

Industry out-sourcing needs are changing. Baer foresees more co-production deals being realized. This is because the industry is becoming ever more global. Several of the major studios have gobbled up the good talent, leaving smaller studios at an artistic disadvantage. This has given rise to more animators in diverse geographical locations. To tap into this resource, a firm must be flexible and willing to work with creative talent from a distance.

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Some project successes have been with Disney, Warner Brothers, Film Roman, Paramount, Ralph Edwards, Hallmark Entertainment and ad agencies. One of the most recent has been with the State of California Department of Water Resources. This project came with a storyboard, but the creative ideas of Baer expanded and enriched the scope and content. All parties were pleased with the results.

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