The 12 Principle of animation

1. Squash and Stretch: principle where animated objects should be getting longer or flatter to emphasizes their: speed, momentum, weight and mass, the time that an object squashes says something about their mass (more = softer, less= stiffer) this also applies with characters and facial expressions, must be careful with keeping the volume of the object by squashing it.
2. Anticipation:this is when a character prepares for an action to give the audience a clue of what is about to happen next and also to make the action more realistic, this also helps to anticipate any squash the object or character is going to do, there are many levels of anticipation this helps to create the action more complex.
3. Stating: is the presentation of any ideas so that it is completely and unmistakably clear, it can apply acting timing, camera angle and position,once you animate you must control where the audience is looking by giving time to all the elements to be seen, the camera helps to know this because it must be focused on a single object unless there is more characters or situations.
4. Straight Ahead and pose to pose ; this describes two methods used to animate drawings, the first method, straight ahead is where you animated as you go, first one, second one, etc... the second method post to post , you draw the beginning and end of the main pose, then you come back and make the drawings between. Post to post gives you the most control so is the most optional one.
5. Follow through and overlapping action: is a technique of having objects next to the body that continue to move even when the body stops moving.
(follow through, overlapping action, drag)
6. Slow in and slow out: means the way pretty much all movement starts slowly, build speed and finished slowly again
7. Arcs: most living creatures will move in a circular path, otherwise known as an Arc, we need to consider the slow in and out caused by gravity or to give more life to the objects by simple actions.
8. Secondary Action : is not an overlapping action, they are gestures that support the main action to add more dimension to the character animation. The personality and nature of an animation is greatly affected by the number of frames inserted between each main action.
9. Timing:the personality and nature of animation is greatly affected by the number of frames inserted between each main action.
10. Exaggeration: every action, pose and expression a=can be taken to the next level, adding more realism is not the same as adding more exaggeration, it's used for giving life to a more unrealistic character.

11. Solid Drawing: is about making sure that forms feel like they are in three dimensional space with: volume, weight and balance for drawing it from all angles.
12. Appeal: the characters that you animated must show some kind of charismatic aspect to like about them.must add dynamic design must have or give to the appel and for do that you must uses the three steps: 1.variety of shapes, 2.Proportions, 3.keep it simple!