

IAT 241

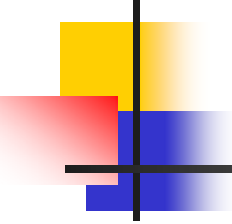
Animation

Production

 Strategies

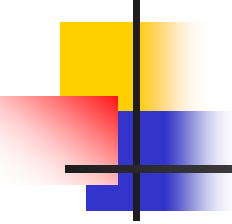
 Resources

 Process



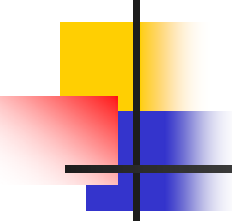
Getting Started

- Conceptualization
 - the tag: one simple sentence
 - story treatment: 1-2 page description (what's film about, whom it is for, and how it will work, style, time, etc)
 - script
- Planning
 - Type, goals, schedule, budget, etc
- Design and testing
 - equipments, situations, etc



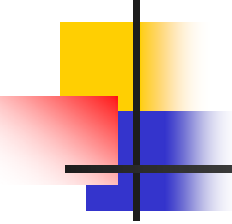
Strategy Planning

- Type of production
 - Short? <30sec
- Technical complexity
- Shots and production flow
- Creative goals
- Budget, schedule, resources



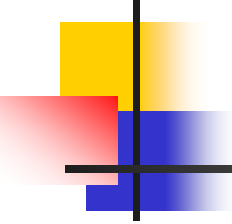
Some Production Types

- 90-minute all-computer animated feature film
- 5-minute independent film
- 15 seconds for a live action TV commercial
- 300 moves for a real-time fighting computer game



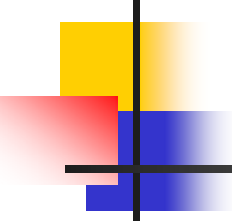
Creative Issues

- Type?
- Goals?
 - Avoid changes during the production
- Context of shots?
- Length?
- Have to match the look of live action?
 - Visual effect or stylized animation?
- ...



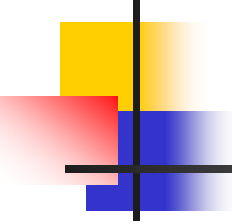
Technical Issues

- Everybody understand?
- Nature of actions? type of motions?
- Complexity of geometry?
- Number of characters and elements?
- Cameras and lighting sources?
- Final output medium?
- ...



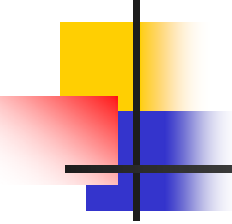
Logistic Issues

- Budget? Costs?
 - labor, equipments,
 - taxes, insurance, contingency, marketing
- Schedule
 - Deadlines
 - Tasks and resources
 - Team, equipments, etc
 - Estimated vs. actual



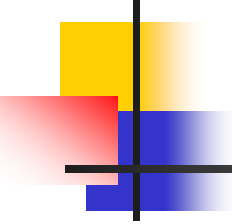
Resources

- Personnel
 - Creative, technical, admin.
- Software
 - Turnkey, commercial-off-the-shelf (COTS)
 - Proprietary
- Hardware
 - Processing, storage, networking, I/O, etc
- Space



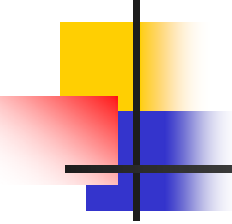
Sample Creative Team

- TV commercial
 - Creative director
 - Art director
 - Animation director
 - Copywriter
 - Producer
 - Account executive



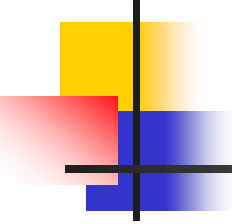
Sample Creative Team

- Effects-oriented feature film
 - Director
 - Scriptwriter
 - Production designer
 - Visual effects director
 - Art director
 - Storyboard artist
 - producer



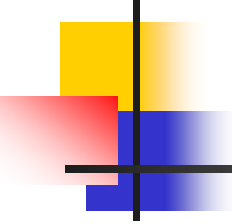
Sample Production Team

- Effects-oriented feature film
 - Visual effects group
 - Producer, director, supervisor, etc
 - Computer animation group
 - Supervisor, coordinator, animators, etc
 - Tech support group
 - Postproduction group



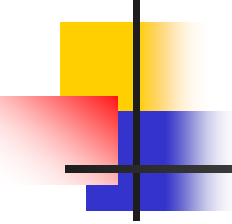
General Process

- Concept and Planning
- Storyboarding
- Animatics and Leica reels
- Development
- Post-production (editing and track work)



Digital Process Details

- Story development
 - Develop the plot and characters
 - Adapt to medium
- Visual development
 - Visual direction and style
- Character design
 - The look of characters
 - Props by assistant designers
- Storyboards and pre-visualization
 - Including animatics and Leica reels



Digital Process Details

- Layout and modeling
 - Scene, objects, etc
- Live data capture
 - If necessary to combine with live action or have performance-driven animation
- Animation
 - Characters, effects, lighting/shading
- Post-processing and compositing