



## PRESS RELEASE

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### PRODUCING ANIMATION, 2ND EDITION NOW AVAILABLE IN PRINT AND E-BOOK FORMATS

(Waltham, MA – November 7, 2011) [\*\*Producing Animation, 2<sup>nd</sup> Edition\*\*](#) is a one-of-a-kind reference book that stands as the entertainment industry's go-to information source for the many "how to" questions involved with television and feature animation production. Written by Catherine Winder and Zahra Dowlatbadi and edited by Tracey Miller-Zarneke, the new version of this long-respected publication covers every step of the animation production process from developing a concept to the scripting, screening, marketing and distribution of a project.

First published in 2001 and translated into Chinese, Korean and Persian, the authors decided to revisit and refresh the material given dynamic changes in the business such as the resurgence of 3D and other technological advancements as well as evolving audience consumption for animated movies and television series. The result is the most complete animation production resource available today for students and professionals alike.

[\*\*Producing Animation\*\*](#) defines the role of the producer at each phase of work in animation. The second edition features new sidebars from industry experts on a wide variety of topics, from selling your project, to setting up a co-production, to stereoscopic film-making. Brooke Breton, Senior Production Executive at Illumination Entertainment, says "If you have ever dreamed of becoming an animation producer, buy this book. [\*\*Producing Animation's\*\*](#) clear and concise approach leads the reader from the germination of an idea through implementation in the marketplace. I know of no other book that offers such a comprehensive understanding of the business."

[\*\*Producing Animation, 2<sup>nd</sup> Edition\*\*](#) covers discussions on CG, 2D and stereoscopic production processes and offers practical sample charts, tables, and templates to help launch an animation project with solid organizational procedures. The companion website (<http://booksite.focalpress.com/companion/9780240815350/index.php>) provides online access to a selection of these versatile templates and workflow outlines. [\*\*Producing Animation, 2<sup>nd</sup> Edition\*\*](#) also presents a case study of the short film *Luna* to walk its readers through the steps of CG production, and this tutorial is made even more effective through the use of an interactive website (<http://www.rainmaker.com/luna/>) which displays real production assets and materials.

"**Producing Animation** is a must-read for anyone interested in learning about animation production, from students to artists to management. I highly recommend it to individuals looking to improve their knowledge and skills for the industry, especially aspiring animation executives. Its step-by-step approach takes a complex process and simplifies it in an easy to comprehend and utilize way," says Sander Schwartz, Head of Children's & Family Entertainment for FremantleMedia Enterprises.

**Producing Animation, 2<sup>nd</sup> Edition** is available at select bookstores and online retailers, as well as through the publisher at <http://www.elsevierdirect.com/product.jsp?isbn=9780240815350>.

#### **About the Authors and Editor**

**Catherine Winder** is a leading 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.

**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*.

#### **About Focal Press**

**Focal Press** has been a leading publisher of Media Technology books for 70 years. We provide essential resources for professionals and students in many areas including: film and digital video production, photography, digital imaging, graphics, animation and new media, broadcast and media distribution technologies, music recording and production, mass communications, and theatre technology.

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