Summers

DreamWorks Animation

Intertextuality and Aesthetics in Shrek and Beyond

DreamWorks is one of the biggest names in modern computer-animation: a studio whose commercial success and impact on the medium rivals that of Pixar, and yet has received far less critical attention.The book will historicise DreamWorks' contribution to feature animation, while presenting a critical history of the form in the new millennium. It will look beyond the films' visual aesthetics to assess DreamWorks' influence on the narrative and tonal qualities which have come to define contemporary animated features, including their use of comedy, genre, music, stars, and intertextuality. It makes original interventions in the fields of film and animation studies by discussing each of these techniques in a uniquely animated context, with case studies from *Shrek* , *Antz* , *Kung Fu Panda* , *Madagascar* , *Shark Tale* , *Bee Movie* , *Trolls* and many others. It also looks at the unusual online afterlife of these films, and the ways in which they have been reappropriated and remixed by subversive online communities.

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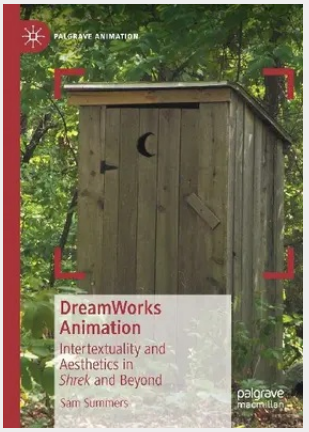

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