

2d animation descript

2D animation is one of the major types of animation. It's widely used for creating animated movies, cartoons, marketing videos, advertisements, corporate presentations, educational materials, video games, and so much more.

With the rise of video content, more and more businesses consider using animated videos for promotion, as they increase conversion rates by 20%. Some companies hire animation teams, others try to create them online with the help of video maker tools.

Animated videos have a huge impact on the audience in three different ways: visual, auditory, and kinesthetic. Besides, they can be simply adorable.

This is an example of a 2D animated explainer video by Amazon which fully presents Amazon Ignite for educators through animation accompanied by playful music and a professional voiceover: