

# Animation Sans Frontières

## Workshop Contents

### Module 1 – Filmakademie Baden Württemberg

Finding new ideas, topics and formats

- The German animation market
- Idea generation
- 360°content – one topic, many formats
- Market changes and multi-platform projects
- New sources of financing
- Marketing and cross-marketing
- Hackathon!

Special features: content creation workshop, director/producer case studies and studio tours

### Module 2 – MOME

Design, style and approach

- The Eastern European animation market
- Finding the right design/timing/animation style to fit a story
- Project presentation
- Sound design and music
- Working with actors
- Creative project-based workshops with writers/directors

Special features: 2 days in a sound studio, director/producer case studies and studio tours

### Module 3 – The Animation Workshop

Budgeting, scheduling, marketing and distribution, developing and pitching games/films/series

Animation production, co-production, the Danish and Nordic animation markets

- European animation market overview
- Planning, budgeting
- Marketing and distribution
- European co-productions
- The one-pager, the director and producer statements of intent
- Creative project-based workshops with producers, 1st practice pitches



Special features: low budget feature productions in Denmark, director/producer case studies

#### **Module 4 - Gobelins**

Production management, the producer pitch, the French animation market

- Choosing the right tools and production pipeline
- New production and marketing/distribution solutions
- Creative project-based workshops with producers
- Final project pitches before a panel of renowned animation producers and experts

Special feature: legal/contractual issues, director/producer case studies and studio tours

