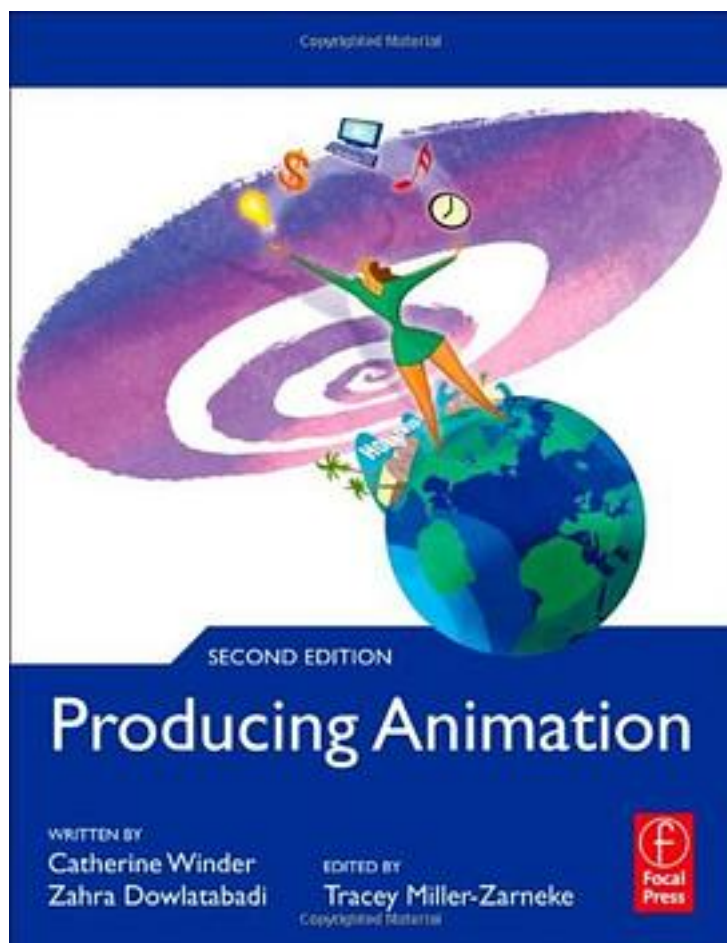


Producing Animation, Second Edition



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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. Producing Animation offers: A complete guide to identifying, pitching, developing, and producing an animated show with detailed resources for production planning, budgeting, scheduling, tracking, delivering, marketing, and distribution. Tools to establish the best production practices for your project with insight into the inner workings of animation production at successful studios, both large and small. A unique collection of the knowledge, experience, and advice of industry professionals on a wide variety of topics, from selling your project to setting up a co-production to stereoscopic filmmaking. Versatile and practical sample charts, tables and templates for CG and 2D animation production to help launch your project with solid processes and procedures, also available at <http://booksite.focalpress.com/companion/9780240815350/>.

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