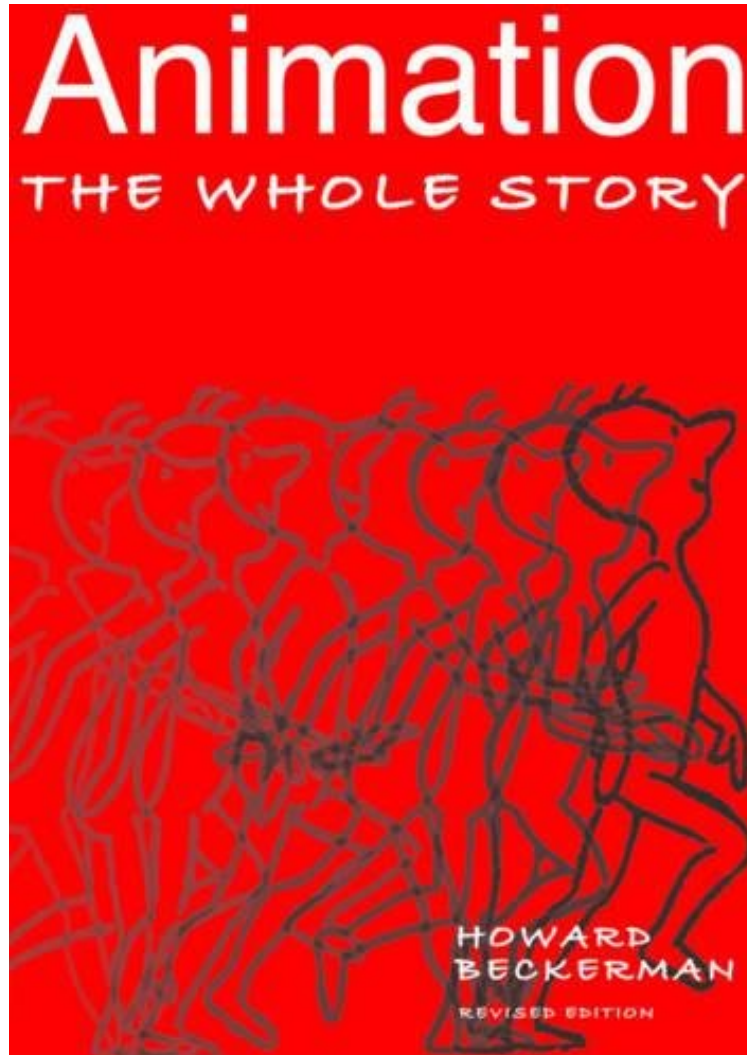


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Animation: The Whole Story

Howard Beckerman

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Howard Beckerman : Animation: The Whole Story before purchasing it in order to gauge whether or not it would be worth my time, and all praised Animation: The Whole Story:

1 of 1 people found the following review helpful. Animation: Thw Whole Story By EllieI recently purchased this book, after being notified by a friend of mine that he was the same Howard that we graduated with from the School of Industrial Art, in New York, many years ago. Howard showed his genius way back then, and is now known as the tops in his field. I wish I had been aware of all this information years ago. Still I am glad I have the privilege to enjoy it now. It is the "Bible," of Animation, and I would recommend it to everyone serious about entering into this classic area of art. How easy it was for this genius to explain, is what I like most about this book.0 of 0 people found the

following review helpful. Five StarsBy Paul C. Good0 of 0 people found the following review helpful. I recommend this to anyone who loves cartoons or is interested ...By GhaniceVery insightful. I am a new animation student at my university, so this book will come in handy as I progress through the program. I recommend this to anyone who loves cartoons or is interested in animation!

A valuable and exhaustive guide. Animation World Professional animator Howard Beckerman has drawn them all: Popeye, Heckle Jeckle, even Mickey Mouse. In *Animation*, he offers a road map to the complex art of making an animated feature. Vivid sketches, screen shots, and step-by-step illustrations show how to make a drawing come to life, create storyboards, use form and color, develop a soundtrack, edit, and more. This new edition is also thoroughly updated to reflect the latest trends surrounding digital technology. Animation provides artists and aspiring filmmakers with everything they need to carve their niche in today's quickly evolving animation industry. Contains a well-chosen portfolio of 437 visual examples and step-by-step instructions Copublished with the School of Visual Arts Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

From the Publisher "It All Starts With the Pencil" In *Animation: The Whole Story*, a Mastermind of Classic Animation Shares His Legacy Allworth Press, New York. In the battle between digital vs. hand-drawn animation, many schools these days are deeply divided but not Howard Beckerman, animation professor at the School of Visual Arts in New York. What counts is not the medium, the artist and director argues, but whether or not an animator is able to tell a good story. Beckerman, one of the most versatile working animators in the United States, is known in the animation world for having perfected the art of telling an entertaining story simply. He is also the author of the newly released *Animation: The Whole Story*, a multi-layered tribute to the art, technique, business, and history of making animated movies. Co-published with the School of Visual Arts in New York, *Animation: The Whole Story* will be released to stores in February 2004. Howard Beckerman has worked in the world of classic animation for more than forty years, hand-drawing thousands of animated characters from the ranks of Mighty Mouse, Heckle and Jeckle, Popeye, and Winky-Dink. In 1970, he opened his own studio, Howard Beckerman Animation, and took to directing animated shorts and TV spots. As a teacher of animation at the School of Visual Arts, Beckerman is a daily witness to the attraction digital technology has over students. While he has also directed computer animation, the artist feels that it overshadows the classic skills that animation is built upon, especially storytelling, characterization, and drawing: "Many animation students are attracted by the technical potential of the computer. But no matter whether you use computers or traditional animation, you first have to draw your characters, do a storyboard, and create believable characters. It all starts with the pencil." In *Animation: The Whole Story*, a rich overview of the history, mechanics, and techniques of animation, Beckerman provides a comprehensive introduction to these classic skills. Spiced with his hallmark sense of humor and featuring 218 of the author's quirky illustrations, the book gives readers a full behind-the-scenes look at the steps that lead to an animated movie, from crafting suspenseful characters and stories, creating storyboards, and layout techniques to the animation process, the use of form and color, filming, creating soundtrack, and editing. With a comprehensive chapter on the evolution and history of animation technology, the studio system, and its early entrepreneurs as well as career advice both for indie artists and studio types, the book is geared both at animation students and readers seeking an inside-look at this ever-popular art and industry. *Animation: The Whole Story* is based on Beckerman's legendary animation courses at the School of Visual Arts and at Parsons School of Design, which have influenced animators for three decades. This book is the trade edition of a work that was published under the same title and had gone out of print due to limited distribution. The Allworth Press edition has been completely redesigned and edited and reflects the deep changes that the industry has undergone recently, including the rigorous growth of digital technology. Distributed to the trade by Watson-Guption Publications: 1-800-451-1741. Contact: Birte Pampel, bpampel@allworth.com

From the Inside Flap Praise for *Animation: The Whole Story* "For over thirty years, Howard Beckerman's students have benefited from his great knowledge and expertise. Now, with the release of this book, a far wider audience will be able to share his unique vision of this compelling art form." Reeves Lehman, Chairman of Animation, The School of Visual Arts "I was fortunate enough to learn the art of animation from Howard himself when I was starting out. For all those out there who weren't so lucky, here's his course, in book form. Insightful, useful, conversational, and thorough, *Animation: The Whole Story* is a valuable learning tool. Howard is a skilled technician, but more importantly, a true artist, and his insights into the creative process will be a revelation even to those who know him well." Richard Gorey, animator and author of *The Great Rabbit Rip-Off* "Howard Beckerman has created a loving and detailed look at the history and mechanics of animation and has boiled it down to its essence." Peter de Sve, character designer and illustrator

About the Author Howard Beckerman has spent more than 30 years working in most

every facet of animation. A teacher at the School of Visual Arts, he lives in Flushing, NY.