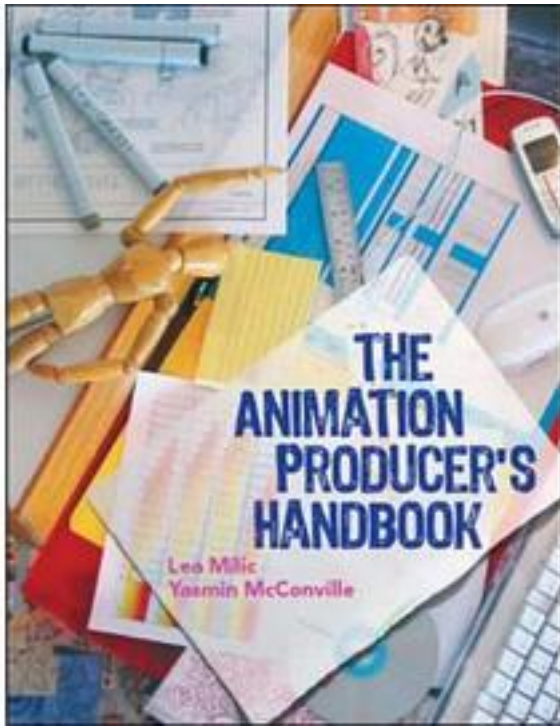


# The Animation Producer's Handbook



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Animation is one of the fastest-growing fields in film and television, and it is also integral to video games and web development. Once an esoteric and hard-won skill, technology has advanced to the point that simple animated projects can now be produced on a home PC. Its many enthusiasts have fuelled a range of new courses in universities, and in public and private colleges. Drawing on their extensive experience in the field, the authors offer a systematic overview of the role of the animation producer and the production process. They explain how to develop a concept, pitch it to obtain funding, and find a market. They offer detailed advice on recruiting a team, managing different stages of production (including overseas suppliers), quality control,

budgeting and scheduling. They also outline the key aspects of 2D and 3D production. From project development, seeking investment to pre- and post-production, for film, television, and the web, The Animation Producer's Handbook is the 'one-stop shop' for budding animators everywhere.

作者介绍:

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