



The Animation Producer's Handbook

Lea Milic, Yasmin McConville

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Everything aspiring animation producers need in order to learn the language and procedures of this booming field

The Animation Producer's Handbook is a unique, all-in-one guide to the business and management processes of producing animation. Essential reading for anyone looking to break into the field, it spans all mediums and expertly breaks down animation production to its simplest and most understandable elements. You quickly pick up the business and management processes of producing animation, from a project's inception to its conclusion. Covering everything from the initial concept and the pitch, to establishing a core team, developing the script and characters, and budgeting and scheduling, the authors take you through the production cycle—breaking down animation production in an easy-to-understand way.

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