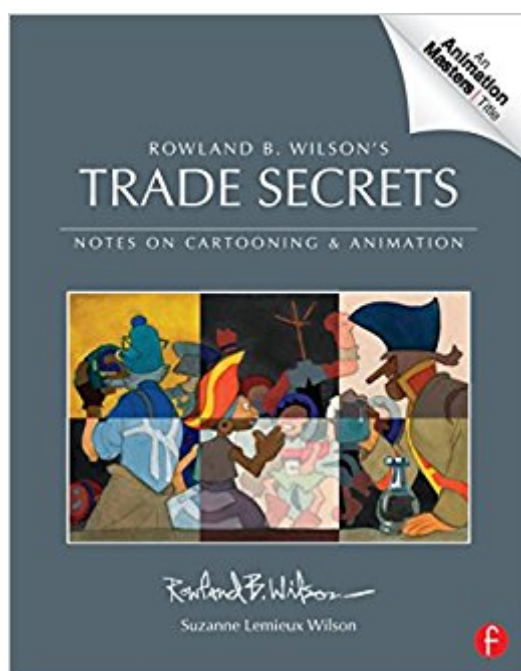


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Trade Secrets: Rowland B. Wilson's Notes On Design For Cartooning And Animation (Animation Masters Title)



Synopsis

Animation doesn't come with instructions; Rowland B. Wilson demanded guidelines. Trade Secrets offers a never before published peek into the personal journals of Rowland B. Wilson (1930-2005), a legend in the world of Cartooning, Advertising, Illustration and Animation. Trade Secrets is a compendium of tips, tricks, philosophies and techniques garnered over a lifetime of professional animation and artistry. Study one-on-one with a mentor whose Walt Disney film credits include The Little Mermaid, Tarzan, Atlantis and Treasure Planet. These writings represent the quintessential refresher for fine artists and animation professionals, and are vital tutorials for students who are now poised to be part of another new generation in the art form. Have a seat and let an amiable, respected mentor reveal his keys to success. Develop your professional creative toolset with a focus on foundational animation techniques. Inspiration in your pocket; Trade Secrets includes a digital pocket guide, filled with charts and diagrams as well as helpful tools and tips.

Book Information

File Size: 121127 KB

Print Length: 321 pages

Simultaneous Device Usage: Up to 4 simultaneous devices, per publisher limits

Publisher: Focal Press; 1 edition (September 10, 2012)

Publication Date: September 10, 2012

Sold by: Digital Services LLC

Language: English

ASIN: B009P2YERO

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

Best Sellers Rank: #362,471 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #59

in Kindle Store > Kindle eBooks > Arts & Photography > Graphic Design > Cartooning #131

in Books > Arts & Photography > Drawing > Cartooning > Anime & Cartoons #225

in Kindle Store > Kindle eBooks > Computers & Technology > Digital Media

Customer Reviews

This book is more densely packed with useful information than any other art book I've read. The only other book which can compare would be Richard Williams' *The Animator's Survival Kit*, and, frankly, Rowland Wilson's book is better. You name it, he writes about it. Composition, drawing, painting, light, color, staging... The one problem is that it's positively overwhelming. I tend to open up new art books and try to read them all in one go. That's just not possible with this one. Weeks later and I'm still reading and re-reading. It's richly layered with content and more illustration than text. As the song goes: "This book is all that I need...how to, how to succeed!"

Since this book is mostly straight from Rowland b. Wilson's personal notes, things that are explained aren't always crystal clear. It's rather cryptic and takes effort to understand so it's not the most straightforward book but interesting nonetheless. I wouldn't recommend it as an essential, but I would for collectors or more experienced artists.

Thankfully the five stars are for the content.* This isn't one of those anyone can paint type of books that a company like North Light publishes (or worse, Christopher Hart). This is a book about systems and applying them to make your work better. It's an involved read and it's demanding. The best description would be textbook. I've gone through it once and have had to put it aside. I'm going to take it up again (slower, this time) because I know the information is valuable and should be learned. Thanks to the authors and to my daughters who gave me the gift card that allowed me to buy it.*If I was giving a review for the cover I'd give the book no stars. For such an excellent and expensive book, you would think that the publisher would have spent some money on a better stock.

If Tom Sito can't convince you - I'll try. This breaks down cartooning and animation into their essential processes needed to get it done. It uses examples from Playboy, Esquire, and Disney Animated films. The information on NOTAN and color is worth the price of the book alone. Last night, Disney Junior ran "The Hunchback of Notre Dame" -- and you could see Wilson's Esmeralda animated. The animation popped with the illusion of life. Buy this and enjoy. I have to track down the adventures of Captain Pistol and his pirates who sail on the Sea Mutt.

I had this on my wish list for ages. Glad I finally ordered it. It has so much info on everything from color to composition to caricature... not just animation. Lots of really cool drawings and charts. I wish whoever had laid out the book made the charts and drawings bigger though. They left all this white

space around the edges and made the charts smaller. Hard to read. But this is a fascinating book. A man's notes and discoveries about art and... everything.

This book is good for animation history buffs and those who want to study the masters to see how they put their animation work together. It has some interesting examples of workflow, a lot of excellent advice on color design and some good stories about the masters of animation, but if you're looking for technical advice on how to actually animate, this is not the book for you. The writing is fine, if a bit heavy on trying for artistry. The book is very heavy on color design, textures, mood and lighting, setting up storyboards and dope sheets, planning and character design and very light on actually making characters move. I bought the online Kindle version while sitting in the airport and read it on the plane during an overseas flight. I didn't regret buying the book because I did get some good info out of it on color and character design, but I won't be buying a hard copy for my library.

An outstanding documentation of the infrastructure of animation, cartooning and illustration. This book is geared for those who really want to know more about the in-depth side of the trade, specifically the fundamentals of color, design, setting the scene, and craftsmanship that substantiate unforgettable visual solutions. Would love to have seen a little more art in the gallery section, but love the detailed behind the scenes disclosure.

I would say that this book is geared more towards professionals than students, although there is an immense amount of knowledge in it, not all of that knowledge is explained very well. These are the NOTES of a professional artist, collated into a book form.

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(Animation Masters Title) Periodical Title Abbreviations: By Title (Periodical Title Abbreviations: Vol. 2: By Title) Cartooning: Cartooning 1: Learn the basics of cartooning (How to Draw & Paint) Elemental Magic, Volume II: The Technique of Special Effects Animation (Animation Masters Title) Animated Life: A Lifetime of tips, tricks, techniques and stories from an animation Legend (Animation Masters) 200 Beading Tips, Techniques & Trade Secrets: An Indispensable Compendium of Technical Know-How and Troubleshooting Tips (200 Tips, Techniques & Trade Secrets) Resume Magic, 4th Ed: Trade Secrets of a Professional Resume Writer (Resume Magic: Trade Secrets of a Professional Resume Writer) Animation Lab for Kids: Fun Projects for Visual Storytelling and Making Art Move - From cartooning and flip books to claymation and stop-motion

movie making (Lab Series) Animation 1: Learn to Animate Cartoons Step by Step (Cartooning, Book 1) Periodical Title Abbreviations: By Abbreviations (Periodical Title Abbreviations: Vol. 1: By Abbreviations) By Malcolm Rowland - Clinical Pharmacokinetics and Pharmacodynamics: Concepts and Applications (4th Edition) (12/29/09) Designing Detroit: Wirt Rowland and the Rise of Modern American Architecture (Great Lakes Books Series) Structural Analysis and Synthesis: A Laboratory Course in Structural Geology 3rd (third) edition by Rowland, Stehen M., Duebendorfer, Ernest M., Schiefelbein, I published by Wiley-Blackwell (2007) [Spiral-bound] Bach J.S. - Six Cello Suites, BWV 1007-1012 - transcribed for Viola - by Simon Rowland-Jones Peters Rowland Bingham: Into Africa's Interior (Christian Heroes: Then & Now) Rowland Pocket Guide to Ottawa Graphic Design Success: Over 100 Tips for Beginners in Graphic Design: Graphic Design Basics for Beginners, Save Time and Jump Start Your Success (graphic ... graphic design beginner, design skills) DISNEY'S ART OF ANIMATION Disney's Art of Animation #1: From Mickey Mouse, To Beauty and the Beast The Complete Animation Course: The Principles, Practice and Techniques of Successful Animation Stop Motion: Craft Skills for Model Animation (Focal Press Visual Effects and Animation)

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