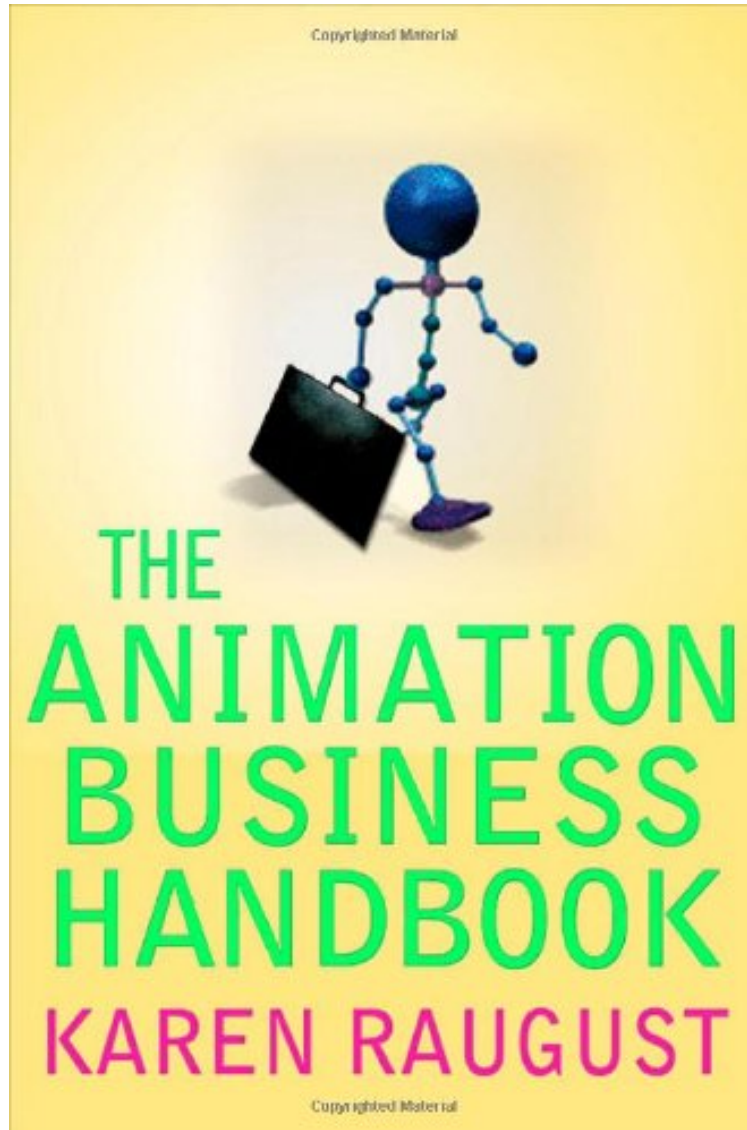


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The Animation Business Handbook

Karen Raugust

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Karen Raugust : The Animation Business Handbook before purchasing it in order to gage whether or not it would be worth my time, and all praised The Animation Business Handbook:

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say, the more things change, the more they stay the same. This book remains relevant. So even though it may need an update, I am still giving it 5 stars. 1 of 1 people found the following review helpful. Great Information - But Dated By Sheepish Reader 'n' Writer I hope Karen Raugust updates this book. It has great general information about the animation business, but the examples and statistics are from six to seven years ago. Animation is a dynamic industry and updated information would make this book invaluable. 2 of 3 people found the following review helpful. Business Animation Book By Metal Vagabond Well this is one of the most important animation books I have bought, well over 300 pages of useful information, finally finished reading this book, it has to be read carefully since you may miss some very important information if read too quickly, it talks about about how money is made in animation, workflow (development, pre-production, production and post production) studio positions, industry pay or hourly charts (reference not binding) pitching an idea, being an independent creator or working for a studio, partnerships, legal representation or using an agent, the day to day operation of a studio, copyrights, trademarks, and geographically how animation is conducted as a business worldwide breaking down the countries and even some of the laws and tax laws, it has a lot of necessary animation authority references to start making contacts, and how to protect your ideas and what can be protected and can't, this book came out about five years ago, but the information can be easily updated but the concepts are still applicable. Karen Raugust wrote a well written heavy duty book that covers just about everything and more, for someone really interested in an animation career, highly recommend!!!

Today, animation is more prevalent than ever in television, films, video games, and the Internet. Karen Raugust has created a much needed, comprehensive look at the entire business. She shows in detail how a successful animation studio or entrepreneur operates, describes the process of developing an animation property from the concept stage through the finished product, and outlines business methods used to create and sell animated media. Topics covered include: * Distribution, sales, and marketing methods * Financing, budgeting, costs and revenue opportunities * The creation of ancillary entertainment and merchandise * Animation in international markets. The Animation Business Handbook is the quintessential reference for anyone in or considering entering the animation industry.

About the Author Karen Raugust is a freelance licensing consultant and frequent contributor to Animation Magazine, in which she also publishes a monthly column. She has written for approximately thirty other magazines, including Publishers Weekly, Billboard, and Variety Jr. She has authored and contributed to a number of trade books on marketing, entertainment, and business. She lives in Minneapolis, MN.