Written by Marc Spess Wednesday, 19 May 2010 06:13 - Last Updated Monday, 16 May 2011 05:49

## Introduction



Mark Twain, from "The Adventures of Mark Twain" © 1986 Will Vinton Studios, Inc., all rights reserved.

Animation has fascinated me ever since I was just a kid. The Domino's Pizza Noid was probably the first commercial animation project that caught my attention and filled me with curiosity. How did they make those colorful little guys move? It's a question that everyone asks when they see something inspirational like that before their eyes.

This book will attempt to show what happens behind the TV screen and in the studio, where each person has to do his or her part to make something unique. The Pizza Noid was created through a technique called clay animation, but there is more to it than just clay. It involves many different little tricks of the trades-from hammering a nail to loading film in a camera. This book will show the beginner, and the professional, a few ways in which these animated films and commercials are made.

You can find the full version of Secrets of Clay Animation Revealed here

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