

Introduction 5

The significance of animation 7 / Uses of animation **7** / A model for future communication **8** / **The defining principles of animation 9** / *Twelve principles of animation 11* / **The animation pipeline 13** / Pre-production **13** / Production **15** / Post-production **17** / **About this book 17** / **An animation timeline 19** /

1. Pre-production – Planning and Scriptwriting 25

The animation pipeline in pre-production 26 / *Scheduling a production 27* / *Animation job roles 29* / **Scriptwriting 32** / What is a script? **32** / **The vocabulary and language of animation 35** / *Animated language 36* / **Approaches to scriptwriting 37** / *Premise 39* / *Story ladders and friezes 40* / *Plot 41* / *Animation plot themes 42* / **Genre in animation 42** / *Categories of animated genres 43* / **Script development 44** / *Prose brief 44* / *Step outline 44* / *Event analysis 44* / *Synopsis 45* / *Treatment 45* / **Analysing a script 46** / **Conclusion 46** /

2. Pre-production – Concepts, Ideas and Research 47

Concepts and ideas 48 / The significance of ideas **49** / Investing in ideas **49** / Starting points **50** / Developing a conceptual framework **52** / The studio environment **53** / Capturing ideas **55** / *Drawing and visualizing tools 56* / *The animator's toolkit 57* / Idea development **58** / *Flipbooks to test ideas 61* / Evaluating ideas **62** / Pitching concepts **64** / **Research 66** / What is research? **66** / Collecting accurate reference material **67** / Identifying and formulating a research methodology **68** / *A sample research methodology 70* / Collecting and appropriating research **71** / Reviewing the research **71** / **Conclusion 72** /

3. Pre-production – Development 73

Animation pipeline 74 / **Storyboarding 75** / Storyboarding: from single to serial imagery **75** / **The art of storyboarding 76** / Masters of their art **77** / The development of visual narrative in animation **78** / Creating a storyboard with a visual narrative **79** / **Style guides 82** / **Layouts and scenes 84** / Planning and formulation **85** / *Types of camera shots 88* / **Development drawings 89** / Imagination and observation **89** / Fundamental aspects of composition, placement and emphasis **90** / **Character design 94** / The bones of character design **94** / The art of character design **96** / The role and function of character **96** / *Developing characteristics 101* / *Narrative construction 103* / **Conclusion 104** /

4. Pre-production – Sound 105

Animation pipeline 106 / **Understanding sound 106** / *The anatomy of sound 107* / *The principles of sound 108* / **The importance and use of sound 108** / Audience perception of sound **110** / Sonic interpretations of space and time **110** / The grammar of sound **111** / **Stems of sound 112** / Dialogue and narration **112** / *Troubleshooting voice recordings 118* / Music **119** / Sound effects **121** / **The working sound studio 124** / Collecting and processing data **125** / Mixing desks **125** / **Conclusion 125**

5. Production 127

The animation pipeline in production 129 / Introduction to basic techniques 130 / Simple motion devices 131 / Cel animation and traditional 2D processes 132 / Drawn cel animation 132 / Rotoscoping 133 / 2D computer-generated images 133 / Stop-motion animation 135 / 2D stop motion 135 / 3D stop motion 137 / Sets and lighting 143 / Checking the filming of stop-motion animation 147 / 3D computer-generated images 148 / Designing and modelling 148 / Rigs and texturing 149 / Animating and lighting 151 / Visual special effects, rendering and compositing 151 / Unorthodox animation 152 / Pixilation 152 / Brick animation 152 / Auteur or artistic processes 153 / Performance animation and live-action hybrids 154 / Installations 155 / Machinema 156 / Augmented reality 156 / Sound in production 157 / Conclusion 158

6. Post-production 159

The animation pipeline in post-production 160 / Preparing the production 160 / Managing post-production 161 / Visuals 162 / Non-linear editing 163 / Synchronicity 165 / Colour correction 165 / Understanding colour 166 / Titling and credits 168 / Sound in post-production 169 / Producing a soundtrack 169 / Digital mastering 172 / Formatting 172 / Release and distribution 173 / Video and digital video formats 174 / Marketing and publicity 174 / Film festivals 176 / Conclusion 178

7. Animated Futures 179

Education, knowledge and understanding 180 / Skills for future employment 181 / Skills and attributes 181 / Understanding and evaluating yourself 182 / Answering your critics 183 / What are employers looking for? 184 / Skills 185 / Promotion 186 / The portfolio 187 / The showreel 189 / Print-based promotion 190 / Websites 192 / Website checklist 193 / Social media platforms 194 / Gaining experience 194 / Opportunities, applications and interviews 197 / Job adverts and opportunities 198 / The application form 199 / The covering letter 199 / The curriculum vitae 200 / The interview 201 / Representation 202 / Making it! 204 / Conclusion 204

••• Glossary 206 / Further reading 207 / Resources 209 / Index 210 / Picture credits 215 / Acknowledgements 216