



Creating 2D Animation in a Small Studio (Gardner's Guide series)

Bill Davis

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Gardner's Guide to Creating 2D Animation in a Small Studio is a step-by-step, hands-on guide to producing 2D animation—in your own studio. With over 800 original illustrations, this book is a very visual guide to learning how to create professional animation production for a short film or television commercial from budget to screen. Hands-on exercises make this a studio animator's ideal practical workbook. This book is the result of Bill Davis' over 35 years of professional animation production experience, which includes both traditional and digital animation techniques. Davis details the art of animation production and provides a concrete understanding of how to prepare for a 2D animation production, storyboarding, layout, backgrounds, animation and assisting, ink & paint, audio, scripting, traditional cel, digital animation, compositing and output, plus the ins and outs of running a successful business including contracts, budgets, pitching, and selling. This is the first book to provide such in-depth information on 2D animation production and business.

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