

Learning and Animating on the iPad with iPad Animation and iStopMotion

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Integrate iMovie, GarageBand and dJAY into your iStopMotion for iPad animation workflow with Craig Lauridsen's new media-packed iBook, now available on the iBookstore. Featuring Boinx Software's iStopMotion for iPad, "iPad Animation" teaches hopeful animators how to weave together story, pictures and sound to create amazing stop motion animations right from the iPad. Readers will learn how to use iMovie, GarageBand and dJAY in conjunction with iStopMotion for iPad.

Puchheim, Germany - Craig Lauridsen's eBook "iPad Animation" is more than a "how to" book; it's the most comprehensive guide to making stop motion movies on the iPad available. Featuring Boinx Software's iStopMotion for iPad, "iPad Animation" teaches hopeful animators how to weave together story, pictures and sound to create amazing stop motion animations right from the iPad. Readers will learn how to use iMovie, GarageBand and dJAY in conjunction with iStopMotion for iPad. "iPad Animation" is available now through Apple's iBookstore.

Written by Craig Lauridsen, a teacher at Newtown Movie School in New Zealand, "iPad Animation" was also designed to serve as a resource for schools and teachers looking to integrate the iPad into the curriculum worldwide. "We've had teachers tell us that their board has purchased a suite of iPads, and now they have to prove to the parents that they are a benefit to the learning, and not just a browsing device," Craig says. "'iPad Animation' 100% meets that opportunity to turn the iPad into a creativity station. We want to get a copy of this book into every school - and the iStopMotion app as well of course."

The iBook features chapters as easy-to-read "mind maps" that illustrate the multiple facets of stop motion animation: pictures, processes, editing and sound. Within each chapter, Lauridsen explores how each featured app's workflow process fits with the others'. "iPad Animation" explains tips and tricks for using iStopMotion for iPad, including how to achieve special effects through simple camera angles, camera movement and a little creativity. Readers will learn how to record dialogue, make music and sample their own sound effects, then send a soundtrack directly to iStopMotion using GarageBand and dJAY - all right on the same iPad. They will learn how to use iMovie to edit animations like a pro. Throughout over 230 pages, "iPad Animation" includes 26 movies, 23 sounds and nearly 500 images.

"It is a rich multi sensory experience you can play with," Lauridsen says of "iPad Animation." "It is not just a 'how to' book, it is a 'show me how' book. Children are great at making stop motion movies. As teachers, we find the best way to solve most challenges on a budget they can afford, but to a standard that is the highest quality we can achieve."

The Results Are In - Rave Reviews for "iPad Animation"

"This is an excellent resource for teachers that want to incorporate stop motion animation into their curriculum! Lauridsen's book is easy to follow and full of tidbits and resources that veteran animators will find useful! I love that this is a digital book, as the video and interactive resources just can't be duplicated with paper!" - Anna Adam, Tech Chick Tips

"We've been animating for five years now, the last two years with an iPad, and this book is the best source for anyone wanting to do it all with an iPad. It's all here: the sound recording workflow, the editing, the animating, the story process, etc. This is animation gold. [...] Workarounds, tips, mounting ideas, remote control of your iPad and so many more fun, real-world ideas saturate every chapter. We especially liked the use of 'mind

maps' to navigate through the subject matter in the book. Mind maps work like our minds do, and we were able to drill down to the subject areas we were most curious about with clarity and ease." - Animation Chefs

"This book made me realise that there are lots of possibilities using this software, and I can see why people really get into it. In short, it is fun to read and the project ideas in the last chapter really bring the possibilities alive! Having multimedia capability built right into a book still seems remarkable!" - Peter Thirkell, Victoria University

Win an Apogee MiC With Your "iPad Animation" Purchase:

To celebrate the launch of his book, Craig Lauridsen will be giving away an Apogee MiC, provided courtesy of Apogee Electronics. This studio-quality microphone connects directly to the iPad, iPhone and Mac and lets you record any sound you can imagine, from vocals to voice-overs, instruments to interviews, and absolutely everything in between, so you can build a great track for your stop motion movie.

To enter this contest, simply purchase the "iPad Animation" iBook, then register and download the soundtracks on Craig's site, which are high quality MP3s and original, fully editable GarageBand files. Participants will receive 15 extra soundtracks as an exclusive bonus. All soundtracks are original and have been composed by Wellington musician Theo Corfiatis. Participants must complete these steps by January 31, 2014 to be eligible to win. Craig will draw the winner randomly from all valid entries.

About Craig Lauridsen:

From a background in graphic design and video production, Craig Lauridsen founded Newtown Movie School 5 years ago, working with children and teachers to help them create movies and stop motion. Two years ago he published "Stop Motion Handbook," which has been sold in more than 25 countries. He is the father of six children who have extensively tested his material.

About iStopMotion:

Boinx iStopMotion is the leading solution for stop motion animation and timelapse capture, used by many thousands of parents, kids, teachers, brickfilmmers, pro animators and anyone with an interest in this fascinating movie making technique. From tilt shift and color correction to creating high quality HD movies, iStopMotion is a comprehensive application for the Mac that makes it possible for users of all skill levels to create exciting stop motion animations. In 2011, Boinx Software added iStopMotion for iPad to its family of stop motion animation products. Whether you just want to spend a magical weekend with your kids or are a serious animator, now it's time to tell your story, frame by frame with iStopMotion.

Special Pricing and Availability:

"iPad Animation" by Craig Lauridsen is available now in the Apple iBookstore for just \$7.99 USD. Special pricing ends December 28th. iStopMotion for iPad is available now in the App Store for 9.99 USD. Members of the media are invited to review "iPad Animation" and iStopMotion for iPad. For more information, please contact Anya Oskolkova. Press images can be downloaded on the Boinx website.

iPad Animation:

<http://www.ipadanimation.net/index.html>

Purchase and Download iPad Animation:

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iStopMotion for iPad:
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Apogee MiC Giveaway:
<http://www.apogeedigital.com/products/mic.php>

Media Assets:
<http://www.boinx.com/press/media/>

Boinx Software Ltd. is located in Puchheim, near Munich, Germany. Boinx Software develops award-winning animation, video production and photography software for the Mac(R) platform and iOS devices including the iPhone(R), iPad(R) and iPod(R). Boinx iStopMotion is the leading solution for stop motion animation and time-lapse capture, used by many thousands of enthusiastic animators at home, in schools, in advertising agencies and professional animation studios. iStopMotion for the Mac was named one of the Best Apps of 2012 on the Mac App Store. In 2011, Boinx Software added iStopMotion for iPad to its family of stop motion animation products. All Material and Software (C) Copyright 2013 Boinx Software Ltd. All Rights Reserved. Apple, the Apple logo, iPhone, iPod and iPad are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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