The Study of Differences and Similarities Between Ghibli Studio and Kyoto Animation

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Abstract: The purpose of this research is to study about the differences and similarities between Ghibli Studio and Kyoto animation. Ghibli Studio and Kyoto animation have a lot 2D animation that have a beautiful and smooth animation. They also have some differences and some similarities in their animation. The differences and similarities that this article focusing is the genre of the animation that the studio preferred, the technique that they used in making their animation and the type of animation that they more prefer. We will focus on their history their differences and similarities within the production in 2D animation.

Key words: Ghibli Studio, Kyoto animation, history, differences, similarities, 2D animation

INTRODUCTION

Japanese animation history: The word 'animation' have been used or heard in society nowadays. Animation is a movement of images to create an illusion. According to Oxford Dictionary, seventh edition, animation is the process of making films or movies, videos and computer games in which drawings or models of people and animals seem to move (Wehmeir, 2005). Animation art is well known over 100 years old; from pencils and paper, ink and paint, to clay, sand and puppets until this computer technology era. Anime as pronounced "ani-may" is refer to Japanese animation.

2D animation is the oldest animation technique ever since. 2D animation is animation that created with 2-dimensional images rapidly sequenced to create the illusion of lifelike motion. Japan which the largest 2D animation industries in their world was a large contributor to the progression of this history with its production of anime (Kristincau, 2013).

The first animation in Japan is in 1907 called Katsudou Shashin which duration of the animation was three seconds. In the early 1900s, animators experimented with inexpensive ways to bring their visions to life (Richey, 2014). In the book title 'Animation Art' by Jerry Beck, the first Japanese animated film was produced during 1916 by Shimokawa Oten. The animated film that produced by Shimokawa Oten was made with chalk and the duration of the film was <5 min long.

Based on Frederick S. Litten in his article, the first Japanese animation film to be shown in cinema was Shimokawa's Genkanban which release at Asakusa Kinema Kurabu in TokAsakusa Kinema Kurabu in January 1917 (2014). Only sometimes they find an explicit note of doubt that there is no record of the film been showing. The first animation studio was founded in 1921. The studio which called Kitayama Eiga Seisakujo (Kitayama Movie Factory) was established by Seitaro Kitayama but disappeared shortly after the Great Kanto earthquake (Beck, 2004). From here, many animators and several company has continued in the world of animation until now. Two of the famous company that has contribute in Japanese animation are Studio Ghibli and Kyoto animation (Fig. 1 and 2).

After that, many animator making their animation based on the manga. Manga is Japanese graphic novels

Fig. 1: First Japanese animation; Katsudou Shashin (1907) was produced

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Fig. 2: Seitaro Kitayama established Japanese animation studio (1888-1945)

or comics and generally its printed in black and white and cover a wide variety of genres and subject matter aimed at both sexes and ages. In World War 2, manga in Japan was used by cartoonist to make the propaganda to against the nation's enemies. After the war, Osamu Tezuka became a cartoonist and release his manga called Shinta Karajima (Zagzoug, 2001). Manga and anime have been one of the culture in Japan.

Studio Ghibli: Studio Ghibli was a brainchild of Hayao Miyazaki, Isao Takahata and Toshio Suzuki. The studio was founded in June 1985 in Tokyo, Japan (Lawson, 2015). The named 'Ghibli' based on Arabic name for the Sirocco which means Mediterranean wind. The word 'Ghibli' also means hot Sahara and the named of Italian scouting aeroplane used in World War 2 which given a nicknamed of Ghibli (Cavallaro, 2006). This is representing of Hayao Miyazaki's loveof both Italian and planes (Lawson, 2015). Ghibli Studio use the Totoro character from My Neighbour Totoro as their company logo. The total of Ghibli Studio's works are 24 films.

The most famous, successful and critically acclaimed animators is Hayao Miyazaki, the co-director of Studio Ghibli which was founded in1985. Hayao Miyazaki held the title of 'The Disney of Japan' after Osamu Tezuka. Before this, Miyazaki had been working in Toei animation as an in between artist. In 1971, Miyazaki and Takahata left Toei animation. Hayao Miyazaki also planned on making a Ghibli Museum. The museum has a permanent exhibit on the history and technique of Ghibli animation. The first film that had been created by Studio Ghibli was Nausicaa of the valley of the wind which had been released in 1984. The film's huge success prompted Tokuma Shoten and Hayao Miyazaki to establish Ghibli Studio in 1985 to produce the next folm which was Laputa: Castle in the sky. Studio Ghibli's spirited away was the first film to gross $200 million worldwide and the only anime film ever to win in academy award for best animated feature.

Kyoto animation: Kyoto animation had been established by a married couple, Yoko and Hideaki Hatta, founded in 1981 and had been established in 1985. The president of Kyoto animation is Hideaki Hatta which also a Chief Executive Officer at his own company. Kyoto animation has a head office, two studios and their store. Kyoto animation located in Kyoto prefecture, Japan (Anonymous, 2017a, b). The short name for this company is KyoAni.

Kyoto animation is affiliated with the distinguished studio sunrise whose achievements include the hugely popular anime like Gundam and Inuyasha and the studio animation do (Cavallaro, 2012). Their first project as an independent project studio came with the fantasy OVA of Munto, licensed by central park media. The company have made a good impression when one of their animation, Full Metal Panic Fumoffu had debut on August 2003 (Jordan, 2016). This company worked on 37 animations; 27 series and 10 feature length anime movie.

The company not only making animation; keep studying, developing and making digital animation but they also, designing, producing, retailing and wholesaling their original product at their own shop, KyoAni shop. They also editing and publishing collection books of famous scene's key frame drawings, background arts and others from the plenty materials of their animation. Furthermore, they also making their own novels and comics since it is as importance medium.

Similarity: Japanese studio have a lot in common in making animation, from pre-production until the production of animation. Kyoto animation and Studio Ghibli have some similarity between these two studios. The similarity that will be focusing are the element that can be found in their films, the using of 2D animation and the Japanese culture that they put in their animation. Every studio have their own elements and value in making animation. Some studio wants a comedy element in their animation and some of it wants some romance elements in their animation. Kyoto animation and Studio Ghibli have some similar elements in their animation, even though

they have their own style in showing their animation. The elements that can be found similar in this two studios are friendship, romance and feminism. Feminism element that can be found in these two studios are they use a lot of female characters as their main characters in their animation.

The similarity between the two studios is the using of 2D animation in their films and series. 2D animation is the creation of moving pictures in two dimensional environmental. Ghibli Studio from the beginning of making their animation they used to hand-draw animation to make their animation realistic and smoothly. Although they also use CGI to make the effect, most of the movement in their work is made in hand-drawn animation. Similar to Kyoto animation they successfully applicate their works not only in making the character movement through their drawing skills but also by play and experiment with the characters itself with their expression of movement that genuine and entertaining, in similar way to theatre (Jordan, 2016). The other similarity between the two companies is they include culture elements in their animation such as the foods their festival that follow with the country season and also the people when they communicate with each other.

Differences: Every studios have their own style and unique in their animation. Kyoto animation and Studio Ghibli have their own style in making their animation. The differences that can be seen between the two studios are the character development their narrative in their films and colours in background animation.

Character development: Character design is important in making an animation. It is to define the character through his or her physical appearances. In Studio Ghibli, they focusing on human and non-human or more to mystical and myths creature although, all of their films have a human character as their main character. Figure 3 shows the female character that had been made by Studio Ghibli. This characters shows that the development of the character from the first films until the latest one did not change much.

Kyoto animation is more focusing to human character although they also have non-human characters. The different is that the character itself which have a cute face with big eyes. The big company's eyes which sometimes referred to as Kyou Ani-me in Chinese have become the hall mark of this studio. Figure 4 shows the development of two characters from 2003 until 2015. We can see that the characters from Kyoto animation are developing from time to time even though they have same big eyes and cute faces. Most of the characters are high school teenagers.

Narrative of the films or series: Other differences that we can see is the narrativity that they use in making the story in animation. In Studio Ghibli, their stories are more to fantasy, myth and historical. We can also see that most of their films have flying scenes and war scenes, since, Hayao Miyazaki love any flying resources. They also include an emotional stories that impart values to the watchers. Kyoto animation have a different way to show their animation. In their films or series they also have fantasy genre but they most of its shows friendship and romance in their animation. KyoAni's films and series most of its focusing on school life teenagers.

Colour background: In colour background, every studio have a different technique to make the background and how they use the colour in the anime background. In

Fig. 3: Female characters from the films Princess Mononoke (1997), Nausicaa of the vallery of the wind (1984), Kiki's Delivery Service (1989), Castle in the Sky (1986), Howl's Moving Castle (2004) and Spirited Away (2001) by Studio Ghibli

Fig. 4a, b: Female characters from two different series, character Yumemi Hidaka from Munto (2003) and Kumiko Oumae from Sound! Euphonium (2015) by Kyoto animation

Studio Ghibli, we all know that they use hand-draw to make not only the animation but also, the background. They play with the colours with watercolour and brush in their background to make its more lively and unique. In KyoAni, they at first use hand-draw in making their background. Since, the technologies have been develop and they like to try and learn in making the animation they use the software to colour the background to make it more real in their animation.

In conclusion, Ghibli Studio and Kyoto animation have their own technique to make their own company famous. They still studying and experimenting their works to make the best animation for their audience. They still using 2D animation for their character although Kyoto animation using digital to make a smooth animation. Ghibli Studio, until now have making the great animation in their works. The movement and the technique that they have can be use foe the future animator.

Literatuer review: This study will review more detail about the similarities and the differences that found between two films in difference studios, Studio Ghibli films and Kyoto animation films. This chapter will be focusing on the movement, the effect, colours, depth of field and the story plot in the films.

Similarity

Animation movement: The similarity that can be seen in any Japanese animation are the movement of the characters. In Japanese animation, movements do not tend to accompany dialogue but instead body movement are directed towards goals such as walking, picking things up or any specific poses that express a state of mind (Clarke, 2004). Japanese animation not necessarily focusing on the movement of the body but also focusing on the expression of the characters to show the emotion. Studio Ghibli and KyoAni animators include physics concept, like gravity, weight and scale into their animation to make it real.

Figure 5 shows a main character, Mirai from the movie Kyoukai no Kanata (2015) is running to certain destiny and making a desperate face. This scene shows that how desperate this character to solve her problem. In Fig. 6 shows Howl and Sophie from the film Howl's Moving Castle (2004) walking at the lane road to escape from being followed.

The plot: Every films and series have their own story and plot. Plot and story are two different meaning. Plot is the sequence of events that happen in the story. Meanwhile, story is what the work is all about. To make the films interesting, the story must contain the introduction of the characters and the setting, the rising action, the climax, the falling action and the closing of the story.

Studio Ghibli and Kyoto animation also using the same plot to make their animation to be accepted to their audience. Most of the opening of their animation start with the introducing the setting and the characters. Then, they develop the story to the climax which most of its have a fighting scene or something happen to the main character. After that, the main character will do something to solve their problem until the end. Some of the story have their turning point. The ending of the story is based on the directed to end it in happy end, sad end or leave it n question to the audience.

Differences

Colours in animation: The differences that I like to discuss is the colours that they used in their animation. We know that Studio Ghibli do most of their work is
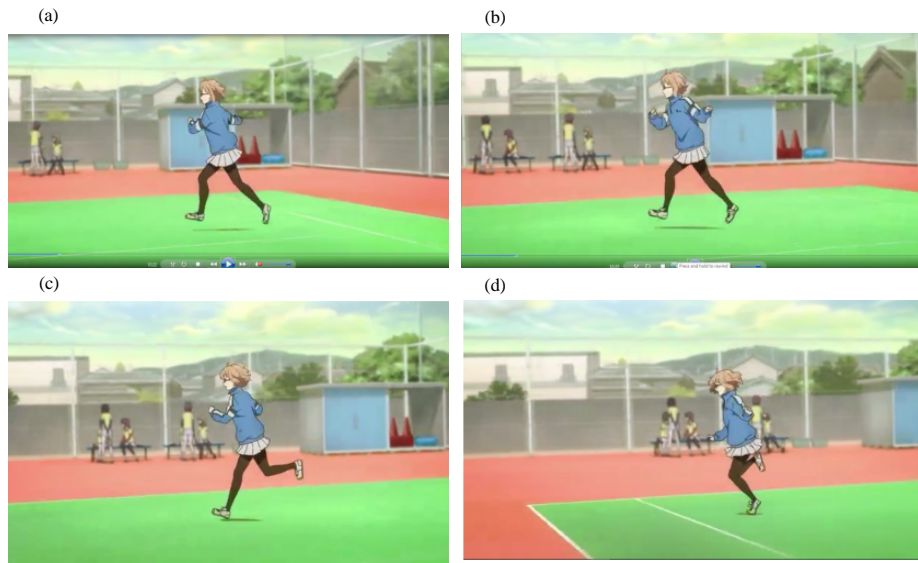
Fig. 5a-d: Character running in film Kyoukai no Kanata Movie-I'll Be Here-Mirai-Hen (2015) by Kyoto animation

Fig. 6a-d: Two main characters walking in the film Howl's Moving Castle (2004) by Studio Ghibli

hand-draw while Kyoto animation do most of their work in digital. They most of their works use saturated and desaturated colours in their works. Saturated colours is a colours that looks more vivid while desaturated colours is the colours that looks more muted.

Kyoto animation uses of colours are more to striking colour palette, since, they used digital to colour their animation. Striking colour palette is a strong light colours use in colouring the scenes. Figure 7 shows the uses of colours in every scene with difference series by Kyoto animation. In the first scene from the series Hyoka (2012) have a warm, earth, desaturated colours, relatively dark colour and warm light. The second scene is from the

series Sound! Euphonium (2015) which they use cool lighting and rich colours. They use the complimentary colours in this scene. In the third scene which take in the series of Kyoukai no Kanata (2013) they use pale and desaturated colours to make the scene look gloomy but not to gloomy. The next scene in Amagi Brilliant Park (2014) use the bright, contrasting and saturated colours to make the scene look happy and fun. In Tamako Market (2013) scene they use wide usage of pastille colours where the colours took place in the house (Elements, 2017).

Since, Studio Ghibli use hand-draw, most of their background are colouring by hand. Studio Ghibli use more

Fig. 7: Colour used by Kyoto animation

to neutral and basic colours. Figure 8 shows how Studio Ghibli use the colour in this scene. In this scene from the film Howl's Moving Castle (2004), Studio Ghibli more use of saturated and bright colour to show that the event in that scene look enjoyable and happy.

Figure 9 shows that the colours that Studio Ghibli use in this situation is desaturated and dark colours. With the colours, we can see that the situation in the scene are sadness and very gloomy.

Audio: Audio are very wide in animation world. Audio is the sound that produce to make the animation more alive. Audio in animation in this chapter will focusing on opening and ending of the films or series and the voice actor. We know that Studio Ghibli use their own soundtrack to put it in their animation. Since, all of Studio Ghibli's works are films there do not have any opening songs most of its but they do have ending song in every of their films. For their background music, they most of its

Fig. 8: Scene from Howl's Moving Castle (2004) by Studio Ghibli

Fig. 9: Scene in the Sophie's shop in Howl's Moving Castle (2004)

use the orchestra music which their own song. Different from Kyoto animation, since their works most of its series animation they use a well-known singer to sings their opening songs and ending songs.

In voice over for the character in the films and series they use the different kind of method. Studio Ghibli use unestablished voice artists for voice over the characters. Most of the voice actor for characters in Studio Ghibli not a well-known artist, so that, make the characters voice more neutral. Kyoto animation use the established voice artists to make the character voice. Since, they use the well-known voice artists, the characters voice do not have a neutral voice like Studio Ghibli, since, they need voice that suite for their character that have cute faces and big eyes.

As a conclusion, from the video research by watching the films from the two studios we can see the different and similarity that can be found from it, since, the two studios have their own style and unique in making their animation. Studio Ghibli have quite unique in its intention, since, they only produce the films based on original work and Kyoto animation used their animation for knowledge and study purpose.

MATERIALS AND METHODS

Methodology is the process used to collect information and data for the purpose of making business decisions. In this study will present the data and information that have been collect until now and also what method the Japanese studio to make a better animation. When talking about method in studio that included the pre-production in production and

post-production. Japanese animation or anime have become one of their culture in their country and becoming the spotlight not only in Japan but also in overseas.

Akimoto (2014) state in his research, 'Learning peace and coexistence with nature through animation: Nausicaa of the valley of the wind' that it is important to briefly refer to some critical points as well as nuclear threats during the cold war as a historical and political background for this film (2014). In his study, he use the method of peace research in finding the information about war and peace to find the meaning and the background of the film.

Animation production: To produce a good animation, the animation company will start with the pre-production which is the starting and planning of making the animation. Then, they will go to the next stage which is in-production, the process for making the animation. Next and last is the post-production, the last step in making the animation by insert the audio, editing the films and so on. Figure 10 shows the process of producing the anime by AIC's English website from pre-production until the post-production.

Figure 11 shows the process of animation industry by Yu-Chun Liu in his note of 'The Studio Ghibli and Spirited Away'. In this process, he use the same method as the Fig. 10 but have slight difference in the process. Yu-Chun Liu add I his process the research and the promotion in it, since, it is the animation industry. In this process, Yu-Chun Liu state that Studio Ghibli start making the Spirited Away (2001) with the researching. Studio Ghibli will gather all the information of their creativity, experience and the feedback they get from the previous client. After that they make the story script and the proposal of the film. When the story script and the proposal have been excepted they go to the next step which is the pre-production, the production of the film and the post-production. After that, they will promoted the film to the marketing and release the film in the cinema. Below are the step in anime production (Lamble, 2012):

- Planning
- Concept design
- Character design
- Background (drawing) design
- Key animation
- In-between animation
- Colour styling
- After effect animation
- Editing
- Dubbing (voice)
- Sound effect editing
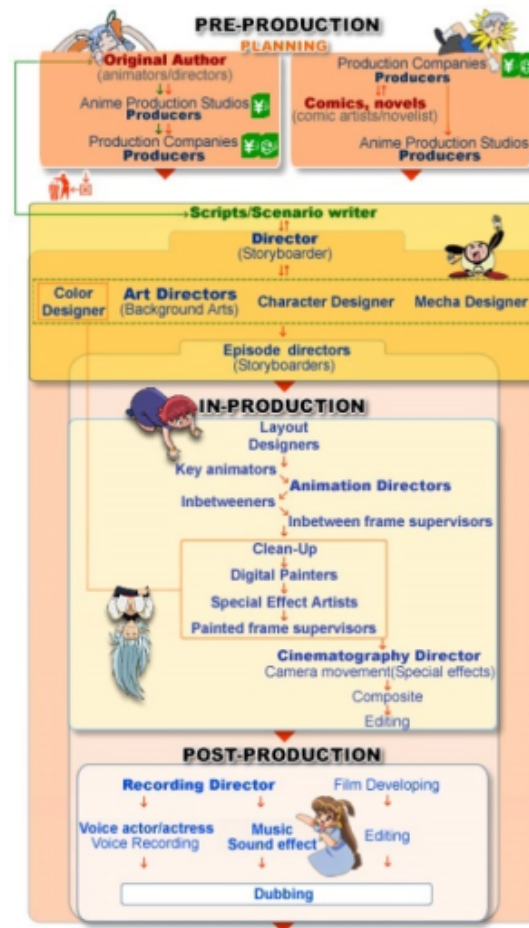- Music selection
- Final sound editing

Fig. 10: The anime production process by AIC's English

Pre-production: Pre-production is a process is where all the planning takes place before the camera rolls (Camp, 2013). From Fig. 10, it shows that they started first at planning the anime with the original author which are the animator or the directors and then they went to the producer. Many Japanese animation or anime are from manga or comic originally. Like Kyoto animation, most of their films and series are from novel. After they choose the best manga or novel to make it animation they went to the pre-production section which contain the script writing, storyboard, background layout, colour styling and character design.

Production: Production is the second process in making the animation. In this process, they start to make the key animation and in between for the storyboard. This is also, the section which we animated the character, making the background painting and also in between animation. Lastly they clean-up their animation to send it to the last process. In the clean-up process, it is the job of clean-up
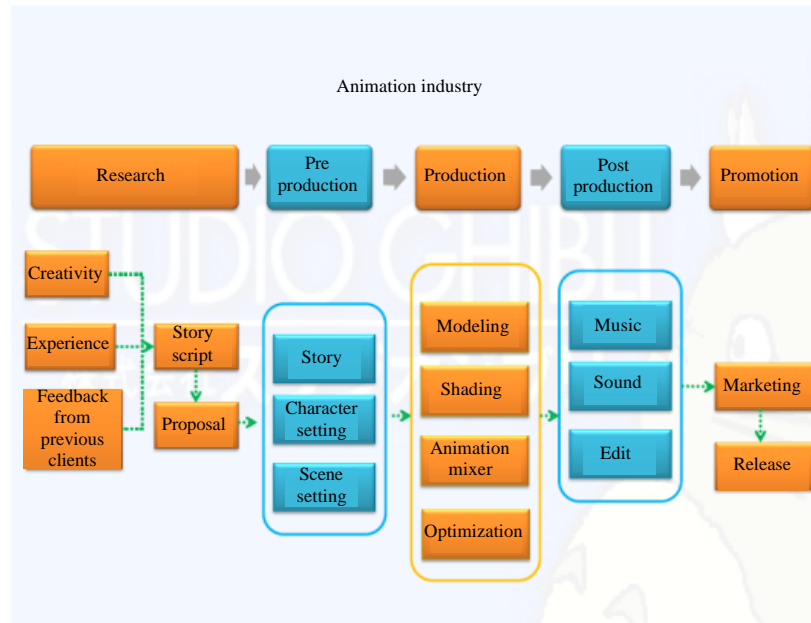
Fig. 11: Animation Industry by Yu-Chun Liu

artist to make sure the animators work is consistent with regards to design and perspective. The clean-up artist must then take these rough drawings and replace the sketchy lines with accurate ones taking into account all the subtle details left out by the animators (Borah, 2017).

Post-production: Post-production is the last stage in the process of animation. In this study, the recording director are responsible to record the voice from the voice actors and actress and also to record the music and the sound effect. For the films developing process they need to edit the films to make it better.

RESULTS AND DISCUSSION

Data collecting: Data collecting are very important aspect in any type of research study. At this stage, I plan on researching the information through the articles, websites, journals, videos and books from the library about the history of Japanese animation, Kyoto animation and Studio Ghibli. I have been doing the research by watching the films from Kyoto animation and Studio Ghibli.

Literature studies: Literature study are data collecting from book or other research sources. Literature study is the cornerstone of the theory of comparative data and research in in the research process in finding the information of Japanese animation history, Kyoto animation and Studio Ghibli.

Observation: The observation its means the researcher observed by watching the video that have the information about the study and observing the images.

Pro-post method: Referring to Fig. 12, there are a few step to consider as a production method in making research about the colleting the information about the differences and similarities between Kyoto animation and Studio Ghibli. This research will focusing on the differences in character design and development, the narrative of the films, colours background and the animation and the audio. This also focusing on the similarities of the two studios and the history of Japanese animation.

For the first step of collecting the data, I research about the Japanese animation first before going to the main part. I am collecting the information on the meaning of the animation for me to be more understanding of the animation. From there, I searched and collected the data of the history of the first Japan animation, the first Japan film animation and the first Japan studio animation from the study, books and websites. Japan animation have been well-known, since, 1907, before the World War 2 and have been growing until now. I also, collected the information about their anime and manga since most of Japan animation are from manga. At first, Japanese animator use anime and manga to make the propaganda to against the enemies in war. When the time past bit by bit they change the concept for entertaining the audience. Then, after I gathered the information about the Japanese animation, I am searching and collecting
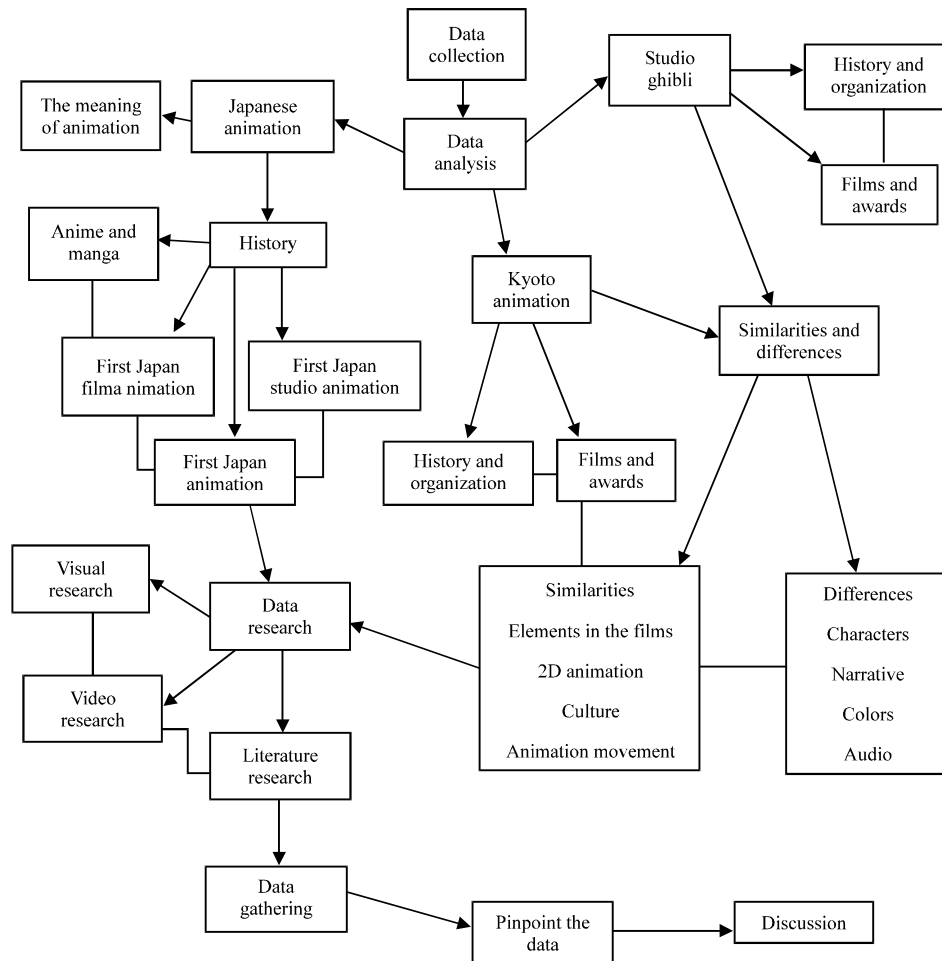
Fig. 12: The pro-post method research

information about the two studios as my research, Kyoto animation and Studio Ghibli. Since, Studio Ghibli is one of the famous animation industry then Kyoto animation they have more information in it. The information that I get from the two studios are the history of the two studios which Studio Ghibli is founded in June 1985 and Kyoto animation is established by the married couple in also the same year as Studio Ghibli was founded. In this research also focusing on their films and awards that they have achieved. Another thing that I found in both studios is that Studio Ghibli use the terms 'Make one film. If that succeeds, make another. If that flops that ends it' policy to make the great animation. Kyoto animation use their animation for studying the new method in making anime from time to time.

After that, I collected more information on the differences and the similarities that the two studios have since these two are the famous studios in Japan. The similarities that I have focusing between the two studios

are how they animated the character very smoothly. Another of it is the element that I found in both animation studios which that they have friendship, romance and fantasy in both animation studios even though Studio Ghibli animation have a deep meaning when they making their anime. There are also the similar things that can be seen which that they still use 2-dimension in their animation and they insert the Japanese culture in their animation. The differences that can be seen in these two studios are the character design and development, the colours uses in their animation, since, Studio Ghibli use hand-draw in their animation and Kyoto animation use digital, the audio and the narrative.

CONCLUSION

All the information that have been collected from visual research, video research, literature research and others method will be gathered and we pinpoint the data

to make it more specific. After that, the data and information that have been gather to use as evidence to discuss the difference visualization in studio ghibli.

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