

# South Sound Adobe User Group

**February 8, 2010 5:30 - 9:00**

Meeting Days are the second Monday of the month  
after 5:30 pm until about 8:30 pm at the  
3321 S. Lawrence Street, Tacoma, WA 98409  
Cascade Print Media  
SSAUG gratefully thanks CPM for its support and meeting space.

Our program for February 8th is Jason Fruchter presenting on animation. Yes, he draws his cartoon characters using Flash and then animates them. You have probably seen his work without knowing it. Like a lot of animators they are behind the scenes creating the art and animation. When you read his bio you will see just how long this artist has been plying his trade and keeping current with the technology. He recognized earlier than some that the old way of shooting film to make animation was become replaced by computer driven applications... such as Flash. We hope you will spread the word to friends who like to cartoon or illustrate that this program will hit on many topics that could be of interest to them. Our region of the country is rich with talent and we are very blessed to have exemplary artist right in our backyard.

**Jason Fruchter - Animator and Illustrator  
A&J Studios**

<http://www.aandjstudios.com/>



A&J Studios is an illustration and animation studio based in Seattle, Washington. Founded by Aka Chikasawa and Jason Fruchter, we create original artwork plus content for licensed properties. These include Nickelodeon and Nick Jr. properties such as Dora The Explorer, Go Diego Go!, The Backyardigans, and Ni hao, Kai lan. Be sure to visit the A&J Children's Book Store where you

can purchase many of our published titles and get a FREE poster with every checkout, customized with your child's name and your own special message!

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Map: <http://www.ssaug.org/map.htm>

## **Topics that will be discussed in my presentation at the South Sound Adobe Users Group Meeting on Feb. 8th, 2010 - Jason Fruchter**

The theme of my presentation will be ***Creating Character Animation in Flash.*** Several examples of character animation will be shown. They represent projects geared toward entertainment, education, and gaming.

A variety of Flash related techniques will be demonstrated including: using symbols to create Flash style "puppet" animation, creating keyframes to plan out the action sequence, making the character talk using "lip sync", and how to create emotions using facial expressions. In addition, traditional "hand drawn" animation techniques will be demonstrated which do not use automatically generated "tweens" in Flash, just the mind of an animator!

Included throughout the presentation will be discussions on the "principals of animation" as used by traditional animators. These principals include: timing, anticipation, recoil, squash and stretch, and overlapping action.

As a special feature for SSAUG, I will give a tutorial demonstrating how I create a character to animate in Flash. First I will use my stylus pen to draw a character directly on the computer. I will then show how I convert the drawing into an animated character by creating symbols for each body part. Finally, I will animate the character doing a simple gesture, demonstrating how to make your drawing come to life!

Overall, this presentation will demonstrate how to best animate a character in Flash by combining Flash's automatically generated "tweening" with traditional animation techniques. The result is an entertaining and compelling character viewers of your animation will be sure to enjoy!

## Biography of Jason Fruchter

- Born in Brooklyn, NY, October 3rd, 1969.
- Grew up in the suburban New Jersey town of Matawan, just outside of New York City.
- Always loved to draw cartoons as a kid. Created my own characters. Drew comic strips. Created animated “flip books” on the corners of notepads.
- I always knew I would someday be a cartoonist and animator.
- As a teenager, I painted heavy metal album covers on the back of denim jackets for my friends. Bands like Metallica, Megadeath, and Iron Maiden were some of my favorites.
- Graduated High School in 1988. Began college the same year at the Rhode Island School of Design (RISD) in Providence, Rhode Island.
- At RISD, I studied traditional drawing and painting my freshman year.
- As a sophomore at RISD, I declared my major as Illustration. I was able to take animation classes in the Film Video department and get illustration credits. Therefore, I like to say I majored in illustration and animation at RISD.
- Created my first animated film Junior year. It was a 7 minute film featuring a battle between two characters named “Hermie and Hal”. It was animated using 2,000 sheets of 8 1/2 x 11 copy paper, pencils, colored pencils, and a light table.
- The drawings were photographed under a 16 mm film camera one frame at a time using the Oxberry Animation Stand. The final film was edited on a flatbed editing deck using reel to reel film and a manual film splicer.
- Created my second animated film Senior year. It was about 5 minutes long and was more of a stream of conscience piece rather than the narrative storytelling I did the year before for my Junior film. The film was titled “Cerebral Beverage”.
- Graduated from RISD in 1992.
- Started my first art-related job in 1993 at video graphics and animation studio in New York City called *4-Front Design*.
  - Created character animation for TV, sports arenas, and digital media.
  - Generated graphics using hi-end digital compositing consoles.
  - Designed websites and multimedia corporate presentations.
  - Illustrated characters and graphics for print and digital formats.
- Left 4-Front Design in 1995 and became a freelance animator. Worked at the following New York City based animation studios:

- *Magnet Pictures* - assistant animator for animated advertising spots.
  - *MTV Animation* - Layout artist for the animated TV series “The Head”.
  - *Curious Pictures* - Clean up artist for pilot episode of “Louie and Louie”.
- Became a full time staff animator in 1996 for *Wanderlust Interactive*.
- Created character animation for CD-ROM educational adventure games featuring *The Pink Panther*.
  - Began using the first version of Flash (before it was called Flash). The software was called *Future Splash Animator*.
- Returned to *4-Front Design* in 1997 where I became the director of animation and new media development.
- Left *4-Front Design* in 2000 to become the art director at *Visionary Media, LLC*.
- Supervised production for the web animated series “WhirlGirl”.
  - Created character and effects animation, bkg art, and lip sync.
- 2001, *Visionary Media, LLC* collapses in the “dot com” bubble bursting recession. My partner Aka and I moved to Tokyo, Japan and became *A&J Studios*. In Tokyo, we created illustration and animation for educational training programs.
- Returned to New York City in 2002, where my partner and I continued working as freelance illustrators and animators. Our clients included:
- World Leader’s Entertainment – webisodes, games, animatics, TV spots.
  - NickJr.com, – game assets: character animation, props, backgrounds.
  - Animagic – Flash Animation Supervisor for “Speed Racer” pilot.
- The bulk of our work has been in Children’s book illustration for licensed properties.
- Nickelodeon Creative Resources (NCR) – Approved illustrator for several licensed properties including *Dora the Explorer*, *Go Diego Go*, *Backyardigans*, *Ni hao, Kai-lan*, *Blues Clues*, *Fairly Odd Parents*, and *Jimmy Neutron*.
  - Contracted illustrator for such publishers as *Simon & Schuster*, *Scholastic*, *Random House*, *Reader’s Digest*, and *Fisher-Price*.
- In 2007, we relocated from Brooklyn, NY to Portland OR.
- We lived in NE Portland for 8 months, then moved to Beaverton, OR.
- Lived in Beaverton for 10 months, then decided to head north to Seattle!
- April 5th, 2009, we relocated to our new home in Seattle, WA. We love it here in Seattle and plan on making it our permanent home!