



## Producing Animation, 2nd Edition

By Catherine Winder, Zahra Dowlatabadi

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**Producing Animation, 2nd Edition** By Catherine Winder, Zahra Dowlatabadi

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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# Producing Animation, 2nd Edition

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## **Producing Animation, 2nd Edition** By Catherine Winder, Zahra Dowlatabadi **Bibliography**

- Sales Rank: #395789 in eBooks
- Published on: 2012-11-12
- Released on: 2012-11-12
- Format: Kindle eBook



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### Editorial Review

#### Review

"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 item that 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**

#### Review

"comprehensive in outlineing modern production practices in animation. this is an invaluable as technology is to redefining some areas of animation."

#### From the Publisher

Producing Animation has the first-of-its-kind comprehensive chart of accounts for animation, named the Animation Budget Builder, which can be individually tailored for each project. Students, aspiring producers, investors, television and studio executives, artists, film line producers wishing to branch into animation, and legal advisors will find this an invaluable tool. The chapters specifically geared to the pre-production, production and postproduction processes offer animation producers a wealth of practical advice. Numerous illustrations outline the different steps of production. Forms the authors have devised to help streamline the process are also included.

### Users Review

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##### **Megan Martelli:**

What do you concerning book? It is not important together with you? Or just adding material when you need something to explain what your own problem? How about your extra time? Or are you busy man or woman?

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