

## DAFTAR PUSTAKA

- Beane, Andy. (2012). *3D Animation Essentials*. Indiana: John Wiley & Sons.
- Birn, J. (2014). *Digital Lighting & Rendering*. United States of America: New Riders Publishing.
- Brooker, D. (2008). *Essential CG Lighting Techniques*. Burlington: Focal Press.
- Brunick, K. & Cutting, J. (2013). Coloring the Animated World: Exploring Human Color Perception and Preference through the Animated Film. *Cognitive Media Theory (eds.)*.
- Bush, A. Jr., J. & Bush, R. (2013). A Content Analysis of Animation in Television Advertising. *Journal of Advertising*, 12(4), 20-41. Doi: 10.1080/00913367.1983.10672859
- Cavalier, S. (2011). *The World History of Animation*. California: University of California Press.
- Cury, I. (2005). *TV Commercials: How To Make Them or How Big Is The Boat?*. Oxford: Elsevier
- Eiseman, L. (1998). *Colors for Your Everyday Mood*. Virginia: Capital Books.
- Ghertner, E. (2010). *Layout and Composition for Animators*. Oxford: Elsevier.
- Goel, D. & Upadhyay. R. (2017). Effectiveness of use of Animation in Advertising. *International Journal of Scientific Research in Network Security and Communication*, 5(3).
- Huang, W. Hsieh, T. & Chen, H. (2011). The advertisement effectiveness of

- animated spokescharacters. *African Journal of Business Management*, 5(23), 9971-9978.
- Jin, CH. (2011). *Journal of Targeting, Measurement, and Analysis for Marketing*, 19 (2). 99-111.
- Malpas, P. (2007). *Capturing Color*. Lausanne: AVA Publishing.
- Miller, D.L. (2010). *Mood Mapping: Plot Your Way to Emotional Health and Happiness*. London: Pan Macmillan.
- O’Hailey, T. (2015). *Hybrid Animation: Intergrating 2D and 3D Animation*. New York: Taylor & Francis.
- Prakosa, G. (2010). *Animasi: Pengetahuan Dasar Film Animasi Indonesia*, Jakarta: Yayasan Visual Indonesia (Nalar).
- Rochman, F., Subiyantoro, H., Faridah, & Umam, C.N. (2015). *Ekonomi Kreatif: Rencana Pengembangan Animasi Nasional 2015-2019*. Jakarta: PT. Republik Solusi.
- Schwarz, N., & Clore, G. L. (1983). Mood, misattribution, and judgments of well-being: Informative and directive functions of affective states. *Journal of Personality and Social Psychology*, 45, 513–523.
- Sutton, T. & Bride M. Whelan. (2004). *The Complete Color Harmony*. Massachusetts: Rockport Publishers.
- Wells, Paul (1998). *Understanding Animation*. London: Routledge.
- Westland, S. Laycock, K. Cheung, V. Henry, P. & Mayhar, F. (2012). Colour Harmony. *JAIC-Journal of the International Colour Association*, 1.
- Williams, R. (2001). *The Animator’s Survival Kit*. USA: Faber and Faber.

Wright, Jean Anne. (2005). *Animation Writing and Development*. Amsterdam:

Focal Press.

Zelanski, P. & Fisher, M.P. (2010). *Color: Sixth Edition*. London: Laurence King

Publishing Ltd.