

Jungbluth

## Directing Game Animation

Building a Vision and a Team with Intent

The best character animation has a strong creative intent, driving a compelling performance. With the addition of interactivity, game animation adds complexity to the craft of how best to balance art, design and technology to realize a character's performance. As a director, you are responsible for not only defining a vision for how those should balance but also being a leader, mentor and advocate for your team. But in a field of rapid iteration of ideas and techniques, that strong creative intent can be easily lost or sacrificed if not properly fostered and defined. Directing Game Animation: Building a Vision and a Team with Intent breaks down the process of creating an intentional animation vision that can be both unique and flexible. From defining the high-level experience to breaking down tech needs, projecting a team size and empowering everyone to work together, this book will help you to wrap your mind around a project's animation needs. Animation, like every part of a game, cannot succeed—let alone function—in a vacuum. This book looks to foster a discussion around the process, needs and benefits of an empowered animation team and its vision as a universal benefit for the entire industry. This book is a guide to answer some of the most common questions people encounter when engaging with the overlap between creative and project leadership. - What is your role? Learn how to establish expectations and needs specific to the project and team. - How do you establish a vision? Learn how to better define and communicate creative topics such as a cohesive character performance and animation style. - How do you build a team? Learn how to establish early on the team structure, skills and workflows needed to deliver on the needs of the project. - How do you balance creative and production needs? Learn how to define quality, reviews and approvals in a way that empowers creativity and decision-making.

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