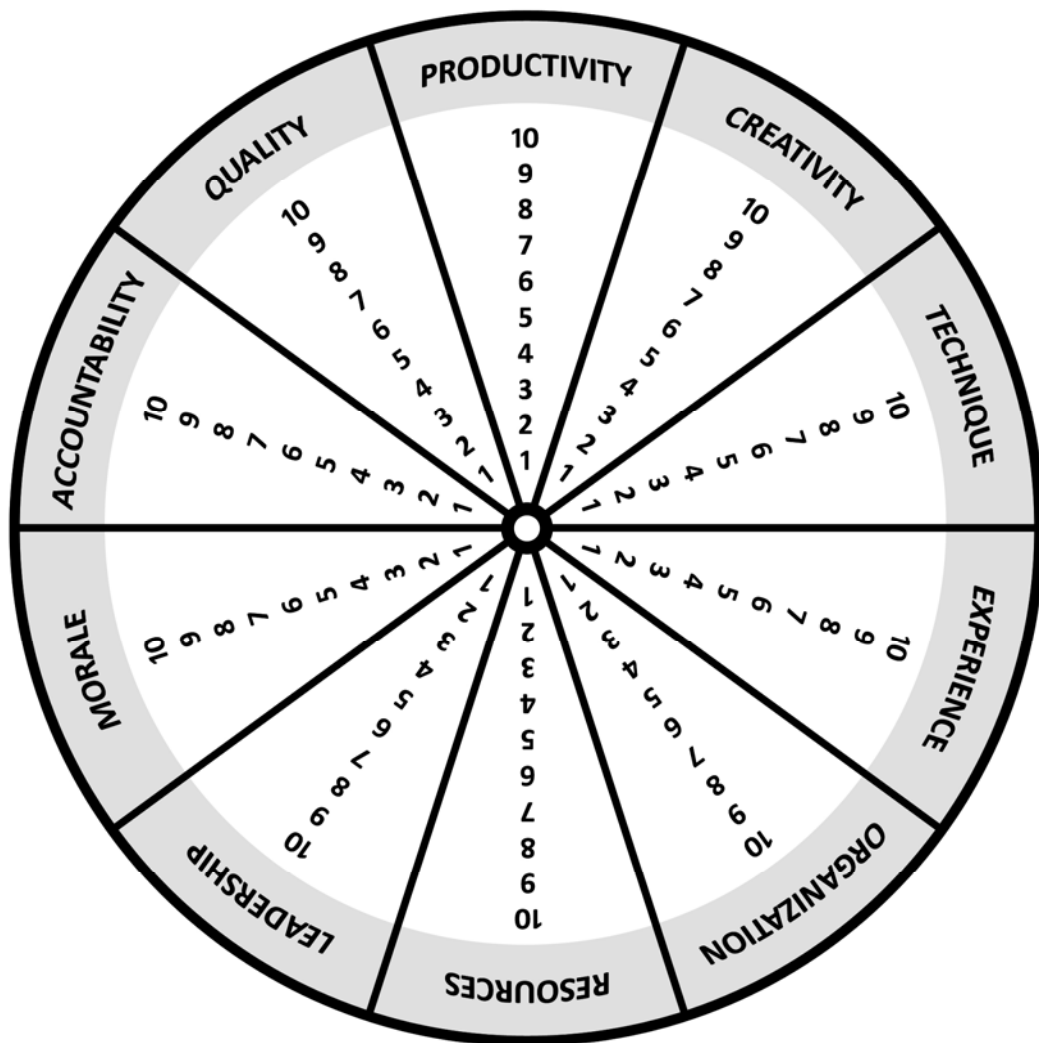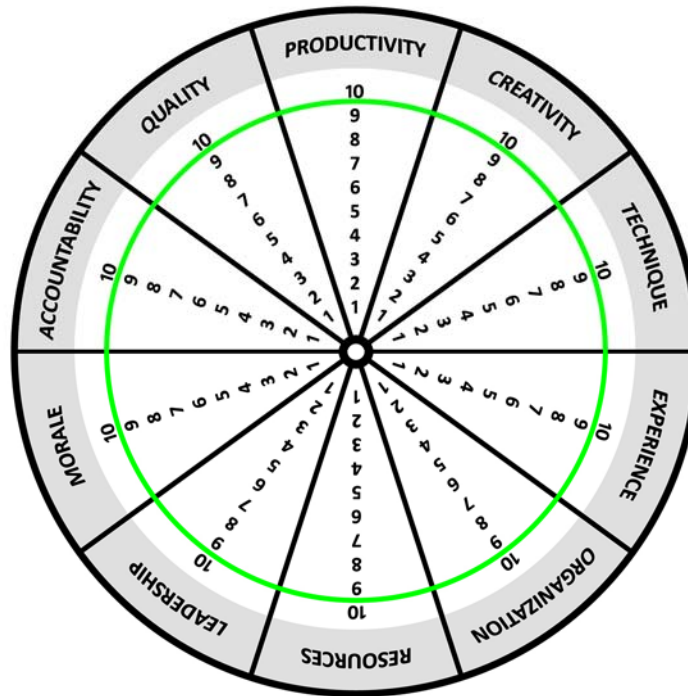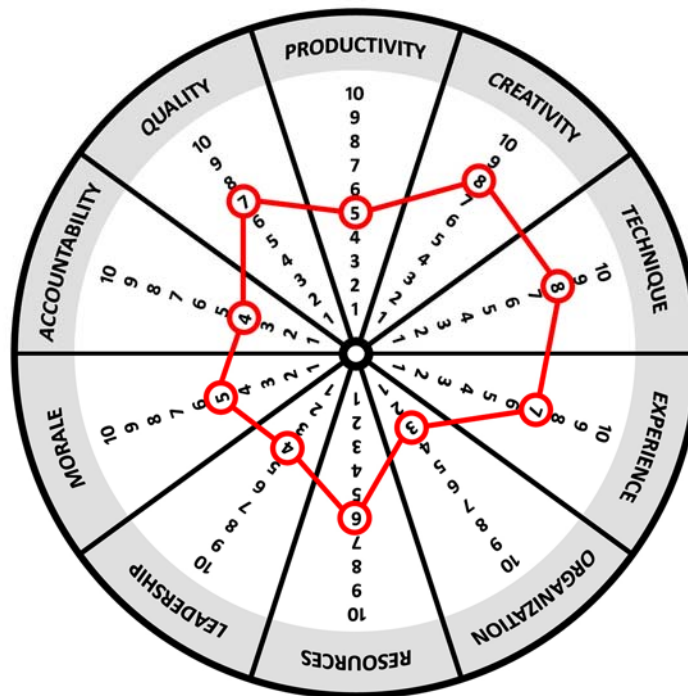# Animation Options LLC

asks...

"Are your wheels balanced?"

Is your team functioning optimally?

Or is there room for improvement?

Take a moment to rate your production environment according to the following diagnostic "health wheels". By circling the appropriate value in each category and then drawing a continuous line through the rankings, you will have an informative graphic mapping of your organizational balance.

Take a look at the *symmetry* and *size* of each shape. You may see great strength in some areas, with room for improvement in others. Or perhaps the overall balance is good, but the magnitude is low.

For a well-rounded view on your situation, distribute copies for completion by your team members (this may be done anonymously for the most candid feedback). Compare and combine the results. Do assessments vary? Are disparities occupationally categorical? Are ratings similar in shape, but dissimilar in size (indicating a common understanding of strengths and weaknesses, but a differing assessment of significance)? How close are your ratings to the average?
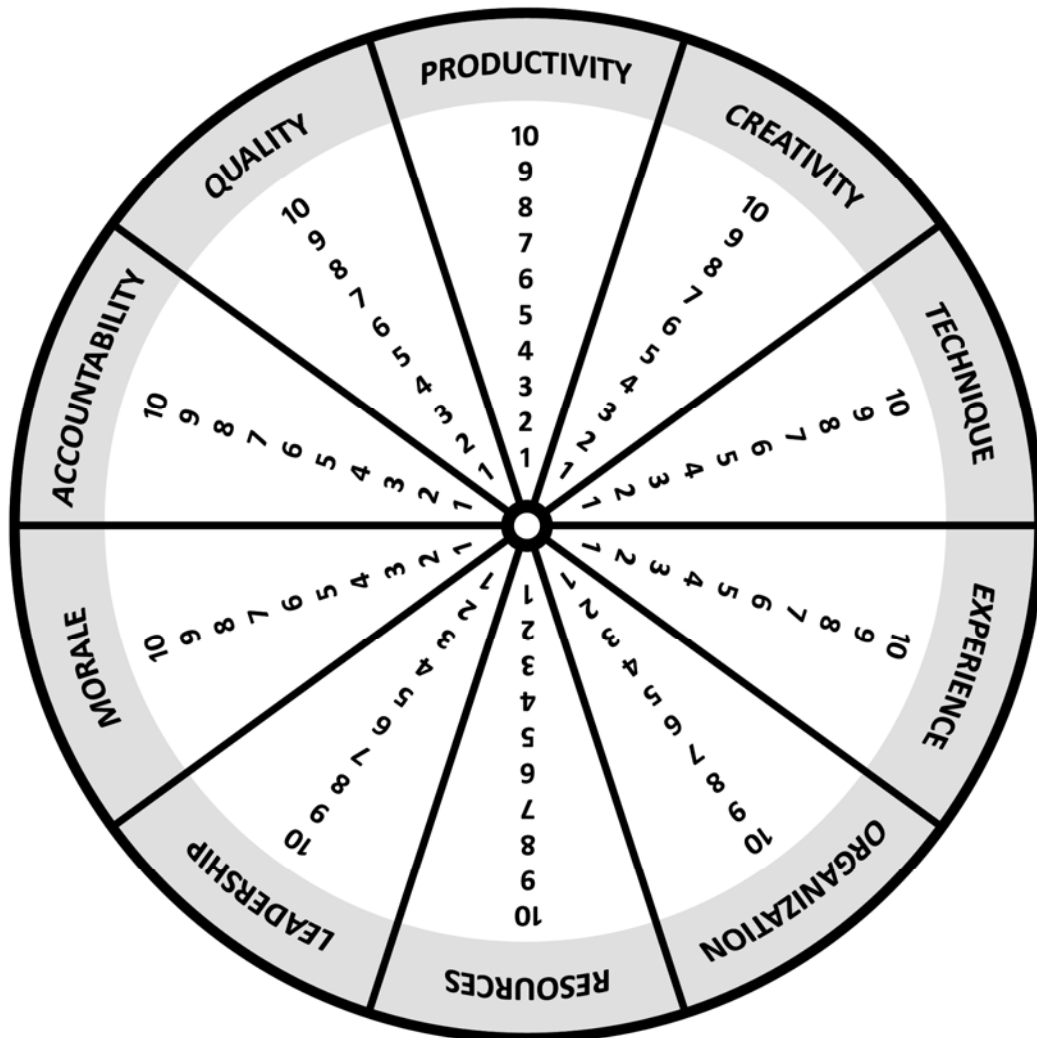
Animation Options LLC helps organizations of all shapes and sizes to function at the most optimal levels possible.

President & CEO
Animation Options LLC
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Team Balance

How do you assess your production team in these ten areas?
How do members of your team view themselves?

CREATIVITY	How conceptually & artistically creative is your team?
TECHNIQUE	How technically proficient is your team?
EXPERIENCE	How much production savvy does your team possess?
ORGANIZATION	How well organized is your team?
RESOURCES	Does your team have the resources they require?
LEADERSHIP	How is leadership displayed throughout your team?
MORALE	How positive, pervasive & inclusive is the team spirit?
ACCOUNTABILITY	How accountable is your team for their deliverables?
QUALITY	What is the quality of your team's output?
PRODUCTIVITY	What is the quantity of your team's output?

Pipeline Balance

How satisfactory is your production pipeline in these eight areas?
How do your team members regard the pipeline?
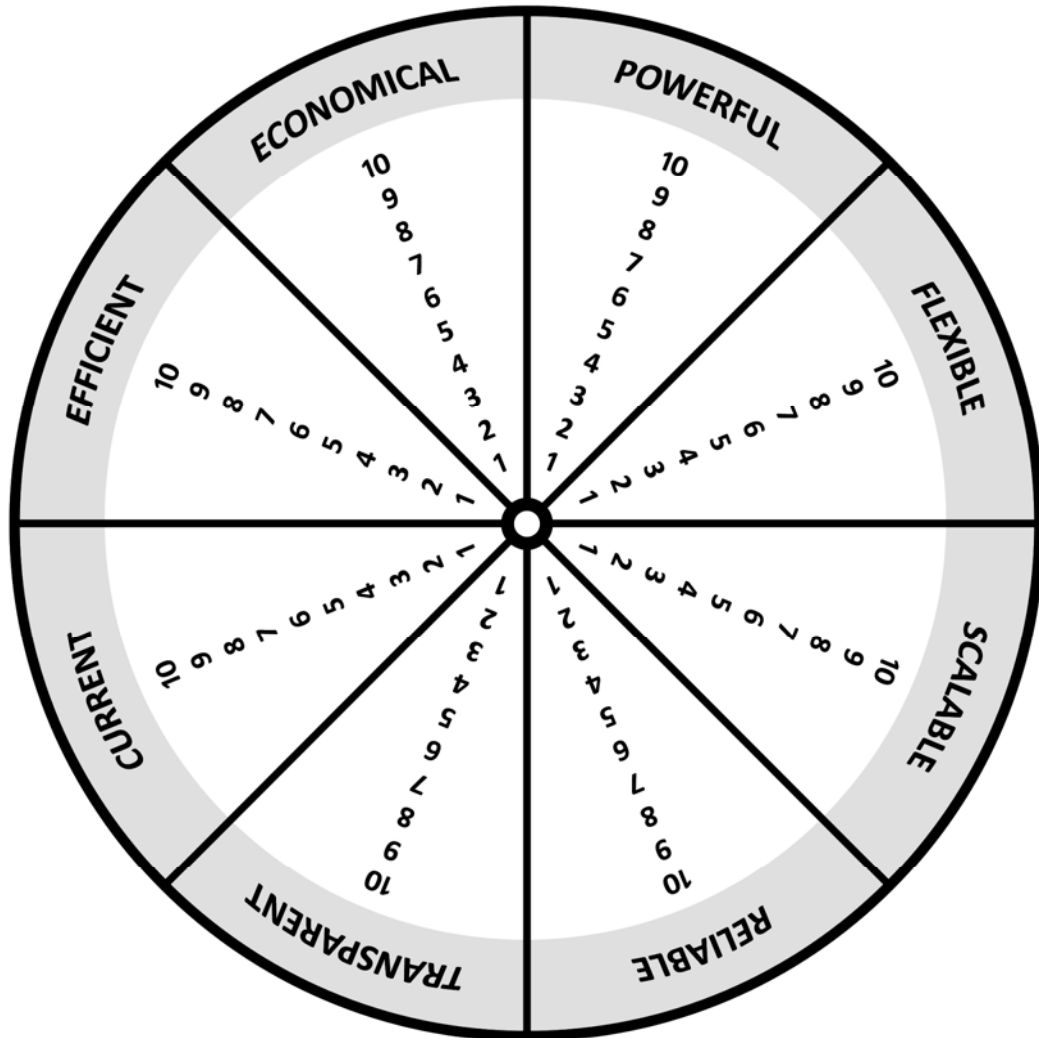
|	
POWERFUL	Can your pipeline handle a heavy workload?
FLEXIBLE	Can your pipeline accommodate a variety of work?
SCALABLE	Can your pipeline scale up or down as projects require?
RELIABLE	Does your pipeline perform without fail?
TRANSPARENT	Can you get a clear view on your data at all times?
CURRENT	Is your pipeline state-of-the-art?
EFFICIENT	Does work flow in an easy, forward direction?
ECONOMICAL	Is your pipeline streamlined & optimized?

Workflow Balance

How do you evaluate your production workflow in these six areas?
What is your team's experience with the workflow?
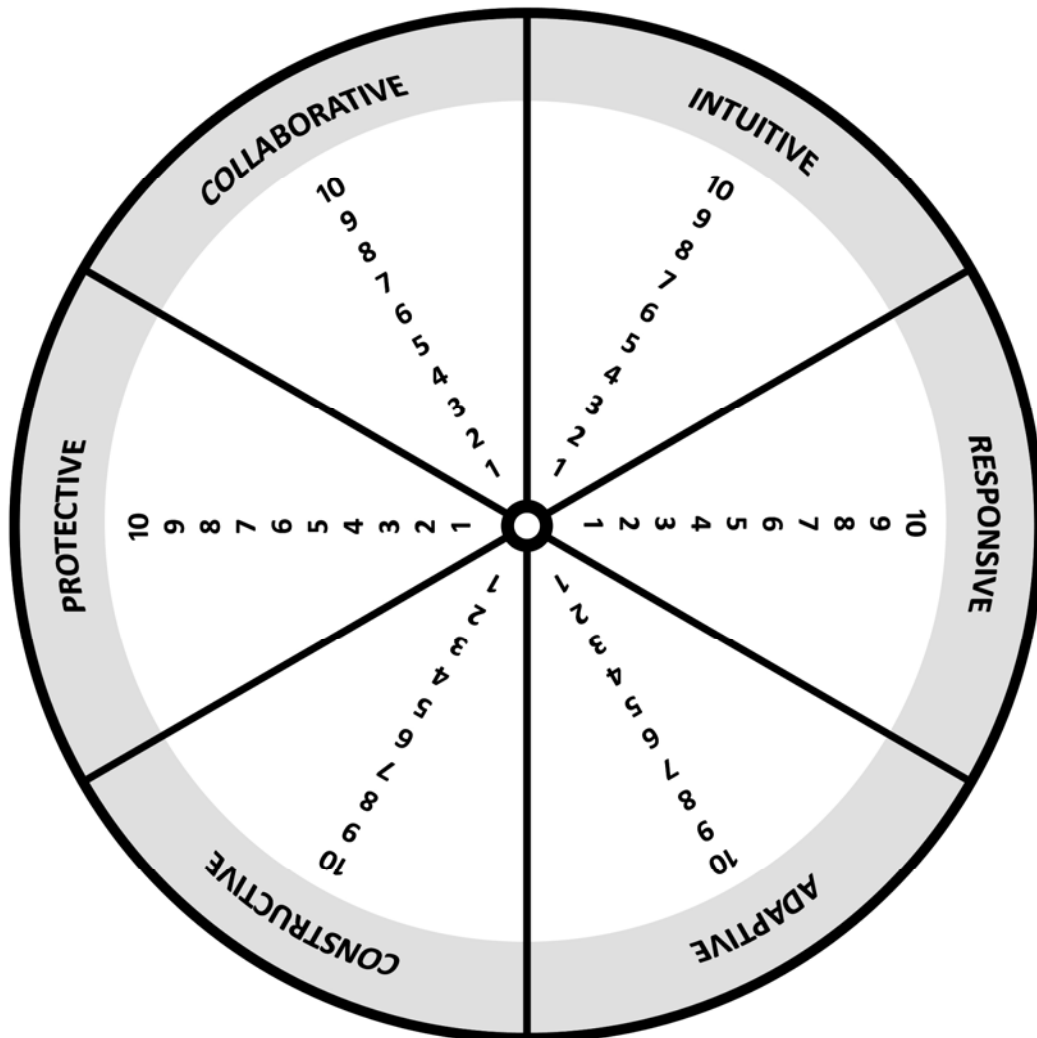
INTUITIVE	How ergonomically instinctive is your workflow to the team?
RESPONSIVE	Does your workflow provide quick, quality feedback?
ADAPTIVE	Does your workflow accommodate a variety of approaches?
CONSTRUCTIVE	Does your workflow leverage effectively upon existing assets?
PROTECTIVE	Does your workflow keep assets safe, organized & accessible?
COLLABORATIVE	Does your workflow facilitate team collaboration?

Questions…

What portion of your day is spent addressing the *vision* of the company? What portion is consumed with *mundane business*? What portion is spent *"putting out fires"*?

Are your *"brain surgeons digging ditches"* (are your valuable artists wasting their time, your schedule and your money with low-level technical tasks)?

Does your team approach their work like a *film,* or like a *"science project"?*

Does your workflow *"work"* and *"flow"?*

Is your pipeline *robust, flexible, efficient and transparent?*

Do you regard pipeline problems as *"normal" and/or "unavoidable"?*

Is your creative talent able to make *informed decisions about work in rough form?*

How often *are assets and shots sent back* from one department to another for revision?

How often do your artists find themselves on *"treasure hunts"* (searching for files, trying to determine the correct version)?

How often *are assets created without being deployed?*

Are there *contingencies* in place at every phase of your production pipeline?

Does your pipeline efficiently accommodate *"re-do" and "same-as" shots?*

Do you have a working strategy for *asset re-use?*

What *economies of scale* are implemented in your pipeline?

Does everyone in the production chain understand how *the same decision can become more expensive* at different stages of the process?

Can your production pipeline economically accommodate *last-minute story changes?*

Are you satisfied with your production environment in terms of *relationships, communication, adaptation and high-quality delivery?*

Point of Discussion for Bullet-Proof Production:

o Internal bidding & scheduling process
o Contingencies (strategic & budgetary)
o Production artist & TD training
o Design packet meetings
o Complexity ratings (assets & shots)
o Sequence braintrusts
o Editorial integration & access
o Review process (small-scale, large scale)
o APPROVALS (who calls what, when?)
o TEST SCREENINGS (when, where, how many?)

o Scalable, non-linear production pipeline
o Asset management & tracking
o Shot building, updating & pinning (push/pull paradigm)
o Ruff/final paradigm (assets & shots)
o Asset leverage & re-use (templates, etc…)
o Shot re-dos, same-as & one-offs
o Automation

o Modeling/texturing negotiation
o Animator rig testing and feedback prioritization
o Animation pose libraries
o Simulation paradigm
o Character finaling

o Core shader libraries
o Lighting/compositing integration
o Paint fix paradigm
o Output considerations & testing (film, digital , DVD, Blu-Ray, stereo)

Animation Options LLC

Pipeline & Workflow Consultation

Whether you're undertaking an animated feature film, live-action special effects, an animated short film or interactive project, Animation Options LLC can help you to architect or optimize a flexible, scalable production pipeline that does the heavy lifting with a light footprint.

You know that staying viable and competitive in our industry requires fresh perspectives and visionary approaches. AO's pipeline & workflow consultation brings many years of hands-on experience with state-of-the-art and next-gen production processes right to your door: innovative, anticipatory concepts that transcend platform to revolutionize your production culture – all within the context of your particular goals, legacy infrastructure, schedule & budget.

We vertically align creative & technical efficiencies across the artistic, managerial and executive levels, working collaboratively with your team to identify opportunities for improved quantitative and qualitative results in the near term, while keeping an eye towards future adaptation and growth in the long. Put the power of "20/20 foresight" to work for you! Together we…

- Look, listen and thoroughly appraise the situation
- Establish production objectives and business outcomes
- Define measures of success for the project and value to the company
- Devise production methodologies and options
- Draft a plan and see it through

Our work includes an unconditional guarantee with 6-month and 12-month follow-up days. Contact us for a free initial consultation, and see how a fixed investment can produce exponential value.

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Kevin Geiger

Kevin Geiger has over 15 years of technical, artistic and organizational experience in the animation and special effects industry, including 12 years with Walt Disney Feature Animation and Cal Arts. Mr. Geiger has supervised and consulted on successful animated feature film productions with budgets of more than $100 million USD to less than $10 million USD, and is a highly-regarded expert on production pipelines and workflow efficiencies.

Kevin Geiger's career in digital animation and effects began under the mentorship of Academy Award winner Richard Edlund, whose supervision of the original *"Star Wars"* film established an industry. At Edlund's Boss Film Studios, Mr. Geiger was charged with seminal 3D CGI character work for the MGM release *"Species"* – the first feature film to direct a digital actor in real-time.

Shortly thereafter, Kevin Geiger joined Walt Disney Feature Animation to create articulated digital characters for the groundbreaking *"Steadfast Tin Soldier"* segment of *"Fantasia/2000"*. Mr. Geiger's technical and artistic proficiency quickly led to his appointment as a founding member of WDFA's Digital Visual Development Department, which saw his contributions on several confidential projects including Disney's cutting–edge digital human initiative. The production leadership and innovation that Kevin Geiger displayed on films such as *"Dinosaur"* and *"Reign of Fire"* culminated in his role as CG Supervisor on *"Chicken Little"* – where his team established a comprehensive CGI pipeline from the ground up while also retraining dozens of traditional artists and setting a new bar for cartoony 3D character animation. The principles and conventions of the innovative CG pipeline that Kevin Geiger architected on *"Chicken Little"* are still in use today at Walt Disney Animation Studios.

After supervising character R&D and pipeline architecture on Disney's upcoming animated feature *"Rapunzel"*, Mr. Geiger left Disney to pursue his independent ventures full-time. As an award-winning animation producer and the former Director and Co-founder of the non-profit Animation Co-op, Kevin Geiger is a pivotal hub of experience, information and support within the animation community. His outreach extends to academia, where Mr. Geiger has been a long-time instructor of computer graphics and digital applications at Cal Arts, and is the first foreign Guest Professor at the Animation School of the Beijing Film Academy. A frequent international lecturer, Kevin Geiger is known for his engaging and insightful presentations at conferences and institutions around the world.

More details at: *www.linkedin.com/in/kevingeiger*

You have options.

www.animationoptions.com