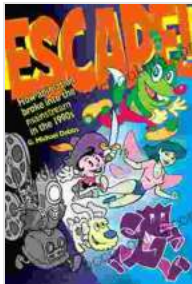


Escape: How Animation Broke Into The Mainstream In The 1990s



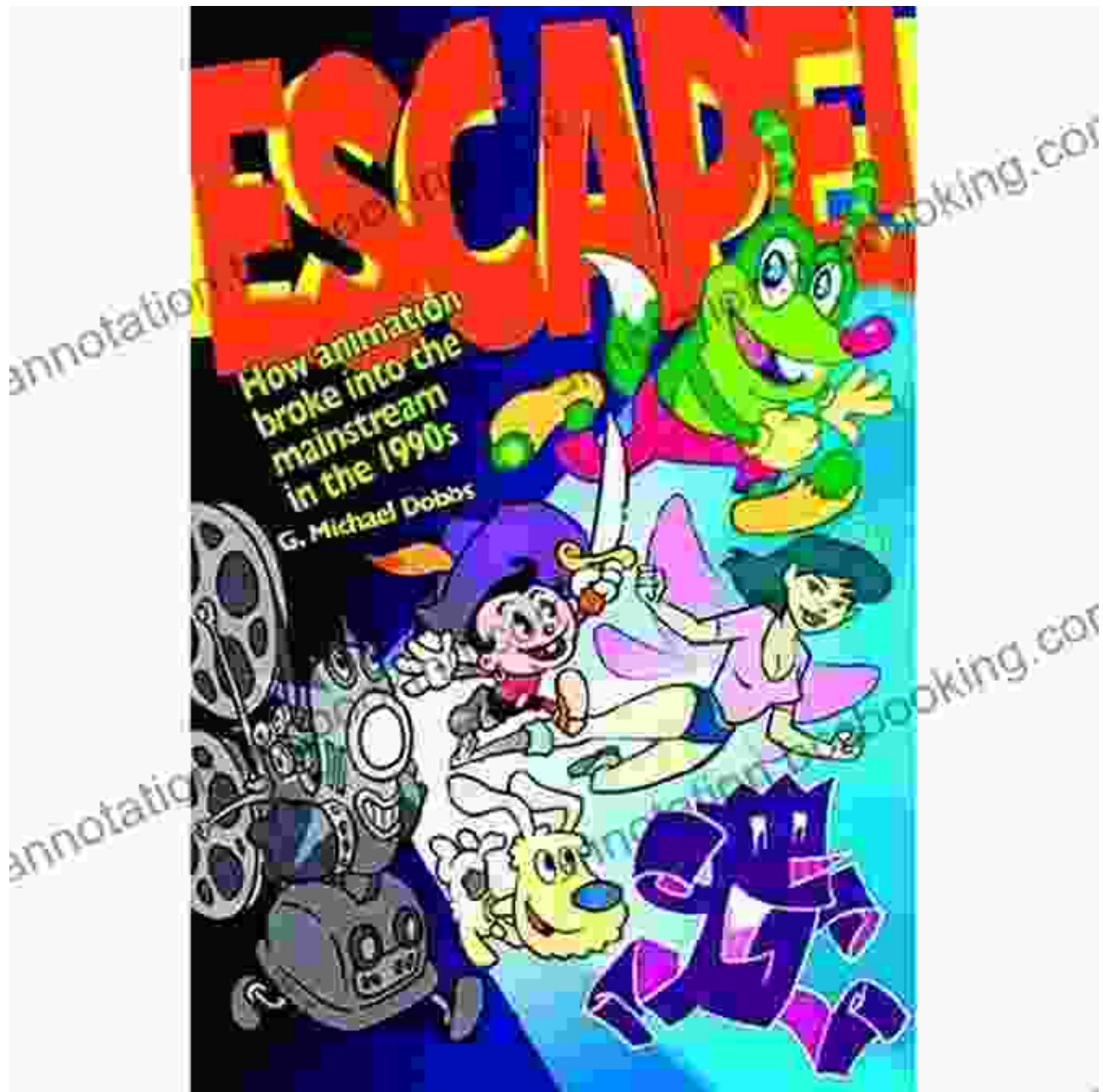
Escape - How Animation Broke into the Mainstream in the 1990s by G. Michael Dobbs

★★★★★ 5 out of 5

Language : English
File size : 4607 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 280 pages
Lending : Enabled



The 1990s was a watershed decade for animation. In the years leading up to the millennium, animation underwent a series of profound transformations that would forever change the face of the industry. The rise of computer-generated imagery (CGI) opened up new possibilities for animation, while the mainstream success of anime and independent films challenged the traditional dominance of Disney and other Hollywood studios. By the end of the decade, animation had become a global phenomenon, reaching new audiences and inspiring a new generation of filmmakers.



The Rise Of CGI

One of the most significant developments in animation in the 1990s was the rise of CGI. CGI is a computer-generated process that allows animators to create realistic images and animations. Prior to the 1990s, most animation was created using hand-drawn or stop-motion techniques. However, CGI offered a number of advantages over traditional animation

methods. CGI animations could be created more quickly and easily, and they could be more realistic and lifelike.

The first major CGI-animated film was *Toy Story*, released in 1995. *Toy Story* was a critical and commercial success, and it helped to usher in a new era of CGI animation. In the years that followed, CGI animation became increasingly popular, and it was used to create a wide range of films, from blockbuster action movies to family-friendly comedies.

The Mainstream Success Of Anime

Another major development in animation in the 1990s was the mainstream success of anime. Anime is a style of Japanese animation that is characterized by its vibrant colors, exaggerated characters, and complex storylines. In the 1990s, anime began to gain popularity outside of Japan, thanks in part to the release of a number of popular anime films and television series.

One of the most popular anime films of the 1990s was *Akira*. Released in 1988, *Akira* was a groundbreaking anime film that featured stunning animation and a complex storyline. *Akira* was a huge success in Japan, and it also gained a cult following in the United States.

Another popular anime film of the 1990s was *Princess Mononoke*. Released in 1997, *Princess Mononoke* was a visually stunning anime film that featured a powerful environmental message. *Princess Mononoke* was a huge success in Japan, and it also received critical acclaim in the United States.

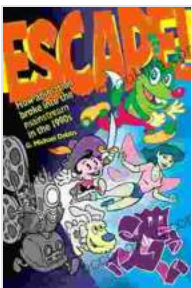
The Rise Of Independent Films

The 1990s also saw the rise of independent animation films. Independent animation films are films that are produced outside of the traditional Hollywood studio system. Independent animation films are often more experimental and personal than mainstream animated films, and they can offer a unique perspective on the world.

One of the most popular independent animation films of the 1990s was *The Secret Of Kells*. Released in 2009, *The Secret Of Kells* was a beautifully animated film that featured a unique Celtic art style. *The Secret Of Kells* was a critical and commercial success, and it won the Academy Award for Best Animated Feature Film.

Another popular independent animation film of the 1990s was *Persepolis*. Released in 2007, *Persepolis* was a powerful and moving film that told the story of a young Iranian girl growing up during the Iranian Revolution. *Persepolis* was a critical and commercial success, and it was nominated for the Academy Award for Best Animated Feature Film.

The 1990s was a watershed decade for animation. The rise of CGI, the mainstream success of anime, and the rise of independent films all helped to change the face of animation



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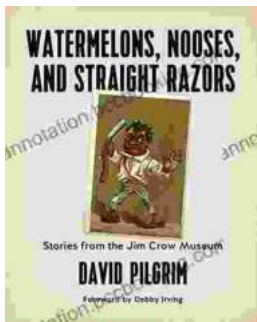
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