Unique insights into how the “Shrek” world evolved over the life of the franchise, both technically and creatively. The speakers, who’ve held key roles on all the “Shrek” films, share stylistic conceits, technical overviews, production tips, and anecdotes, illustrated by abundant behind-the-scenes material and visual breakdowns.

Philippe Gluckman recently wrapped his work as the Visual Effects Supervisor on DreamWorks Animation’s next animated feature, Shrek the Third. Prior to this, he held the same role on the animated hit Madagascar.

Gluckman joined PDI/DreamWorks in 1994, serving as Sequence Supervisor on the Academy Award-winning hit “Shrek” and Associate Visual Effects Supervisor for PDI/DreamWorks’ first CG animated feature, “Antz.” He began his career at the company as a senior animator/technical director working on such projects as “Batman and Robin,” “Batman Forever,” “Marvin the Martian” and numerous commercials.

Before joining the studio, Gluckman worked as senior animator at Ex Machina in Paris on projects ranging from commercials to theme park rides. He began his career as a traditional 2-D animator, as a partner with Storyboard and as an assistant animator at Cartoon Farm, both located in Paris.

Gluckman holds a degree in graphic arts from the Ecole Nationale D’Arts Appliques, Paris.

For over 15 years, Raman Hui has been a major force at PDI/DreamWorks, guiding the animation team from commercials and shorts to feature films. He started at the studio in 1989 working on various commercials and award-winning short films, which led to his position as Lead Character Designer/Supervising Animator on PDI/DreamWorks’ first full-length computer-animated feature film, “Antz.” From there he went on to serve as Supervising Animator on the Academy Award®-winning blockbuster “Shrek,” as well as the follow up Universal Studios theme park attraction “Shrek 4D.” He also went on to serve as one of the Supervising Animators on the blockbuster sequel, “Shrek 2,” which went on to become the highest grossing animated film of all time. For a brief time he served as Director of Animation on DreamWorks Television & NBC’s prime-time animated comedy “Father of the Pride.” He is currently directing “Shrek the Third,” which is due for release on May 18, 2007.

During the past decade at PDI/DreamWorks, Hui has worked on a variety of 3D characters, including a CG Mickey Mouse for Jim Henson’s “Muppetvision,” the first CG Pillsbury Doughboy and a helmeted Martian who interacts with a live-action earthling for Hanna-Barbera’s television special, “The Last Halloween.” Hui also directed, wrote and produced the celebrated PDI/DreamWorks short film, “Sleepy Guy,” which has received awards at the London Animation Festival, the US International Film & Video Festival and won first place at Imagina in 1995. His latest in-house short, “Fat Cat on a Diet,” has been screened at many festivals and conferences, including the London Animation Festival (LEAF), Anima Mundi and the Chicago International Children’s Film Festival.

Hui began his animation career in Hong Kong at Quantum Studio where he worked as a cel animator. Later, he moved to Canada to study computer animation at Sheridan College.

David Smith began his career at DreamWorks Animation on “Shrek 2” as a story artist. Since 2001 David has proudly been a part of the story department, working on the hit animated comedies “Shrek 2,” “Madagascar,” “Shark Tale” and now currently on “Shrek the Third,” in theatres nationwide May 18, 2007.

David has been a part of almost every aspect of animation in the past 15 years of his career. From traditional animation to CGI, he has worked as a director, art director, character designer, story artist, and even song writer and voice actor. At the launch of his career, he made short animated films for “Spike and Mike’s Festival of Sick and Twisted Animation,” then went on to work for the Hanna-Barbera cartoon studios on “Dexter’s Laboratory,” “The Powerpuff Girls” and the animated television feature “The Flintstones on the Rocks.”

After working at Hanna-Barbera/Cartoon Network for 6 years, David attended the California Institute of the Arts, earning a Bachelors Degree in Fine Arts.

Baer began his career at the studio as an Effects Animator on *Shrek*, *Shrek 4D* and the live action feature, *AI*. He was later promoted to Effects Developer on *Shrek 2*, the sequel to the Academy Award® winning *Shrek*.

Prior to joining PDI/DreamWorks, Baer was an effects animator at Tippett, Santa Barbara Studios, Electronic Arts and was a software consultant for Alias|Wavefront in Santa Barbara.

Baer graduated with an MA in Business and Arts from Westmont College, Santa Barbara.