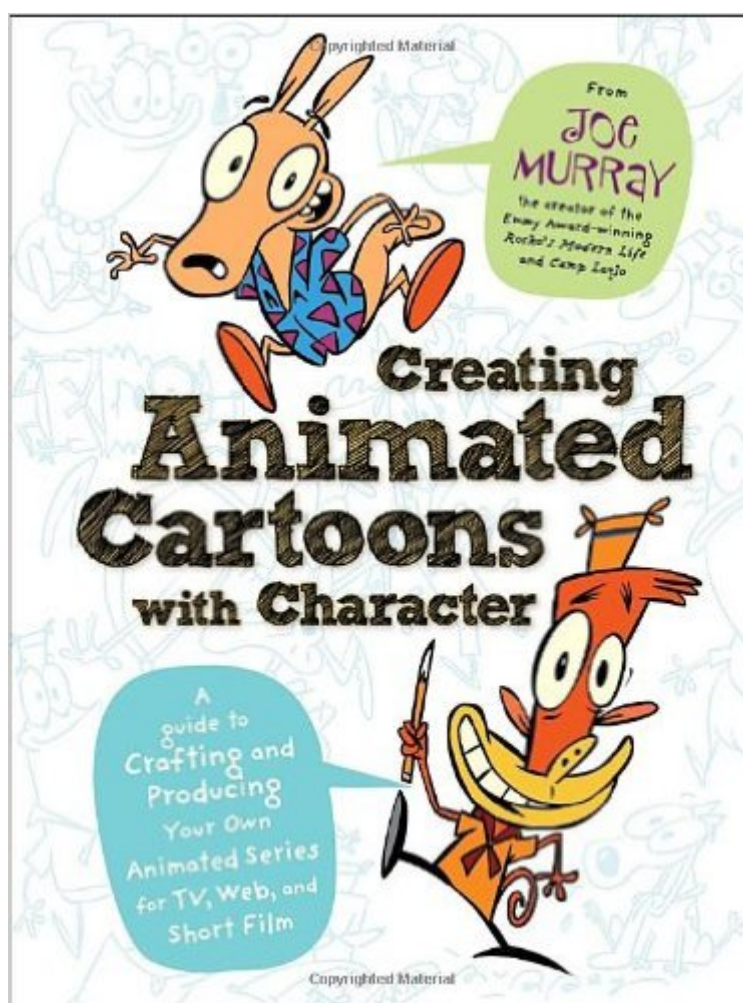


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# Creating Animated Cartoons With Character: A Guide To Developing And Producing Your Own Series For TV, The Web, And Short Film



## 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

Of course most of you reading this are interested in animation, and some of you may even dream of making your own animated television show someday. I know I do. I've had that dream since I was seven, and I've been working toward my goal by animating since I was ten. Unfortunately, even if you think you have a good concept for a show, you have no idea how to get it made, so your idea will probably just sit in your brain and you'll eventually take it with you to the grave. Or at least, that's how it used to be. Luckily, the creator of Rocko's Modern Life and Camp Lazlo wrote a book that can help. Now you can know everything you ever wanted to, thanks to Joe Murray's *Creating Animated Cartoons with Character: A Guide to Developing and Producing Your Own Series for TV, the Web and Short Film*. (Goodness me, that's a long name for a book). *Creating Animated Cartoons with Character* give readers the insight into what goes into creating an animated series from concept to bible to pitch to production, all using examples from Murray's own career as well as those of his friends, such as Stephen Hillenberg, the creator of *SpongeBob SquarePants*. Will you need an agent? Will they steal your ideas? The answers to questions every aspiring creator has are answered here. This book will force the reader to examine his or her motivation for attempting to make an animated series, as well as giving the reader a realistic idea of what to expect, or rather, what not to expect. Murray brilliantly explains how to create likeable characters and how to prepare a pitch. He also offers practical advice that can be used in just about any job, like not being a jerk and keeping your ego in check.

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