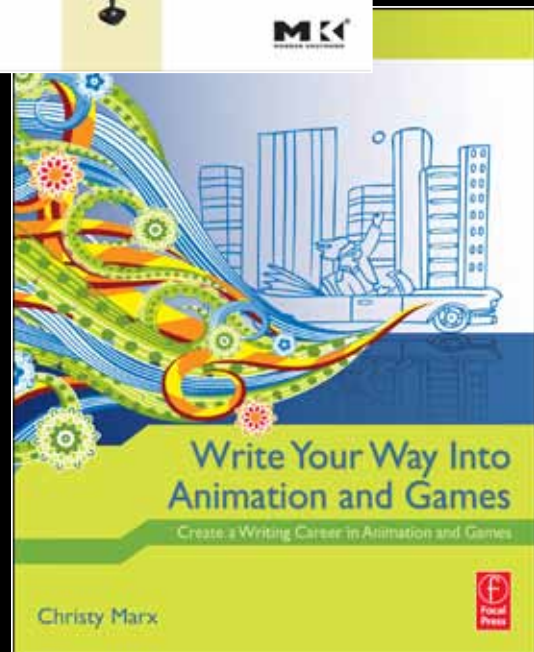
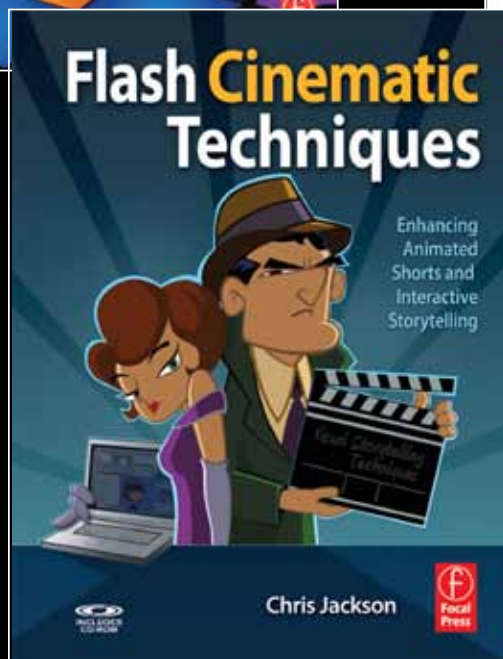
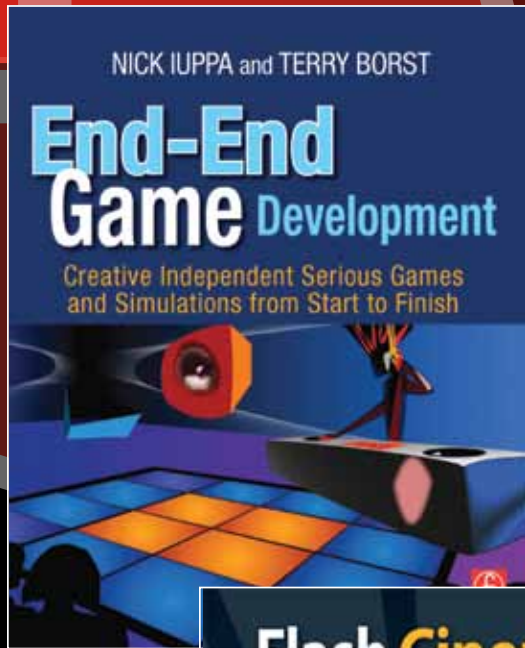


Animation and Game Textbooks

Spring 2010

Leading Textbooks – Student Friendly Prices



textbooks.focalpress.com

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Introduction

Focal Press has been a leading publisher of media technology for more than 70 years. We provide essential resources for students and professionals in many areas including 3D, Photography, Audio, Film Production and Postproduction.

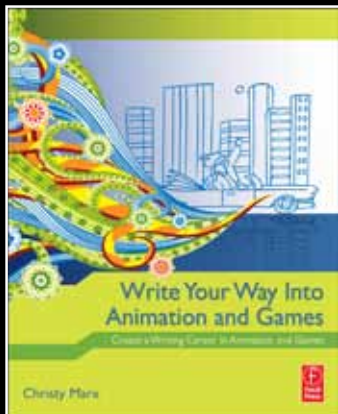
Game Design Textbooks

Together with Morgan Kaufmann we present the best resources in video game creation. Offering content specifically suited for students and working professionals within the industry, we address the areas of game programming, physics, AI, and game design under the Morgan Kaufmann imprint; and under the Focal Press imprint we cover game art, writing, production, directing, and the business side of games. In all of our publishing we are committed to high-quality affordable books that are filled with practical hands-on information dealing with cutting-edge technologies, from experts in the field. Our books are written for creatives, by creatives; our authors are not just writing about it – they are out there doing it.

textbooks.focalpress.com



Animation



Write Your Way Into Animation and Games

By Christy Marx

While writing for straight, linear media like films or novels requires certain skills, writing for interactive media such as games or digital stories requires a WHOLE NEW set of skills. Aspiring writers need to learn to contend with overlapping stories, different conclusions based on different actions taken by the customer or player. It's challenging to create compelling digital storylines - and writers need help.



Web site

Write Your Own Way into Animation and Games offers the expert advice that students need - with helpful tips, tricks and tutorials for aspiring writers who want to learn to generate original game and animation concepts and narratives.

- Everything students need to generate original game and animation concepts across a range of genres
- Help your students fine tune their narrative, characters, world, dialogue
- Loaded password protected web site so that students can benefit quickly and easily from tutorials, source files, tools

Mar 2010 | 9780240813431 | \$39.95 | €28.95 | £24.99 | Paperback



Animating with Stop Motion Pro

By Mark Sawicki

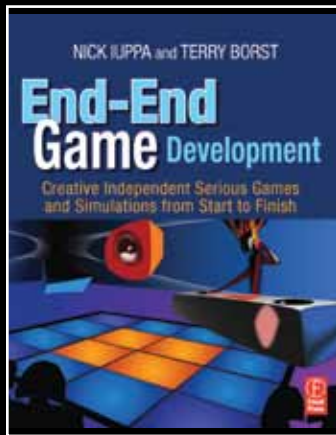
Animating with Stop Motion Pro is a comprehensive, hands-on guide to achieving professional results with Stop Motion Pro 7.0 software. Show your students how to re-visualize stop motion character movements, graph these movements and composite characters into flawless animations with the techniques and step-by-step tutorials featured in *Animating with Stop Motion Pro*. Detailed exercises allow students to develop professional animations with the included free trial of Stop Motion Pro 7.0.



DVD

- Help your students develop the next Wallace and Gromit with ease and skill with the step-by-step tutorials and exercises
- Shows students how to create professional stop motion animation immediately with the included Stop Motion Pro software on the accompanying DVD
- Students will learn to integrate classic stop motion animation techniques with the latest stop motion software features

Feb 2010 | 9780240812199 | \$44.95 | €32.95 | £27.99 | Paperback



Web site

End-to-End Game Development

By Nick Iuppa, one of the premier designers of interactive media who has worked for Walt Disney Productions, Paramount Pictures, and Apple Computer among others and Terry Borst, Writers Guild of America member with credits in feature films, episodic television, and videogames.

End-to-End Game Development offers students a step-by-step no-nonsense approach to the management and production of independent and serious games. The tools to building games have never been more accessible. But the leap from raw concepts to compelling entertainment is huge. This book offers all the info future game developers need to create a solid game from start to finish. Veteran game developers and writers, Iuppa and Borst, offer practical advice and proven processes that will get students well on their way to producing successful interactive products. They offer a gentle roadmap through the complex processes involved in creating successful and effective interactive products.

- *Demonstrates a proven process for meshing gameplay and story to create an immersive experience for the player*
- *Authors are authorities in the field with decades of experience in designing and producing entertainment and educational media*
- *Accompanying web site offers tools and helpful add-ons related to the book, including a serious game demo and presentation*

Dec 2009 | 9780240811796 | \$49.95 | €33.95 | £30.99 | Paperback



Casual Game Design

By Greg Trefry, co-founder of the independent game studio Gigantic Mechanic.

From the puzzle game downloadables that your mom devours to the Rock Band kit drawing a crowd at a party of twenty-somethings, Casual Games share a focused simplicity that brings players of all demographics into the game. This book offers insider tips and strategies on how to design casual games that appeal to all sorts of audiences (moms and grandparents alike!). The book focuses on how to create elegant games that draw in a wide variety of players, even ones skeptical of games. Students will take away valuable insights and practical advice so that they can get started right away on designing!

- *Balances theory and market overviews with practical advice for developing casual games, from brainstorming to balancing to promoting*
- *Features interviews that give students access to the invaluable experiences of the designers behind hit casual titles from "Diner Dash" to "Rock Band"*
- *Provides practical steps so that students can immediately put advice to practical use, with steps for brainstorming, concept development, pitching, specing, developing and balancing*

Jan 2010 | 9780123749536 | \$49.95 | €36.95 | £24.99 | Paperback



CD-ROM

Flash Cinematic Techniques

By Chris Jackson, a computer graphics designer and professor at the Rochester Institute of Technology with over 25 national and international awards for online communication.

Help your students apply universally accepted cinematic techniques to their Flash projects to improve their storytelling quotient in entertainment, advertising (branding), and educational media. Students will explore the concepts and principles of visual components used in stories and will become fluent in the use of space, line, color, and movement in communicating emotion and meaning. Extensive illustration, step-by-step instruction, and practical exercises provide a hands-on perspective.

- *Applies time-tested cinematic techniques developed by filmmakers to the Flash medium*
- *Full-color illustrations of concepts and techniques include the nuance of light and color in achieving the designer's objectives*
- *Companion CD-ROM contains digital examples and media files for exercises*

Jan 2010 | 9780240812618 | \$49.95 | €38.95 | £34.99 | Paperback



 CD-ROM

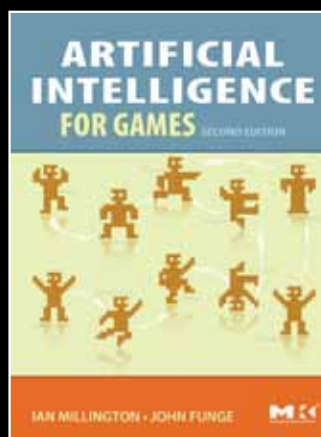
Game Physics, 2nd Edition

By David H. Eberly

Create physically realistic 3D Graphic environments with this introduction to the ideas and techniques behind the process. Author David H. Eberly includes simulations to introduce the key problems involved and then gradually reveals the mathematical and physical concepts needed to solve them. The book tackles the complex, challenging issues that other books avoid, including Lagrangian dynamics, rigid body dynamics and more.

- *CD-ROM with extensive C++ source code that supports physical simulation*
- *Includes exercises for instructional use and review of essential mathematics*
- *Revised and updated to include a new chapter about fluid dynamics based on the Navier-Stokes equations*

Apr 2010 | 9780123749031 | \$84.95 | €60.95 | £51.99 | Hardcover



 Web site

Artificial Intelligence for Games, 2nd Edition

By Ian Millington and John Funge

Creating robust artificial intelligence is one of the greatest challenges for game developers, yet the commercial success of a game is often dependent upon the quality of the AI. In this book, Ian Millington brings extensive professional experience to the problem of improving the quality of AI in games. He describes numerous examples from real games and explores the underlying ideas through detailed case studies.

Aug 2009 | 9780123747310 | \$74.95 | €45.95 | £45.99 | Hardcover



 Web site

The Art of Game Design: A book of lenses

By Jesse Schell

Jesse Schell breaks down the three methods of game design: understanding the psychology of gameplay, using techniques from traditional disciplines in the game design, and processes for inventing new experiences that will fully engage the player. Through the use of 100 "lenses" – which are scattered throughout the book – Schell shows different ways of seeing a game that helps inspire the creative process.

- *100 boxed tips called "lenses" show ways of seeing a game to inspire the creative process*
- *600 pages of practical instruction on creating world-class games that will be played again and again*
- *Web site offers ideas for exercises and discussion questions, and more.*

Aug 2008 | 9780123694966 | \$59.95 | €42.95 | £35.99 | Hardcover



 Web site

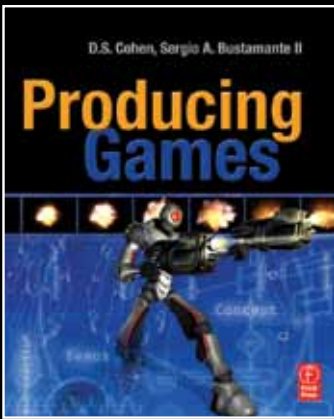
Game Design Workshop, 2e: Playcentric Approach to Creating Innovative Games

By Tracy Fullerton

Teach students to master the craft of game design so that they can create that elusive combination of challenge, competition, and interaction that players seek. This design workshop begins with an examination of the fundamental elements of game design, and then puts students to work in prototyping, playtesting, and redesigning their own games. Exercises teach essential design skills.

- *Content reflects and references new concepts and publications in game studies and design*
- *New exercises, a new chapter on digital prototyping, and further reading lists for each chapter*
- *Updated interviews with industry professionals, including Ian Bogost, Scott Kim, Kellee Santiago, Nicole Lazzaro, Jason Della Rocca and Sheri Graner Ray*

Feb 2008 | 9780240809748 | \$46.95 | €31.95 | £28.99 | Paperback



Producing Games

By D.S. Cohen and Sergio Bustamante II

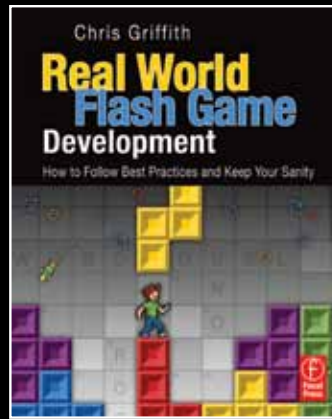
This book will dig deeply into the role of the producer and expose secrets of game production that stand the test of time: how to build a great team, plan a major game development project, and pull the development team together to realize the vision of a great game.



Web site

- Vital game production secrets from a pair of experienced game producers working in the industry
- Insider tips and tricks that make schedules, teams, workflows, project management, and processes more efficient and up-to-date
- Companion Web site managed by the authors with a help forum and useful forms and documents

Aug 2009 | 9780240810706 | \$39.95 | €26.95 | £22.99 | Paperback



Real World Flash Game Development

How to Follow Best Practices and Keep Your Sanity

Real-World Flash Game Development: How to Follow Best Practices AND Keep Your Sanity

By Chris Griffith

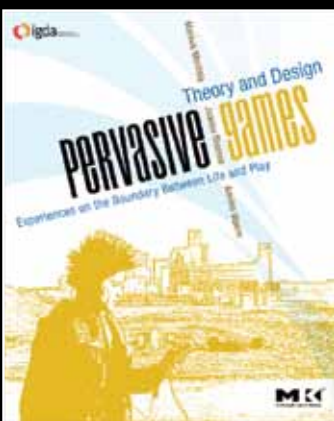
This book helps bridge the gap for students who may be used to C++, Java, or C# and want to move over to Flash. Griffith covers real-world scenarios pulled from his own experiences developing games for over 8 years in the industry. The associated web site offers code from the game examples in the book with fully buildable source files.



Web site

- Concrete, relatable approaches to Flash game development
- Real-world examples quickly empower students to make their own Flash game
- Covers ALL the aspects that come into play when developing a game in Flash, including art, animation, scripting, and optimization

Sep 2009 | 9780240811789 | \$49.95 | €28.95 | £24.99 | Paperback



Pervasive Games

By Markus Montola, Jaakko Stenros, and Annika Waern

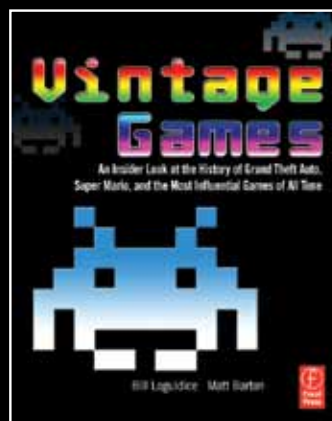
This book shows students how to change the face of play—who plays, when and where they play and what that play means to all involved. The authors explore aspects of pervasive games that concern game designers: what makes these games compelling, what makes them possible today and how they are made.



Web site

- Practical design tips, pitfalls, design problems from real-games, and solutions from pervasive game design luminaries
- 12 case studies with illustrative and inspiring examples that make the entire design space tangible
- Exploration of what makes pervasive games compelling and the theoretical and philosophical background for designers

Jun 2009 | 9780123748539 | \$49.95 | €33.95 | £30.99 | Paperback



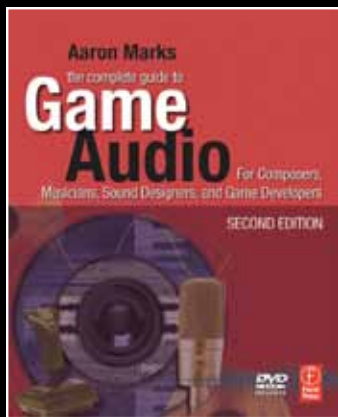
Vintage Games: An Insider Look at the History of Grand Theft Auto, Super Mario, and the Most Influential Games of All Time

By Bill Loguidice and Matt Barton

A key title for any History of Games course, Vintage Games explores the most influential videogames of all time, including Super Mario Bros., Grand Theft

Auto III, Doom, The Sims and many more. Drawing on interviews as well as the authors' own lifelong experience with videogames, the book discusses each game's development, predecessors, critical reception, and influence on the industry.

Feb 2009 | 9780240811468 | \$34.95 | €20.95 | £17.99 | Paperback



The Complete Guide to Game Audio, 2e

By Aaron Marks

Audio guru Aaron Marks highlights the skills and tools necessary to create effective game audio. Students learn how to set up a studio, make a demo reel, and then find, bid on, and win the contracts. The companion DVD features audio and cinematic examples, demos of useful sound editing and sequencing programs, and sample business contracts.



DVD

- Detailed explanation of technical requirements so students can create high-quality audio without a hitch
- Includes coverage of Xbox 360, PlayStation 3, Wii, Nintendo DS and Sony PSP.
- DVD includes Dolby's latest Sound Development Kit so students can port to their own work

Oct 2008 | 9780240810744 | \$39.95 | €28.95 | £23.99 | Paperback



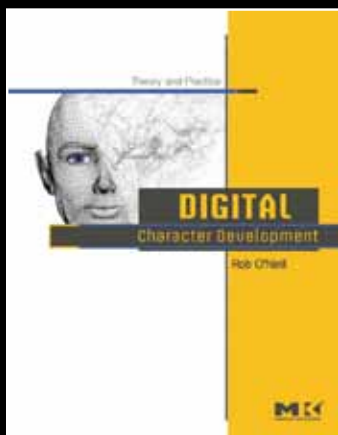
Digital Storytelling, 2e

By Carolyn Handler Miller

New media students will learn classic, powerful storytelling techniques and how to apply them in interactive digital technologies to create quality entertainment. With in-depth coverage of narrative techniques for wireless media, virtual reality, interactive television, multiplayer online games, interactive cinema and DVDs.

- Students will learn about the ground-breaking work being done in new forms of narrative like Alternate Reality Games (ARGs), webisodes, and mobile entertainment
- Students gain insights from case studies of cutting-edge projects from a variety of different media
- Students discover new uses of digital storytelling for both entertainment and entertainment blends

Apr 2008 | 9780240809595 | \$41.95 | €27.95 | £25.99 | Paperback



Digital Character Development: Theory and Practice

By Rob O'Neill

Digital Character Development: Theory and Practice covers the foundational algorithms and research that go into the development of virtual characters. O'Neill's approach begins from the inside out - teaching readers the anatomical considerations, the control structure, and the motion behind digital characters for both game and film.

- Guides students who need a thorough understanding of character development in order to make decisions about the creation of their own characters
- Bridges the gap between algorithm and software-agnostic applications
- Includes practice exercises for students

Oct 2008 | 9780123725615 | \$69.95 | €46.95 | £39.99 | Hardcover



Game Feel: A Game Designer's Guide to Virtual Sensation

By Steve Swink

In digital game design, "feel" is the most overlooked facet of game design: a powerful, gripping, tactile sensation that exists somewhere in the space between player and game. In a simple, easy-to-follow style, game design teacher and practitioner Steve Swink demystifies this crucial, fundamental, and unexplored aspect of game design with case studies, fully interactive examples, and interviews with industry luminaries.



Web site

- Demystifies this aspect of game design with case studies and fully interactive examples
- Interviews with industry luminaries and in-depth examination of many classic games from a fresh angle
- Web site includes a fully playable interactive playset with ready-made tools for game designers

Oct 2008 | 9780123743282 | \$44.95 | €31.95 | £26.99 | Paperback



3D Game Textures, 2e

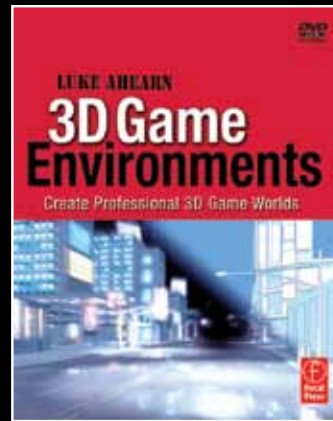
By Luke Ahearn

Teach your students how to create professional quality game textures with guidance from an industry expert. Everything from bricks to books can be created in Photoshop with this step-by-step instructional guide. This exciting new edition of *3D Game Textures* includes updated information on shaders, materials, and exercises and projects for educators.



CD-ROM

May 2009 | 9780240811482 | \$49.95 | €28.95 | £24.99 | Paperback



3D Game Environments: Create Professional 3D Game Worlds

By Luke Ahearn

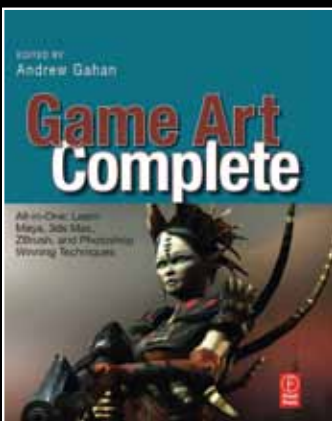
This book offers detailed, color tutorials on creating 3D models, applying 2D art to 3D models, and clear concise advice on issues of efficiency and optimization for a 3D game engine. Using Photoshop and 3ds Max as his primary tools, Luke Ahearn explains how to create realistic textures from photo source and uses a variety of techniques to portray dynamic and believable game worlds.



CD-ROM

- *The entire game world development process: from planning to modeling and texturing*
- *Exercises and projects to practice with: each section includes projects to practice creating different world genres*
- *CD with source art to practice with and use in your own projects, program demos, and plug-ins*

2007 | 9780240808956 | \$49.95 | €33.95 | £28.99 | Paperback



Game Art Complete: All-in-One: Learn Maya, 3ds Max, ZBrush, and Photoshop Winning Techniques

Edited by Andrew Gahan

This book offers a best-of collection of Focal's Game Art tutorials from an all-star cast of Focal Press authors. Topics cover rendering, rigging, texturing, and modeling across the major software programs used in game art today: Autodesk Maya, Autodesk 3ds Max, Adobe Photoshop, and ZBrush.



Web site

Autodesk 3ds Max, Adobe Photoshop, and ZBrush. The accompanying Web site offers companion files from the original texts.

- *The four cornerstone software packages for game art development all explained in one book*
- *Easy-to-follow steps with theory, explanations, and exercises*
- *"The best of" Focal Press for game art - top selling authors share their lessons, tips, tricks, and tutorials*

Oct 2008 | 9780240811475 | \$69.95 | €40.95 | £34.99 | Paperback



Digital Painting Techniques: Practical Techniques of Digital Art Masters

By 3dtotal.com

Now, students can discover the tips, tricks and techniques that really work for concept artists, matte painters and animators. Student and intermediate digital artists will be inspired by the gallery style collection of the finest examples of digital painting from world renowned digital artists. More than just a gallery book - each artist also provides an overview, with supporting imagery of how they made their piece of work.

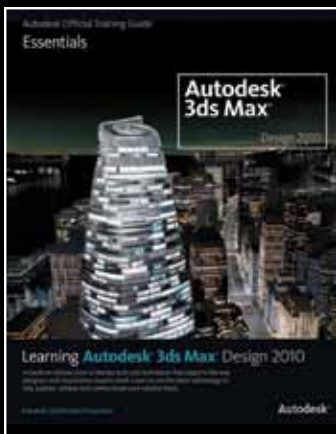


Web site

- *Professional digital painting techniques, such as speed painting, custom brush creation and matte painting*
- *World renowned digital artists provide step-by-step tutorials that explain the techniques*
- *Inspiration and technique in one digital painting book!*

Sep 2009 | 9780240521749 | \$49.95 | €33.95 | £30.99 | Paperback

3ds Max and Maya



Learning Autodesk 3ds Max Design 2010 Essentials

Autodesk

This book introduces new users to 3ds Max and the field of 3D architectural visualization - through client stories, professional interviews and real-world project scenarios. This step-by-step book provides users with the opportunity to become familiar with the tools used by professionals in 3ds Max and learn about the skills required



DVD

to enter the industry. Really two books in one, this book is a web based certification study as well as a project based 4-color book.

- OFFICIAL Autodesk 3ds max guide with authoritative content approved by Autodesk
- Full 4-color hands-on introduction to the key tools and techniques that support the way designers and visualization experts work
- Companion DVD includes project scene & support files, curriculum for certification prep, lessons including PowerPoint templates and Quizzes

Jun 2009 | 9780240811932 | \$49.95 | €28.95 | £24.99 | Paperback



Learning Autodesk 3ds Max 2010 Foundation for Games

By Autodesk

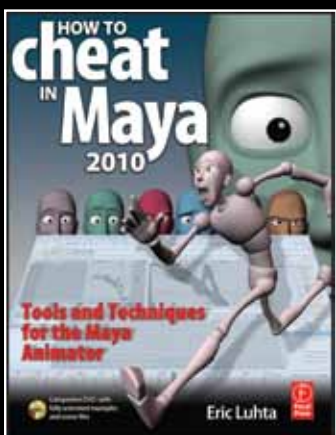
This book is the key to unlocking the power of Autodesk 3ds Max! Students will get hands-on experience with the innovative tools and powerful techniques available in the new version of 3ds Max, through all-new, project-based lessons. Projects will include valuable game assets and examples. Topics will include modeling, animation, materials, mapping, and rendering.



DVD

- Autodesk Official Training Courseware
- Project-driven format emphasizes core skills along with software training
- Valuable DVD including 30-day trial of Max 2011, bonus short films, demos, hotkey reference, free models from turbosquid (valued at \$160), and a free version of Sketchbook Pro (valued at \$199)

Aug 2009 | 9780240811949 | \$49.99 | €33.95 | £30.99 | Paperback



How to Cheat in Maya 2010: Tools and Techniques for the Maya Animator

By Eric Luhta

Take your animations to the next level with this essential guide to Maya 2010. Packed with character animation techniques and the secrets of professional animators, *How to Cheat in Maya 2010* provides the tips and tools to help you create high quality animation in the most efficient way possible.

- See "under the hood" of a professional animator's workflow with beginning and ending scene files for every technique and workflow example in the book
- Complete, step-by-step walkthroughs of essential techniques every animator needs to know
- Learn to apply these professional techniques to your own animations with the accompanying DVD

Dec 2009 | 9780240811888 | \$44.95 | €29.95 | £27.99 | Paperback



Maya for Games: Modeling and Texturing Techniques with Maya and Mudbox

By Michael Ingrassia

Artists will learn to produce next generation game assets to send their game artwork through the roof. Beginning with basic modeling before creating a complete scene and set design/game level. Each model in the book becomes an integral part of an overall theme viable in game development today.

- 8 exclusive video tutorials on advanced Maya techniques providing invaluable modeling, rigging and texturing samples
- In-depth video on assembling a "Killer Demo Reel" showing simple but effective video editing techniques
- Ingrassia not only teaches effective methodology, but provides the user with impressive content for producing effective demo reels and portfolios

Oct 2008 | 9780240810645 | \$49.95 | €29.95 | €26.99 | Paperback



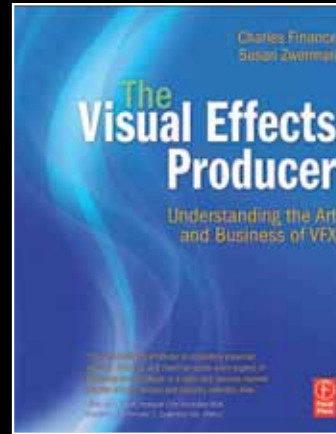
After Effects Apprentice, 2e By Chris and Trish Meyer

Get your students up to speed on *After Effects with After Effects Apprentice, 2e*. With 11 core lessons plus a hip final project that pulls it all together, students will learn how to tap this program's vast potential – whether they want to create motion graphics for network television, corporate communications, or their own work.



- All instructions, screen shots, Guided Tour video training movies, and project files updated for After Effects CS4
- More integration with other Adobe applications, including using After Effects with Illustrator, Photoshop and Flash CS4
- Free bonus chapters on the DVD from other books on Photoshop, Cinema 4D, Flash, and broadcast design

Jan 2009 | 9780240811369 | \$44.95 | €26.95 | £27.99 | Paperback



The Visual Effects Producer: Understanding the Art and Business of VFX

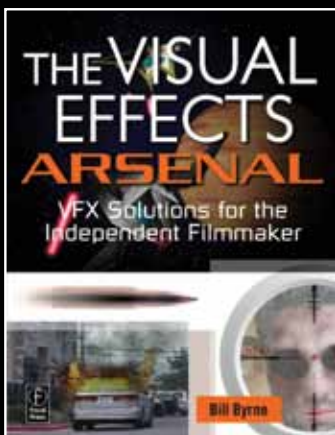
By Charles Finance and Susan Zwerman

From pre-production to final delivery, this is the complete guide to visual effects production, providing insight on VFX budgeting and scheduling (with actual forms for students' use) and common production techniques such as motion control, miniatures, and pre-visualization. Also included is a companion Web site with forms and documents that can be incorporated into VFX production workflows.



- Authors combined VFX production credits include *Dune*, *Bill and Ted's Excellent Adventure*, *Broken Arrow*, *The Arrival*, *Alien Resurrection*, *Men of Honor*, *George of the Jungle*, and *the Guardian*
- Industry-standard methods for effective VFX budgeting and scheduling, evaluating vendors, data management, legal matters, and more
- Interviews with established, successful Hollywood VFX Producers

Aug 2009 | 9780240812632 | \$39.95 | €33.95 | £19.99 | Paperback



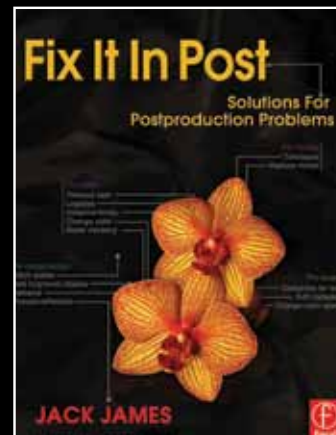
The Visual Effects Arsenal VFX Solutions for the Independent Filmmaker

By Bill Byrne

This essential toolkit provides techniques for creating effects seen in movies such as *300*, *Spiderman 3*, *Predator* and others. Students will gain quick-access to step-by-step instruction on how to create today's hottest digital VFX shots, organized in a "cook book" style.

- 4-color, step-by-step instruction for producing today's hottest digital VFX shots
- VFX techniques are presented in each of the most popular software tools
- Companion DVD contains project media files for immediate implementation of techniques learned

Apr 2009 | 9780240811352 | \$49.95 | €28.95 | €24.99 | Paperback



Fix It In Post: Solutions for Postproduction Problems

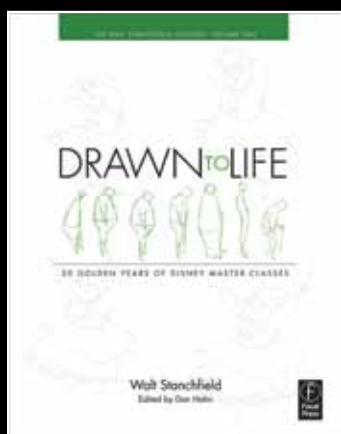
By Jack James

This book provides an array of concise solutions to the wide variety of problems that are faced by postproduction artists in the post process. With an application-agnostic approach, it gives proven, step-by-step methods to solving the most frequently encountered postproduction problems. Also included is access to a free, password-protected Web site that features application-specific resolutions to the problems presented.



- Concise solutions to a broad range of problems commonly encountered in postproduction
- 4-color presentation engages and provides vibrant visual guidance to solutions
- Application-agnostic approach provides solutions to problems regardless of the software being used

Mar 2009 | 9780240811246 | \$39.95 | €25.95 | €21.99 | Paperback



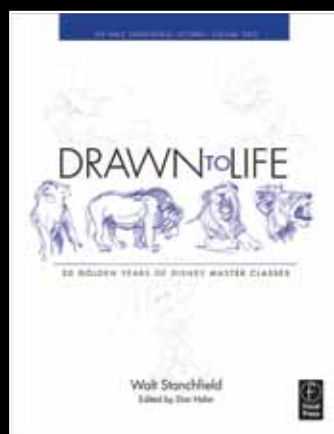
Drawn to Life: 20 Golden Years of Disney Master Classes, Volume 1

By Walt Stanchfield

Discover the lessons that helped bring about a new golden age of Disney animation! The first volume of this two volume series is packed full of illustrations from some of the top animators and focuses on techniques of drawing people.

- *Legendary lessons from the master Disney animator*
- *Packed full of illustrations from some of the top animators in the world including Brad Bird, Glen Keane and John Lasseter*
- *Offers in-depth advice and instruction on bringing characters to life*

Mar 2009 | 9780240810966 | \$29.95 | €20.95 | £17.99 | Paperback



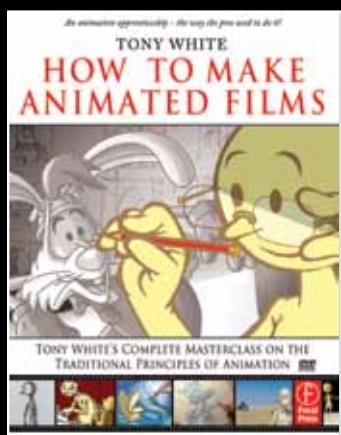
Drawn to Life: 20 Golden Years of Disney Master Classes, Volume 2

By Walt Stanchfield

Discover the lessons that helped bring about a new golden age of Disney animation! The second volume in this two volume series is packed full of illustrations from some of the top animators and focuses on the techniques of drawing animals.

- *Legendary lessons from the master Disney animator*
- *Packed full of illustrations from some of the top animators in the world including Brad Bird, Glen Keane and John Lasseter*
- *Offers in-depth advice and instruction on bringing characters to life*

Mar 2009 | 9780240811079 | \$29.95 | €20.95 | £17.99 | Paperback



How to Make Animated Films

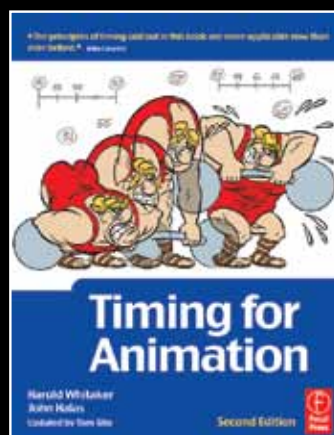
By Tony White

Now your students can also become Tony White's personal animation student! They'll experience many of the teaching techniques of the golden era of Disney and Warner Brothers studios and beyond...all from the comfort of your classroom. Whether students want to become a qualified animator of 2D, 3D, or Flash, Tony White's foundations bring them closer to that goal.



- *Follow Master Animator Tony White as he works at his animation lightbox, demonstrating difficult techniques like flipping, inbetweening and superimposition.*
- *Get the same results the Disney animators do with bare minimum technique and equipment.*
- *DVD offers a perfect audio/visual companion to the book with movies of the author at his drawing desk, creating art in front of our eyes*

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Timing for Animation, 2e

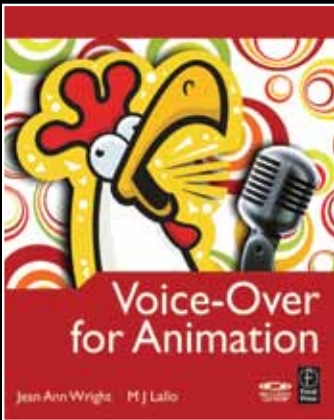
By John Halas, Harold Whitaker and Tom Sito

A classic of animation education since it first published in 1981, this book explains vital techniques that are employed by animators worldwide by using dozens of clear illustrations and simple, straightforward directions. Students will learn how animations 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.

New to this edition:

- *Now in full color!*
- *The new edition is fully updated by Tom Sito, animator of Beauty and the Beast and Shrek.*
- *Simple, no-nonsense instruction on digital production, digital storyboarding in 2D, digital storyboarding in 3D, the use of After Effects and much more!*

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CD-ROM

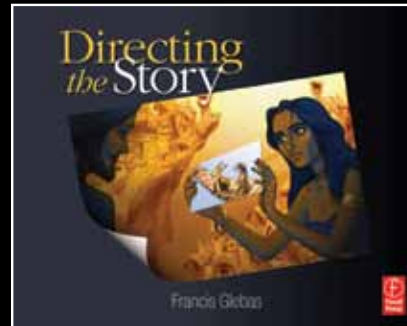
Voice-Over for Animation

By Jean Wright and M.J. Lallo

Guide animation and voice-over students through the animated voice-over world with information, exercises, and advice from the pros. They'll learn vocal exercise techniques to gain the versatility needed to compete, as well as how to make a professional-sounding demo CD, and find work in the field. CD included featuring interviews with Nancy Cartwright, Cathy Cavadini and Bill Farmer.

- Voice-over demo included on CD—students can model their own voice-over demo around the example
- Examples of voice placement for characters, to allow for practice of standard voices used in cartoons
- Standard cartoon dialects like British, Mexican, French, and East Indian dissected

Apr 2009 | 9780240810157 | \$29.95 | €20.95 | £17.99 | Paperback



Directing the Story: Professional Storytelling and Storyboarding Techniques for Live Action and Animation

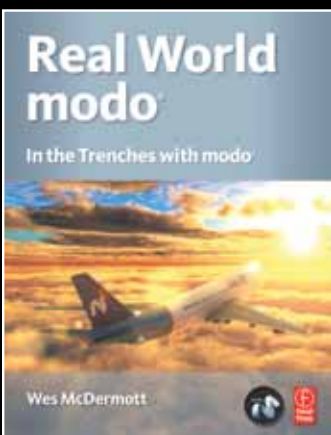
By Francis Glebas

Francis Glebas, a top Disney storyboard artist, shows

students how to reach the ultimate goal of animation and moviemaking by showing how to provide audiences with an emotionally satisfying experience. This book offers a structural approach to clearly and dramatically present visual stories. With Francis' help students discover the professional storytelling techniques which have swept away generations of movie goers and kept them coming back for more.

- Francis Glebas teaches artists a structural approach to clearly and dramatically present visual
- Teaches classic visual storytelling techniques such as conveying meaning with images and directing the viewer's eye
- Shows how to spot potential problems before they cost time and money

Oct 2008 | 9780240810768 | \$39.95 | €25.95 | £22.99 | Paperback



Web site

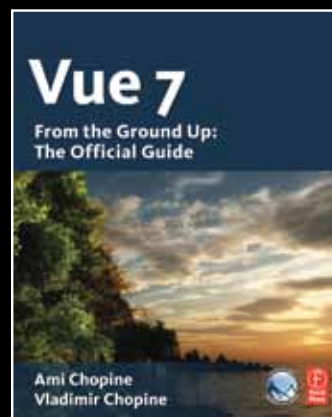
Real World modo: The Authorized Guide

By Wes McDermott

Now your students can explore one of the most exciting 3D tools on the market with this Luxology-approved guide. Students will learn to apply the revolutionary, artist-friendly modo toolset with its powerful 3D rendering engine to their project workflows. Luxology insider Wes McDermott provides real world observations and valuable tips and tricks all in one place - an invaluable resource for any digital artist.

- Written from an artist's perspective: key principles and techniques are explained with creativity as well as precision, not like a software instruction manual.
- Includes captivating 3D imagery, industry insight, real world observations, and valuable tips & tricks.
- Companion site features video walkthroughs for each chapter

Aug 2009 | 9780240811994 | \$49.95 | €35.95 | £30.99 | Paperback



Web site

Vue 7: From the Ground Up: The Official Guide

By Ami and Vladimir Chopine

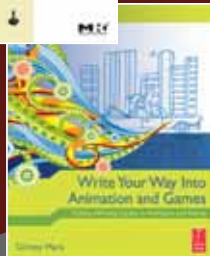
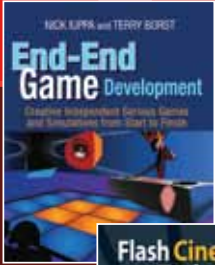
Ami and Vladimir Chopine, from GeekAtPlay.com, guide students through 17 stand-alone tutorials, each with a different focus on the key components of Vue. The companion Web site includes brand new video tutorials from Geekatplay.

- Covers such features as the function editor, the new Metanodes, software integration, and Python scripting
- A companion Web site which includes project files, images, atmosphere settings, materials, models, image maps, and animations

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Animation/Game Textbooks **Spring 2010**

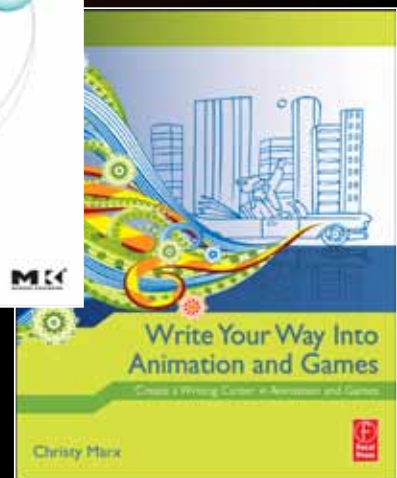
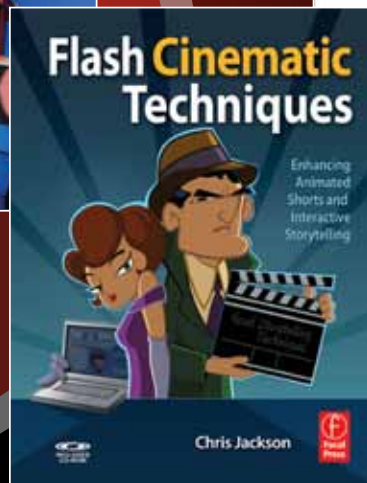
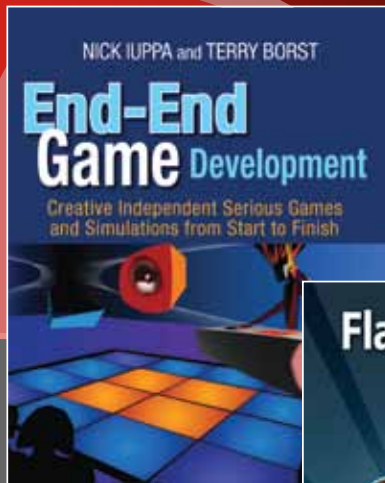
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