

## Animation Studio

Ivor the Engine, Noggin the Nog, Pingwings, Pogles Wood, Clangers, and Bagpuss - the iconic animations produced by the Canterbury-based Smallfilms studio between 1958 and 1984 - constitute a significant thread of British cultural history. The lasting appeal of the imagined worlds created by Smallfilms is evident in the highly-successful BBC reboot of Clangers (2015-present), which has introduced a whole new audience to the pink moon mice. As well as the shows likely to be familiar to readers, this history expands the Smallfilms story to include those less well-known animated shows that nonetheless played an important part in the studio's history. Through extensive studio access, interviews with many key Smallfilms collaborators, press and audience analysis, Chris Pallant provides a comprehensive and definitive historical record of the studio's work. Beyond Bagpuss is illustrated with 100 images from the Smallfilms archive, including those that have not previously been published.

This book constitutes the thoroughly refereed post-conference proceedings of the International IFIP WG 5.7 Conference on Advances in Production Management Systems, APMS 2011, held in Stavanger, Norway, in September 2011. The 66 revised and extended full papers were carefully reviewed and selected from 124 papers presented at the conference. The papers are organized in 3 parts: production process, supply chain management, and strategy. They represent the breadth and complexity of topics in operations management, ranging from optimization and use of technology, management of organizations and networks, to sustainable production and globalization. The authors use a broad range of methodological approaches spanning from grounded theory and qualitative methods, via a broad set of statistical methods to modeling and simulation techniques.

A major icon of cinema and pop-culture more widely, Pixar Animation Studios has played a vital part in reminding audiences of animation's capacity as a major artform. Hugely popular, and recognised as a real force in the imaginative lives of its audience, Pixar's movies have attained critical mass. The Films of Pixar Animation Studio offers the reader and animation enthusiast a one-stop handbook to the studio's work, discussing each film in great detail. Each Pixar feature film is explored in terms of creative choices made by the films' producers, writers, directors and animators from the first bright idea through to final realisation. The book also makes connections between the studio's aesthetic and the wider realm of animation history, the blockbuster movie and the enduring examples of folk tales.

Applying FLASH Character Animation Studio Techniques will help teach the next generation of animators the skills they need to communicate their ideas and expand the art of storytelling further into the computer realm.

Macromedia Animation Studio

Gardner's Guide to Creating 2D Animation in a Small Studio

Career Diary of an Animation Studio Owner

Applied Studio Techniques

The Lost Lectures of Walt Disney's Animation Studio

Christopher Hart's Portable Animation Studio

*The ultimate book/CD package for learning desktop animation using Macromedia Director, MacroModel and other applications. The CD is loaded with a searchable Macromedia Director reference, animated, interactive tutorials and \$300 worth of clip media. It also has test-drive Mac and Windows versions of Macromedia Director.*

*Renegade Animation has pioneered digital 2D paperless animation with a unique all-Flash workflow-and a bunch of really great cartoons! This installment of Creative Inspirations gives viewers an inside look at this innovative character animation studio. Partners Ashley Postlewaite and Darrell Van Citters describe how they left jobs with major studios to form their own company, and how they have been able to create a successful business that defies all the rules and provide a great working environment in the process. Learn how these renegades have evolved traditional character animation into a completely digital workflow that provides greater creative expression and faster turnaround.*

*A well designed, well written animated film has warmth, humor and charm. Since Steamboat Mickey, animators have been creating characters and films that are charming, warm and humorous, allowing people to connect with the animated medium. Animation fans love the characters for a lifetime. This is the legacy of the countless animators and artists who created the classic characters and fun stories and the legacy of Disney Legend, Floyd Norman. Written with wit and verve, Animated Life is a guided tour through an entire lifetime of techniques, practical hands-on advice and insight into an entire industry. A vital tutorial in animation's past, present and future for students who are now poised to be part of another new generation in the art form. Apply artistic magic to your own projects and garner valuable insight and inspiration from a True Disney legend. With valuable advice, critical comment, and inspiration for every student of the arts, Animated Life is a classic in the making with completely relevant techniques and tools for the contemporary animation or fine arts professional. Build your skill-set of acclaimed professional animation tools, techniques and strategies covering story development, voice-work, and animation production, pitching and storyboarding. Take a tour through a lifetime of professional techniques, practical hands-on advice and insight into an entire industry with legendary lessons from master animator - collected for the first time ever. Start your mentorship today with Floyd Norman, featuring in-depth explanations and examples from some of the greatest animation classics and contemporary favorites.*

*For fans of the Chronicles of Narnia comes the first book in the Wildwood Chronicles, the New York Times bestselling fantasy adventure series by Colin Meloy, lead singer of the Decemberists, and Carson Ellis, acclaimed illustrator of The Mysterious Benedict Society. Wildwood captivates readers with the wonder and thrill of a secret world within the landscape of a modern city. It feels at once firmly steeped in the classics of children's literature and completely fresh. The story is told from multiple points of view, and the book features more than eighty illustrations, including six full-color plates, making this an absolutely gorgeous object. In Wildwood, Prue and her friend Curtis uncover a secret world in the midst of violent upheaval—a world full of warring creatures, peaceable mystics, and powerful figures with the darkest intentions. And what begins as a rescue mission becomes something much greater as the two friends find themselves entwined in a struggle for the very freedom of this wilderness. A wilderness the locals call Wildwood. The*

*bestselling trilogy from Colin Meloy and Carson Ellis consists of Wildwood, Under Wildwood, and Wildwood Imperium.*

*Funny Pictures*

*When Magoo Flew*

*Advances in Production Management Systems. Value Networks: Innovation, Technologies, and Management*

*Beyond Bagpuss*

*Animating Your Web Site*

*A Disney Read-Along*

Sitting there, among the clouds, looking down and day dreaming is... a little cloudlet. Gale would like nothing more than to make one real cloud shape. But instead, she creates something different. Wait until all of Cloud Country finds out!

Renegade Animation has pioneered digital 2D paperless animation with a unique all-Flash workflow?and a bunch of really great cartoons! This installment of Creative Inspirations gives viewers an inside look at this innovative character animation studio. Partners Ashley Postlewaite and Darrell Van Citters describe how they left jobs with major studios to form their own company, and how they have been able to create a successful business that defies all the rules and provide a great working environment in the process. Learn how these renegades have evolved traditional character animation into a completely digital workflow that provides greater creative expression and faster turnaround.

Animation Studio

What do Franklin Roosevelt, Dr. Seuss, the U.S. Navy, and Mr. Magoo have in common? They are all part of the surprising story of the pioneering cartoon studio UPA (United Productions of America). Throughout the 1950s, a group of artists ran a business that broke all the rules, pushing animated films beyond the fluffy fantasy of the Walt Disney Studio and the crash-bang anarchy of Warner Bros. Instead, UPA's films were innovative and graphically bold—the cartoon equivalent to modern art. When Magoo Flew is the first book-length study to chronicle the complete story of this unique American enterprise. The book features cameo appearances by Aldous Huxley, James Thurber, Orson Welles, Judy Garland, Robert Goulet, Jim Backus, Eddie Albert, and Woody Allen, as well as a select filmography of the best of UPA. Ebook Edition Note: The ebook has three images redacted: figures 1, 2, and 51.

Redesigning Animation

A History of Smallfilms Animation Studio

The Animation Studies Reader

The Rise and Fall of Animation Studio UPA

History, Aesthetics, Media

Kyoto Animation Studio Massacre

This 30-day journal describes the day-to-day responsibilities at Blak Boxx Computer Graphics. Chronicling Joseph Daniels' career path, it discusses his coursework and training as well as his current responsibilities and the training that prepares him to juggle various tasks in developing computer animation, such as working with clients, brainstorming storyboards, scanning artwork, and creating models for animation.

The animation studio United Productions of America (UPA) was able to challenge Disney supremacy in the 1950s entertainment market by creating cutting-edge animated cartoons. UPA films express a simplified audiovisual language consisting of stylized layout designs, asymmetrical compositions, colors applied flatly and in contrast with each other, limited animation and a minimalist use of sound effects. UPA artists developed this innovative style by assimilating those aesthetic features already expressed by Modern painters, graphic designers and advertisers. This book considers UPA films as Modern animations, because they synthesize a common minimalist tendency that was occurring in US animation during the 1940s and 1950s. It examines the conditions under which UPA studio flourished and the figure of its executive producer Stephen Bosustow; the influence of Modernist stylistic features of painting, graphic design and poster advertising on UPA animations; and UPA animated cartoons as case studies of a simplified audiovisual language that influenced 1950s-1960s international productions.

This collection of essays explores the link between comedy and animation in studio-era cartoons, from film's earliest days through the twentieth century. Written by a who's who of animation authorities, Funny Pictures offers a stimulating range of views on why animation became associated with comedy so early and so indelibly, and illustrates how animation and humor came together at a pivotal stage in the development of the motion picture industry. To examine some of the central assumptions about comedy and cartoons and to explore the key factors that promoted their fusion, the book analyzes many of the key filmic texts from the studio years that exemplify animated comedy. Funny Pictures also looks ahead to show how this vital American entertainment tradition still thrives today in works ranging from The Simpsons to the output of Pixar.

This practice kit is for all aspiring animators aged 10 to 100. It contains an illustrated book, drawing pencil, professional pencil test flip book, and two blank flip books. Animation basics, practice lessons, sample backgrounds, and instruction on writing an animation script are included.

Pixar Museum

A Hyperion Read-Along

A Lifetime of Tips, Tricks, and Stories from a Disney Legend

Animation in China

United Productions of America

The Official Guide to Career Skills with XSI

Demonstrates cartooning and animation techniques, including anticipation and double bounce, and includes sections on the language of animation and making a flip book.

"SOFTIMAGE XSI for a Future Studio Animation Boss" addresses both the technical and business sides of being a professional 3D animator, teaching you how to use the technology of SOFTIMAGE XSI to earn a living as a 3D animator and studio owner. other book on the market addresses the professional career and sales skills that a 3D animation student needs in order to s

animation skills. Through hands-on tutorials, the book uses the SOFTIMAGE XSI software to teach the 3D animation skills necessary to obtain an internship or entry-level position. In addition to covering technical animation skills, "SOFTIMAGE XSI for Future Studio Animation Boss" teaches career skills such as how to write a resume, how to budget or price an animation project and how to identify potential clients and call them with appeals for work. Written by a professional animator and lecturer with 20 years of experience running an independent animation studio, the book provides the 3D animation novice with the skills and tools they need to achieve success in the professional animation industry.

Pick up this comfortably sized collection of comic strips to take a walk down Smith Avenue in St. Paul, Minnesota where you'll find the small world of Big Time Animation Studio. You'll encounter an intelligent, witty world of diligent worker-artist pigs, dreamy artiste cats, grumpily practical business owning ducks, a jazz-playing frog and various dark phantoms. They all seek escape from the dull darkness of repetition through their art, love, and general orneriness. Serious, silly, and existential (whatever that means) this just might be the thing you're looking for. Ok, it probably will be. No, wait, it is!

Malina is a generous little hedgehog who makes an amazing raspberry jam, which she shares with the other animals--but forgets to save some for herself for winter. Now it's too late! What will she do?

Animation in the Home Digital Studio

Bernie Wrightson

Animated Life

Group Flow in the BYU Animation Studio

Timing for Animation

The LEGO Animation Book

*Written by two internationally acclaimed animators, this classic text teaches you all you need to know about the art of timing and its importance in the animated film. This reissue includes a new foreword by John Lasseter, executive vice president of Pixar Animation Studios and director of 'Toy Story', 'Toy Story 2', 'A Bug's Life' and 'Monsters Inc.' He sets the wealth of information in this classic text in context with today's world of computer animation, showing how this is a must-have text if you want to succeed as a traditional drawn, or computer animator. Learn all the tips and tricks of the trade from the professionals. How should the drawings be arranged in relation to each other? How many are needed? How much space should be left between one group of drawings and the next? How long should each drawing, or group of drawings, remain on the screen to give the maximum dramatic effect? The art of timing is vital. Highly illustrated throughout, points made in the text are demonstrated with the help of numerous superb drawn examples. 'Timing for Animation' not only offers invaluable help to those who are learning the basis of animation techniques, but is also of great interest to anyone currently working in the field and is a vital source of reference for every animation studio. John Halas, known as the 'father of animation' and formerly of Halas and Batchelor Animation unit, produced over 2000 animations, including the legendary 'Animal Farm' and the award winning 'Dilemma'. He was also the founder and president of the ASIFA and former Chairman of the British Federation of Film Societies. Harold Whitaker is a professional animator and teacher. Many of his former students are now among some of the most outstanding animation artists of today. This is the story of how a simple misunderstanding led to the tragic and senseless death of thirty-six of Japan's brightest anime and manga creators, through an explosive arson attack on their studio.*

*Timing for Animation has been one of the pillars of animation since it was first published in 1981. Now this 40th anniversary edition captures the focus of the original and enhances this new edition with fresh images, techniques, and advice from world-renowned animators. Not only does the text explore timing in traditional animation, but also timing in digital works. Vibrant illustrations and clear directions line the pages to help depict the various methods and procedures to bring your animation to life. Examples include timing for digital production, digital storyboarding in 2D, digital storyboarding in 3D, and the use of After Effects, as well as interactive games, television, animals, and more. Learn how animated scenes should be arranged in relation to each other, how much space should be used, and how long each drawing should be shown for maximum dramatic effect. All you need to breathe life into your animation is at your fingertips with Timing for Animation. Key Features: Fully revised and updated with modern examples and techniques Explores the fundamentals of timing, physics, and animation Perfect for the animation novice and the expert Get straight to the good stuff with simple, no-nonsense instruction on the key techniques like stretch and squash, animated cycles, overlapping, and anticipation. Trying to time weight, mood, and power can make or break an animation—get it right the first time with these tried and tested techniques. Authors Harold Whitaker was a BAFTA-nominated professional animator and educator for 40 years; many of his students number among today's most outstanding animation artists. John Halas, known as "The father of British animation" and formerly of Halas & Batchelor Animation Studio, produced more than 2,000 animation films, including the legendary Animal Farm (1954) and the award-winning Dilemma (1981). He was also the founder and president of the International Animated Film Association (ASIFA) and former Chairman of the British Federation of Film Societies. Tom Sito is Professor of Animation at the University of Southern California and has written numerous books and articles on animation. Tom's screen credits include Shrek (2001) and the Disney classics Who Framed Roger Rabbit (1988), The Little Mermaid (1989), Beauty and the Beast (1991), Aladdin (1992), and The Lion King (1994). In 1998, Tom was named by Animation Magazine as one of the 100 Most Important People in Animation.*

*The definitive guide to creating animation for the web and mobile devices with top animation designer Chris Georgenes and designer/developer Justin Putney. They reveal how to create and successfully animate characters in Adobe Flash Professional CS5 and how to push the limits of timeline animation with stunning visual effects using ActionScript® 3.0. This Studio Techniques book is designed for intermediate or advanced users who understand the basics of Flash and want to create a more immersive interactive experience. The book includes coverage of storyboarding, 2D character design and rigging, character animation, visual FX with code, workflow automation, and publishing your animation on the web and to mobile devices. Author Bios: Chris Georgenes is a highly respected authority on Flash and animation. He has used Flash professionally for more than a decade and is the proprietor of Mudbubble.com, a web animation studio. He has worked as an Art Director for Playdom and Acclaim Games as well as for clients ranging from the Cartoon Network and Dreamworks, to Comedy Central and Shockwave.com. Chris is a popular speaker at such conferences as Flash in the Can, Flash on Tap, FlashForward, and Adobe MAX. Justin Putney is a freelance designer, developer, and consultant, and he produces animations for his studio, Ajar Productions. Justin has created dozens of free Flash extensions and scripts for other Adobe applications that are used by animators and designers around the globe. See his animation work, tutorials, and extensions at [blog.ajarproductions.com](http://blog.ajarproductions.com), and his portfolio at [putney.ajarproductions.com](http://putney.ajarproductions.com). Note from the publisher: FREE Adobe Flash Professional CS5.5 updates are available for this title. Simply register your product at [www.peachpit.com/register](http://www.peachpit.com/register) and you will receive the updates when they become available.*

Wildwood

*Pixar Animation Studio Artist Showcase Over There  
Softimage /XSI 5 for a Future Animation Studio Boss*

*Walt Disney Animation Studios Artist Showcase*

*The New Generation in Chinese Animation*

The Animation Studies Reader brings together both key writings within animation studies and new material in emerging areas of the field. The collection provides readers with seminal texts that ground animation studies within the contexts of theory and aesthetics, form and genre, and issues of representation. The first section collates key readings on animation theory, on how we might conceptualise animation, and on some of

the fundamental qualities of animation. New material is also introduced in this section specifically addressing questions raised by the nature, style and materiality of animation. The second section outlines some of the main forms that animation takes, which includes discussions of genre. Although this section cannot be exhaustive, the material chosen is particularly useful as it provides samples of analysis that can illuminate some of the issues the first section of the book raises. The third section focuses on issues of representation and how the medium of animation might have an impact on how bodies, gender, sexuality, race and ethnicity are represented. These representations can only be read through an understanding of the questions that the first two sections of the book raise; we can only decode these representations if we take into account form and genre, and theoretical conceptualisations such as visual pleasure, spectacle, the uncanny, realism etc.

Have you ever wondered what your LEGO creations would look like on the big screen? The LEGO Animation Book will show you how to bring your models to life with stop-motion animation—no experience required! Follow step-by-step instructions to make your first animation, and then explore the entire filmmaking process, from storyboards to post-production. Along the way, you'll learn how to: –Create special effects like explosions and flying minifigures –Convey action and emotion with your minifigure actors –Design sets for animation—make three buildings look like an entire city! –Light, frame, and capture consistent photos –Add detail and scope to your films by building in different scales –Build camera dollies and rigs out of LEGO bricks –Choose cameras, software, and other essential animation tools Dive into the world of animation and discover a whole new way to play! For ages 10+

So you want to create animation! Where do you start? With an idea. This creative, exercise-packed guide contains examples and idea-generating activities. What tools do you need? Your computer, simple software programs, and your imagination. This book will tell you how to utilize these tools. Must you spend your life savings on your set-up? No. The author's charts and project timelines will guide you and make the overwhelming simple, and keep your shopping lists manageable. With Animation in the Home Digital Studio, amateurs and animation students alike can learn how to create a variety of computer animations: from puppet to clay to pixilated, drawn and cartoon. This book contains a CD-ROM loaded with animation clips and exercises. The book's 8-page color insert illustrates stills from the work of independent animators around the world. The book's guide to resources contains a comprehensive list of contests, shows, societies, organizations, e-zines, and more. Steven Subotnick takes a personal approach to animation. His book is for artists, amateurs, professionals, students, and anyone who wants to use animation as a means of expression. It explains how to create a variety of animations: from puppet to cutout, and from drawn to object animation. Subotnick covers the use of popular software products, including Macromedia Flash, Adobe Photoshop®, Adobe Premiere®, Digidesign ProTools Free, and others. Bernie Wrightson, comic book artist and illustrator extraordinaire has worked creating comic books, illustration, and conceptual design for film. His impressive list of work includes the co-creation of Swamp Thing, illustrating Mary Shelly's Frankenstein, and, of course, working on dozens of comic book titles. Wrightson's extensive design work for the Gang of Seven Animation Studio, while known, has never been documented until now with the creation of this new in-depth monograph that utilizes the archives of the studio. Marvel at concept drawings, model sheets, and hundreds of designs for projects including Biker Mice From Mars, The Juice, and Freak Show. All of the artwork in this book has been scanned directly from the original artwork so fans can savor Wrightson's genius up close and personal. Also included in this monograph is an introductory essay, an in-depth interview, and photographs taken during his tenure as an associate partner of the studio.

The Films of Pixar Animation Studio

Animation Studio

Big Time Animation Studio Sketchbook

Creative Inspirations: Renegade Animation, Animation Studio

Thirty Days Behind the Scenes with a Professional

Malina's Jam

A step-by-step guide to creating GIF animation shows how to use GIF editing programs, details actual work done by leading graphic designers, includes a GIF animation gallery, and highlights advanced animation techniques. Original. (Intermediate). Let's get animated! Included in this appealing boxed set is everything you need to create a stop-motion movie using your cell phone or digital camera. Do you know how to build a storyboard? Design a character? What does the action of "squash and stretch" have to do with making animation look realistic? From hand-drawn sequences to 3-D models, from lighting a set to using a variety of camera shots, Animation Studio offers expert tips to help kids transform a series of still images into an original animated movie. Its special features include: A mini stage set A press-out puppet monster with movable parts Press-out props Storyboard samples and sheets An engaging animation handbook

BEFORE EVER AFTER is a compilation of never-before-seen lecture notes from classes that were held in preparation for the production of Snow White. Walt knew that to fulfill his once-impossible dream of crafting a feature-length animated film, he had to establish an on-campus art school for his staff. He hand-picked Don Graham, a respected instructor from the Chouinard Art Institute, to hold classes on entertainment, drawing, and acting and was also innovative enough to document the thought process behind the nascent art form of feature animation. Guest lecturers included Frank Lloyd Wright who spoke about art philosophy and USC psychology professor Dr. Boris Morkovin who talked about humor. Previously unseen outside of the Disney studios, these lecture notes contain the wisdom behind the artistry that audiences generation after generation have come to appreciate in Snow White, and this wisdom also provided the artistic foundation for many films to come.

By the turn of the 21st century, animation production has grown to thousands of hours a year in the People's Republic of China (PRC). Despite this, and unlike American blockbuster productions and the diverse genres of Japanese anime, much animation from the PRC remains relatively unknown. This book is an historical and theoretical study of animation in the PRC. Although the Wan Brothers produced the first feature length animated film in 1941, the industry as we know it today truly began in the 1950s at the Shanghai Animation Film Studio (SAFS), which remained the sole animation studio until the 1980s. Considering animation in China as a convergence of the institutions of education, fine arts, literature, popular culture, and film, the book takes comparative approaches that link SAFS animation to contemporary cultural production including American and Japanese animation, Pop Art, and mass media theory. Through readings of classic films such as Princess Iron Fan, Uproar in Heaven, Princess Peacock, and Nezha Conquers the Dragon King, this study represents a revisionist history of animation in the PRC as a form of "postmodernism with Chinese characteristics." As a theoretical exploration of animation in the People's Republic of China, this book will appeal greatly to students and scholars of animation, film studies, Chinese studies, cultural studies, political and cultural theory.

True Crime

Make Your Own LEGO Movies!

Creation to Distribution

Flash Character Animation

Christopher Hart's Animation Studio

Art and Designs for the Gang of Seven Animation Studio

The context for this study was the BYU Animation Studio, using video footage of students working in the computer lab, in their Daily meetings, and video interviews with students and professors in the program. The footage focused on one year of the senior project, with a core group of students coordinating efforts to create an animated short. Students involved in the senior film were mostly juniors and seniors coming from different academic departments, including Fine Arts, Engineering, and Computer Science.

Shredder is a little shrew who lives by himself, and while he loves his forest home, he gets a bit lonely. There must be something more, he thinks. So when he sees a "silver line twinkling in the distance," he decides to find out what it is. He discovers a beautiful stream, but then he gets caught up in the current! Luckily, a mole named Nosey saves him. As they explore, Shredder begins to miss the forest, so he and Nosey return together, and Shredder realizes that all he really needed was a friend.

This step-by-step, hands-on guide to producing 2D animation in your own studio includes more than 800 original illustrations and is a visual guide to learning how to create professional animation production for a short film or television commercial—from budget to screen.

Presents what you need to create stop-motion videos on your mobile phone or digital camera. In this title, you can learn how to make stop-motion videos like a professional. Using tips and tricks from the experts, it reveals 2-D and 3-D techniques with puppets, clay-modelling, morphing and pixilation.

Animation and Comedy in Studio-Era Hollywood

Historical Dictionary of Animation and Cartoons

Before Ever After

IFIP WG 5.7 International Conference, APMS 2011, Stavanger, Norway, September 26-28, 2011, Revised Selected Papers

GIF Animation Studio

Animation with Scripting for Adobe Flash Professional CS5 Studio Techniques

**Chronicles the history of animation and its development as a technology, including information on animators, directors, producers, studios, techniques, films, pioneers, and significant animated characters.**

**In 1995 Chinese animated filmmaking ceased to be a state-run enterprise and was plunged into the free market. Using key animated films as his case studies, Shaopeng Chen examines new generation Chinese animation in its aesthetic and industrial contexts. He argues that, unlike its predecessors, this new generation does not have a distinctive national identity, but represents an important stage of diversity and exploration in the history of Chinese animation. Chen identifies distinct characteristics of new generation filmmaking, including an orientation towards young audiences and the recurring figure of the immortal monkey-like Sun Wukong. He explores how films such as Lotus Lantern/Baolian Deng (1999) responded to competition from American imports such as The Lion King (1994), retaining Chinese iconography while at the same time adopting Hollywood aesthetics and techniques. Addressing the series Boonie Bears/Xiong Chumo (2014-5), Chen focuses on the films' adaptation from the original TV series, and how the films were promoted across generations and by means of both online and offline channels. Discussing the series Kuiba/Kui Ba (2011, 2013, 2014), Chen examines Vasoon Animation Studio's ambitious attempt to create the first Chinese-style high fantasy fictional universe, and considers why the first film was a critical success but a failure at the box-office. He also explores the relationship between Japanese anime and new generation Chinese animation. Finally, Chen considers how word-of-mouth social media engagement lay behind the success of Monkey King: Hero is Back (2015).**

**Daisy is an imaginative kitten who loves to tell long and winding stories that could have been summed up in a couple of sentences--but her versions are much more exciting! Narrated by author and illustrator, Griselda Sastrawinata-Lemay.**

**Short Story Long: Blue Spot**

**Timing for Animation, 40th Anniversary Edition**

**Pixar Animation Studio Showcase: Cloud Country**