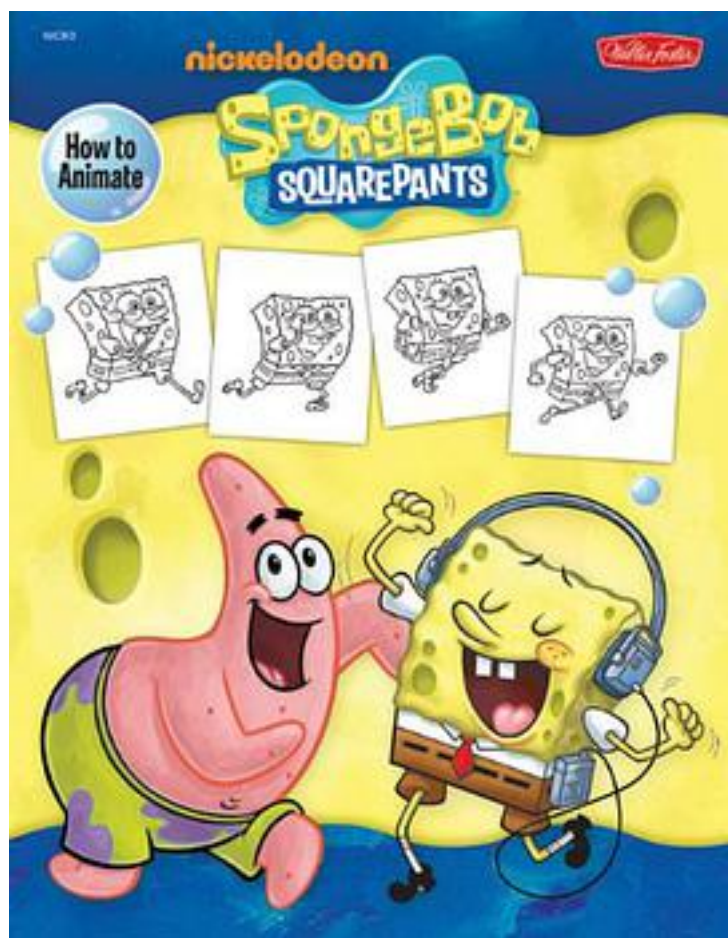


# How to Animate Spongebob Squarepants



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著者:Muerer, Caleb 绘

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This Nickelodeon How to Draw Series title showcases one of the hottest properties around: SpongeBob SquarePants. Almost every child knows and loves this bubbly underwater cartoon sensation And now "How to Animate Nickelodeon's SpongeBob

SquarePants makes it easy for anyone to bring these seaworthy characters to life using action cycles and story-boards--the way real animators do. Kids will even learn how to create their own flip book and zoetrope. Written in simple, easy-to-understand language with clear step-by-step illustrations, this is an adventure in animation kids are sure to love. Against all odds, a yellow sea sponge dressed in square pants, knee-high sport socks, and a red necktie has created an incredible splash, cementing a place in pop culture history. And his popularity is still going strong. Children of all ages are drawn to the bubbly underwater cartoon sensation SpongeBob SquarePants. The popular Nickelodeon show attracts more than 54.4 million viewers monthly and was ranked #1 in 2003 in the 2-11 and 6-11 age groups. But it's not just kids who recognize SpongeBob. The driving force behind the show's overwhelming success is its timeless humor, unbridled enthusiasm, and themes of friendship. Geared to all ages, SpongeBob has become a true pop phenomenon, enjoyed by children, college students--and even adults. The show is not only a favorite among all ages; SpongeBob merchandise is also a top seller across demographics--in categories including apparel, home video, party goods, video games, and packaged foods. All together, products that incorporate the absurd, outrageous humor of SpongeBob and the ensemble cast of oddball characters generated \$800 million at the retail level in 2002. One mark of SpongeBob's success is a feature film due in theaters in November 2004. Another is the praise critics have lauded on the unlikely underwater hero. In 2002, the show received an Emmy nomination for Outstanding Children's Program and a nomination from the Television Critics Association recognizing Outstanding Achievement in Children's Programming. And in 2003, the show was again nominated for a prime time Emmy Award--Outstanding Animated Program. But SpongeBob's reign is far from over. Merchandise sales continue to exceed expectations across all categories and demographics. And continued success in the adult market, without slowdown, indicates that the property hasn't even reached its peak yet.

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