

Pocket Essentials Advance Title Information

Animation

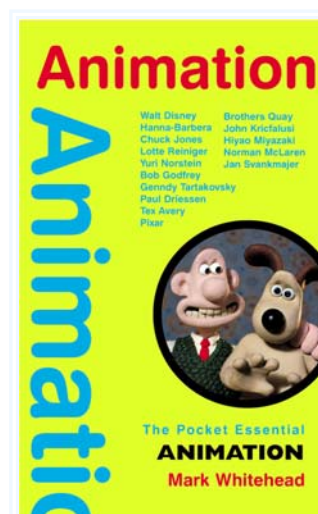
by Mark Whitehead

Almost everything you need to know in one essential guide

ISBN: 1903047463	Price: 4.99	Market: Film
Extent: 160 pp	Publication: April 2004	Format: A (178 x 111mm)
Binding: paperback	Rights: World	

Marketing Features:

- Animation is amongst the most popular and commercially successful of movements
- Packed with facts, opinionated and crammed with information, this guide is the first key step into the world of the Animation
- Puts Animation in its true place as an art form
- This volume is completely up to date, covering all the latest developments in the genre.



Animation covers everything from Tex Avery's split-second slapstick and The Simpsons' knowing digs at pop culture, to Hayao Miyazaki's strong-willed heroines and Yuri Norstein's delicately rendered folktales. Often dismissed by the uninitiated as 'kid's stuff', any detailed look at animation reveals a technically complex, sophisticated and endlessly inventive medium.

Intended both as a guide and an introduction to this fascinating field, the Pocket Essential Animation examines and celebrates this genre in its many forms. It explores the careers, techniques and key films of many of the major animators. It begins with pioneers such as Winsor McCay, the Fleischer brothers and Walt Disney when the 'House of Mouse' was only a twinkle in his eye. Then brings you right up to date with Nick Park's claymation and the slick CGI comedies of John Lasseter's Pixar studio. In between, it takes in the innovations of Norman McLaren, the sexual obsessions of Bob Godfrey and the agit-prop surrealism of Jan Švankmajer. Kid's stuff, indeed.

Mark Whitehead is the co-author (with Miriam Rivett) of the Pocket Essential Jack the Ripper and author of Pocket Essentials on Slasher Movies and Roger Corman. He can, with provocation, become quite animated himself

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