

Producing Animation

By Catherine Winder, Zahra Dowlatabadi

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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.

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Producing Animation By Catherine Winder, Zahra Dowlatabadi Bibliography

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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 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**

From the Back Cover

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About the Author

Catherine Winder is a veteran animation producer and creative executive who is currently President and Executive Producer of Rainmaker Entertainment, one of Canada's largest producers of CG animation. Winder was most recently at Lucasfilm Animation where as Executive Producer she set up the studio and produced the feature film and television series Star Wars: The Clone Wars. She has worked with many of the industry's major entertainment companies including Fox Feature Animation, Blue Sky Studios, HBO, Warner Bros., MTV, Hanna-Barbera Productions, The Cartoon Network and Disney.

Zahra Dowlatabadi is an award-winning animation producer and a consultant based in Los Angeles. Dowlatabadi has worked with many major studios including Disney, Warner Bros., Cartoon Network, and Universal Cartoon Studios in addition to collaborating with numerous internationally acclaimed animation studios and talent.
Tracey Miller-Zarneke earned her production experience on the feature films Chicken Little and The Emperor's New Groove and has gained a unique perspective on the industry by having authored five books on the art of animation, including those for DreamWorks' How to Train Your Dragon, Sony's Cloudy with a Chance of Meatballs, and Disney's Meet the Robinsons.

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