



Animation Development: From Pitch to Production

By David B. Levy

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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.

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Animation Development: From Pitch to Production By David B. Levy Bibliography

- Sales Rank: #226967 in Books
- Brand: Brand: Allworth Press
- Published on: 2009-09-08
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x 6.10" w x 6.00" l, .87 pounds
- Binding: Paperback
- 256 pages

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Editorial Review

About the Author

David Levy is the author of *Your Career in Animation: How to Survive and Thrive*, the first career guide for animation artists working in North America. Levy has been an animation director for six series to date, including *Blue's Clues*, *Blue's Room*, *Pinky Dinky Doo*, *The Electric Company*, and *Assy McGee*. On his own, Levy has completed six, award-winning independent animated films. Levy has served as President of ASIFA-East since 2000. He teaches animation at Parson's School of Design, The School of Visual Arts, and New York University's Tisch School of the Arts. He regularly lectures at Pratt Institute and the Rhode Island School of Design. In 2007, David Levy signed a development deal for his own series creation and developed a TV property for an independent producer.

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