I LOOK FORWARD TO SPEAKING WITH YOU

HELLO

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Let’s get started

Animation

Workforce development

Building a vibrant ecosystem of animation and gaming industry in **Lebanon**

AGENDA

Who is Toon Boom?

Animation Industry & Market Drivers

Careers in the Animation Industry

International Standards and Certification

Gaming with Harmony & Unity

Toon Boom has been recognized globally for the power and creative features provided by our storyboarding, animation and pipeline management software.

Our organization focuses on providing the most innovative software and services (training and consulting) to support our animation studio, education and game development clients in over 135 countries and over 20.000 creative companies

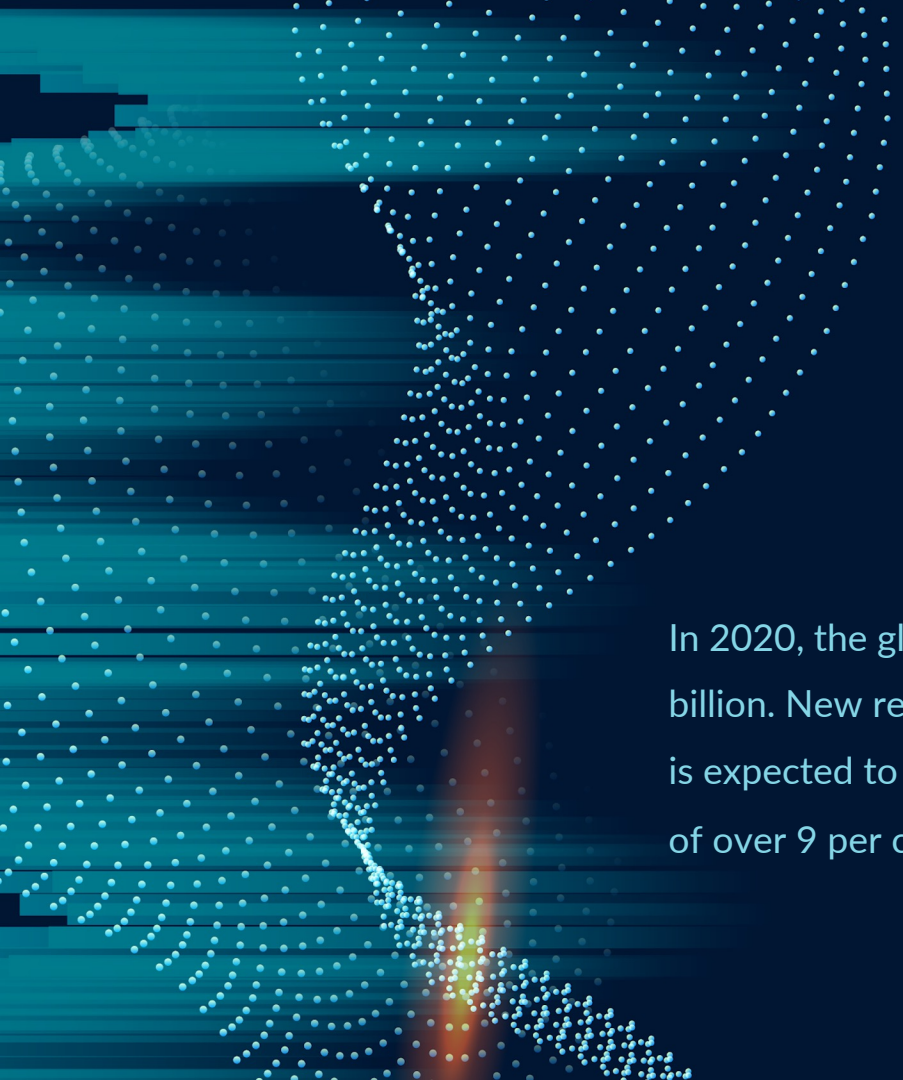
VISION

Lebanon to be recognized worldwide as a global hub for future gaming innovations and animation, increase value addition exports, create high-paying jobs, contribute to the growth of the economy

Mission(s)

To provide training and technology solutions enabling Lebanon to create a more prosperous future for their population by helping them remain committed to creating and nurturing the environment that will prepare their creative workers and digital animation enterprises to take advantage of the opportunities in their local and global market.

To bring the CCI (Creative and Cultural Industries) and government stakeholders together to model out and develop strategic options of workforce development to deliver a sustainable animation and games development industry and ecology for the future.



“Whopping growth expected in Animation and VFX market by 2030: 642.2 Billion”

In 2020, the global animation market size was valued at $354.7 billion. New research has revealed that the animation market size is expected to grow at a CAGR (Compound Annual Growth Rate) of over 9 per cent between 2021 to 2030

Market Drivers

NETFLIX

Disney+

prime now

tv+

HBO max

toon boom

A STORY OF GROWTH, EMPLOYMENT

+40% in capacity will be added with in a 3 year window

Career Trends

Sectors Hiring Animators and Storyboard Artists

Traditional Industries

- Television
- Film
  - ➢ Live-Action
  - ➢ Animated 2D
  - ➢ Animated 3D
- Game
- AR/VR
- Stop-Motion

New and Expanding Industries

- Time-Based Animation
- Explainers
- Medical Animation
- Legal Animation
- eLearning
- Training
- Architecture
- Theatrical

- ✓ Entrepreneurship
- ✓ Self-enployment
- ✓ Inovation

Two sectors require incredible attention

- **Hyper-casual Gaming Market**

- **the business model is in-game purchases or in game advertising**
- **Size of the team 3 to 15 members**
- **Production can be done in 6 months**
- **The monetization is much faster**

- **Animation & Digital Skills**

- **The business model is to build high-quality Intellectual Properties (IP)**
- **Development of a catalogue, a library can be sold and resold internationally**
- **Reboots of animations, building franchises**
- **Generating long term residual revenue**

International Standards and Certification

The **Associate Certification** is an online multiple-choice exam, which takes about an hour to do with 25 questions. Description of the exam can be found on the Learn Portal https://learn.toonboom.com/journeys/certification-exam-preparation-premium

Associate Certification can be purchased by individuals or in bulk for schools

Gaming with Harmony & Unity

LOUD HOUSE: OUT OF CONTROL(by Double Stallion / Nickelodeon)
Cut-Out Animation with SDK

SPIRIT FAIRER (by Thunder Lotus)
Frame-by-Frame Animation with Sprite Sheet export

Battletoads (by Dlala Studios)
Traditional hand-keyed animation for the gameplay and environment, and rigged animation in cutscenes.

SPEED BRAWL(by Double Stallion)
Hybrid of frame-by-frame and cut-out animation

JOTUN (by Thunder Lotus)

GRIS (by Nomada Studio)

Harmony 22 Gaming: Feature Highlights

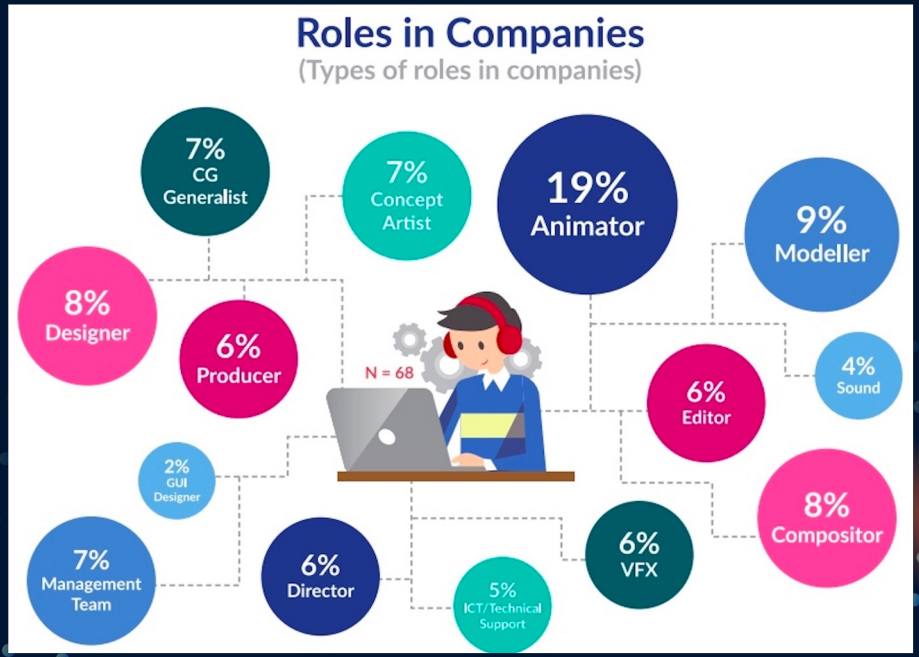
Core tools

- Most advanced **Drawing Engine**
- **Color Management:** advanced painting tools, manage your color palettes and swatches
- **Traditional frame by frame** animation or complex **cut-out** animation and rigging
- **Deformers** for even more textures and depth realism using **vector and bitmap images**
- **Pipeline integration** for seamless end-to-end animation content cretion
- **Art & Animation asset creation pipeline** inside the same application and export to any game engine
- **Full integration with Unity** through our **Harmony Gaming SDK**

More than 70% of all roles within content creation studios start with learning animation

The **2D animation** is the foundation for all forms of animation, and this cannot be disputed due to its massive contribution to the growth of this industry.

Industry experts agree that the best in house artists specialized in **3D, VFX, Stop Motion**, **Gaming** they have **strong 2D background.**



Some animated projects made in Toon Boom Technology

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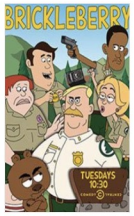

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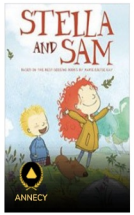

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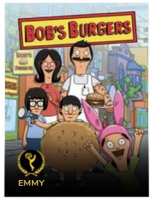

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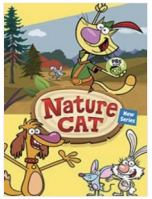

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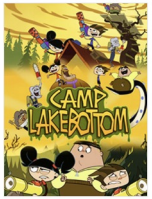

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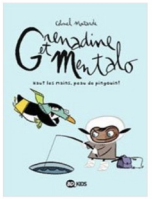

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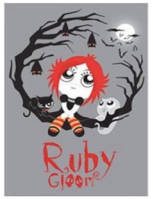

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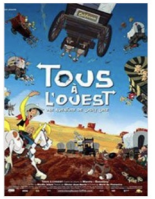

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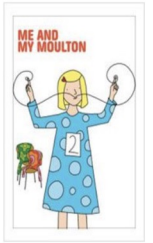

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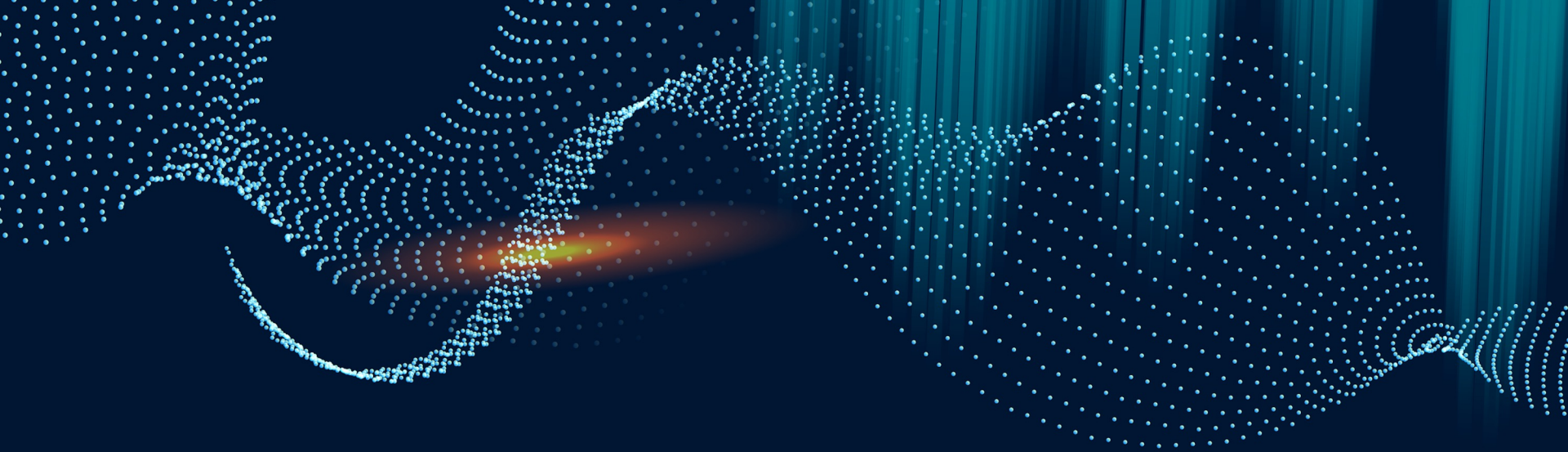


At Our Core

PRODUCTS

Leading software for storyboarding, 2D animation and studio pipeline management

toonboom

Storyboard PRO 22

WHERE EVERY GREAT STORY BEGINS

Used by storytellers, directors, and creatives globally, Storyboard Pro empowers you to get your ideas down, structure the sequence and elaborate the story so it can be shared, pitched and promoted on your terms. This all-in-one storyboard solution combines drawing, scripting, camera controls, animatic creation capabilities and sound. Seamlessly integrating with Harmony, Storyboard Pro is the way to get your content off the ground quickly and easily.

- Script Integration
- Drawing Engine & Tools
- Built in Camera & Multiplane
- Animatics (Timeline Editing)
- Sound Editing & Effects
- 3D Integration
- NEW Features
    - Apple ProRes
    - Audio Levels Monitor

Harmony 22

CREATING WORLDS OF 2D ANIMATION

The largest animation and gaming studios from around the world choose Harmony to produce the highest quality animation, setting the standard for creative storytelling. Our all in one, end to end 2D animation software allows animators to create cut-out and paperless animation in every style.

- Drawing Engine & Tools
- Color Management
- Embracing any style of animation
- Integrating 3D elements
- Compositing & Special Effects
- Work with Sound
- Manage your Pipeline
- NEW Features
    - Bokeh Effect
    - Boil effect pencil line
    - Python scripting
    - 32 bit channel rendering for HDR

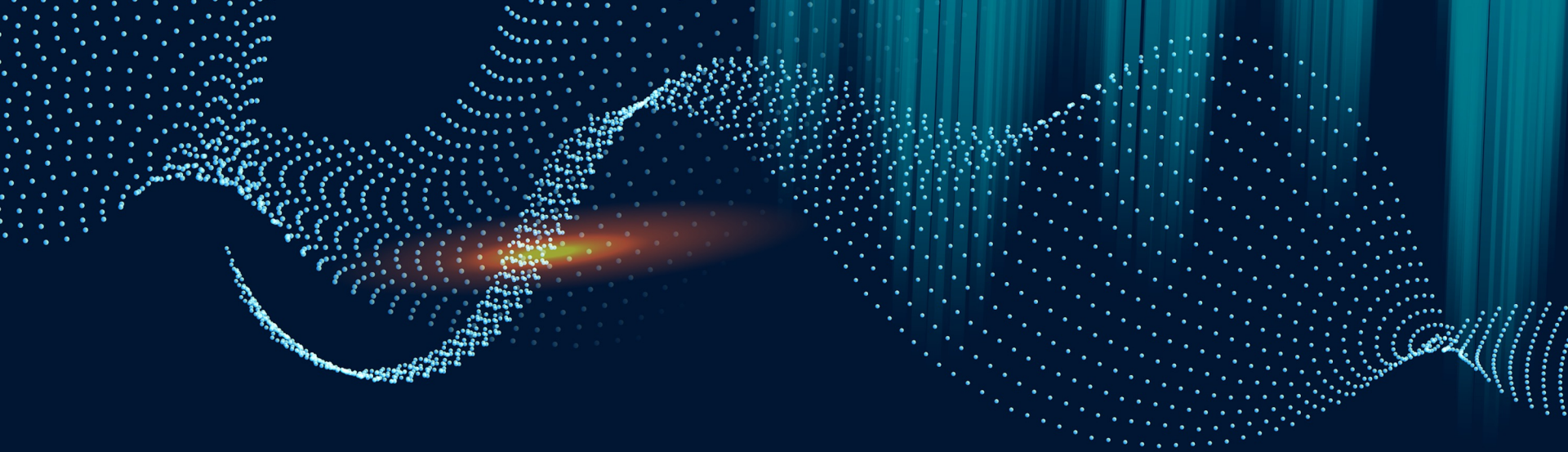
Producer 22

Producer provides real-time access to the progress of your animated features and TV series, making it easier to manage global production processes. Track tasks, assets, scenes, production progress, team management, efficiencies across departments, reporting and more. Plus, Producer seamlessly integrates with the software your team needs to get the job done including Storyboard Pro and Harmony.

- User-friendly interface
- Customizable workflows, user profiles and roles
- Dashboards and detailed reporting
- Customizable and automated triggers
- Advanced filtering of projects, tasks, scenes, searches
- Versioning
- Asset management - categorization, labelling, tags
- Multi-language interface
- On-prem or on-cloud deployment options

BENEFITS

- Increased production efficiency (multi-project)
- Real-time visibility of the production pipeline
- Easy management of time and budgets
- Seamless integration with Harmony and Storyboard Pro
- Improved collaboration and communications



Added VALUE

SERVICES

A new approach to selling - products and services as one

TRAINING

We have 2 Solutions :

Starting Point Courseware *(120 HOURS)* is a turn-key solution that helps teach the principles of animation & storytelling. Toon Boom developed the courseware as a simple solution for **anyone**, with or without animation experience, to successfully learn **employable skills**. *-(work in a studio as a Junior Artist)*

Very Specialized training : Upskilling

Toon Boom has a Train the Trainer program, where the future local trainers will be trained by our top specialist from Montreal.

Exit Profiles: Animator, Concept Artist, Games Developer, VFX Artist, Technical Director, Trainer.

SERVICES ARE THE FUTURE

Toon Boom as knowledge leaders

Our PS(Professional Services) Network

Over 150+ qualified & validated professionals in...

- Animator/Character Designer / Background Design / Cut-Out & Paperless
- Rigger
- Compositor
- Technical Director
- R&D Consultant
- Game Design, Development & Consulting
- Teachers
- Experts in Curriculum Development, educational standards development, course design, rubriks, etc.

Languages:
English, French, Spanish, Japanese, Mandarin, Portuguese, Korean, Hindi

THANK YOU!