

So You Want to Make **INDIE ANIMATION**





STEP 1:

Have an idea
(the easy part)

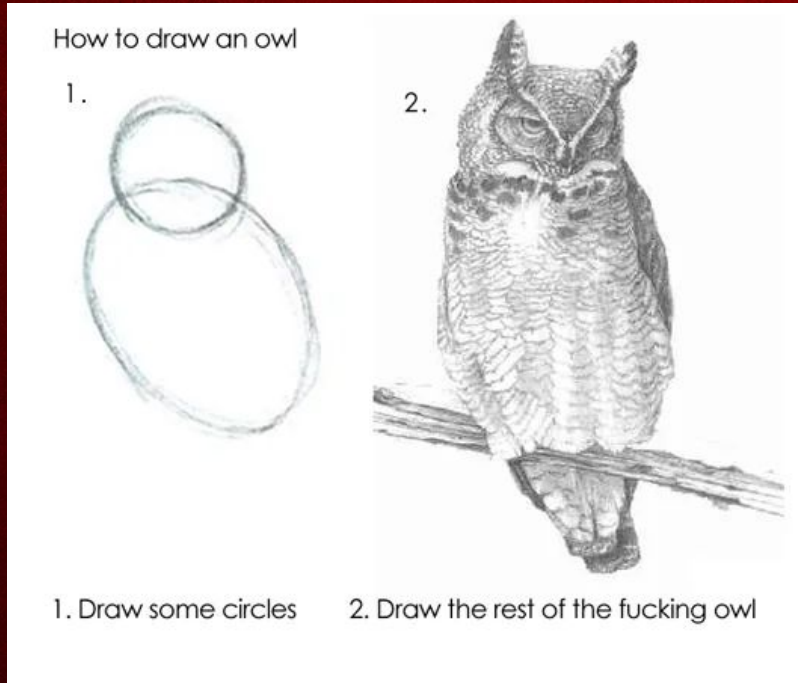
STEP 2:

Find money
(oh no)

STEP 3:

Make a thing

Pipeline



A rough flowchart of the process.

Put chaotic artist mode on hold and make a plan:

- Pre Production
- Production
- Post Production

Pre Production: Planning Phase

- Scripts
- Designs
- Special Tools / Testing
- Casting / Radioplay
- Boarding / Animatic



Production :

Creation Phase

- Animation / Cleanup
- Backgrounds
- Music



Post Production : Assembly Phase

- Compositing
- Sound Design / Mixing
- Final Edit



Budgeting

- Ask around what things cost, expected pay rates, etc.
- Build calculators and production trackers using spreadsheets
- Use your trackers for scheduling and deadline setting
- Work *the Unknown* into your budget
- Necessities vs “Nice to Haves”



No one remembers the Unknown

Fundraising Methods

- Small Potatoes
 - Patreon, Kofi, SuperChats
- Regular Potatoes
 - Kickstarter, BackerKit, GoFundMe
- Merch
 - POD Shops, Merch Partners

Marketable plushies,
whether they like
it or not



Kickstarter Wisdom



- Work out project scope + budget first
- Launch with some meaty sample work
- Be a shamelessly aggressive self-promoter
- Don't self-sabotage by over-promising
- Gamify stretch-goals
- Consult with people who have done this before



Finding Your Crew

- Be friendly, reach out
 - You might be surprised by who will say yes
- Join projects, discover communities
 - Find people you like working with
- Your classmates are connections too!



“Networking” was the friendships we made along the way <3

Management

- DO THE PAPERWORK for god's sake
 - NDAs, Work Agreements, W9s
- Schedule, track assignments, and deadlines
- A good Production Manager is an angel from heaven
- Test your pipeline, start small
- Motivate artists by not *demotivating* them



Boutique Studios

You can do everything yourself,
build a whole team, start your
own studio or...

Hire a full service boutique
animation studio.

This is how a lot of animation
gets made, actually - for clients
big and small.



Audience Building

- Find the Folks
 - Pick your social media battles
- Engage
 - Share elements of your story - Give viewers something to have feelings about
- Be Patient
 - Steady growth > sudden virality
- Interact
 - Be a human
 - Answer (some) questions
 - Show people what you're up to



...asking for support will go a whole lot smoother
AFTER you've laid some groundwork.

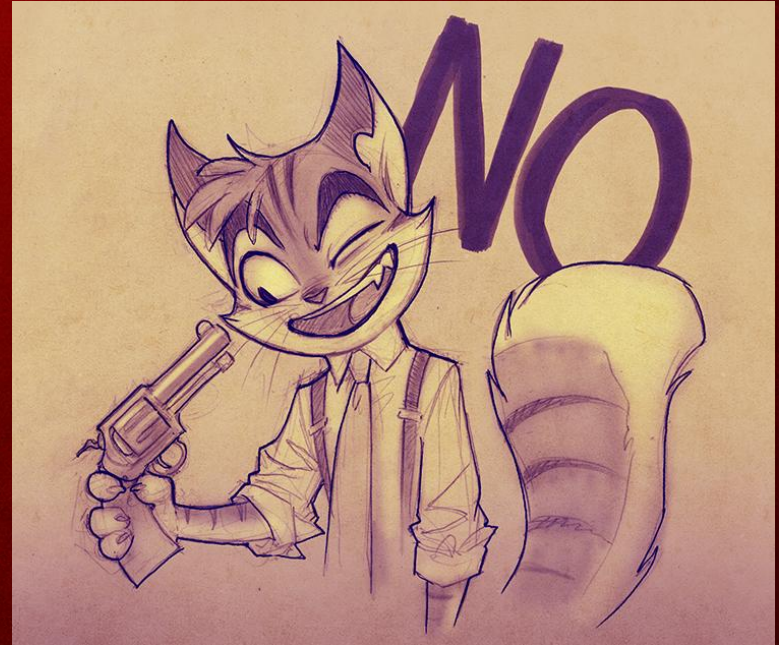
Project Scope

Feature creep

DON'T DO IT!

No really. DON'T!

If you survive feature
creep,
NEVER DO IT AGAIN.



The Future of Animation...



Joking. *Joking.*



(We actually have a lot of positive thoughts about this)