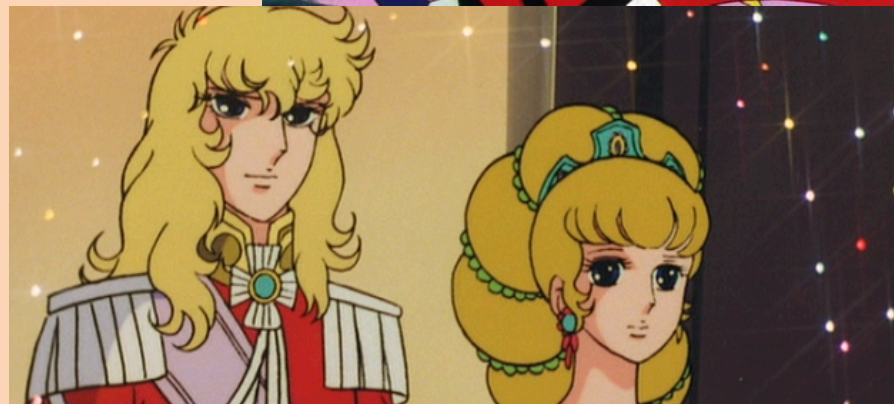
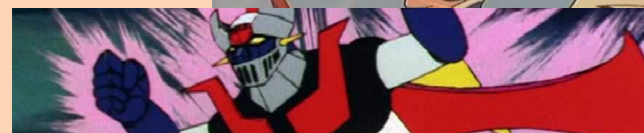
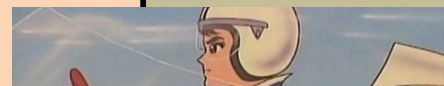


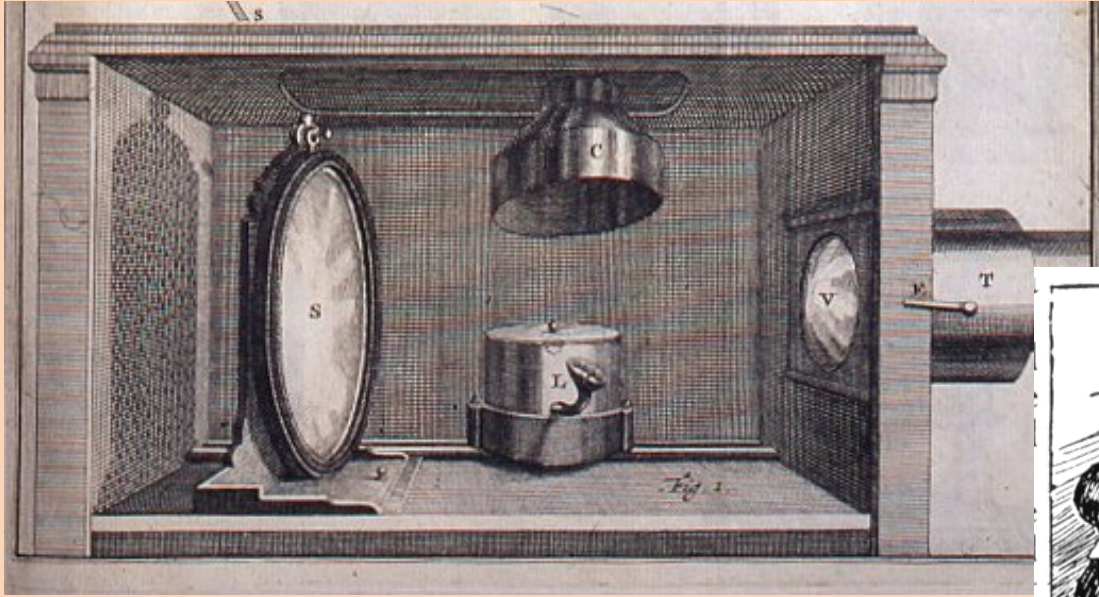
The Birth of Anime



Animation

- Film using drawings or models that appear to move
- Three basic types:
 - Two Dimensional
(drawings that move)
 - Stop-Motion
(models that move)
 - Three-Dimensional
(computer-generated images with depth, that move)

Magic Lanterns



A page of [Willem 's Gravesande](#)'s 1720 book *Physices Elementa Mathematica* with Jan van Musschenbroek's magic lantern projecting a monster. The depicted lantern is one of the oldest known preserved examples, and is in the collection of [Museum Boerhaave](#), Leiden



Arthur Mee and Holland Thompson, eds. *The Book of Knowledge* (New York, NY: The Grolier Society, 1912)

- Light source focused by a mirror
- Light shines through a transparent slide
- Projected light retains image of slide

Film & Animation Come to Japan

- First projection in Japan sometime around 1894-95.
 - First dedicated Japanese movie theater in 1903.
- *Benshi* 弁士
 - Live narrator who explained film
 - Later became integral part of film experience
- 1907-1911 – First animation in Japan
- 1911-1917 – Showings of foreign animation

The 1920's-30's in Animation

- Disney & WB shorts exported worldwide
- Color animation spreads
- Educational and ad-based programming

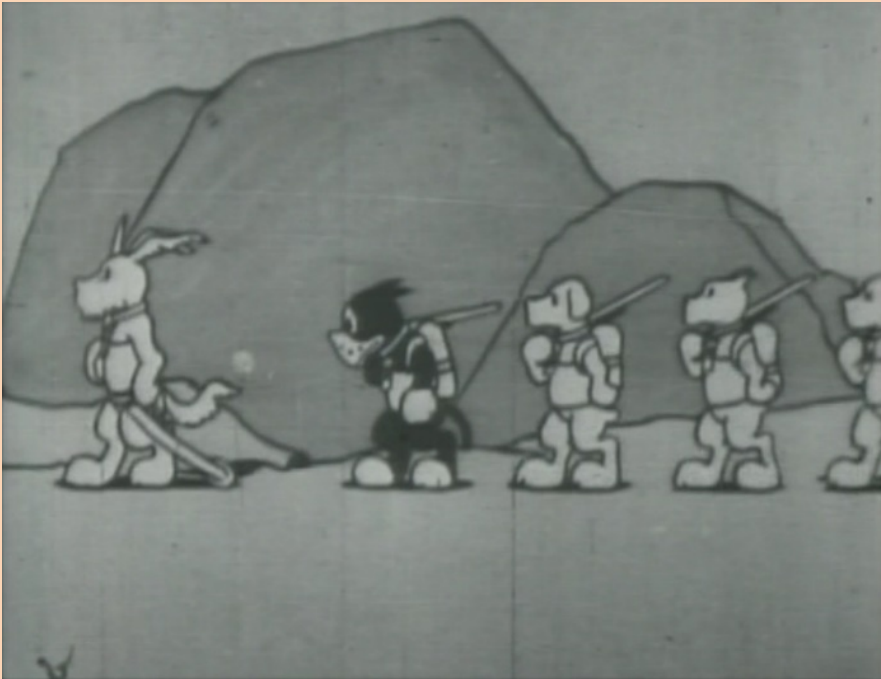


Top: Courtesy:
<https://thewaltdisneycompany.com/oswald-the-lucky-rabbit-anniversary-disney/>

Bottom: Courtesy:
<https://cartoonresearch.com/index.php/more-musical-changes-for-merrie-melodies-1934-35/>

The 1920's-30's in Animation

Norakuro
のらくろ (1933-41)



Courtesy: <https://drgrobsanimationreview.com/2017/07/21/norakuro-nitohei-enshu-no-maki-private-2nd-class-norakuro/>

Snow White and the Seven Dwarfs
(1937)



Courtesy: <https://www.qagoma.qld.gov.au/cinema/program/snow-white/>

The Shadow Staff

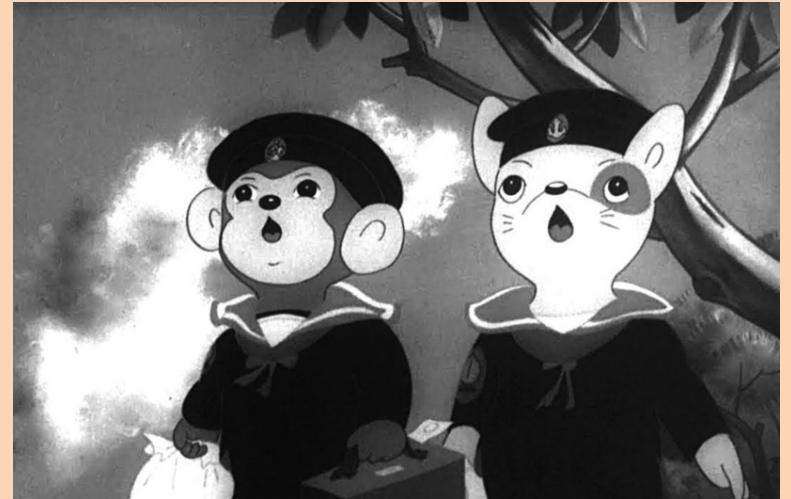
- Gathered by Imperial Navy to produce instruction films
- Animation got better results for military training
- Forced to watch banned *Disney* films for research
- Allowed to scout military sites and vehicles for research
- Produced Disney-level output

The Shadow Staff

- 1940 – Shadow Staff brought together

- 1940-43 – Instructional films

- 1943 – *Momotarō's Sea Eagles*
(*Momotarō umiwashi*)



Still from *Momotarō: Sacred Sailors*

- 1945 – *Momotarō: Sacred Sailors*
(*Momotarō umi no shinpei*)

Postwar Animation

- Tōhō 東宝 Studio
 - Supported wartime filmmaking
 - Developed *kaiju* monster films, particularly *Godzilla*
 - Scene of major (failed) labor strikes in 1946-47
- Tōei 東映 Studio (Tōei Eiga Haikyū 東映映画配給)
 - Picked up Tōhō animators after the strike
 - Aimed to become the Disney of Japan by late 1950's
 - *Hakujaden* 白蛇伝 (*Panda and the Magic Serpent*, 1958)

Manga 漫画

- “Idle pictures”
- Originally referred to practice sketches done by woodblock artists
- Shifted to mean newspaper comics in the 1890’s
- Appeared in children’s magazines by 1920’s
- Serialized monthly/weekly stories by 1940’s



Courtesy:

<https://k.mandarake.co.jp/auction/item/itemInfoJa.html?index=553025>

Manga Shōnen (“Manga Boy”)
boys’ magazine
1947-1955



Tetsuwan Atom 鉄腕アトム
(Astro Boy)
Tezuka Osamu, 1951-54

Jungle Taitei ジャングル大帝 (*Kimba the White Lion*, 1950-54)



Ribon no Kishi リボンの騎士 (*Princess Knight*, 1953-56)

1950's Manga

- Tezuka Osamu 手塚治虫 (1928-1989)

- The Star System

Use a number of specific character designs and redeploy them in every single manga!



Courtesy: <https://www.mangasplaining.com/blog/ep-201-phoenix-sensor/>

1950's Manga

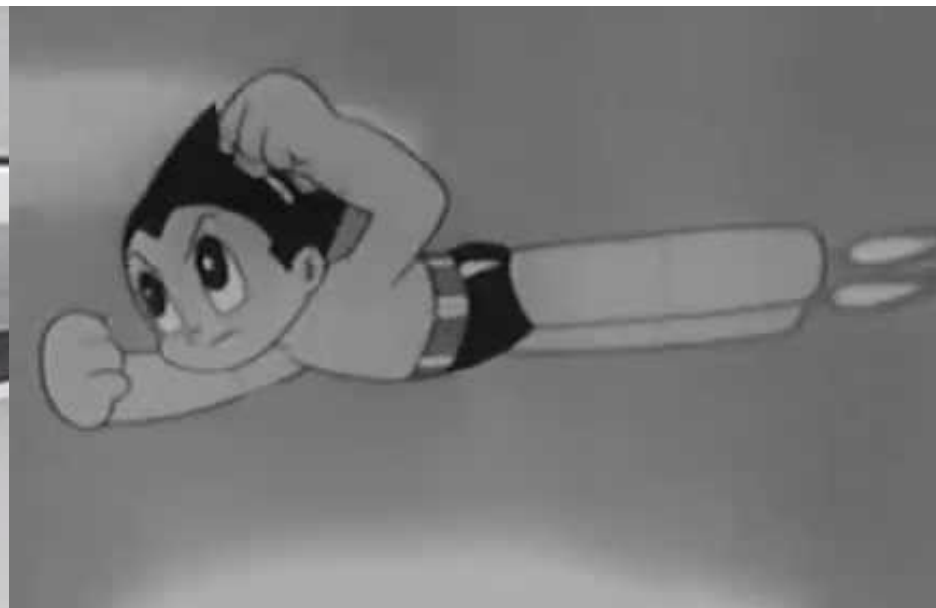
- Ishinomori Shōtarō 石ノ森章太郎 (1938-1998)
 - Superhero teams; *Kamen Rider*, *Cyborg 009*, etc.
- Tatsumi Yoshihiro 辰巳ヨシヒロ (1935-2015)
 - Manga for adults; *gekiga* genre
- Yokoyama Mitsuteru 横山光輝 (1934-2004)
 - Giant robots & magical girls; *Gigantor*, *Sally the Witch*
- Fujiko F. Fujio 藤子F不二雄 (pen name of a duo)
 - Humorous kids' manga; *Doraemon*, *Q-taro the Ghost*
- Mizuki Shigeru 水木しげる (1922-2015)
 - Folklore manga; *Gegege no Kitarō*

Tezuka Osamu & *Anime*

- Moved into animation 1959-60
- Contract with Tōei 1960-61; ended badly
- Founded Mushi Productions (MushiPro) in 1961
- *Tetsuwan Atom* (*Astro Boy*) animated series debuts 1963

Tezuka Osamu 手塚治虫

- “Limited *Anime*” vs. Traditional Animation
- Cut budget by cutting animation process
 - Still shots (reactions, etc.)
 - Pans over still cels
 - Zooms in or out over still cels
 - Use of music and dialogue to mask lack of movement



Tetsuwan Atom
鉄腕アトム
(*Astro Boy*)
television series
1963-1965



1960's Anime

- Other studios rushed to follow *Tetsuwan Atom*
 - 1963: 4 shows
 - 1964: 7 shows
 - 1965: First color *anime*; approx. 10 shows
 - 1966: First comedy & girl-oriented shows
 - 1969: First sports shows, over 15 shows per week!
- Success of Tezuka's model for limited animation
- Black and white, weekly, aimed at children

1960's Anime

- Set norms for both visual and narrative style:
 - Big eyes, spiky hair and stylized artwork based on manga
 - Styles originally drawn from copying Disney!
 - Tie-ins with toy and manga industries (eventually film and pop music too)
 - Weekly serialization allowing long-form stories
 - Emphasis on science-fiction, fantasy and adventure