Animation, Embodiment, and Digital Media: Human Experience of Technological Liveliness

Kenny Chow

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Grounded in ideas of embodiment – that our minds are largely shaped by our perceptual and bodily experiences – *Animation, Embodiment and Digital Media* discusses the latest interactive animated phenomena enabled by computing and related technologies. Analysed in terms of sensory perception, bodily action and cognitive processes, Kenny Chow formulates a new theoretical framework, exploring a corpus of digital designs including graphical user interfaces of the Macintosh OS X and iOS systems, interactive installations like *Text Rain*, and video games like the arcade classic *Pong* and more recently *Angry Birds*, the animated remake of the canonical Chinese painting *Along the River During the Qingming Festival* exhibited at the Shanghai Expo in 2010. These analyses simultaneously demonstrate how the proposed perspectives and principles inform possibilities for creating more immersive, affective, and evocative forms of digital designs.

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