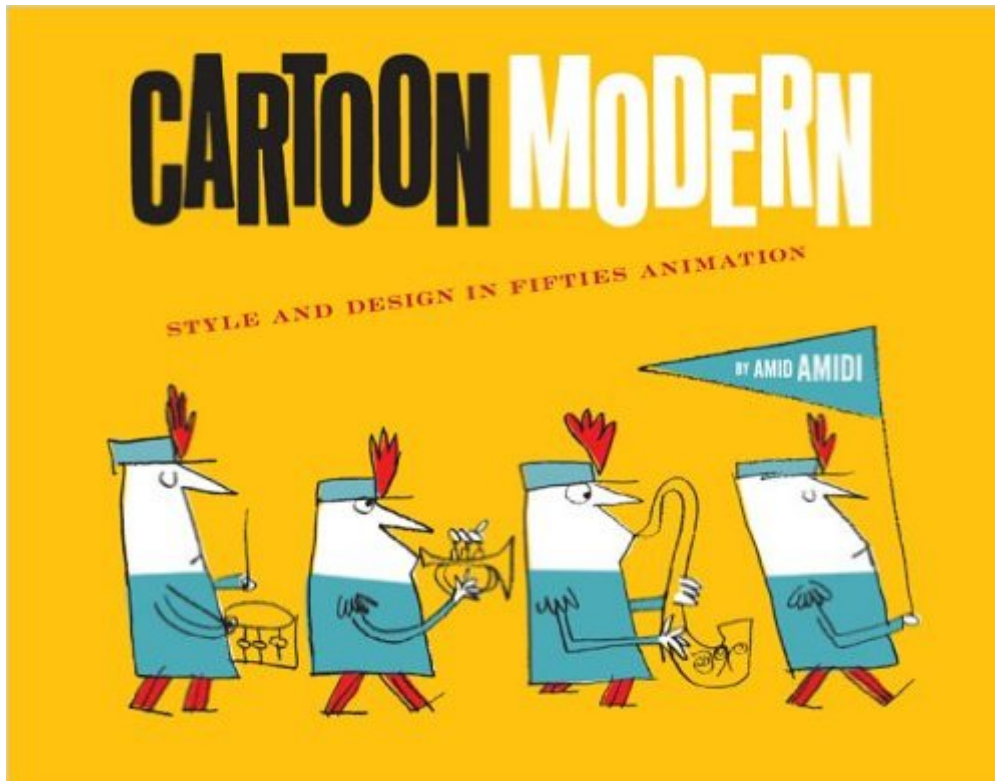


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# Cartoon Modern: Style And Design In 1950s Animation



## Synopsis

Between the classic films of Walt Disney in the 1940s and the televised cartoon revolution of the 1960s was a critical period in the history of animation. Amid Amidi, of the influential Animation Blast magazine and CartoonBrew blog, charts the evolution of the modern style in animation, which largely discarded the "lifelike" aesthetic for a more graphic and often abstract approach. Abundantly found in commercials, industrial and educational films, fair and expo infotainment, and more, this quickly popular cartoon modernism shared much with the painting and graphic design movements of the era. Showcasing hundreds of rare and forgotten sketches, model boards, cels, and film stills, *Cartoon Modern* is a thoroughly researched, eye-popping, and delightful account of a vital decade of animation design.

## Book Information

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## Customer Reviews

Like many of my peers, as I grew up, my interest in animation gravitated toward the full animation of the Golden Age: Robert McKimson, Bob Clampett, Chuck Jones, et al, for a long while disdaining any form of animated minimalism, even the kind represented in this book. By the age of 7 or 8, we had come to associate Top Cat, Deputy Dawg, The Flintstones, The Jetsons and all the minimal animation that had once been among our favorites with shoddy cheapness. (Even as a small child, I remember several of us sitting around talking about cartoons, and laughing to scorn at the way the same background tree kept passing every couple of seconds in Hanna-Barbera chase scenes. We wondered, did they think we weren't catching that?!) 'Limited animation', those dread words,

became poison for all us growing young animation fans. I'm not sure when my respect and interest in minimal/modern animation returned in a changed form, but I think it had to be in the mid 80s, when the best of UPA appeared suddenly on a couple of VHS tapes: Gerald McBoing Boing, The Tell-Tale Heart, Unicorn in the Garden, Christopher Crumpet, The Rise of Dutton Lange, Family Circus, etc. On the rebound, the '50s fine art/graphic design style of these cartoons knocked me out. After seeing these shorts, I started seeking out more examples of this style of animation in old TV commercial reels, and then started noticing the style spilling over into point of purchase, packaging design and magazine ads of the period. By this point, I was a fatally hooked "modern." This book will thoroughly scratch the itch of those baby boomers whose earliest TV memories may include those brief Tom Terrific segments from Captain Kangaroo, as well as the younger reader who will feel the irresistible draw of a very strong retro style.

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