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Producing Animation

SECOND EDITION

Producing Animation

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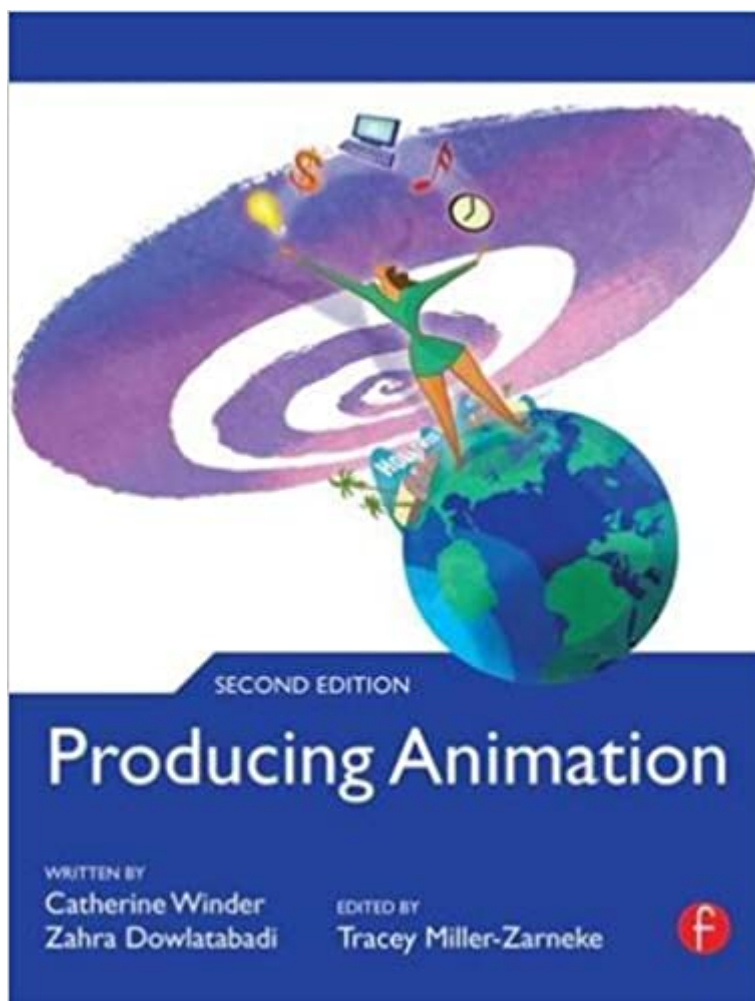
Synopsis

You have a useful library of books covering the tools, techniques and aesthetics of animation, but you've been asked to put your production and creative skills to the test to produce a theatrical feature film or to deliver 52 episodes of a television series with only 18 months in the schedule. Producing Animation is your answer. Written by Catherine Winder and Zahra Dowlatabadi and edited by Tracey Miller-Zarneke, Producing Animation is a comprehensive guide to the production industry. Already a relied upon resource by professionals and students alike, this book covers the process from script to screen while defining the role of the producer at each phase. The second edition features new content such as sidebars on key topics from industry experts, discussions on CG, 2D and stereoscopic production processes, and an overview on marketing and distributing your project. The companion website provides access to sample tables, templates and workflow outlines for CG and 2D animation production.

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Customer Reviews

"Producing Animation is an invaluable resource for students, executives, artists, and live action producers who may dream about producing an animated project. From preparing a pitch through final release print, everything you need to know about producing animation is discussed. Reading it is almost as if you had a mentor to guide you through the complex and often frustrating process of producing animation. If you are planning a project, this is an itemthat should be added to your budget and it is likely that you will be able to save many multiples of its cost in no time."--Pamela

Kleibrink Thompson, TheScratchPost.com "While there's a useful library of books covering the tools, techniques and aesthetics of animation, until now there's been scant coverage of the highly refined skill sets needed to produce animation. This up-to-date volume provides A to Z counsel about putting together a medium to large scale TV series or feature projects, with focus on cel and CGI animation genres. The writing is colloquial and peppered with authentic examples drawn from the adventures and misadventures of two experienced practitioners. There are hugely valuable tips for the smaller scale, independent writer/producer/animator who wants to develop his or her production chops."--Kit Laybourne, Head of Animation at Oxygen Media and author, The Animation Book "Once in a while, we come across books that are helpful both for those who are just starting out in the toon business and professionals with lots of experience under their belts. Winder and Dowlatabadi, who are seasoned veterans of the business, have put together a helpful primer based on their many years in the toon trenches..In short this is the book every animation producer in town should read before they make their next movie in 2012."--Animation Magazine December 2011/January 2012

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As an experienced producer of over 45 feature films, I am about to produce my first animated feature. I needed a reference to take me on a quick guided tour of the role of the animation producer because, as almost everyone I hire will be more experienced than me, I needed a deeper understanding of their roles. This book did exactly that. Now I can hire experts with confidence and I have a better understanding of how best to support them and supervise them.

I started reading this book with absolutely no knowledge what so ever on what it takes in order to produce animation in any form. Can't say I know now everything I need to, but was completely educated in production various aspects. Great book, I will owe this book a whole lot if I ever produce even a minute of animation myself

Excellent resource, especially for newbies! Came highly recommended and did not disappoint. We are actively using the book to help our process.

Whether you're an animator or animation writer, producer or all those things, you're going to find this book an invaluable resourse. Filled with examples, graphs, charts, production sheets and other examples! Read it from cover to cover and keep it handy. A must for anyone producing for TV or feature animation.

Let's start with a confession - I LOVE animation. I also have a degree in Film and TV and minored in Media Business. I've worked in and around animation before. So, I am approaching this book with that background. It's something I'm already interested in, in a field where I have experience. Therefore, there might be parts that made total sense to me that if you don't have a media background, might be a little more confusing.With that in mind - on the the review:I purchased this book because I wanted to learn more about the process of Producing animation. While I have been around animation before I wanted a better sense of how an animated feature goes from concept to development to production to screen. I usually only see one part of that process and wanted a better idea of the big picture. This book does a fairly good job of going over the basics of what a producer does, as well as the functions of all the other people the crew. It does not, however, give you a minute by minute breakdown of their day. There is a lot that goes into producing a feature film that is not covered by this book. However, to be fair, if there was a book that covered EVERYTHING - it would be a million pages long.I like that it does not get bogged down in the minute details of each step of the process, but gives the reader a good general sense of what they need to prepare. So far, I've found that while every production is different, the book provides a great guideline to how the animation process works. I've passed the book around my office as well and it has received a thumbs up from people who have been working in animation for a while.I would recommend this to someone who is curious about how animated movies are made and wants a general sense of the process. I personally have found it useful for navigating all the jargon that will be thrown at you if you're new to the animation game. If nothing else, you will appreciate the

tremendous amount of work that goes into creating even one second of animation. However, if you are looking for hardcore specifics, you might want to check out another book.

This book covers the gamut of animation production in easy to understand language. Also includes great templates and references. Great purchase.

good

I liked it!

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