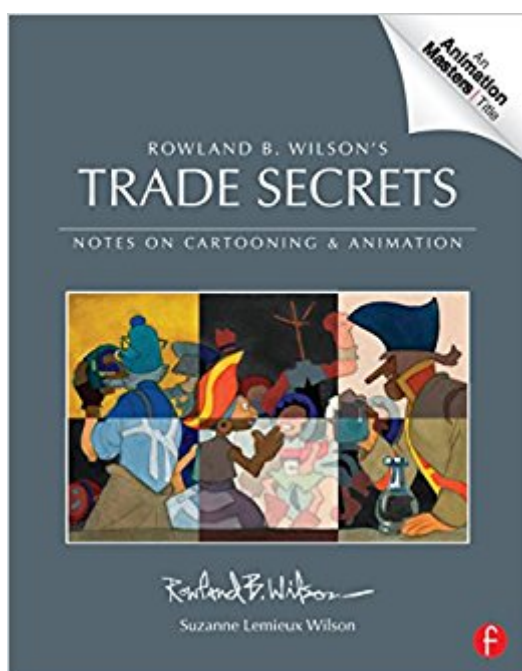


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Trade Secrets: Rowland B. Wilson's Notes On Design For Cartooning And Animation (Animation Masters Title)



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

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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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