

# INTRODUCTION

Just as colour determines a visual sensation, form and texture also frame it, materializing the artist's intention and message. Much has been written about techniques, new technologies, new equipment, and animation software and effects. There are also many books on film language, the study of movement, light, techniques of animation, how to build a character, and other technicalities. However, there is still much to study about how the impact of the animated image is processed, in terms of the artistic/emotional empathy of the viewer (receiver), besides what are the influences of the material processes used in the creation of these images in the "storytelling", and what they are like.

The aesthetic language of Animation is directly connected to the technique used to cheer us up. *Aesthetic Interferences: The Stop Motion Technique in the Animation Narrative* has the objective of analysing how the materiality of the technique influences the visual information, complementing and assisting the animated narrative, how expressiveness can be manifested by the physical, representative and/or symbolic use of the material, and used in the elaboration of the image for an animated narrative. In this process the aesthetics of the animation technique is analysed, considering its narrative, with a consequent methodology of evaluation of aesthetic forms and possibilities, this form of analysis perhaps being a means of deepening the representative aspect of an animated production, so that the (visual) form allied to the content (narrative), achieve their objective (audience empathy).