

Management

Kurtz & Friends consists of a staff of 20 employees. Because of its small size, and the nature of work, Kurtz views itself as an organization for hire. When a proposal comes to Kurtz, the president makes the go/no go decision. Decisions are based on the degree of original contribution Kurtz can make to the creative and conceptual themes of the project.

In the past, most of the projects have been short-term. Projects are worked in close association with the client to "do-it-right". As risk-takers, this has presented problems for Kurtz. Should this include a monetary shortfall, Kurtz has always absorbed it. However, Kurtz views all projects differently, and emphasizes that being a risk-taker has its advantages.

However, working with short-term projects has presented some difficulty in bringing internally sponsored projects to fruition, in particular, those projects associated with television shows. This dilemma has recently caused management to reevaluate its long-term strategy. The company is now looking to pace itself much more effectively by working on longer-term projects.

Quality animation is judged on many merits. The aspects viewed most important are: good drawings, good animation, a provocative theme, good sound track, good craftsmanship and beyond. It is a given that the concept would be understood by the audience.

Though much thought has not been given to the effects of international business, current projects include contract work for international clients. However, Kurtz is confident that finding a large international partner is the key to success. The world is getting smaller and this requires each and every firm to become more and more involved.

Technology makes "bad" editing too easy. Technology is glitzy and people are attracted to the frills, rather than the concepts. This is not what animation is about.

Technology

There is going to be an interesting marriage between technology and the creative animator. Kurtz's experience has shown that one loses the "concept" and its "vision" when technology is allowed to override one's natural tools. This is not good. Technology makes