

Creative Manifesto

## Making animation enjoyable



Animasia Studio Sdn Bhd  
Kuala Lumpur, Malaysia, Southeast Asia  
<http://www.animasia-studio.com>

*"It's a highly beneficial relationship. Animasia estimates that today, Adobe helps the company save up to 40% of its production costs"*

**Raye Lee,**  
Chief Executive Officer (CEO)  
of Animasia

Established in 2005, Animasia Studio Sdn Bhd (ASSB) is building a reputation as one of South East Asia's leading animation and multimedia companies. Today, Animasia offers clients a comprehensive range of digital content solutions, with creative animation as one of their most in-demand services.

This fast-growing company, which reports yearly group revenues of more than RM5 million, has earned accolades and awards in Malaysia as well as across the region. Among its best-known works are the top rated animation series "Bola Kampung" which was launched in conjunction with the World Cup in 2006 and "Supa Strikas", which was aired in over 60 countries worldwide during World Cup 2010.

### **Rungs of the ladder**

In an industry where different teams of people work together on complex projects to create the best possible result; ease of work flow and flexibility becomes a vital consideration. All 120 full time Animasia staff work with Adobe's extensive suite of products one way or another, from pre to post production. Adobe CS5.5 Design Standard, Adobe Photoshop CS5, Adobe Flash CS5.5 Professional as well as Adobe Production Premium are all in use.

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#### Challenge

- An efficient and scalable collaboration process
- Final product needs to meet global standards
- Managing rising production costs

#### Solution

- An effective production circle for multiple platforms
- Minimise complicated and congested work flow
- Technology needs to be simple to allows plug-and-play for new employees

#### Benefits

- Content created for multiple platforms in a shorter amount of time
- Content created that meets key benchmarks of international standards and is marketable globally
- Animation process is faster by 10% - 20%

#### Platform of choice

Animasia is a keen advocate of Adobe Flash, selecting it ahead of other animation packages in the market. While Adobe Flash is widely known as the platform for creating web animation and action scripts, Animasia relies heavily on Adobe Flash and Adobe Photoshop for its daily production work of film creation.

"To others, the thought of creating a full television program on Flash might seem extreme. When our first program aired, no one could believe it was produced solely with Adobe Flash. People started to realise that Flash could be so much more than just web animation." said Edmund Chan, Managing Director (MD) of Animasia.

The reason behind Animasia's decision to produce Flash programs using Adobe's suite of products is simple – not only is Adobe Flash easy to use, it also does not compromise on production standards.

According to Ah Loong, Chief Operating Officer (COO) of Animasia said. "We can't live without Flash. It plays a critical role in the production of our shows."

#### Removing the friction in production

Animasia leverages Adobe technology throughout the entire production cycle. The production team uses Adobe Flash to first draw up storyboards and proceed to include frames, movement and sound to animate it. The Flash file that comes from the storyboard department can also be used by the art department, allowing them to create layouts and backgrounds. Gone are the days of having to struggle through different file formats from the various departments within the production team.

"The ease of being able to drag and drop drawing elements to and from Flash is an enormous time saver and one of the main reasons we rely so much on Adobe products," said Ah Loong.

By making a complicated and congested work flow more efficient, Animasia is reaping the benefits in the early phases of projects. Following that, clean-up artists work to ensure that every detail of the production is visually and technically flawless. They also lip-sync the characters with audio, using Adobe's visible sounds waveform in Flash.

Upon completion, files can be exported to Adobe After Effects with ease, allowing for the special effects team to make final touches. Despite a vast majority of the working files being in Flash, the design team can easily export the Flash files into Photoshop and Dreamweaver to create all promotional collaterals in the preferred format.

To Ah Loong, it's all about making things work easily. "With numerous drawing tools available within Flash, the speed of our animation process has been accelerated by anywhere from 10 percent to 20 percent. Adobe's streamlined processes and integration allow us to interlink Flash with other products like Adobe Photoshop and Adobe After Effects. What we really like about Adobe is that it allows for seamless integration between the different software. It's made our work much more convenient and efficient."

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**Edmund Chan,**  
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### **Newbies can jump straight in**

As Animasia continues to gain a strong reputation not only in Malaysia, but also across Southeast Asia and internationally, recruitment of new young talent is critical for its growth strategy. With the company running on industry-leading technology from Adobe, bringing new employees on board is not a problem. Commented CEO, Raye Lee. "Adobe products are the common language of instruction in the industry as well as in colleges today, so the talent we recruit is already well versed in the software. There isn't a need for time-consuming training for new employees. We are able to ease them into our projects quickly and efficiently."

### **The changing landscape**

With technology changing at breakneck speed and demands for new and exciting creative experience constantly on the rise, the production industry is increasingly adopting 3D technology in production. Animasia is currently focused on achieving the best quality of integrated 2D and 3D effects and hopes to roll out 3D services in the near future. Adobe is right alongside this ambitious and successful Malaysian production house, providing extensive features and developments on Adobe Flash to help production teams create 3D animations easily.

Whatever the future brings, Animasia is confident that Adobe Flash will continue to be the firm foundation allowing the company to reach new frontiers in the creation of exciting and in-demand digital content.

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Ah Loong  
Chief Operation Officer (COO)  
Animasia

#### Toolkit

Adobe Creative Suite Products used include:

- Adobe CS5.5 Design Standard
- Adobe CS4 Production Premium
- Adobe CS4 Web Premium
- Adobe Photoshop CS5
- Adobe Flash CS5.5 Professional

#### Animasia Fun Facts and Accolades

In its 78 episode run, "Bola Kampung" quickly rose to become a top-rated animation program on RTM and made it to the Top 10 animation program of all free to air television shows in Malaysia. It was recently followed by the Animasia and Cartoon Network India co-production "Balla Bowl", a feature movie involving Indian children playing cricket, which garnered resounding success.

In 2004, Animasia also collaborated with Singapore based Oaktree Films Pte Ltd to produce a short animated film entitled "3 Feet Apart" winning the award for Best Animation Short Film at the Bangkok Kinnaree Awards. In the same year, the company worked with renowned Australian Director Steve Bristow to produce the animation trailer, "House of Loo", which won the Singapore Animation Super Pitch.

2006 marked a defining year for the company. Animasia won a RM 50,000 grant for the MSC Malaysia Animation Pitch 2006 for a self-developed animation concept entitled 'ABC Monster Detective', which was also screened at Cannes, France receiving an overwhelming international response. That year, it was also the only Asian film that made it onto the Top 30 Most Requested Programs at MIPCOM Junior.

#### For more information

[www.adobe.com/products/flashplatform](http://www.adobe.com/products/flashplatform)



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