



Gardner's Guide to Pitching and Selling Animation (Gardner's Guide series)

Shannon Muir

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From brainstorming the first idea to making an actual sale, this resource covers the ins and outs of animation development. Whether deciding what format is best to present ideas, explaining how to get the chance to pitch a concept, or discussing how to deal with the outcome—positive or negative—this book serves as a toolkit for those trying to find a place in the animation industry. Expert interviews and case studies follow several ideas through the development process, and there is information on half-hour programs, webisodes, feature films, and short films. For students and professionals alike, this is a comprehensive guide to making a successful pitch and selling an animation concept.

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