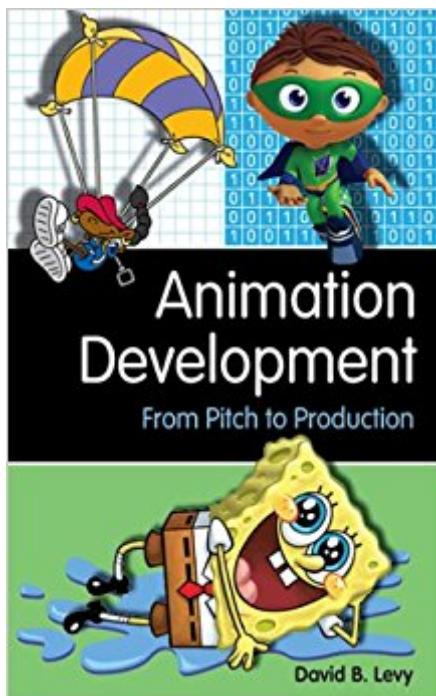


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# Animation Development: From Pitch To Production



## **Synopsis**

Whether a novice curious about the cartoon production process, a visual arts student who has not yet experienced that big break, or a seasoned professional looking for valuable insight, *Animation Development* is the go-to guide for creating the perfect pitch. David Levy has been through every aspect of the pitching process--preparation, hope, rejection, success--and now he wraps up his valuable experience to deliver this comprehensive guide on the industry and process. *Animation Development* will help readers discover how to tap into their creativity to develop something personal yet universal, push projects through collaborations and partnerships, set up pitch meetings, get legal representation and agents, and manage the emotional roller-coaster common to the pitching and development process. 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.

## **Book Information**

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## **Customer Reviews**

This is an excellent book and reading it gave me the preparation and confidence I needed to enter and win a Pitching Contest. Most of it is common sense, but the book is laid out clearly and you can apply its suggestions to your pitch immediately. There are plenty of examples of pitches in here that later became household names; you see right away why something worked and why it may be worth trying for your own Pitch. This isn't a one-all reference, there are very good videos and podcasts on this subject that should also be included in a writer's/artist's preparation, but this book was extremely helpful in filling the holes. This book is worth much more than its price.

David Levy gives a glimpse into what it takes to be successful in animation production, with an entertaining and engaging approach. He shares stories from his career, using his own personal experiences in pitching animation projects, as well as the experiences from fellow animators who have succeeded and failed in the market. There are some great nuggets of advice that he埋ies in the text and although it's entertaining I wouldn't treat it as a light read if you want to pull the information. His points on how all creators are not created equally resonates through the book - there are some animators who are able to make opportunities based on their connections, their portfolio, their experience and track record. Who you know and who you are matters. If I were to share one criticism with the author, I would tell him to do more "show and tell" - add even more relevant examples of materials like the pitch bibles so that the playing field will be more level and the readers can see more of what works. Overall, I enjoyed the book and the author's approach - a good behind the scenes look at the process.

If you ever wondered how a cartoon goes from a thought in one's head to lighting up the small screen, this is the book to read. It's partially a step-by-step process on how to get an option on a cartoon, and it's partially a memoir of the author's own experiences. David B. Levy (a veteran of television animation) uses real world examples to prove his points and his do's and don'ts in developing animation. The volume even covers the legal mumbo-jumbo that all budding artists should at least be aware of. There are no stones left unturned in the wake of this book. If you are

looking towards a career in animation development and want a simple, digestible, and a no-sugar-coated real-talk starting point, this is the place to start.

David B. Levy does an amazing job introducing the many facets of the development process and the competitive edge needed to succeed in this business. For people new to the animation industry, this book will detail the path other creators have taken to develop and pitch their projects and will also give expert advise from network execs. For experienced veterans, Levy's honesty and self-analysis will connect with anyone who has faced rejection or self-doubt while pursuing a dream. This book is an easy read and leaves us with a clearer perspective of what is truly important in life.

This book was very helpful. I had a list of questions I needed answered about this subject and it seemed like every new chapter I got to checked another one off my list. I'd read the chapter heading and cheer that it would focus on another important aspect of the process. The author writes like he's your friend preparing you for this important stage in your career. I really hope that I can put the production part of the book into action -- so far it's just the pitch! Great work.

Gave it to my brother who is pursuing a career in animation and he loves this book.

Accessible reading but unfortunately a bit thin on content. Was hoping for some solid production notes, thoughts and breakdowns on the process of production (as in budgeting and contracting professionals before a pitch - so when you go to the pitch, you're armed with financing knowledge) but it really is all commentary on the pitch, ending before the production. Aimed at a network pitch (American style). Author writes well and is easy to understand. Not boring, just not what I was looking for and perhaps one too many generalised comments from executives.

Super enjoyable reading, encouraging and enlightening. Reading about someone else's battles and rejections is a perfect way to prepare (emotionally and practically) for a pitch. Loved it.

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