UNIVERSITI TEKNOLOGI MARA

SHORT ANIMATED PROJECT *SCARECROW:* STUDY OF ANTHROPOMORPHISMS CHARACTERISTIC ON *TOTORO* (1988), *MICKEY MOUSE* (1928), AND *SANG KANCIL* (1983)

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Academic exercise submitted in partial fulfilment
of the requirements for the degree of
**Bachelor of Creative Technology (Hons)
Animation and Screen Technology**

Faculty of Film, Theater and Animation

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FAKULTY OF FILM, THEATER DAN ANIMATION
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CAMPUS PUNCAK PERDANA
SHAH ALAM, SELANGOR

SESSION: MARCH 2017 – JULY 2017

IT IS TO CERTIFY THAT

BRIGETTE ROBIN

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HAS FULFILLED ALL THE REQUIREMENTS OF AN ACADEMIC
EXERCISE AS OUTLINED BY THE ACADEMIC BOARD OF THE
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DECLARATION

I declare that the work in this academic exercise was carried out in accordance with the guidelines of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as referenced work. This exercise has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

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Faculty   :   Faculty of Film, Theater and Animation

Research Title/Project   :   Short Animated Project *Scarecrow*: Study of Anthropomorphisms Characteristic on *Totoro* (1988), *Mickey Mouse* (1928) and *Sang Kancil* (1983)

Student Signature   :   ……………………………………

Date   :   July 2017

ABSTRACT

Character is the most important aspect in the essential feature of cultural industry in animation and digital contents, it is a vital aspect feature in visualizing narrative story, and so is made to create new value. These characters have miscellaneous types such as human form, animal form, inanimate object form, and monster. In instances, the implication of emphasizing an inanimate object or animal as a character which likely to have the ability in talking and behave like human instead of human is a process called anthropomorphism. Anthropomorphism is an immense and vast topic to study and unfortunately most of us confuse with anthropomorphism to "personification". I, therefore conduct this research in order to gain a better explanations and a further knowledge regarding anthropomorphism and to emphasize on the use of anthropomorphic character in my short animated film project. The main purpose of this research is to study what is anthropomorphism and how it is being emphasizes in animation field. This research is conducted via textual analysis method by reading material such as books, magazines, internet, journals, and articles that are related to the research's topic.

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