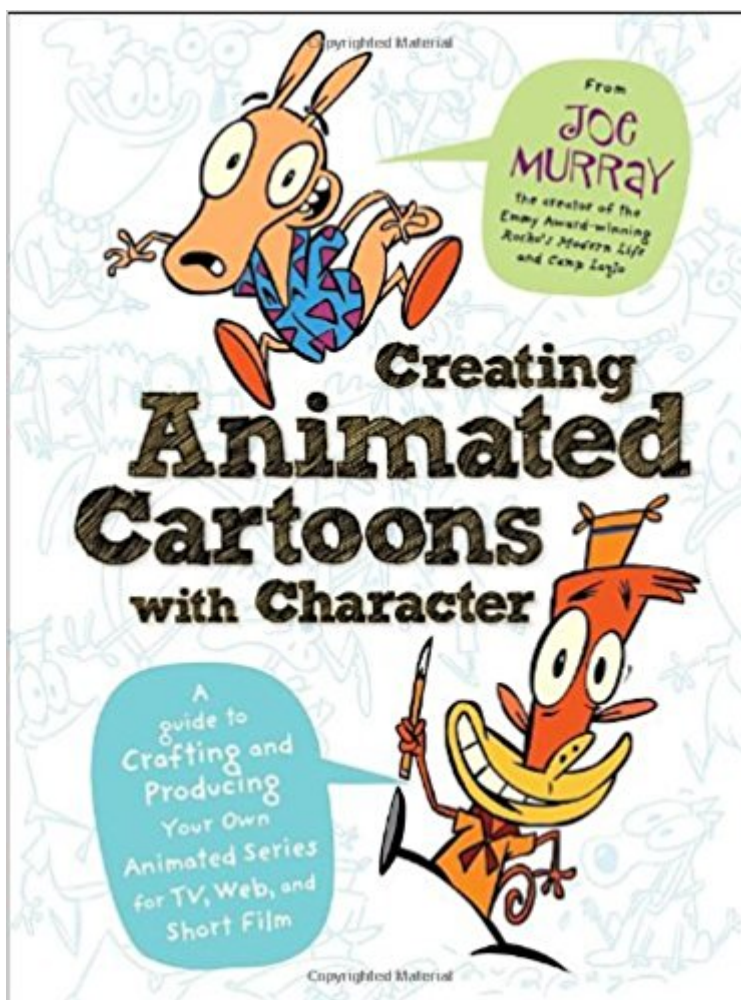


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Creating Animated Cartoons With Character: A Guide To Developing And Producing Your Own Series For TV, The Web, And Short Film



Synopsis

From the Emmy Award-winning creator of *Rocko's Modern Life* and *Camp Lazlo* comes *Creating Animated Cartoons with Character*, a comprehensive, fully illustrated guide to creating and producing a successful animated series for television, short film, and the Web. Joe Murray offers his substantial wisdom and expertise — honed from more than twenty years in the business — in creating and producing characters and stories in an authoritative yet conversational narrative that answers such questions as: How do you create good characters? How do you conceive the world they inhabit and tell their stories? And once you've breathed life into your ideas, how do you successfully pitch your series to a network? This book won't tell you what characters to create or how to draw them. What it will do is guide you in discovering and exploring your own creative sweet spots and help you to navigate the process that links your unique artistic vision with the realities of producing a commercial cartoon. Packed with art and photos from Murray's many film and television projects, as well as behind-the-scenes anecdotes and insider advice from such highly successful contemporaries as Steve Hillenburg (*SpongeBob Squarepants*), Everett Peck (*Duckman*), and Craig McCracken (*The Powerpuff Girls* and *Foster's Home for Imaginary Friends*), this book explores in detail the importance of character and story hooks; how to put together pitch materials; what goes into producing a series pilot; and how to build the best creative team to produce your show. Whether you're an aspiring cartoonist, experienced animator, hardcore fan, or you simply like to draw and tell stories, *Creating Animated Cartoons with Character* is the ultimate entrée into the world of animated cartooning from a master of the craft.

Book Information

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Customer Reviews

JOE MURRAY is an author, illustrator, animator, and filmmaker most widely known for his two hit animated shows, *Rocko's Modern Life* and *Camp Lazlo*, both Emmy winners and with global fan bases in the millions of viewers. He has written and illustrated three children's books, including *Who Asked the Moon to Dinner?* His production studio in Southern California has been in business for over 25 years. Visit Joe online at www.joemurraystudio.com.

This book wasn't completely what I was expecting, but that didn't make it any less useful for what I looking for. This book is more about the nature of character designing in the field of animation rather than a book for teaching you little exercises to make use of to help you improve. With most of Murray's animated creations being some of my favorite cartoons, I thought it would be worth it to buy this book and read what he had to say on a field of art that I've debated on jumping into. Joe Murray does a great job with providing awesome info and advice for any newbie looking to get into the world of animation or for any experts too that are looking for the answers to whatever questions they've longed for the answers to. Along with Joe's knowledge, this book also has some advice from a number of other well-known animators such as Craig McCracken and Steven Hillenburg. This book is a worthwhile read for up and coming animators of varying skill, fans of Murray, or just hobbyists that just want to learn more about their favorite way to tell stories. I quite recommend it.

Animation is a woefully little-examined field, and while nowadays several animators often write or blog about their experiences and techniques, it's much more difficult to find a streamlined, straight-forward examination of the entire process. Joe Murray, creator of hit shows *Rocko's Modern Life* and *Camp Lazlo*, does exactly that. With a clear, comprehensive style, visual record, and insightful Q&As with other big-name animation experts, Murray pretty much answers every possible question one may have along the lines of developing a cartoon from the ground up. Pitching, design, character, scheduling, working with networks - everything is explained in as much detail as possible. There are some moments early on where the details are skipped, like how he moved on from local comic-newspaper artist to a full-fledged studio, but the details are about the network cartoon business, not so much his life before then. I would say that the only issue I have is that there's a heavy use of metaphors, and while I understand it has such a writing trope to help the

younger or the unfamiliar understand the business better, Murray is clear and concise enough with his initial explanations of events that it makes such analogies moot. If you are curious about the business, eager to pitch your own cartoon, or looking to work in animation in any format, I would highly recommend this. Very down-to-earth and approachable, informative without being condescending, and - well, let's be frank: it's the entire approach by the guy who created one of the best animated shows in mid-90s. That alone makes it a must read.

From the master who created *Rocko's Modern Life* it's a more laid back modern spin on how to get animating & create something people will actually enjoy. It's also broken down into easy to understand sections & reads like you're talking to an old friend giving you advice & wanting you to succeed

Disclosure: I worked for Joe on one of his shows, and this book reminds me how great that time was. First, this book is an amazing snapshot of the industry, and all the mechanics running deep below the surface-- Things not evident to the staff, even. This book is also a precise and lucid step-by-step guide to one of the most harrowing situations in entertainment. Having struck gold twice, Murray has a sober understanding of what happens, what never happens, and how you need to understand and re-tool yourself as things inevitably change. I'm going into this process now, and it's making all the difference that having the lights on would make if I was in a strange building, with dogs chasing me. It's also a passionate treatise on retaining your artistic passion, and your courage-- Which is really really hard in this industry. He gives advice on how to avoid being crushed by the network juggernauts, or where to go if you'd rather have nothing to do with them. This book does the astounding trick of granting the reader years of experience, like some sort of magic wand. Joe Murray has the understanding and clear writing ability to make it all seem relatively simple.

For those who haven't caught on yet, this book was written (brilliantly, I feel) by the great Joe Murray, creator of the hit shows "*Rocko's Modern Life*" and "*Camp Lazlo*". I got my copy of this book the other day and was shocked at how thick it actually was! My immediate thought was that it would be filled with big pictures and sparse text; a pleasant surprise awaited me as I flipped through it. It's much more dense and thorough than I expected. The book is actually very well thought-out, entertaining, and informative. The pictures that are included (which are sized just right, not just filler) pertain to the text and are really quite inspiring. A bit on the content: Mr. Murray starts with a brief Bio that includes some great illustrations from earlier in his career, followed by a very brief animation

history lesson. This is a great way to start the book, since you can't know where you're going if you don't know where you've been. He commences to plow forward by picking his brain about his own process in creating characters and stories, following them from initial kernel of an idea in your head to getting them on paper to creating personalities to pitching your idea, preparing a mini-bible for the pilot, producing the pilot, taking it to series, maintaining your sanity when this is your life day in and day out for years, etc. He does a fantastic job of illustrating the realities of the business while still infusing plenty of his creativity. His thorough commentary provides a step-by-step insight into what to expect (and prepare yourself for) in the creation of a television animation series. The icing on the cake? Mr. Murray also includes several interviews with other series creators and talents, picking their brains about their own process and insights on the industry. I cannot recommend this book enough for both creatives and fans of cartoons! :^)

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