



Now kids can make their own movies...

Animation with **NEW Animatazz!**

In the shops from **mid-July** onwards

ACTION! It's movie time, with the latest NEW blockbuster – the totally unique **Animatazz** movie-making kit from Drumond Park (priced £24.99, age 8 to adult). If your kids have ever wanted to be their very own Director and create an original animated film, then this is definitely the coolest kit they'll ever own. And their friends will be desperate to give it a go too (not to mention you!).



Fan-animatazz-tic!

Animatazz is a totally unique kit like you've never seen before. It has everything needed to make their very own action film. Packed inside the box are poseable figures from which they can conjure up their own creature, monster, boy, girl – in fact absolutely anyone or anything!



The generous supply of multi-coloured modelling clay is used to give the 'stars' any sort of personality your kids please, and they can even dress them up in clothes, too. There's also a ready-made backdrop 'set', an instruction CD, and loads of tips, tricks and ideas to get them started. Their creativity and imagination will know no bounds!

He's coming alive!

Back to basics, then... your kids can make their own devil, evil witch, dancing diva, Eskimo or Indian look the business by taking small pinches of the modelling clay and pressing it over the head and body of their character's 'skeleton' until it is fully covered. Then they simply add the eyes, nose, ears and mouth, along with hands and feet.

Once they put on the hair and start re-creating expressions by changing the eyes or lips, their character will become really realistic. Just by moving the mouth or raising the eyebrows they can make him or her look angry, sad, curious, surprised or happy!

Let your imagination run wild!



Next comes sorting out the set and the storyline. It's best to keep it simple and make sure it can be told with just one or two characters and a few props.

Perhaps it's a caricature of the child himself (or herself), meeting up after school for a gossip. Or maybe a robot character is broken and his friend has to fix him? The possibilities are endless...

Animatazz includes a movie set background, and plenty more can be downloaded quickly and easily from the www.animatazz.com website - but really, 'anywhere goes!' They could set their film on the kitchen table, in the garden, under the duvet, or even through the cat flap. Or they could make their own backdrops with card and paint.



They'll learn to move it, move it!

Not only is Animatazz a fantastic exercise in creativity, it also represents a great upward learning curve in the basics of animatronics, too. Stop frame animation is all about moving your 'actors' in small steps and taking photographs of them for each movement. They'll need to use their own digital camera (or maybe borrow yours) to take the photos for each series of movements. And to take it slowly, moving each

character ever so slightly before they take a picture. Then move them again, and take another picture. Practise will definitely make perfect!

It's important not to forget to make sure the mouth is forming different shapes, as this makes them look as if they're talking. The characters' facial expressions can be changed, too – raising their eyebrows, blinking their eyes, etc.



And cut... it's a wrap!

Once they've come to the end of the animating, its time to get editing and to see how the film is shaping up. In just a few minutes (they might appreciate a little help from an adult just to set this up) they can get the results onto the computer and ready for editing right away!

All they do is connect their digital camera to a PC or Mac, and upload the pics, then open 'Movie Maker' or something similar, pop in their pictures and drag them into the editor. Here they can add voices and sound effects if they wish. It's really easy and fun to do.

A real red carpet adventure...

Animatazz will give your children, their friends and family tons of long-lasting, ultra-creative fun... wherever they are! They could even hold their own screenings of their masterpieces and share the stories via email with friends, family and fans. Don't forget to send the movie to Gran and Grandpa – they're sure to be highly impressed!



... budding celebrities - overnight!

Take a look at the www.animatazz.com website which, if it meets with the editor's approval, will host their film in the website's movie gallery. This site is a safe place (with strict policies) to share experiences with other budding young animators, swap ideas and get inspiration.

And of course, with your approval they can put their creations on YouTube, Face Book and any number of other well-known 'social networking' sites. The sky's the limit – it won't be long before their names are up in lights!

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NOTES FOR JOURNALISTS

Drumond Park's Adult, Family and Children's games, magic sets, puzzles and action games are widely available from many department stores, most major toy shop chains and independents, plus the leading catalogue and online traders

Stockists' information number is 01506 855577

Or visit their website: www.drumondpark.com

For more information on any of Drumond Park's Adult or Children's games, puzzles, creative and magic sets and action games...

For review copies - or high res pics of any of Drumond Park's great products...

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