



## Craft Notes for Animators: A Perspective on a 21st Century Career (Hardback)

By Ed Hooks

Taylor Francis Ltd, United Kingdom, 2017. Hardback. Condition: New. Language: English . Brand New Book. If Disney's Snow White and the Seven Dwarfs represented the Animation industry's infancy, Ed Hooks thinks that the current production line of big-budget features is its artistically awkward adolescence. While a well-funded marketing machine can conceal structural flaws, uneven performances and superfluous characters, the importance of crafted storytelling will only grow in importance as animation becomes a broader, more accessible art form. Craft Notes for Animators analyses specific films - including Frozen and Despicable Me - to explain the secrets of creating truthful stories and believable characters. It is an essential primer for the for tomorrow's industry leaders and animation artists.



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