

Elena Opara (Red Bull commercial)

What materials/props do they generally use for their stop motion animations?

Paper, costumes, and real people are used for the animation. The paper is used to create the background, and the costumes give each character their identity.

How would you describe their technique? (be specific)

Opara either moves only the background or the person to give the illusion of movement. When a character is moving out of the frame, the background stays still but the character moves. However, to give the illusion of falling or flying, the character stays in the same spot but the background moves below them. Opara also uses color to reveal the mood of the scene. She shows superman as colorful and bright to show his goodness, and makes the robbing scene black to show the darkness of the criminal. Light colors, like a light blue, are used in the last scene to show the happiness of the new couple.

What is the purpose of their stop motion animations? For what use are they created?

Their stop motion animation is a commercial for Red Bull, but more specifically shows how anyone can be a hero. Red Bull uses this story to make viewers believe that they can do anything after drinking their product.

Choose one of their stop motion animations and explain the story it is expressing.

The depicted “nerd” turns into Superman and wins over the girl at the end of the story, and they fall in love. This contrasts the popular storyline in movies and television, where only the “jock” gets the girl.

Is their methodology one that you can replicate? How will you do this? Opara’s style and technique is replicable, as we can set the mood while using a variety of colors and use paper as our main material. We will use the same style of movement as Opara, moving the character and not the background; or the background and not the character.