The Story Design Conference: Understanding Color, Composition and Character Development for Animation and Film

Join Claire Keane *(Disney, Penguin Random House)*, Brian McDonald *(Pixar, Disney, Industrial Light & Magic)*, Jenn Ely *(Laika, Google, Dreamworks)* and Chris Oatley *(Disney, Founder/ Director of The Oatley Academy Of Visual Storytelling)* in the awe-inspiring city of Rome, Italy for a unique conference designed to help you become the great visual storyteller you are meant to be.

Aesop's Fables, Romeo and Juliet, The Wizard Of Oz, Bambi, E.T., The Legend Of Zelda, The Lion King, Finding Nemo, The Lord Of The Rings...

For thousands of years, great stories have been changing the world.

They don't just teach us *how* to survive, but *why*. They unite us in our joy and in our pain. They transmit the power of healing virtues like selflessness, trust, forgiveness and love...

The best part of working in animation, games, vfx and publishing is the opportunity to create beautiful, meaningful stories in collaboration with other like-minded, creative people.

Obviously, "the industry" can become disconnected from the power of story, but even when it does, great visual storytellers do not. They will *always* find a way to tell a great story - and for that reason, their work will live on...

So what makes a great visual storyteller?

How does a great visual storyteller combine color, composition and character development to create a memorable, emotional experience for the audience?

What does it take to develop a stable career as a visual storyteller in today's increasingly competitive industry?

...and how do you develop your own unique "visual voice"?

The *Story Design Conference* will provide inspiring and actionable insight into these crucial questions.

This isn't simply a *"sit quietly and watch famous artists be awesome"* kind of thing. It's a personal, participatory conference with a curriculum designed by four of the entertainment industry's best teachers.

Bring your portfolios and story ideas! There will be frequent opportunities for personal interaction and feedback.

Whether you're a concept artist, character designer, illustrator, story artist, animator, 3D artist, etc., all of the instructors will be available throughout the conference to help accelerate your artistic development.

Join us September from 28th to October 2nd in Rome, Italy for *The Story Design Conference.*

Space is extremely limited. Register today and we'll see you in Rome for the experience of a lifetime!

PROGRAMMA DAY BY BAY

The Story Design Conference*:*

Story Design: Color, Composition and Art Direction for Film and Animation

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WEDNESDAY:

Morning Session:

Welcome

- Chris Oatley

1 - Developing Your Visual Voice:

- Jenn Ely and Chris Oatley

LUNCH

2 - How To Become A Great Visual Storyteller:

- Brian McDonald

3 - Panel Discussion - What It Takes To Break Into The Entertainment Industry Today

- Claire Keane, Jenn Ely, Brian McDonald and Chris Oatley

THURSDAY:

1 - Creating Believable Characters:

- Claire Keane

LUNCH

2 - Sending Your Characters To Hell:

- Brian McDonald

Meet The Guests/ Personal Portfolio Reviews

FRIDAY:

1 - Demystifying Composition:

- Brian McDonald and Chris Oatley

LUNCH

2 - Demystifying Color:

- Claire Keane and Chris Oatley

3 - Color Styling and Production Design:

- Jenn Ely

SATURDAY:

1 - How Color Tells A Story: (Color Design in The Shawshank Redemption & Ex Machina)

- Chris Oatley

LUNCH:

2 - Live Pastel Demo:

- Claire Keane

3 - Live Color Styling Demo:

- Jenn Ely

SUNDAY:

1 - Portfolio Reviews:

- Claire Keane, Jenn Ely and Chris Oatley

LUNCH

2 - The Power Of Story:

- Brian McDonald

3 - Panel Discussion - Workshop Re-Cap and Farewells

- Claire Keane, Jenn Ely, Brian McDonald and Chris Oatley