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**The process realization of a series vector 2D animation****Sergio Rodriguez Valdunciel**

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This research has its origin in the experience lived in the evolution of the series of 2D animation for television, in its change of a traditional method to the method of use of the technology. We must keep in mind that cartoons are an entertainment, so they belong to an industrial sector that lives on animated content to entertain audience, and the more the audience, the more revenue from selling advertising space. Therefore, it is spoken of a creative-economic process, creative for what it shows and economic for what it generates. The advent of the digital age has proved to be a springboard when it comes to making series, there is a reduction in costs, a shortage of production time and resources. This process involves computer programs that make animators able to develop their work more easily without losing creativity, so much so that the use of new technologies allows to open the range of graphic styles, looking for each product to be original. The traditional 2D production method is studied in books, articles, manuals, specialization courses or references on the internet. But the process adapted to the new digital tools, are scarce or are treated in just 5 pages, providing little useful information for the person who wants to delve into the new resource.

**Biography**

Sergio Rodríguez Valdunciel is a Teacher and PhD student in Universidad Politécnica De Valencia, Spain. He is specialized in 2D animator-vector animation. He pursued BA in Fine Arts from the University of Salamanca, Spain and Erasmus at the Ecole des Beaux Arts in Toulouse, France. He has been part of Cartoon Network Spain's cartoon-animator team with 2 Promax awards. He has worked for animation studios for television series. He currently works as a 2D animation Freelancer for television studios, agencies and producers and combines it with his teaching profile.

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