

Beat: Arts

## **New Award Spotlighting Excellence in PRODUCTION DESIGN FOR ANIMATED FEATURES**

**JAN. 27, 2018 at the Ray Dolby Ballroom**

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**USPA NEWS** - 'Production Design in Animation : Celebrating 100 Years of Imagination' will be this year's Theme for the Art Directors Guild (ADG, IATSE Local 800) 22nd Annual Excellence in Production Design Awards where the Guild will Debut its New Award Category Excellence in Production Design for an Animated Feature Film, it was announced on August 16, by ADG Event Producers Thomas A. Walsh ADG and Thomas Wilkins ADG....

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The Annual Awards Gala honoring Production Design in Theatrical Motion Pictures, Television, Commercials and Music Videos will take place on Saturday, January 27, 2018, in the Ray Dolby Ballroom at Hollywood & Highland.

Qualifications for Excellence in Production Design in an Animated Feature Film eligibility include :

\* Animated Feature Films representing 2D (hand drawn), 3D (CGI), clay animation/puppet and motion“capture (live-action/CGI hybrid) will all qualify for this Award Category.

\* A Feature Film must have the Majority of its Sets and Locations created using a Frame-by-frame Technique, and usually falls into one of the two General Fields of Animation : Narrative or Abstract.

\* Some of the Techniques of Animating Films include but are not limited to Hand-drawn Animation, Computer Animation, Stop-motion, Clay Animation, Pixilation, Cutout Animation, Pinscreen, Camera Multiple Pass Imagery, Kaleidoscopic Effects Created Frame-by-frame, and Drawing on the Film Frame itself.

\* Motion Capture and Real-time Puppetry are not by themselves Animation Techniques.

\* Animation must figure in no less than 75 % of the Picture's Running Time.

\* A Narrative aAnimated Film must have a significant number of the Top 8 major Characters Animated.

\* If the Picture is created in a Cinematic sStyle that could be mistaken for Live Action, Producers must submit information supporting how and why the Picture is substantially a Work of Animation rather than Live Action.

Source : Art Directors Guild (IATSE, Local 800)

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