

Jeffery Katzenberg

 One of the founders of DreamWorks Animation

Co-founder are Steven
Spielberg and David Geffen

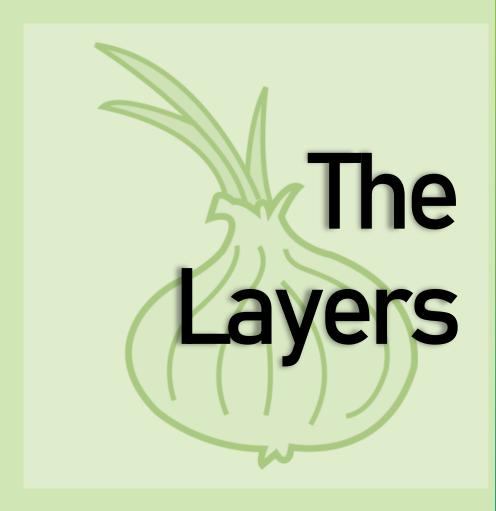
 Was previously employed at Disney



# Shrek's Legacy

Won the first-ever "Best-Animated Feature" Oscar

The series is the highest grossing movies from DreamWorks Animation





1. Voice Acting



2. Storyboards



3. Editorial



4. Animation



# Shrek uses computer-generated imagery (CGI).







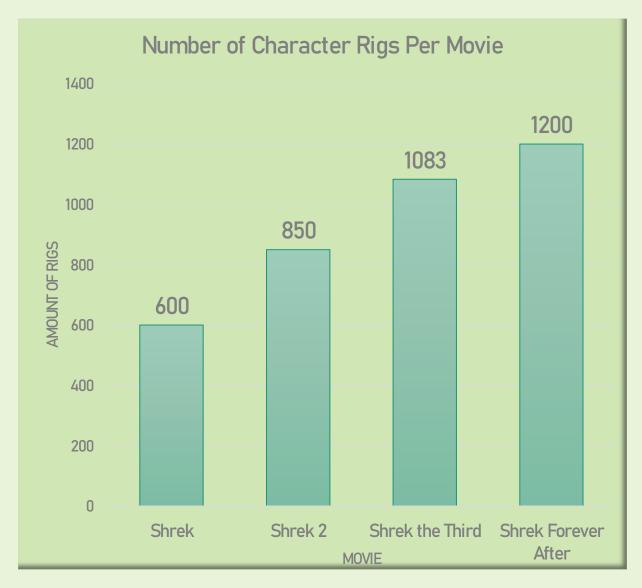
## Technology Development Over Time

#### **Shrek Two**

Development of global illumination

#### **Shrek the 3rd**

- Newer character rigs
- Improved fabric and hair movement
- Better fire and water mechanisms
- Easily controllable crowds



### Notice the difference in Shrek's facial movements!

### Shrek (2001)



### Shrek Forever After (2010)



### Soundtrack

- The soundtrack adds to story development
- They blend pop tunes with the original movie score to convey climatic moments



