), the two men who are known to be the father of animation is James Stuart Blackton (1900), and Emile Cohl (1908). All the gentlemen mentioned are known to incorporate animation through photographs, films, and pure animation of drawings (Maio, 2020). In the modern era, although there are still traditional types of animation, most of them are made using advanced technologies. A lot of different animation software was developed, emerging, and are everywhere that have so many functions that make animation a lot easier in incorporating characters, backgrounds, and other assets (Naghdi, 2022b). In addition, animation is also known to be an influential medium that can leave an impact on the viewers due to the entertaining visuals, captivating audio, kinesthetic message through body movements, and of course, the engaging stories that it consists of catch the attention of the audience (Bojukyan, 2019). With that, 2D animation became more popular and versatile than ever, from entertainment like TV shows, games, and films to business-like promoting products or advertisements (Stefyn, 2022).

Animation is a strong medium when telling a story, expressing ideas and emotions, and introducing a world to the viewers. Since the project will revolve around a narrative story, 2D animation will be utilized due to its effectiveness in storytelling.

Influence of Character Design

Storytelling is one of the keys to creating a good animation project or film, however, to make the story more engaging and successful, a well-designed character is necessary. Characters can be the drivers to lead and guide the audience in the story (Henderson, 2021). To construct an effective and well-designed character, it must be interesting, unforgettable, and have a positive impression on the viewers – from the physical attributes, emotions, and personalities. Since characters are one of the keys to getting the attention of the audience (Al-Ali, 2019).

Shape

When designing a character, usually the first thing that people notice is the physical attributes of the character. Hence, it is important to think and plan how you want your character to look and the impression that will be created when you introduce them to the audience. When planning the physical appearance of the character, professional animation studios like Walt Disney use shapes to construct a character (Al-Ali, 2019). A Polish-American Psychologist, Solomon Asch, stated that shapes and the physical attributes of a character can affect emotion and is called Shape Language (Naghdi, 2022a).

Shape Language is commonly and widely used in different forms of art even years ago. It is a concept of using shapes to tell a story, convey a message in art, and communicate to the viewer without using any words. In a character design shapes are commonly used to show the

personality of the character (The Walt Disney Family Museum, n.d.). Different shapes depict different feelings or impressions. For instance, circles can be incorporated into being soft, cute, or innocent which can be used for cute, bubbly, and warm characters. Squares give the impression of stability and balance which can be used for strong and confident characters. Triangles were mostly used when designing evil or antagonist character as they give the impression of dominance, aggression, and maliciousness (Naghdi, 2022a).

Shape Language has a great capability to evoke emotions from the viewers (Korshak, 2020). Hence, it is widely used in animation industries and marketing agencies (Naghdi, 2022a).

Colors

The concept of using colors in any art form has been around ever since. Not just because it is aesthetically pleasing to the eyes but because it has more significance. Colors are used by artists to connect and bring out emotions from their audience thus, bringing their creative output to life (Henderson, 2021). It is because just like shapes, colors are very well connected to the minds of people causing our subconscious minds to react to a certain color. This means that there are colors that some people do not like because it gives them a feeling of disgust or something uneasy. On the other hand, some colors give the impression of joy (Buzz Flick, 2022).

In designing characters, colors are used to convey the feeling, personality, behavior, and story of a character (Criscuolo, 2020). However, choosing colors should not be done randomly, it must be carefully planned out since it will have a huge effect on the impact of the character design. When creating a color palette, colors should not compete with each other but should complement instead to create harmony thus also creating a clear depiction of the character (De Guzman, 2021). The color theory and color scheme are used when choosing what colors to combine and what is not. Moreover, it is utilized to see exactly how each color relates to each other, the color wheel is the ultimate guide (Henderson, 2021).

Gestures

If shapes shape the personality of a character and colors bring the character to life, then the gesture is used to give the character a character. Moreover, using gestures can help the audience to get attached to the characters, making them relatable and believable (Hammer, 2019, p. 24). A study by Damasio (1999) through a psychological process discussed how emotions and physical movements are interconnected with each other. According to him, when the brain receives a physical signal, it will be translated and becomes an emotion which also can be a feeling. That means that humans not just communicate verbally, but also communicate unconsciously through gestures and reactions will follow. That also means that humans can detect whether a gesture is natural, robotic, or suspicious making it the sixth sense of human nature (Canencia et. al., 2022).

The gesture means every part of the body that moves counts as non-verbal communication which means from the eye movement to the hands and fingers and the overall. A motion that can convey the emotion that makes a character more relatable and believable to the eyes of the audience as it becomes an unconscious communication between the two (Hammer, 2019). However, in the form of animation, exaggeration is one of the techniques to deliver a

message to the viewer, but to also capture the attention of the eyes and focus on what they see. In addition, exaggeration is a good technique to show clarity in the movements of the characters and will be easily understood by the audience. Speaking of clarity, exaggeration is not only meant for the movement but it is also used in creating shapes or silhouettes of the characters (De Guzman, 2021).

In designing a character, the clarity of the idea within the character is very important so that it will not be so complicated to introduce them to the audience, plus they are meant to guide and lead the viewers to the story. To achieve clarity, the three keys which are shape, color, and gesture are necessary as they help define the character clearly. Moreover, based on the discussion and information, the following keys are also the keys to having a connection between the characters and the audience. By that, the story will be more engaging, thus proving a point that animation can influence how the viewers receive visual information – through characters and how characters are being represented. It is a medium that can be utilized to shape the minds of people. In addition, the concept of designing characters using shapes, colors, and gestures will be used as a guide in constructing the characters in my animation project.

Review of Related Works

This chapter consists of reviews and analyses of modern animation films to have a deeper understanding and observation of how these following works contributed to the issue of stereotyping women in animation films. In addition, some works were also included to study and discuss the style, methods, and techniques that will be beneficial in producing a digital 2D animation output.

Figure 6

The Tale Teller | Animated Short



Note. This is a short, animated film made by YouTuber, Jazza. Uploaded on July 16, 2016. If you wish to view the full animated film here is the link: [The Tale Teller | Animated Short](#).

The style of narration in the short film 'The Tale Teller' is more of a tale-like when parents are telling a bedtime story to children where there is a catchy tone in narrating the story. Moreover, the words in the narration are in the form of a poem, where there is a play of words, rhymes, and probably some symbolism. Overall, the animation is like a poetic children's book but in the form of animation.

I just recently encountered this animated short film while searching for inspiration for my thesis project, and the short film shown in Figure 1 gives me a feeling of nostalgia somehow – I feel like a child again. However, the feeling of nostalgia is not what I am aiming for. I am aiming for a beautiful combination of poem and animation when telling a story. I have used the combination of poems and visual art before, but not in an animation film.

The Tale Teller by Jazza reminds me that I used to love writing poems and it made me realize that this is an opportunity to write again. Not just to write but also to tell a story and learn new things in the animation world.

Figure 7

Encanto (2021)



Note. The picture used in Figure 7 is a screenshot taken from the YouTube uploaded by DisneyMusicVEVO entitled Diane Guerrero, Stephanie Beatriz - What Else Can I Do? (From "Encanto"). Here is the link if you wish to view the full video: [Diane Guerrero, Stephanie Beatriz - What Else Can I Do? \(From "Encanto"\)](#)

Isabela Madrigal is one of the family members of the Madrigal family—an extraordinary family that lives in a magical place called Encanto which blesses every family member of Madrigal with unique gifts, thus allowing each one of them to have special abilities that a normal person

cannot do. In the case of Isabela, she has been bestowed the gift of being capable of creating flowers and plants using magic (Walt Disney Animation Studios as cited by IMDb, n.d) and is also known for being pretty and perfect, from her behavior, gestures, and image.

Since Isabela is known for being perfect, it also reflects when creating flowers and plants that everything she makes is symmetrical – perfect. However, in Figure 7, which is from the music scene from the film, Isabela accidentally made an asymmetrical cactus due to frustration. She cannot believe she just did that, and she cannot believe she can create something that is not vibrant symmetrical flowers, which to explore more of the things she can create as the scene continues (DisneyMusicVEVO, 2022). HaxDogma (2022), a YouTuber, interpreted and analyzed the musical scene as Isabela being a creative person who is limited to only making perfect symmetrical things, and with that creates frustration and restricted feeling with her ability. In art, artists tend to feel frustrated as they have a feeling of pressure that they should always create outputs that are aesthetically pleasing to the eyes. However, in the scene where Isabela discovers that she also makes a ‘not perfect’ plant out of her magic, it signifies that her ability has so much room for the power of creating. That represents that an artist does not always have to make aesthetic works to create impact and convey powerful messages. Moreover, another YouTuber shared her character analysis of Isabela Madrigal. According to the analysis of Xiao Long Media (2022), Isabela’s image of perfection is a façade due to the family pressure and expectations of the people around her. Isabela is not the only one who experiences pressure, all the family members of Madrigal. They are all bestowed extraordinary abilities that they are expected to be better at something thus giving them pressure as a member of the Madrigal Family. In the case of Isabela, her pressure is the image of being perfect since her gift is to create beautiful flowers and plants. She must make the town visually pleasing with her ability and that should also reflect her image. Hence, accidentally creating an imperfect plant is something that Isabela has never done before, and it gives her the impression that she can do more than the image that she is protecting. The frustration of being restricted gave ease to Isabela and the freedom to explore and be herself.

In analyzing the character of Isabela Madrigal, there are signs of women stereotyping – from the graceful gestures, soft-spoken, the color palette, and the whole image per se. It gives the image of an ideal woman. In my observation, Isabela is designed that way purposely because of her arc and her character development – from being the ideal woman that society wants women to be, to a woman who broke free from the social standards and became what she wants to be. Her situation of having an image of being perfect that gives her the feeling of frustration and restriction is correlated to existing and living in a society that socially constructed the image of women. Isabela’s character design and development are stereotypical of a woman and are not made to give negative connotations but rather a powerful arc that debunks the problem of living to the expectations of society. This animated film shows that animation is a medium that can convey meaningful stories and powerful messages.

Figure 8.1

Midnight Noodles (2022)



Note. Here is the link if you wish to view the original full video: [Multiplane Layout Assignment | Midnight Noodles | Sheridan Animation Year 3](#)

Figure 8.1 is a screenshot from the study animation work of a YouTuber, Paluumin, uploaded on May 29, 2022. This 1-minute and 4-second 2D animation short film is about a mouse following a butterfly until they reach a place where a noodle man is performing for the crowd. However, that is just the story used to apply a technique in animation called Multiplaning which is the focus of this short animation (Paluumin, 2022).

Multiplaning is an animation method where layers of glass are utilized to create depth and motion effects for different elements like background, middle ground, and foreground. The layer for the background is usually placed farther from the camera (which is the screen) to make and while the foreground is placed closer to the camera. This creates the illusion of having a distance between the foreground and the background thus resulting in great depth of field. Aside from that, when it comes to the motion effect with each element, Multiplaning is a technique to use to create the parallax effect. The parallax effect is a concept where the speed of movement of the foreground and background is different (Onorato, 2021). The foreground will move faster than the background creating the illusion that the background is much bigger than the foreground in terms of realistic ideology (Paganin, 2017). The concept can also be related to how big objects move slower than smaller ones – because of the physics that bigger objects have more mass making it hard to accelerate and change direction quickly (Fact Monster, 2022).

Based on my observation when using the Multiplaning technique, it is also the perfect advantage to use a blurring effect in the background or foreground or both, as shown in Figure

8.1, to give focus to the main subjects that are relevant in telling the story. In addition, it can also be utilized as a guide to where to lead the eyes of the audience. Moreover, the technique discussed will be a guide to producing an effective and well-constructed composition and will be incorporated into my short 2D animation film project. However, instead of doing a traditional way of Multiplaning, I will be doing the technique digitally on the computer using digital software. It will still be the same concept, with layers being arranged at different distances to create depth but digitally made.

Figure 8.2

How I Approach Background for Animation Projects (2022)



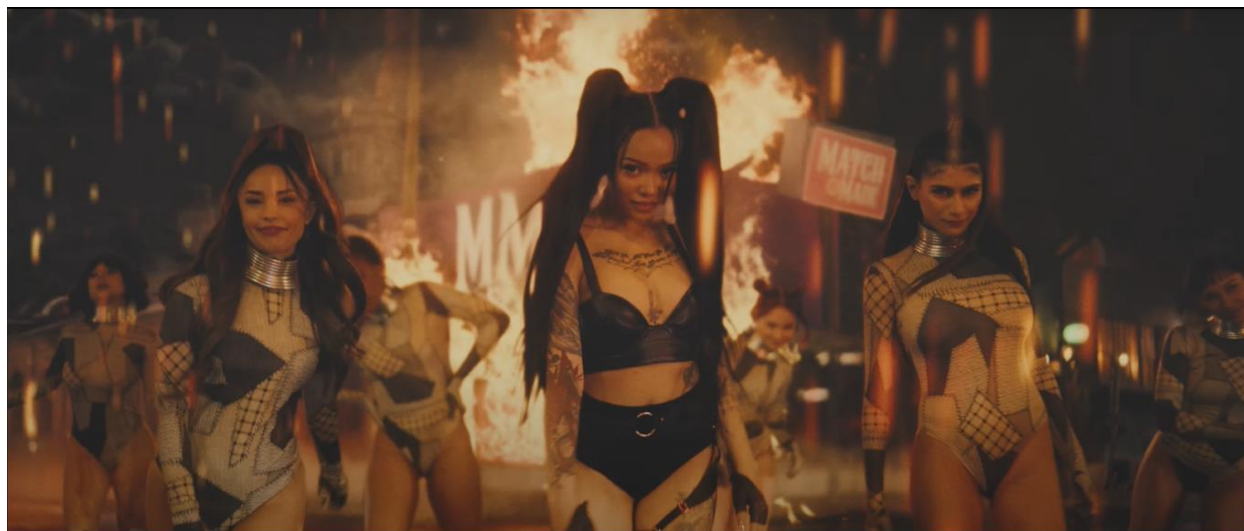
Note. Figure 8.2 is a screenshot from a YouTube video uploaded by Toniko Pantoja. [How I approach Backgrounds for Animation Projects](#)

Toniko Pantoja, a YouTuber, created a video tutorial on how he digitally incorporates the multiplane technique. In his process, to create layers, the elements that are included in a painted environment should be painted in different layers. Elements closer to the camera are in the top layer while elements far from the camera are in the bottom layer. In his case to create this process, he used Adobe Photoshop as the tool. However, almost all the animating software or software that is used in digital art have the features of using layers. When the elements are properly layered, Pantoja transported the layers separately to Adobe After Effects to add motion to them using keyframes.

Although multiplaning was created originally in a traditional way like literally layering the elements to get depth and motion techniques. Due to advanced technologies in the modern era, it is possible to execute the technique in a digital space. This goes to show that there are conceptual techniques, where no matter the tools, they can be still applied.

Figure 9

Build a Bitch by Bella Poarch



Note. Here is the link if you wish to view the original full video: [Bella Poarch - Build a B*tch \(Official Music Video\)](#)

Build a Bitch is a debut track and music video released on May 14, 2021, by a Filipino American Tik Tok star, Bella Poarch (Centennial Beauty, 2021) which received over 30 million views on YouTube. Other big online personalities were also featured in the music video such as Bretman Rock, Sub Urban, Mia Khalifa, Dina, Larray, Rakhim, Valkyrae, and ZHC (McDonald, 2021).

Bella Poarch, along with Valkyrae was featured in one episode of 100 Thieves' CouRage and Nadeshot podcast on May 13, 2021, the day before the debut of the song. In the podcast, Bella Poarch shared a discussion about how she came up with her song and according to her, the song was inspired by her experiences as a bullied kid due to her physical appearance. Bella Poarch's goal is to create meaning in her songs that will help other people to be comfortable and confident with themselves since she also has experienced being in a social media where there is a lot of pressure and criticism towards the idea of perfectionism to people's appearance hence giving birth to her first singles that tackle that issue (Glaze, 2021). Aside from that, she also stated in a press statement that 'Build A Bitch' is a song she made, collaborated with Sub Urban, giving a message to the people that accepting yourself is more important rather than listening to other people's criticism and reminding everyone that we should not judge each other (Basbas, 2021).

According to Adam McDonald (2021), Build A Bitch was inspired by the famous store for kids called 'Build-A-Bear', hence the title of the song, where kids have the freedom to assemble and customize their toys. On the other hand, the music video takes place in a factory where women are made and customized to the preferred physical attributes of women that will satisfy the standards. The inspiration is clearly shown, and it can also mean that women are being related to a toy. Aside from that, he also stated that Bella Poarch also took inspiration from a British animated series from the 1990s, Bob the Builder, where society expected people to easily fix their

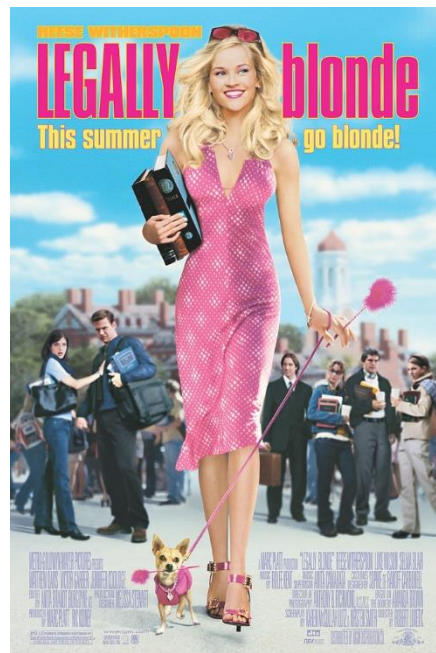
physical features that do not fit in the standards. With that, Bella Poarch also references the famous Barbie and Ken dolls and conveys a message that society should not expect people to look like Barbie and Ken since it is not only the types of beauty that exist but there are also different types of beauty all over the world. By referring to the standards of society, McDonald (2021) specifically narrated that the song addresses the expectations for women in the music and film industry, and Bella Poarch starting to be in the industry tries to break those expectations of women being physically flawless as representation.

Angela Baltan (2021) concurred with Adam McDonald's statement as she also stated that the song is all about women being expected to be perfect, but unlike McDonald who used the term society, Baltan used the term men to address the one who expects and sets the standard for women since according to her, the song Build A Bitch is made to call out men who expect women to be perfect just like dolls. Dolls that are made in a factory and designed based on men's ideals.

Build A Bitch and its music video tackles the expectations made for women, and the standards made by the society based on their perception. To the study, those standards and expectations are very well connected to stereotyping women in constructing a reality that can cause limitations and pressure on women living in society. The good thing about the son and the video is that the issue has been addressed and conveys a message that can break the stigma of how women are being represented in different industries as mentioned and in society. Moreover, the animated project relates to the song and its message as well, where the aim is to address the issue of the misrepresentation of women in animated films.

Figure 10

Legally Blonde (2001)



Legally Blonde is a romance-comedy 2001 movie adapted from a novel written by Amanda Brown. It is a movie about the protagonist, Elle Woods entering Harvard University, and taking Law school to win back her ex-boyfriend who thinks that she is not the type of girl to marry (Kaplan, 2021).

Elle Woods' character is based and supposed to be the typical dumb blonde girl, who loves pink, is very feminine, and loves fashion and cute things (Perry, 2022). Stereotypes were incorporated a lot in the movie, especially on the female characters and misogyny was shown in the movie. For instance, women are always being underestimated and treated as inferior and weak for instance, Elle was always criticized for taking law school other students and even professors thought that she is not serious about it or when she was sexually assaulted assumed that she would use her body to get a promotion but she refuses and defends herself. Paulette, a manicurist friends of Elle was abused by her ex-partner resulting in to losing her composure when it comes to approaching men (WritingBros, 2020). However, the movie is deeper than a cliché girly character chasing her ex-boyfriend because Elle Woods' character was made to confront the stereotypes of not just blonde women but women in general making the movie shows women empowerment (Perry, 2022). Female characters in the movie conveys that there is nothing wrong in being feminine or even hyper--feminine as a self-expression, but it should not be an excuse to perceive, underestimate and generalize women as fragile and incapable of things (MidnightSunrise, 2021).

Femininity is heavily influenced by the social ideal of a woman thus making it a construct made to have a general conception of female individuals. The idea has become a social norm that there are people who think that femininity is a weakness which is a big misconception. In the analysis of Legally Blonde, Elle Woods showed that a woman can be both feminine and empowered at the same time because sometimes power is mistakenly associated with masculinity hence underestimating femininity, and it is all rooted in the social ideals that have been going around ever since before.

About my project, I based my protagonist on stereotypes of women such as blonde, big eyes, pink, dress, slim, graceful, and cute as I am to show that even if characters have these attributes does not make them fragile and inferior characters. The character of Elle Woods also did the same. Her character is full of stereotypes, and she confronts and breaks it without changing her appearance in her appearance. She addressed the issue with her actions and how she handled the situations and herself with confidence that gave her power.

Results and Discussion

This section presents the gathered data from the content analysis that consists of animated films from the year 2000 to 2022 and selected female characters from each that will be observed and analyzed based on their (a) Role or Lifestyle, (b) Physical Appearance, (c) Interest or Goals, (d) Behaviour, and (e) Gender Expression. Moreover, results from the survey conducted will also be presented by showing the questions followed by the bar graph format based on the respondents' responses which will be analyzed.

Table 1.1*Role or Lifestyle of Selected Female Characters*

Year	Movie	Character/s	Role or Lifestyle
2000	Dinosaur	Plio	<ul style="list-style-type: none"> • Supporting Character • Monkey in a dinosaur era • Foster Mother of Aladar (Main Character)
		Neera	<ul style="list-style-type: none"> • Supporting Character • Dinosaur • Love Interest of Aladar (Main Character)
2001	Monsters, Inc.	Celia	<ul style="list-style-type: none"> • Supporting Character • Monster – Gorgon-Cyclops-Medusa • Receptionist in Monster Inc. • Girlfriend/Love Interest of Mike Wazowski (Main Character)
2002	Ice Age	Human Mother	<ul style="list-style-type: none"> • Tertiary Character • A human living in the ice age • Mother • Wife
2003	Finding Nemo	Dory	<ul style="list-style-type: none"> • Supporting Character • Lost Blue regal tang fish
2004	Shrek 2	Fiona	<ul style="list-style-type: none"> • Supporting Character • Princess • Ogre • Love Interest of Shrek (Main Character)
2005	Madagascar	Gloria	<ul style="list-style-type: none"> • Main Character • Hippopotamus in the Zoo
2006	Ice Age: The Melt Down	Ellie	<ul style="list-style-type: none"> • Main Character • Mammoth adopted by Possums

			<ul style="list-style-type: none"> • Love Interest of Manny (Main Character)
2007	Shrek The Third	Fiona	<ul style="list-style-type: none"> • Main Character • Princess • Ogre • Wife/Love Interest of Shrek (Main Character) • Mother
2008	Kung Fu Panda	Tigress	<ul style="list-style-type: none"> • Main Character • Tiger • Kung Fu Warrior of Furious 5
		Viper	<ul style="list-style-type: none"> • Main Character • Snake • Kung Fu Warrior of Furious 5
2009	Ice Age: Dawn of The Dinosaurs	Ellie	<ul style="list-style-type: none"> • Main Character • Mammoth • Love Interest of Manny (Main Character)
2010	Toy Story 3	Jessie	<ul style="list-style-type: none"> • Main Character • Cowgirl Toy • Love Interest of Buzz Light Year (Main Character)
2011	Kung Fu Panda 2	Tigress	<ul style="list-style-type: none"> • Main Character • Tiger • Kung Fu Warrior of Furious 6
		Viper	<ul style="list-style-type: none"> • Main Character • Snake • Kung Fu Warrior of Furious 6
2012	Ice Age: Continental Drift	Peaches	<ul style="list-style-type: none"> • Main Character • Teenage Mammoth • Daughter of Manny and Ellie (Main Characters)
		Shira	<ul style="list-style-type: none"> • Supporting Character • Pirate Crew • Saber

			<ul style="list-style-type: none"> • Love Interest of Diego (Main Character)
2013	Frozen	Elsa	<ul style="list-style-type: none"> • Main Character • Queen of Arendelle • Sister of Anna (Main Character)
		Anna	<ul style="list-style-type: none"> • Main Character • Princess of Arendelle • Younger Sister of Elsa (Main Character)
2014	Big Hero 6	Gogo	<ul style="list-style-type: none"> • Main Character • College student in a Science School • Hero • Best Friend of Tadashi (Supporting Character)
		Honey Lemon	<ul style="list-style-type: none"> • Main Character • College student in a Science School • Hero • Best Friend of Tadashi (Supporting Character)
2015	Minions	Scarlet Overkill	<ul style="list-style-type: none"> • Antagonist • Criminal Genius • Super Villain • Wife of Herb (Antagonist)
2016	Finding Dory	Dory	<ul style="list-style-type: none"> • Main Character • Blue regal tang fish
2017	Despicable Me 3	Lucy	<ul style="list-style-type: none"> • Main Character • Secret Agent • Wife/Love Interest of Gru (Main Character) • Mother
2018	Incredibles 2	Violet	<ul style="list-style-type: none"> • Main Character • Superhero • High school student • Oldest Child of Mr. Incredible (Main Character)
		Helen	<ul style="list-style-type: none"> • Main Character • Superhero

			<ul style="list-style-type: none"> • Wife/Love Interest of Mr. Incredible (Main Character) • Mother
2019	Frozen 2	Elsa	<ul style="list-style-type: none"> • Main Character • Queen of Arendelle • Fifth Spirit • Guards the Forest and Ahtohallan • Sister of Anna (Main Character)
		Anna	<ul style="list-style-type: none"> • Main Character • Princess of Arendelle • Queen of Arendelle • Younger sister of Elsa (Main Character)
2020	Jiang Ziya The Legend of Deification	Xiao Jiu /Su Daji	<ul style="list-style-type: none"> • Supporting Character • Human Fox
2021	Kimetsu no Yaiba: Mugen Ressha-Hen	Nezuko	<ul style="list-style-type: none"> • Supporting Character • Human turned to a demon • Sister of Tanjiro (Main Character)
2022	Minions: The Rise of Gru	Bell Bottom	<ul style="list-style-type: none"> • Antagonist • Super Villain • Criminal • New leader if Vicious 6
		Master Chow	<ul style="list-style-type: none"> • Supporting Character • Kung Fu Master • Acupuncturist

Table 1.1 shows how the female characters were presented based on their role or position in the movie, how they function, and how they live in a society based on the movie. Based on the data presented in Table 1.1, female characters from the year 2000 to 2004 were given the role of supporting characters, however, by 2005 there were main characters who were antagonists. Another observation is that the female characters from 2000 to 2007 had more nurturing roles like mother, wife, daughter, or lover but in the years after 2007, although there are still female characters who has nurturing roles, they were also given a role that has more power like kung fu warrior, queen, superhero, criminal genius, and secret agent which gives the female characters more action and power. Moreover, 2007 was also the beginning of having more diverse female characters due to the variety of roles based on the data from Table 1.1.

Table 1.2*Physical Appearance of Selected Female Characters*

Year	Movie	Character/s	Physical Appearance
2000	Dinosaur	Plio	<ul style="list-style-type: none"> • Long and thick eyelashes
		Neera	<ul style="list-style-type: none"> • Soft and smooth features • Slimmer and smaller than a male counter part
2001	Monsters, Inc.	Celia	<ul style="list-style-type: none"> • One-eyed with long lashes • Slim • Soft features • Snakes on head
2002	Ice Age	Human Mother	<ul style="list-style-type: none"> • Long Hair • Slim • Wears thick coat of clothes, thick pants and boots
2003	Finding Nemo	Dory	<ul style="list-style-type: none"> • Blue, Black and Yellow fish • Slim
2004	Shrek 2	Fiona	<p>As an Ogre:</p> <ul style="list-style-type: none"> • Long braided red hair • Long eyelashes • Slimmer than a male counter part • Wears dress <p>As a human:</p> <ul style="list-style-type: none"> • Long braided red hair • Slim • Wears dress
2005	Madagascar	Gloria	<ul style="list-style-type: none"> • Long eyelashes
2006	Ice Age: The Melt Down	Ellie	<ul style="list-style-type: none"> • Long eyelashes • Smaller than a male counter part
2007	Shrek The Third	Fiona	<ul style="list-style-type: none"> • Long braided red hair • Slimmer than male counter part • Long eyelashes

			<ul style="list-style-type: none"> • Wears dress
2008	Kung Fu Panda	Tigress	<ul style="list-style-type: none"> • Looks sturdy • Sharp; looks intimidating • Wears sleeveless top and pants
		Viper	<ul style="list-style-type: none"> • Long and thick eyelashes • Wears flower accessories
2009	Ice Age: Dawn of The Dinosaurs	Ellie	<ul style="list-style-type: none"> • Long eyelashes • Smaller than a male counter part
2010	Toy Story 3	Jessie	<ul style="list-style-type: none"> • Long braided red hair • Wears long sleeves, pants and boots. • Wears cowgirl/boy hat • Blush cheeks
2011	Kung Fu Panda 2	Tigress	<ul style="list-style-type: none"> • Looks sturdy. • Sharp; looks intimidating. • Wears sleeveless top and pants
		Viper	<ul style="list-style-type: none"> • Long and thick eyelashes • Wears flower accessories
2012	Ice Age: Continental Drift	Peaches	<ul style="list-style-type: none"> • Long eyelashes • Long hair bangs
		Shira	<ul style="list-style-type: none"> • Thick eye line • Wears earrings • Lazy eyes
2013	Frozen	Elsa	<ul style="list-style-type: none"> • Slim • Long blonde hair • Fair Skin • Wears dress • Wears make up
		Anna	<ul style="list-style-type: none"> • Medium length brown hair with white highlights • Slim • Fair Skin

			<ul style="list-style-type: none"> • Wears dress
2014	Big Hero 6	Gogo	<ul style="list-style-type: none"> • Short Black hair with purple highlights • Wears make up. • Petite • Round Face • Wears dark clothes • Wears pants and tops • Fair Skin
		Honey Lemon	<ul style="list-style-type: none"> • Long blonde hair • Slim • Tall • Wears eyeglasses • Heart-shaped face • Wears make up. • Thick long eyelashes • Wears tops, pants, and skirts • Wears pastel and colorful clothes • Fair skin
2015	Minions	Scarlet Overkill	<ul style="list-style-type: none"> • Short Black hair • Wears make up. • Slim • Fair skin • Long eyelashes • Wears Dress and heels
2016	Finding Dory	Dory	<ul style="list-style-type: none"> • Blue, Black, and Yellow fish • Slim
2017	Despicable Me 3	Lucy	<ul style="list-style-type: none"> • Tied Red hair. • Slim • Fair Skin • Tall • Wears dress and heels
2018	Incredibles 2	Violet	<ul style="list-style-type: none"> • Black long hair • Slim • Fair Skin • Wears tops and pants
		Helen	<ul style="list-style-type: none"> • Short Reddish-Brown hair • Fair Skin

			<ul style="list-style-type: none"> • Hourglass body
2019	Frozen 2	Elsa	<ul style="list-style-type: none"> • Slim • Long blonde hair • Fair Skin • Wears dress, tops and pants • Wears make up
		Anna	<ul style="list-style-type: none"> • Long brown hair • Slim • Fair Skin • Wears dress
2020	Jiang Zhiya The Legend of Deification	Jiu /Su Daji	<ul style="list-style-type: none"> • Short • Short Brown hair with white highlights • Has fox's ears • Fair skin
2021	Kimetsu no Yaiba: Mugen Ressha-Hen	Nezuko	<ul style="list-style-type: none"> • Long Black hair with orange highlights • Has seal on the mouth. • Long eyelashes • Wears kimono dress, pants and boots • Fair skin
2022	Minions: The Rise of Gru	Bell Bottom	<ul style="list-style-type: none"> • Dark skin • Slim • Wears shiny fashionable clothing • Afro Black hair • Wears make up. • Wears dangling earrings. • Long eyelashes
		Master Chow	<ul style="list-style-type: none"> • Short • Round • Short Grey hair • Wears make up. • Wears earrings • Wears Shirt and pants

Table 1.2 shows how female characters were designed and presented based on their physical appearance. From the year 2000 to 2007, female characters tended to have softer features making them look sweet, however in 2008 female characters that had stronger features

were introduced, making them look sharper, strong, and intimidating like Tigress from Kung Fu Panda (2008). Although intimidating characters like Tigress were introduced, there were still female characters that are sweet looking like Viper who is also from Kung Fu Panda (2008). It is like giving an idea of showing different types of female characters in a movie. Another example would be Peaches and Shira from Ice Age: Continental Drift (2012) and Gogo and Honey Lemon from Big Hero 6 (2014) where Peaches and Honey Lemon have the appearance of sweaty, goofy and caring female characters. On the other hand, Shira and Gogo represent a female character that is more fierce and darker. In the following years, female characters with a mixture of sweet and dark aura in their appearance were introduced like Scarlet Overkill from Minions (2015), and Nezuko from Kimetsu no Yaiba: Mugen Ressha-Hen (2021) where they look gentle due to their dress and style since it shows feminine looking, however, they can also look fierce and dangerous with the same look but with sharper things that surrounds them. For instance, Nezuko can start to look dangerous when her eye pupils begin to look sharp and her long nails begins to show, while Scarlet Overkill starts to look darker and dangerous when she flexes her long fingers and brings out sharp and dangerous weapons.

Between the years 2000 to 2012, there were a lot of non-human characters, either an animal or a monster, however, most of them still have features that make them look female like being slim, smaller and having softer features than their male counterpart, and having long eyelashes as well. The only exception was Dory from Finding Nemo (2003) and Tigress from Kung Fu Panda (2008 and 2011) where the following female characters do not possess any of the features mentioned. Dory does not look feminine or masculine, but she looks confused and goofy while Tigress looks strong and sturdy which is also connected to her serious character since she trains in Kung Fu.

When it comes to Human female characters, from the year 2000 to 2013, all the female characters based on Table 1.2 have long hair and slim bodies. However, in 2014, short-haired and a different body type was introduced which is Gogo from Big Hero 6 (2014). Based on Table 1.2, Gogo was also the first human female character that has a dark style. Aside from Gogo who does not have the slim and thin character design like the other human female characters on the table, Master Chow from Minions: The Rise of Gru (2022) also was not designed as slim and thin but she appears to be rounder and shorter.

Overall, from the year 2000 to 2007, female characters appears to have the same general design – softer, friendly, and welcoming, but since 2008, female character design began to explore different approaches to present females where female characters began to appear more smart, strong, brave, some darker, however, the soft side did not extinct it is just that, designing female characters depicts more variety of representation and still developing until these days.

Table 1.3*Interests or Goals of Selected Female Characters*

Year	Movie	Character/s	Interest or Goals
2000	Dinosaur	Plio	<ul style="list-style-type: none"> • Take care of children • Guides female monkeys in courting tradition
		Neera	<ul style="list-style-type: none"> • To help other dinosaur to reach paradise (safe area)
2001	Monsters, Inc.	Celia	<ul style="list-style-type: none"> • To have a time with Mike Wozawski (Main Character)
2002	Ice Age	Human Mother	<ul style="list-style-type: none"> • To take care and save her child from predators
2003	Finding Nemo	Dory	<ul style="list-style-type: none"> • To improve memory • To help Marlin find Nemo (Main Characters)
2004	Shrek 2	Fiona	<ul style="list-style-type: none"> • To introduce Shrek to her Family • To convince Shrek to stay in the castle with her
2005	Madagascar	Gloria	<ul style="list-style-type: none"> • Zoo Entertainer • To escape with her friends from the isolated island
2006	Ice Age: The Melt Down	Ellie	<ul style="list-style-type: none"> • To protect her adoptive brothers • Have fun and act like possums
2007	Shrek The Third	Fiona	<ul style="list-style-type: none"> • Convince Shrek (Main Character) of having a baby. • Save Shrek from Prince Charming (Antagonist)
2008	Kung Fu Panda	Tigress	<ul style="list-style-type: none"> • Practice Kung Fu • Stop Tai Long (Antagonist)

		Viper	<ul style="list-style-type: none"> • Practice Kung Fu • Stop Tai Long (Antagonist)
2009	Ice Age: Dawn of The Dinosaurs	Ellie	<ul style="list-style-type: none"> • To give birth safely
2010	Toy Story 3	Jessie	<ul style="list-style-type: none"> • To get played by children • Competing
2011	Kung Fu Panda 2	Tigress	<ul style="list-style-type: none"> • Practice Kung Fu • Stop Lord Shen (Antagonist)
		Viper	<ul style="list-style-type: none"> • Practice Kung Fu • Stop Lord Shen (Antagonist)
2012	Ice Age: Continental Drift	Peaches	<ul style="list-style-type: none"> • Ethan (Crush) • Trying to fit in with other mammoths
		Shira	<ul style="list-style-type: none"> • To pirate
2013	Frozen	Elsa	<ul style="list-style-type: none"> • Control her powers
		Anna	<ul style="list-style-type: none"> • Meet new people. • To marry a prince • Save Elsa
2014	Big Hero 6	Gogo	<ul style="list-style-type: none"> • Science and Technology
		Honey Lemon	<ul style="list-style-type: none"> • Science and Technology
2015	Minions	Scarlet Overkill	<ul style="list-style-type: none"> • Do evil. • Steal the Crown of Queen Elizabeth of England
2016	Finding Dory	Dory	<ul style="list-style-type: none"> • Find her family. • Remember things
2017	Despicable Me 3	Lucy	<ul style="list-style-type: none"> • Learn to be a good mother
2018	Incredibles 2	Violet	<ul style="list-style-type: none"> • Being a superhero • To be noticed by her crush and have a date with him
		Helen	<ul style="list-style-type: none"> • Protect her children. • Legalize superheroes. • Being a superhero
2019	Frozen 2	Elsa	<ul style="list-style-type: none"> • Follow the voice.

			<ul style="list-style-type: none"> • Find the truth about the past. • Free the forest • Save Arendelle
		Anna	<ul style="list-style-type: none"> • Find the truth about the past. • Protect Elsa
2020	Jiang Zhiya The Legend of Deification	Jiu /Su Daji	<ul style="list-style-type: none"> • To find where she came from • To find her father
2021	Kimetsu no Yaiba: Mugen Ressha- Hen	Nezuko	<ul style="list-style-type: none"> • Protect and assist Tanjiro (Main Character) for being a demon slayer
2022	Minions: The Rise of Gru	Bell Bottom	<ul style="list-style-type: none"> • To do evil • Steal stone from Gru (Main Character) • To be the most powerful villain
		Master Chow	<ul style="list-style-type: none"> • Practice and teach Kung Fu • Do acupuncture

Table 1.3 shows the interests or goals of the female characters which can be connected to the personality of the characters and how they think. Based on Table 1.3, the interests and goals of the female characters are well connected to their role. For instance, female characters that has role as a mother has a goal to save, take care and protect their children or Celia from Monster Inc. (2001), as Mike Wozawski's girlfriend, her goal is to have more time with him. Moreover, supporting characters tend to have minor goals likewise, to assist the protagonist or goals that have to do with their interest. On the other hand, main characters tend to have bigger goals – goals that have a major connection to the story plot.

Table 1.4*Behavior of Selected Female Characters*

Year	Movie	Character/s	Behaviour
2000	Dinosaur	Plio	<ul style="list-style-type: none"> • Optimistic • Hopeful • Calm • Gentle • Soft-Spoken • Compassionate
		Neera	<ul style="list-style-type: none"> • Follower mindset • Gentle • Calm • Soft-spoken
2001	Monsters, Inc.	Celia	<ul style="list-style-type: none"> • Sweet • Flirty • Soft-Spoken • Gentle • Slow movements
2002	Ice Age	Human Mother	<ul style="list-style-type: none"> • Brave • Risk Taker • Composed • Gentle
2003	Finding Nemo	Dory	<ul style="list-style-type: none"> • Talkative • Forgetful (due to short-term memory loss) • Cheerful • Optimistic • Easily persuaded • Clumsy • Playful • Goofy • Clueless • Friendly
2004	Shrek 2	Fiona	<ul style="list-style-type: none"> • Calm • Soft-spoken • gentle
2005	Madagascar	Gloria	<ul style="list-style-type: none"> • Appreciative • Mother-like • Caring • Motivator • Confident

2006	Ice Age: The Melt Down	Ellie	<ul style="list-style-type: none"> • Act like possums • Naïve • Clueless • Playful • Protective of her brothers • Caring • Sweet
2007	Shrek The Third	Fiona	<ul style="list-style-type: none"> • Supportive • Calm • Gentle • Optimistic • Brave
2008	Kung Fu Panda	Tigress	<ul style="list-style-type: none"> • Fierce • Confident • Straight forward • Strong
		Viper	<ul style="list-style-type: none"> • Sweet • Gentle • Soft-spoken • Caring • Strong
2009	Ice Age: Dawn of The Dinosaurs	Ellie	<ul style="list-style-type: none"> • Soft-spoken • Compassionate • Caring • Gentle • Understanding
2010	Toy Story 3	Jessie	<ul style="list-style-type: none"> • Cheerful • Optimistic • Confident • Courageous • Competitive • Energetic
2011	Kung Fu Panda 2	Tigress	<ul style="list-style-type: none"> • Confident • Alert • Well-spoke • Fierce • Strong
		Viper	<ul style="list-style-type: none"> • Confident • Caring • Compassionate • Sweet

2012	Ice Age: Continental Drift	Peaches	<ul style="list-style-type: none"> • Playful • Cheerful • Stubborn • Caring • Brave • confident
		Shira	<ul style="list-style-type: none"> • Defiant • Sassy • Confident • Submissive to her captain • Combative
2013	Frozen	Elsa	<ul style="list-style-type: none"> • Composed • Calculated • Gentle • Well-spoken • Reserved • Persistent
		Anna	<ul style="list-style-type: none"> • Cheerful • Goofy • Clumsy • Persistent • Optimistic • Supportive • Adventurous • Brave
2014	Big Hero 6	Gogo	<ul style="list-style-type: none"> • Intelligent • Confident • Chill • Supportive • Caring • Independent • Strong Mind set • Self-reliant • Combative
		Honey Lemon	<ul style="list-style-type: none"> • Intelligent • Talkative • Confident • Cheerful • Supportive • Caring • Combative

2015	Minions	Scarlet Overkill	<ul style="list-style-type: none"> • Confident • Sassy • Greedy • Violent • Revengeful • Aggressive • Combative
2016	Finding Dory	Dory	<ul style="list-style-type: none"> • Cheerful • Forgetful due to short term memory loss • Optimistic • Reckless • Smart
2017	Despicable Me 3	Lucy	<ul style="list-style-type: none"> • Sassy • Supportive • Goofy • Kind-hearted • Strong • Combative
2018	Incredibles 2	Violet	<ul style="list-style-type: none"> • Responsible • Independent • Smart • Combative
		Helen	<ul style="list-style-type: none"> • Caring • Supportive • Independent • Confident • Composed • Combative
2019	Frozen 2	Elsa	<ul style="list-style-type: none"> • Soft-spoken • Proper • Reserved • Independent • Brave • Compassionate • Kind-hearted
		Anna	<ul style="list-style-type: none"> • Compassionate • Caring • Supportive • Understanding • Confident • Brave

			<ul style="list-style-type: none"> • Careful • Smart • Independent
2020	Jiang Zhiya The Legend of Deification	Jiu /Su Daji	<ul style="list-style-type: none"> • Bold • Agile • Independent • Combative
2021	Kimetsu no Yaiba: Mugen Ressha-Hen	Nezuko	<ul style="list-style-type: none"> • Sweet • Caring • Obedient • Strong • Agile • Combative
2022	Minions: The Rise of Gru	Bell Bottom	<ul style="list-style-type: none"> • Dominant • Sassy • Confident • Groovy • Sarcastic • Bold • Combative
		Master Chow	<ul style="list-style-type: none"> • Calm • Soft-spoken • Gentle • Strong • Sweet • Caring • Kind-hearted • Combative

Table 1.4 shows the action of female characters and how they would interact with other characters. Female Characters that have the role of a mother tend to be gentle, calm, soft-spoken, compassionate, and composed. From the year 2000 to 2007, female characters tend to be more bright – compassionate, friendly, sweet, playful, supportive, and appreciative. In 2008, although there were still characters that had bright behaviors mentioned, they started to introduce female characters that had stronger behavior – smart, fierce, strong movements, confident, competitive, well-spoken, bold, sassy, brave and independent. In 2014, a mixture of bright and strong behavior was introduced but with the addition of being able to handle combat and aggressive actions since 2014 and the following years until 2022, the role of female characters also became more diverse which makes most characters based on Table 1.1 have the role of heroine, agent, spy, villain, Kung fu practitioner, demon and what not.

Table 1.5*Gender Expression of Selected Female Characters*

Year	Movie	Character/s	Gender Expression
2000	Dinosaur	Plio	• Feminine
		Neera	• Feminine
2001	Monsters, Inc.	Celia	• Feminine
2002	Ice Age	Human Mother	• Feminine
2003	Finding Nemo	Dory	• Gender non-conforming
2004	Shrek 2	Fiona	• Feminine
2005	Madagascar	Gloria	• Feminine
2006	Ice Age: The Melt Down	Ellie	• Feminine
2007	Shrek The Third	Fiona	• Feminine
2008	Kung Fu Panda	Tigress	• Masculine
		Viper	• Feminine
2009	Ice Age: Dawn of The Dinosaurs	Ellie	• Feminine
2010	Toy Story 3	Jessie	• Androgynous
2011	Kung Fu Panda 2	Tigress	• Masculine
		Viper	• Feminine
2012	Ice Age: Continental Drift	Peaches	• Feminine
		Shira	• Androgynous
2013	Frozen	Elsa	• Feminine
		Anna	• Feminine
2014	Big Hero 6	Gogo	• Androgynous
		Honey Lemon	• Feminine
2015	Minions	Scarlet Overkill	• Feminine
2016	Finding Dory	Dory	• Gender non-conforming
2017	Despicable Me 3	Lucy	• Androgynous
2018	Incredibles 2	Violet	• Feminine
		Helen	• Feminine
2019	Frozen 2	Elsa	• Feminine
		Anna	• Feminine
2020	Jiang Zhiya The Legend of Deification	Jiu /Su Daji	• Androgynous
2021	Kimetsu no Yaiba: Mugen Ressha-Hen	Nezuko	• Feminine

2022	Minions: The Rise of Gru	Bell Bottom	• Androgynous
		Master Chow	• Androgynous

Table 1.5 shows how the female characters were portrayed through gender expression.

By observing and analyzing roles, appearance, behaviors, and interests, the following female characters will be analyzed in how they were portrayed using gender expression. Gender expression is how an individual presents oneself based on appearance and behavior – Feminine, Masculine, Gender-neutral, Androgynous, and Gender non-conforming.

Based on the previous observations and analyses, from the year 2000 to 2007, the female characters were portrayed as feminine. However, in the year 2008, the portrayal of female characters began to be more diverse, masculine, androgynous, and gender non-conforming.

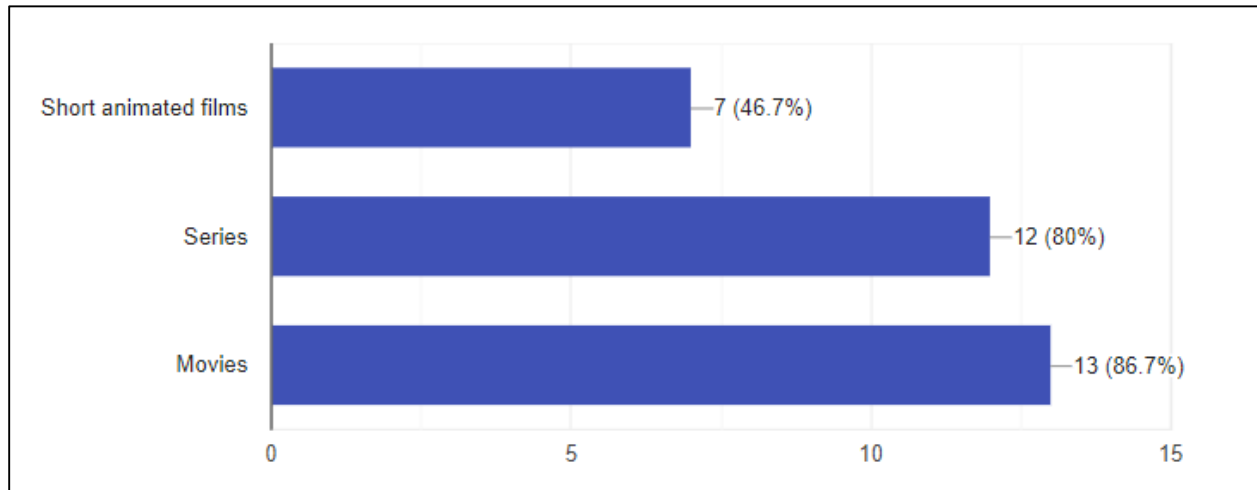
Based on my observation, the portrayal of other gender expressions began by the time female characters that have the role of being combative were introduced. Most of these characters have the appearance of being feminine with their strong physiques and combat skills adding a masculine expression to them which resulted in them being androgynous. Dory was from Finding Nemo (2003) and Finding Dory (2016) is gender non-conforming since her character did not depict a sign of femininity or masculinity. Dory's character is simply portrayed as a lost confused fish who is warm and kind. Aside from that, Tigress from Kung Fu Panda (2008 and 2011) being expressed as masculine shows that gender expression is well connected to upbringing, interest, and role. Tigress was trained heavily with discipline in Kung Fu starting at a very young age, and so developed a very strong, fierce, and sturdy expression which leads her to act in a very masculine way.

Overall, it shows that the representation of female characters is slowly developing, becoming more diverse, informative, and relatable. Not only that, but the way female characters were being improved when it comes to portraying women in society means that the animation industry is also developing when it comes to telling good stories. Having diverse and well-developed related female characters only means that the industry is also improving and having diverse and well-developed stories that many children or people, in general, can relate to and look up to.

Survey Results

Figure 11.1

Type of Animated Films the Respondents Watch



Based on Figure 11.1, 13 out of 15 respondents prefer watching animated movies, 12 out of 15 respondents prefer watching animated series and 7 out of 15 respondents prefer watching animated short films.

Figure 11.2

Animated Films the Respondents Watched

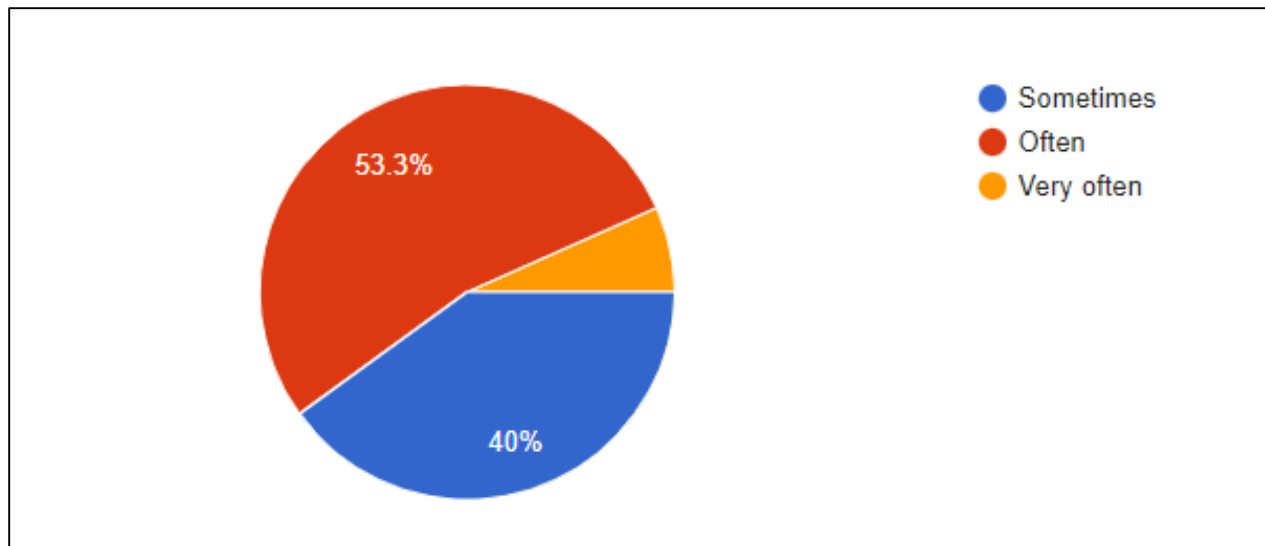
Kung Fu Panda, Corpse Bride, Baby Boss, Hotel Transylvania, Pinocchio, Inside Out
Steven Universe : The Movie
Anime such as A Whisker Away, Your Name, Weathering With You, some Disney films such as Wreck-It-Ralph, Encanto, Moana, and etc.
Howls Moving Castle, Spirit Away, Spy X Family, Attack on Titan, Doraemon, etc.
From up on poppy hill
Rick and Morty, encanto, inside job and family guy
Encanto, Sing, Moana, Coco, Soul, Wreck it Ralph, Tangled
Toy Story, Spirited Away, How to Train Your Dragon, Mulan etc.

Figure 11.3

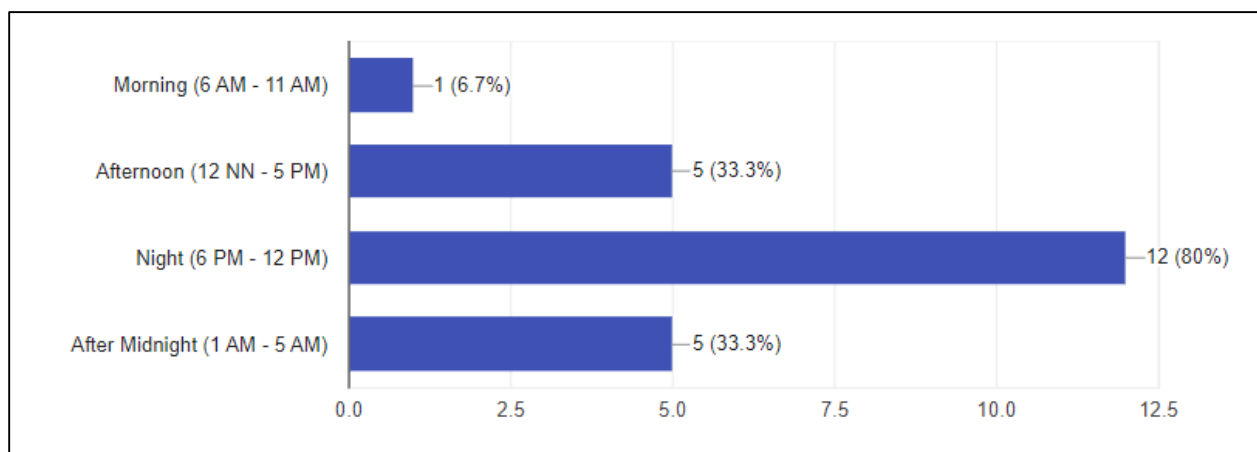
Animated Films the Respondents Watched

Attack on Titan
Fruits Basket
Haikyuu
Tokyo Ghoul
Wotakoi
Horimiya
The Promised Neverland
Frozen, Ponyo, Corpse Bride, Bao, Attack on Titan, High Rise Invasion
Mostly Disney and Pixar Movies, as well as ghibli films
Home, minions, trolls, boss baby
ratatouille, frozen, your name etc.
Sing
Recently, I have watched Love, Death, Robots, Sing, Pinocchio (Guillermo del Toro), & Mob Psycho 100

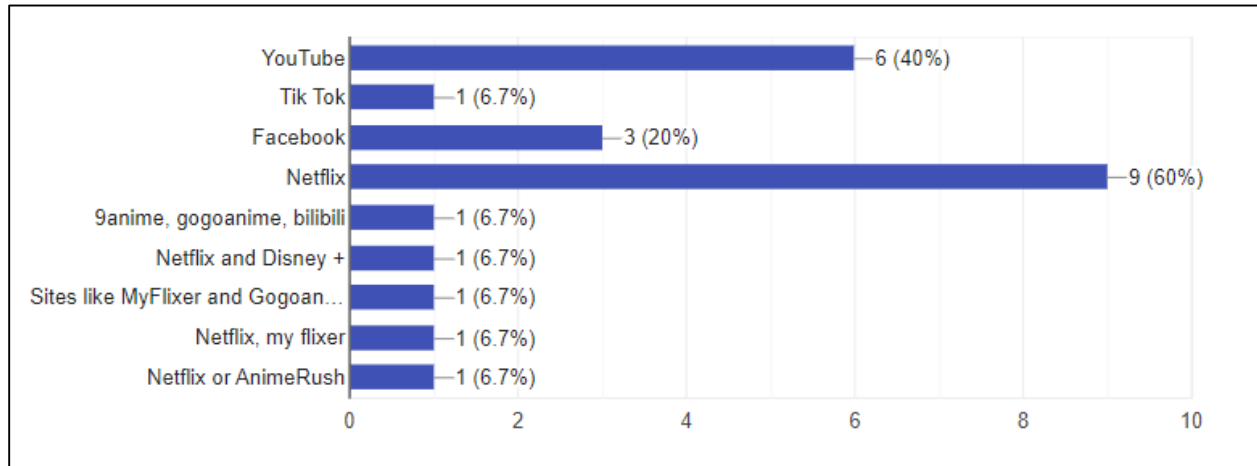
Based on Figure 11.2 and Figure 11.3, the respondents mostly watch Western and Japanese animation. Animated films and series that were popular in the year 2000s have a mixture of different stylized graphics but are clear enough to still recognize a realistic appearance, action, and influence.

Figure 11.4*How Often the Respondents Watch Animated Films*

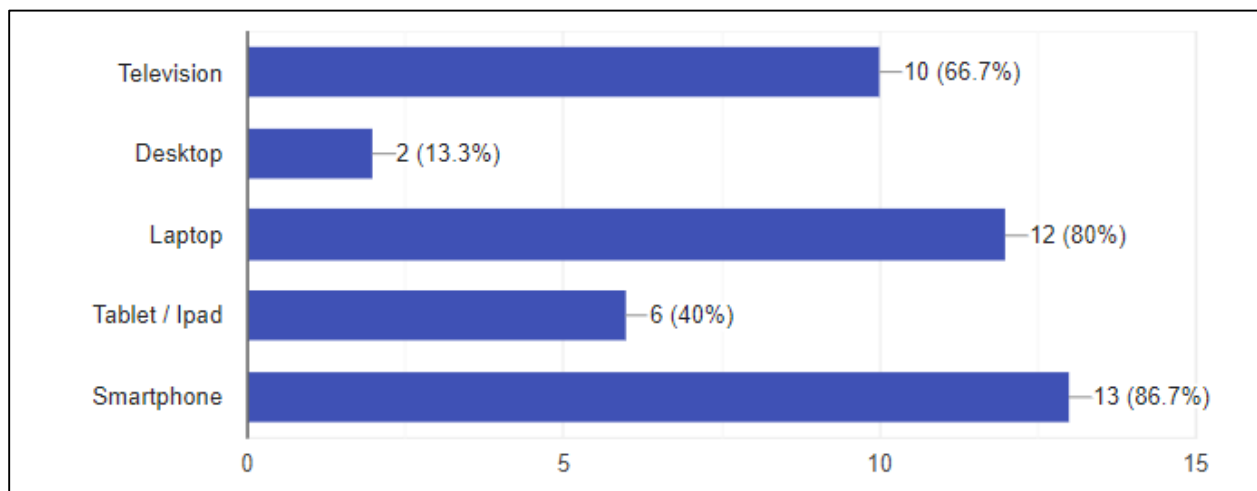
Based on Figure 11.4, 53.3 percent of respondents often watch animated films and 40 percent of the respondents sometimes watch animated films.

Figure 11.5*Time the Respondents Watch Animated Films*

Based on Figure 11.5, most of the respondents watch animated films at nighttime, from 6 pm to 12 pm which means that it will be the best time to gather an audience and upload my 2D animated output to an online platform.

Figure 11.6*Platforms Where the Respondents Watch Animated Films*

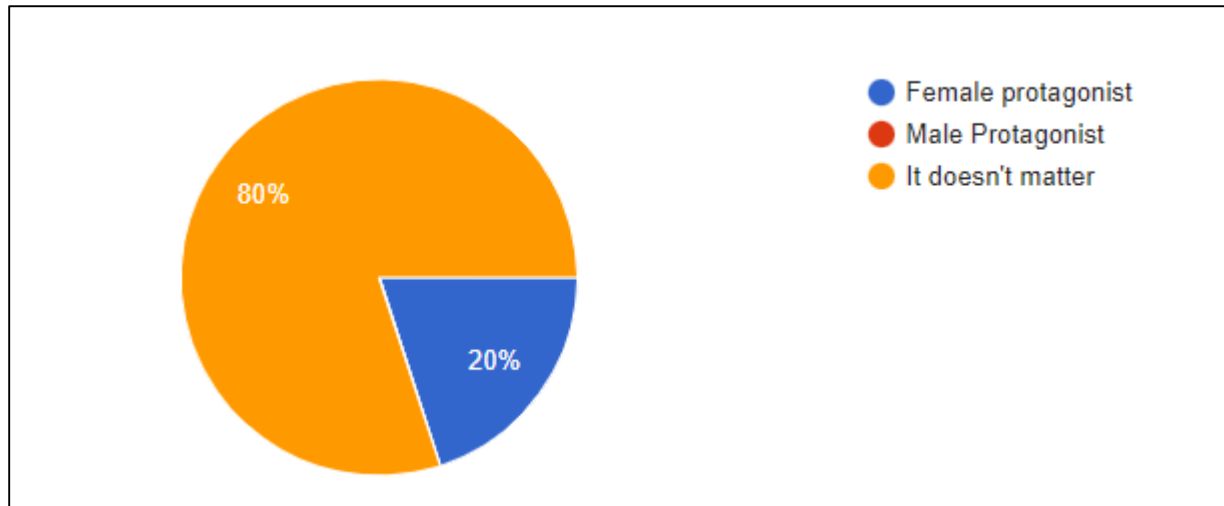
Based on Figure 11.6, the respondents mostly used Netflix as an online platform to watch animated films which is the best platform to upload and produce animated films if looking for a wide audience. However, the possibility of uploading or producing a 3—5-minute animated film on Netflix is almost 0 percent since Netflix is an exclusive company where there are a lot of major procedures and contracts to be a platform to share a personal project.

Figure 11.7*Devices Where the Respondents Watch Animated Films*

Based on Figure 11.7, the respondents mostly used their smartphones to watch animated films.

Figure 11.8

Prefer Character of the Respondents to Watch in Animated Films



Based on Figure 11.8, 80 percent of the respondents do not care whether the protagonist is either male or female.

Figure 11.9

Animated Characters that the Respondents Relate to

None
Anger from Inside Out and Emily from Corpse Bride; though I do not relate to them much.
Luz, Amity, Hunter [the owl house] Marcy [Amphibia]
Deku from My Hero Academia probably (sorry puro anime nasa isip ko)
I relate myself to Chihiro from Spirit Away.
Antonio madrigal
Rick and Morty
Mirabel

Figure 11.10

Animated Characters that the Respondents Relate to

Mulan
I dont think their is an animated character that is related to myself
I think it would be Anna from Frozen.
Mirabel Madrigal
Meg
The character from Sing named Meena

Based on Figure 11.9 and Figure 11.10, 2 out of 15 respondents do not have a character to relate to. On the other hand, most respondents relate to a female character, aside from that most of the animated characters that they mentioned were main characters. This leads us to the idea that characters that have major roles in an animated film have more impact or influence on the viewers, possibly because main characters usually have more screen time and have major objectives.

Figure 11.11

Why the Respondents Relate to Animated Characters

None
Anger has anger issues, which I also have and Emily being the second choice (happends to me on friendships)
Because of theyre backstory, personality and goals
Strong and smart
Chihiro, she is a brave lady that she able to free her parents from the spirit world, she is kind and respectful.
He is sensitive and imaginative. He loves animals and he's shy but also has a big heart.
Because they keep on fixing the mess that they make even if it is unfixable
Finding your own talent

Figure 11.12

Why the Respondents Relates to Animated Characters

Strong female lead/breaking gender barriers
n/a
Her character was all about wanting to be wanted, being hardworking to get the validation of their family which she loves the most. I relate to her character because I think that we both do our very best to be seen by others.
She wasn't being prioritized nor being given the same treatment in the family because she doesn't have a unique trait, I can relate to it because my parents are like that as well.
because she is madly inlove with a man to the point that she died for him only to be left for another woman
Meena is too shy to perform in front of the crowd even though she has a voice that is mesmerizing to hear which I find it quite similar to my case because despite knowing that I can sing, the fear of performing in front of the people is within me.

Based on Figure 11.11 and Figure 11.12, the respondents relate to the following characters because of their personalities and goals, but aside from that, the respondents would relate themselves to the characters because of their situation. This gives the idea that viewers can empathize with animated characters because they know the feeling of being in the same situation as the animated character. Moreover, there is one answer that caught my attention which is the 'strong female lead/breaking gender barriers'. The answer is somehow connected to the character's personality, but it is mainly connected to an issue in society which means that there is a possibility that viewers can relate to a character that addresses a societal issue. Since it is a societal issue, it is given that most people have experience with it and are still connected to situational reasons.

Figure 11.13*Animated Characters That the Respondents Look Up To*

No, I don't.
none
All Might from My Hero Academia (sry mah favorite anime ko)
Yes, Dr. Frost. He is very observant, a psychologist, and has logical thinking.
Senku. First of all he has the intelligence of Albert Einstein. Second he's confident with what he's doing and knows what he's doing and can make a plan in a matter of time.
Mirabel, because even though her family disregards her, she still loves them.
Merida
Mulan, Merida

Figure 11.14

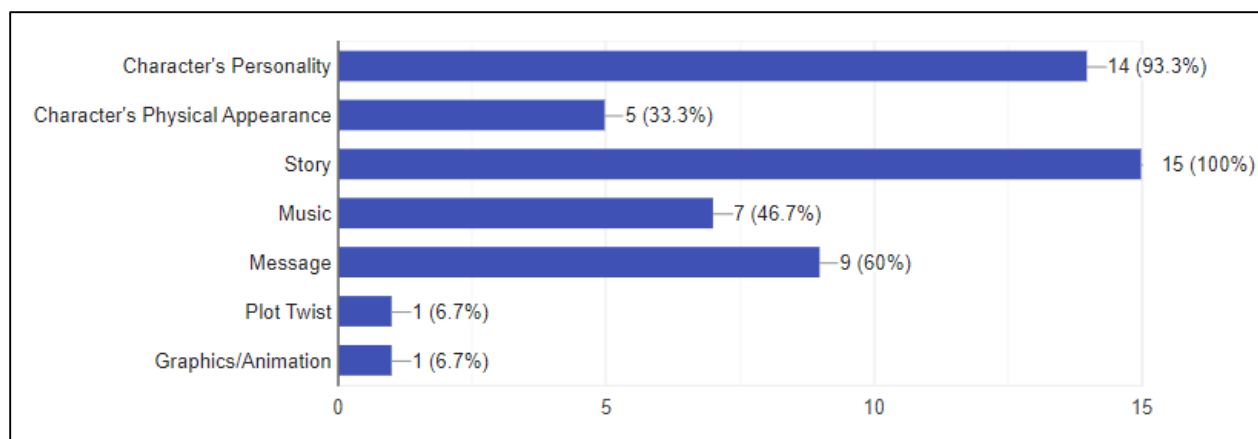
Animated Characters That the Respondents Look Up To

I look up to eren, mikasa, levi emma, ray, norman, kaneki ken and others because of their bravery for the betterment of the people.
I think it would be Elsa from Frozen too. I really love Frozen and the two sisters. And Elsa is one of the animated characters that I admire. She pushes herself to be her and to be better. Not only for her but for her family and their people. She just gives me motivation to seek and find my true self. Just like what she did in the Frozen II, and she was happier since she learned how to love and learn who she is.
Korosensei, because even though his appearance is different from other people, he still managed to teach the students like a normal person would
Home, because it symbolize strong friendship
tiana, she showed that when you work hard you can get your dreams
Meena from Sing because of how she handled herself to perform in front of the people even though she isn't used to sharing her talent, she was able to show an excellent performance.
Crewmates of Straw Hat Pirates, each of them have a distinct personality that makes you look up to them and thinking of the obstacles or past experiences they have been through they chose to fight and win over it at whatever costs.

Based on Figure 11.13 and Figure 11.14, most respondents look up to animated characters that have strong, and positive personalities and they admire how these good personalities are being utilized by the animated characters not just for self-improvement but also to execute good deeds and teach valuable lessons. One respondent also stated that she admired a character that was physically different from others yet still showed good actions to others.

Figure 11.15

Interesting Things in Animated Films According to the Respondents



Based on Figure 11.15, respondents are more interested in animated films if they have a good story followed by characters that have well-written personalities. This shows that all the following elements are important to an animated film, but the main point and focus of output to get the attention of the viewers is the story since the story is the basis of all elements. Even characters can have great personalities if the story is well written and can have a good message that viewers can indulge in and absorb.

Figure 11.16

Animated Films as an Education and Influence

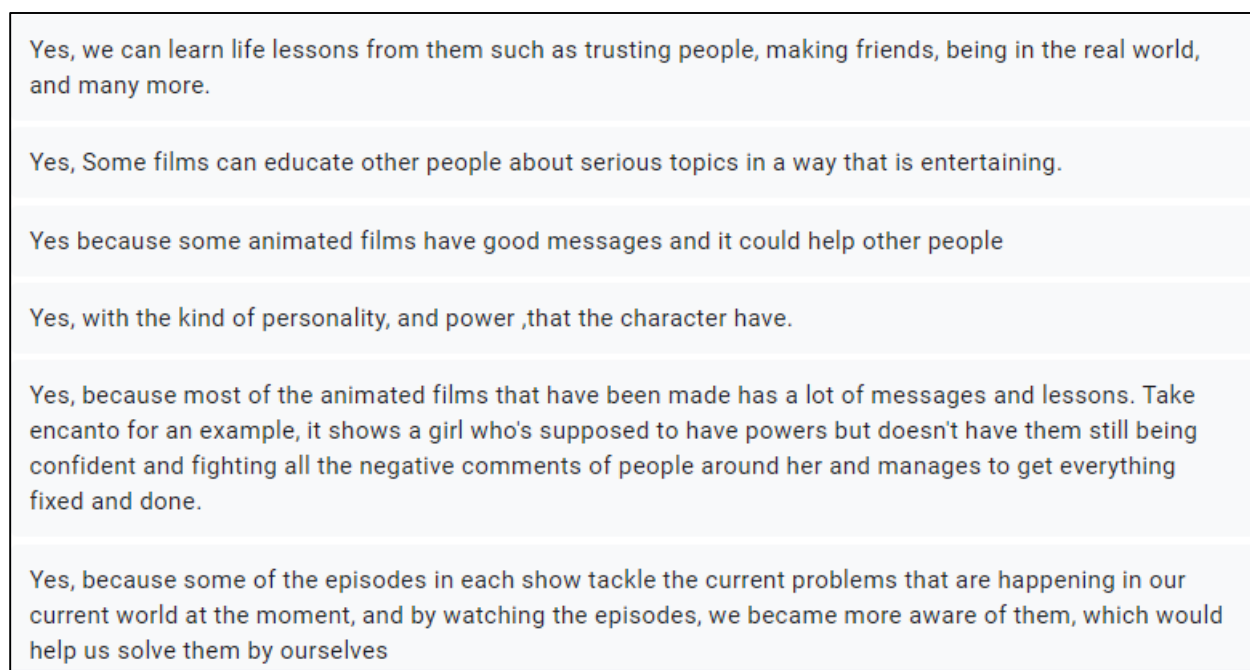


Figure 11.17*Animated Films as an Education and Influence*

Yes, every woman has a power to rule the world in a full of discrimination. Animated films can make the woman more powerful
Yes, through the moral of the stories and symbolisms, animated films can educate a lot of people.
I think animated films can change other people's perspective due to the problems that the main characters encountered.
Yes. It happened to me and to other people. Animated films are lessons in life conveyed thru arts. And it does influence and educate people who watches the films by heart.
Yes, because it opens the eyes of the children while keeping them entertained. Mas natututo ang kabataan sa mga bagay na kanilang nakikita at napapanood, kung kaya't nadadala nila ito mula sa pagtanda.
Yes, because it gives a good inspirational story in other way it gives a smile to a person's face

Figure 11.18*Animated Films as an Education and Influence*

Because most animated films has lessons behind it that inspires the viewers
I personally think that animated films has a big impact to its audience because the overall message of the film affects their thinking and how they view the real world for how each and every part of the film was executed.
Yes, for me, animated films are easy to watch and I am very fond of its wide variety of visuals/styles. In terms of educating the people and influencing them I think this is solely based on the contents of the animated film itself, to how the characters are built and how the story is portrayed or brought to life by the creators in which the viewers could easily find interesting and learn from.

Based on Figure 11.16, Figure 11.17, and Figure 11.18, respondents believe that animated films are influential enough to educate the viewers by showing different perspectives to people allowing them to have an impact on how they perceive the world that surrounds them through storytelling. When there is a good story to share, there will also be a good message attached to it and to execute the good messages, there will be inspiring and admirable characters that have great personalities and with that, those elements also can entertain the viewers while learning something new. Aside from that, in terms of telling a story, there is a lot to do with it, for instance, creatively addressing societal issues. In a way where viewers can learn beyond words;

in a way where the stories and characters were brought to life to be the lesson per se, showing how they live and interact with a world and being an inspiration to be better in life and to other people.

Conclusion

The representation of female characters in animated films has slowly improved over the years in terms of being diverse, informative, and relatable for women in society. According to the content analysis, from the year 2000 to 2007, some female characters were the main characters, and some were supporting characters. Most of their role revolves around being the nurturing ones such as mother, wife, daughter, or lover. This is also the year when female characters possess soft features, feminine expressions, and behaviors to support the nurturing role that was given to them. However, in the year 2008, the roles, physical appearance, behaviors, and gender expression of the female characters in animation films started to become more diverse. Starting the year 2008 until today, some female characters were still main characters, and some were supporting characters. It is inevitable to still have nurturing roles such as mother, wife, daughter, and lover, however, stronger, and more interesting roles were introduced such as being a warrior, queen, superhero, criminal genius, and secret agent. Due to these roles, there are female characters that have sharper and stronger looks which also match their behavior such as being bold, sassy, independent, confident, competitive et cetera. 2008 is also the year where female characters are not just expressed as being feminine. Masculine female characters, and androgynous were also introduced. The portrayal of animated female characters has improved and continues to develop into a more realistic depiction of women which proves that the representation of women in society is also developing and will continue to develop as animation reflects the perception of society.

Representation in animated films is significant as it influences its viewers, enough to have an impact on the entire society. Therefore, I produced a 2D animation project entitled 'The Marie Onette Show' to raise awareness and share a valuable lesson for society on how representation greatly affects the beliefs and knowledge of the people. To make the project successful and effective, I surveyed to know the preferences of the target audience when it comes to 2D animation. As a result, the target audiences stated that story, character, situation, goal, and message are the important elements that the animation should have, thus attracting the interest and feelings of the viewers. Therefore, the project consists of a simple story, characters, and elements so that the viewers can easily comprehend what is going on, but at the same time, those simple elements carry symbolic messages that reflect society's representation.

Recommendations

This section consists of recommendations for the future improvement of the study regarding the research topic and the creative process.

Research Topic

To examine the role of animation in representing female characters, the content analysis method was utilized where lead female characters were carefully picked from top-grossing movies in the year 2000 to 2022. They were observed based on their roles, behavior, appearance, goals, and gender expressions to gather data about how society perceives women over the years in the modern era. With this method, the study concludes that women's representation in animated films was evolving and thus also concludes that the perception of society about women also develops. However, the conclusion was only proved using popular animated films and not by the members of society per se. To further support the claim and conclusion that it is developing, it is recommended to also interview how these animated films and characters affect and influence the perception of people when it comes to women. With this, the study will not only be concluded with only one perspective which comes from the observation in animated films but will be also concluded with strong support answers resulting from the society, making the study have two perspectives when it comes to discussion and examination.

Creative Process

When it comes to the process of the 2D animation project, there are things to improve such as the voice acting and the music. The voice actors did a great job in terms of pronunciation and projecting the feelings of the characters and the narrator, however, due to schedule conflicts and a low budget for the recording studio, the voice-over quality did not result in clear and good quality. As for the music, I was not able to find and hire someone who could produce the background music that matches the intensity or the situation of the scene, so I just bought a piece of background music from the internet which is not editable. As a result, I was not able to manipulate the music depending on the scene of the animation. I strongly suggest that as early as possible, we find people who are knowledgeable enough when it comes to the sound and music department because these are elements that are just as important as the animation itself. It helps for the vibe or the mood of what message you want to convey. Aside from that, the story development can be improved further as well; the puppeteer can be shown as more villain before the main character decides to escape from his hands. I also suggest that the environment could have more screen time, to make the viewer more familiar with where the story takes place.

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