

Commercial Corner



Image courtesy of Les Productions Pascal Blais.

Toon Boom Technologies' latest offspring Toon Boom Studio has taken giant steps into the animation industry. As of version 1.0, many professional animation houses adopted Toon

Boom Studio as an ideal low-end solution for short form productions for the web and beyond. Most noteworthy is award-winning Montreal studio Les Productions Pascal Blais. They teamed up with Oscar nominee

Cordell Barker to craft a series of television ads for Coca-Cola using Toon Boom Studio 1.0.

They chose Toon Boom Studio because the project called for a cut-out animation style with a pronounced vector line quality, what Cordell calls "a fresh new Internet look." But numerous Toon Boom Studio features like the 3D stage, the camera, the flexible color editing and the easy template reuse system made Toon Boom Studio the right choice for their production. Working with a limited amount of drawings they took full-advantage of the Toon Boom Studio peg system to lay out elements in depth, move, scale and rotate characters and props, design camera moves and create overall very dynamic, lively pieces.

If Toon Boom Studio 1.0 was already primed to tackle such types of productions, the recently released Toon Boom Studio V2, packed full of improvements and new features, is sure to come out the uncontested champion.

Schools on Board

Griffith University, Queensland College of Art, offers a three year Bachelor's degree in character animation, and in fact is still the only degree program in animation in Australia. The program has been running since 1983 and is highly regarded by the animation industry. Over the years, graduates have established successful careers for themselves at Disney Studios in Sydney as well as at other renowned studios around the world. Several past students have established their own studios, including Liquid Animation (<http://www.liquidanimation.com>). With the recent addition of USAnimation to their offerings, QCA lecturers and students are quite pleased. "The work is progressing really well and the students are excited to be using a world class professional program", commented Kevin Roper,

program lecturer. According to Kevin, the intensive training they offer on USAnimation not only rounds-out their traditional education, but also prepares them for alternative career paths as USAnimation operators. "This particularly suits those students who find that the daily grind of keeping up with the output of drawings doesn't suit them, but working with a great software doing scene planning does!" For more information on QCA, see <http://www.gu.edu.au/school/qca/index.html>.

Concordia University in Montreal offers a full bachelor's degree in animation. The Program aims to develop students' classical animation skills, while encouraging them to experiment with a variety of tools and techniques. In terms of digital animation, the software applications

selected for the program must empower students with innovative creativity tools while respecting their needs as animators. Since January 2002 students enrolled in the Animation for the Web course have had the opportunity to work with Toon Boom Studio. The software has proven to be a useful teaching tool, not only because the interface is simple and intuitive, but also because it duplicates in digital form all of the tools that animators are familiar with and use in a traditional studio. Ultimately, Toon Boom Studio has proven instrumental in allowing students to develop their filmmaking skills, and preparing them to produce content for the Web. Throughout the winter session students produced a number of short animated sequences that you can see on the following website www.gregoryhouston.com/concordia.html, click on student films.

Dazzling the Conference Circuit

This year's MIFA conference was as successful as its location, Annecy, France, is beautiful. Our booth bustled with activity and we had the opportunity to meet with customers and exchange news, and in the process we got to meet a number of new and interesting animation folks from around the world. The software instructors were busy presenting demos of both Toon Boom Studio and USAnimation; people were greatly impressed by our products' performance!

July is a busy month for conference going folks. First, we'll be at **Flash Forward 2002** at the New Yorker Hotel in New York, where we will be giving a presentation on how Academy-Award winning studio Pascal Blais used Toon Boom Studio to produce a series of "Flash-style" ads for Coca-Cola. This presentation "Get Behind the Camera... ACTION" will be held on July 12, 2002, from 10:15 to 11:15. Come by and hear lead-

animator Jesse Giroux describe how they put Toon Boom Studio to work.

Coming up also in July, we're headed to the show-of-shows, **Siggraph 2002** in San Antonio, Texas. We'll be offering complete demos of Toon Boom Studio and USAnimation at our **Hyatt Regency San Antonio** suite. We will also be presenting demos at the Hewlett Packard booth #13078, and also at the WACOM Technology Corporation Booth #15089 at the Henry B. Gonzalez Convention Center. Drop by and you will qualify for a 20% discount on Toon Boom Studio! We will also be serving up cocktails and conversation at 5pm July 23, 2002 in our suite at the Hyatt Regency. **Come and join us!**

Toon Boom Studio Awarded!



Toon Boom Studio won the Apple Design Award for "Best Mac OS X Application" and came in runner-up for "Most Innovative



Mac OS X Application". And, with a second consecutive 4-mice award from MacWorld, it is clear that Toon Boom Studio is the tool of choice for creators and producers of 2D animation for the web and beyond.

Animating for a Better World - On the Road with Joan Vogelesang

Toon Boom COO Joan Vogelesang spends most of her time on the road, which gives her the chance to meet interesting and fantastic people from all over the world. While on a recent trip to India, she met with the people at jadooWorks who are using part of the proceeds from their project Gopal to help feed needy children. For more information on Gopal and the project it is helping to fund, see Joan's article in the July issue of Animation Magazine.



Image courtesy of jadooWorks

Technology News

USAnimation V6

Our hard work continues on to the next turn in the USAnimation revolution, V6 and the **Stage Module**. Like the Sceneplanning Module in V5, the Stage Module offers new production possibilities and improves the efficiency of animation operations. The Stage Module integrates the Camera, X-Sheet and Sceneplanning modules into one uniform interface so that you can easily plan the timing and layout of elements, move, rotate, and scale elements and cameras over time with Sceneplanning pegs, and create advanced camera effects with instant feedback!

However, before V6, we will release Service Pack 2 for USAnimation V 5.4, which provides support for new scanners, including Fujitsu fi 4750C, and Ricoh IS330 and IS450. In addition to additional scanner support, this release brings improved

functionality to your finger-tips, providing the user with drop-colors while scanning in real-time!

Toon Boom Studio V2

Toon Boom Studio V2 for Windows was released to appreciative fans May 23, 2002. Building on the highly-praised and award-winning foundations of v.1, Toon Boom Studio once again redefines the way 2D animation for the web and beyond is produced.

V2 extends the power and innovation of v.1 by offering a number of new features, including texture painting, color transform and clipping effects, visual library browsing and editing, improved vector control, among others. Freelancers, web designers, ad and short-form broadcast producers all confirm that V2 provides the best creativity tools,

productivity control and workflow integration available on the market.

Eric Wittman, Director, product management, Macromedia says: "Toon Boom Studio is a great complement to Macromedia Flash MX, due to the seamless integration between both products. Toon Boom Studio is a natural drawing and painting extension to the powerful features in Macromedia Flash MX."

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Customer News

Character Builders is a full-service traditional animation studio specializing in high-quality animation for feature films, television, and commercials. Since its foundation in 1986, the studio has contributed everything from character designs and storyboards to finished animation for entertainment projects such as "The Swan Princess", "Space Jam", and "Ren and Stimpy". Most recently, Character Builders produced and directed two major direct-to-video features.

Character Builders uses **Toon Boom's** USAnimation primarily for color styling on direct-to-video projects. Background color correction, character color palettes, and effects are finalized for the entire film before being sent to overseas production facilities.

Additionally, they use the 3D Sceneplanning module to previsualize complex camera moves while the picture is still in story reel form. Using mocked-up layout elements, sophisticated multiplane camera moves are tested and adjusted before actual production begins, allowing layout artists to concentrate on the less technical aspects of the scene.

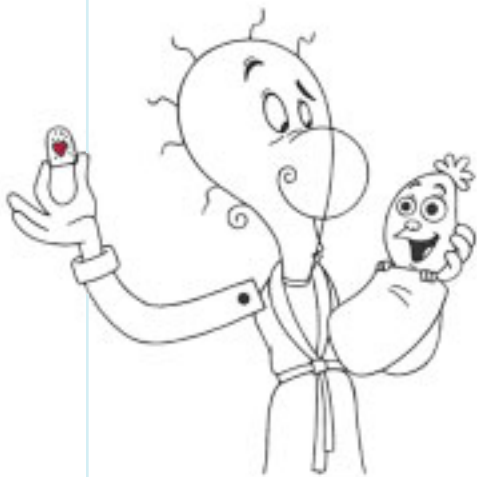


Image courtesy of Character Builders

Character Builders produced a short film in 1999 called "The Indescribable Nth", which utilized all of the components of USAnimation, from x-sheet to rendering the final film frames with camera moves. "The Nth" has earned many awards on the festival circuit and was short listed for the Animated Short Film Academy Award in 2000. You can watch the film in its entirety (9 minutes 30 seconds) at www.atomfilms.com.



Image courtesy of Sunwoo Entertainment

Based out of Seoul, Korea, with an LA office, **Sunwoo Entertainment** is known for providing quality animation services to producers worldwide. Their studios, Sunwoo Animation, Grim-saem, and Anivision Korea, are responsible for animation production and Sunwoo Digital International provides all of the inking and painting. Some of their recent USAnimation projects include Nickelodeon's "Invader Zim," Klasky Csupo's "Rocket Power," and Paramount's upcoming "Wild Thornberrys" movie. They also house Sunwoo Productions, a live-action commercial and feature film company, which shoots hundreds of commercials yearly for clients such as Coca-Cola and Hyundai.

The company most recently formed a flash animation and 3D division, which produces series for outside producers as well as their own full-entertainment website, Enpop.com. Sunwoo continues to expand their creative forces by developing and producing original content for the domestic and international markets. Several new TV series in the works include "Aachi & Ssipak," "Space Hip Hop Duck" and "BBOT Vs. the Alien Posse." Sunwoo is also in production with "Sick Thing," a co-production web series with Nickelodeon UK.

The first graduating class of **Cegep Du Vieux Montreal** has passed the grade and completed their studies. The final work of graduates from the classical animation program was screened to an enjoying audience. Twenty-one talented, young artists showed films, ranging from 45 seconds to 3 minutes, featuring many different animation styles and techniques all produced with USAnimation. Cegep du Vieux Montreal is one of Montreal's foremost educational institutes using USAnimation.

Congratulations go to **Mercury Film Works** and **Studio B** for the LEO Awards they won this past May 2002 for their show, Yvon of the Yukon. Winning for Best Program and Best Director (Greg Sullivan, Chariots of Ice) in the Youth or Children's Program or Series category, the show is produced by Kathy Antonsen Rocchio, with executive producers Blair Peters and Chris Bartleman, using USAnimation. Again, congratulations for your excellent work!



Image courtesy of Mercury Film Works and Studio B

Decode Bangladesh has renamed its animation division to **Green Field Toons**, heading off potential confusion with Decode Entertainment.

Focus on Russia

Our Russian distributor **SVGA**, based in Moscow, has been hard at work introducing their country to the features and benefits of USAnimation. Thanks to their hard work and the selling features of USAnimation, they have won over quite a few converts, including VGIK, FAF Entertainment and Soyuzmultfilm.

Founded in 1919, **VGIK** is the oldest higher cinema school in Europe. Founded by director and artist Ivan Ivanov-Vano, the animation teaching tradition in VGIK is over 60 years old. Today masters of modern animation are preparing a new generation of animation directors and designers. Devoting a lot of attention to classical animation, they also teach students up-to-date computer programs, non-linear editing and other disciplines. Every student of the animation and computer graphic direction workshop creates two films during the five-years they are enrolled in the program. VGIK's students are currently producing a classical animation project, "The Thief of Bagdad", using USAnimation V5. A story of magic, love, and the mythical Phoenix, the imagery coming from these students is quite impressive.

Founded in 1992, **FAF** in Moscow specializes in producing animated, live-action and documentary films. So far the studio has created two full-length and several short animated features, including "Inside the Moon", "The Magic Flute", "The Socks of the Big City", and "The 3 Suns".



Image courtesy of VGIK

FAF has received acclaim both in Russia and abroad and has received numerous awards for its animated features.

With increasing demand for high-quality output in shorter time periods, FAF turned to USAnimation for help. "We were looking for optimal technologies to be used in our new full-length animated project called 'The Amazing Adventures of Forrest People'", says Svetlana Grossu, Animation Director, and in USAnimation they have found the best!

Also based in Moscow, film studio **Soyuzmultfilm** was established in 1936 and has a full production team and for the development of 2D and 3D films, games, and promotional material. For the last 66 years, Soyuzmultfilm has created more than 1500 animated, developing an international reputation in the process. They installed USAnimation in January 2002 for the development of several major productions. We look forward to seeing their work!

User tips

- If you select a pixmap image when working in the USAnimation Sceneplanning module and you find the grid with small squares too busy to see your pixmap easily, remember that you can use the "x" hotkey to toggle between the grid with squares to a simple X superimposed on your image.
- Here's a tip for our Linux system administrators: RPM can deal with more than one package at a time. This means that you can install, uninstall or query more than one package at a time. For example, you can install nVidia driver files in one shot with the following command: `rpm -Uvh NVIDIA_kernel* NVIDIA_GLX*`. Just make sure you install the kernel package first!

For additional tips, please check out the [USAnimation FAQ](#) and [Users Group in the Support section of the USAnimation web site](#). For updated [Technical Instruction Checklists](#), visit the [Online Manual section](#).