

Disney Company



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NSEI SES “Academic gymnasium”

Project was created by

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Disney Company



Project goal:

- To learn the creative path of Walt Disney;

Tasks:

- To select an information related to the topic;
- To introduce children to the first Walt Disney cartoons;
- To create your own project product

Corporate history



The Walt Disney Company is one of the leading companies in entertainment industry. The company was founded in 1923 by brothers Walter Disney and Roy Disney.

Corporate history



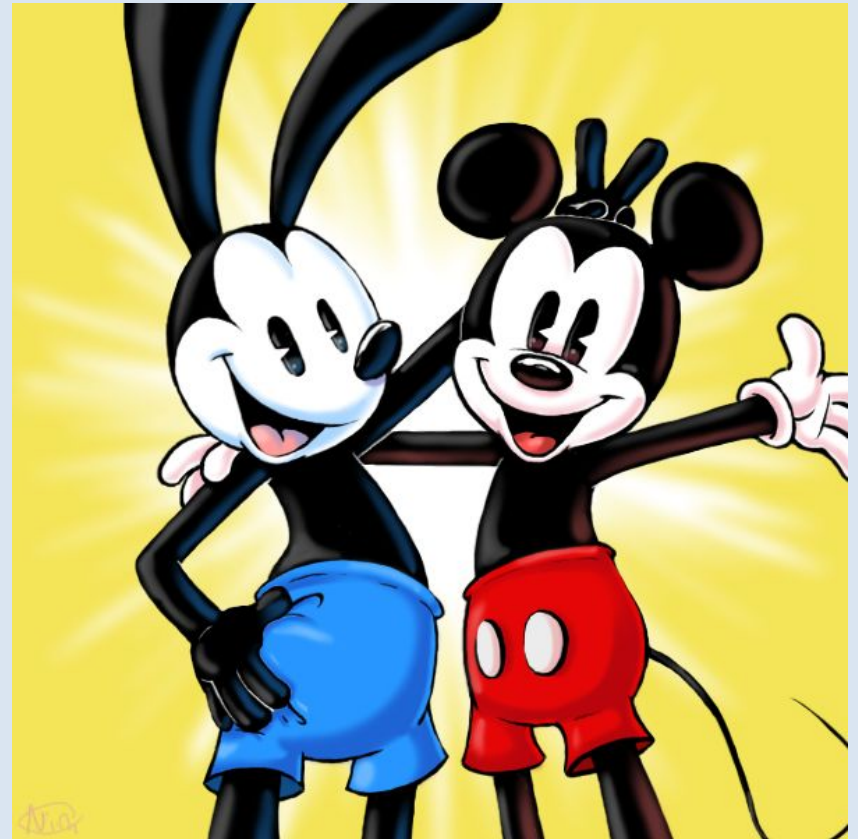
Walt Disney – is a legend of 20th century.

He managed not just to create a studio for animated films, but a whole world of entertainment for children and adults.



Beginning of cartoon production

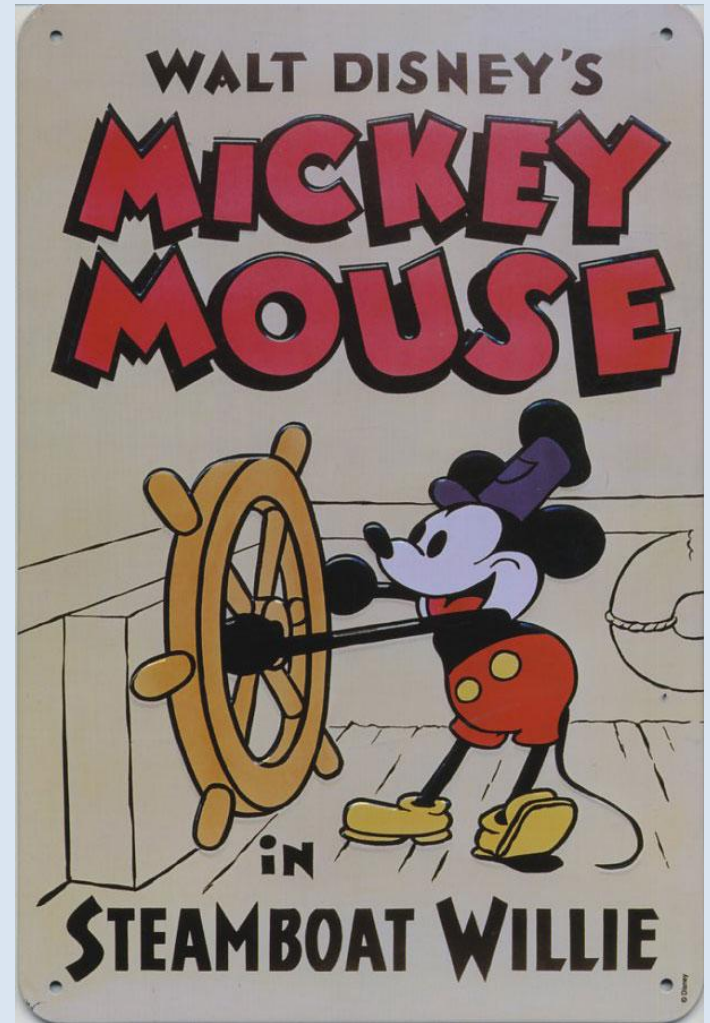
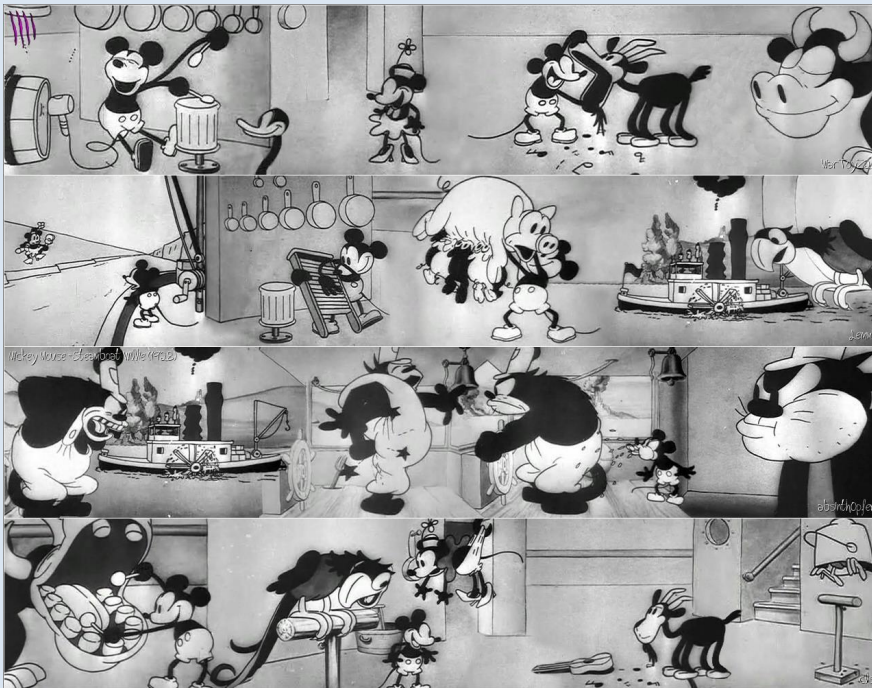
In 1923 animator Walt Disney created 2 silent movies called Alice's Wonderland



and Oswald the Lucky Rabbit.

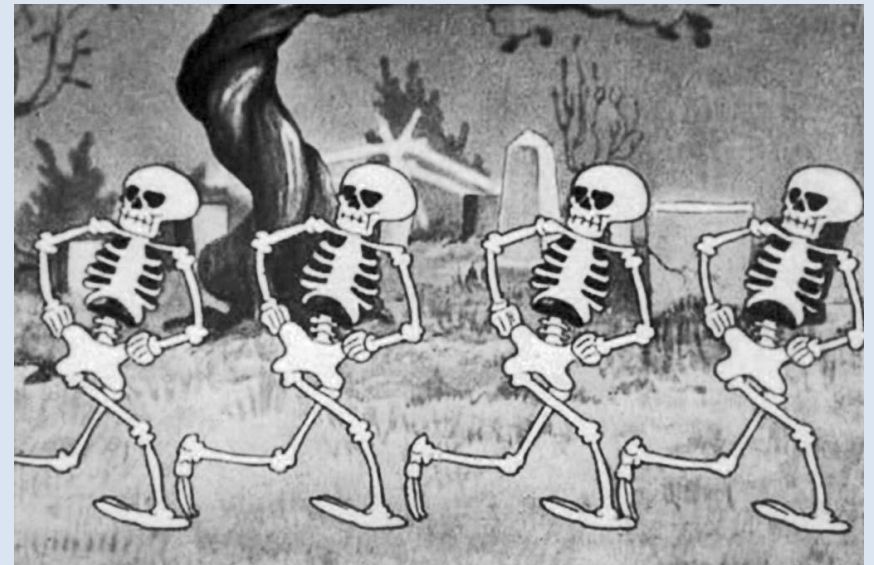
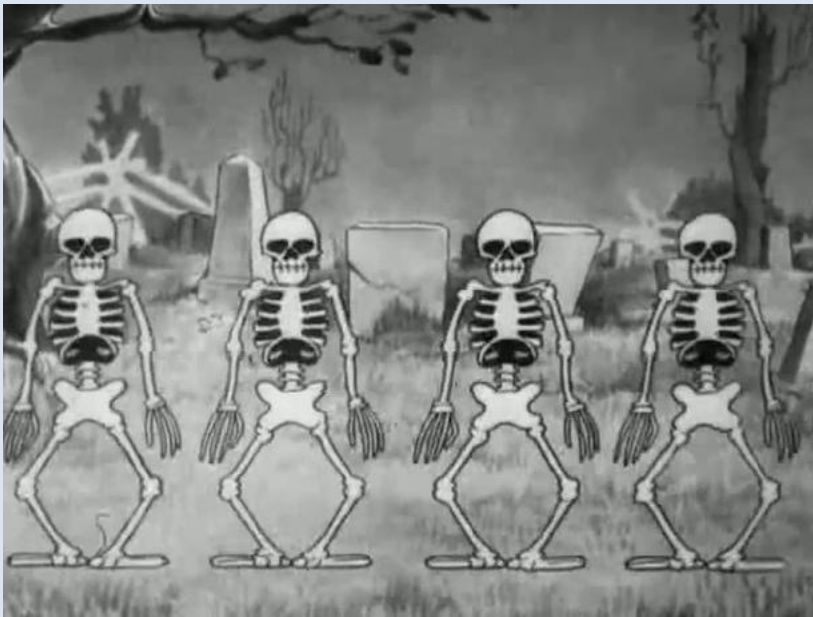
Beginning of cartoon production

Disney's first sound film Steamboat Willie, a cartoon started Mickey Mouse was released in 1928.



Beginning of cartoon production

In 1929, "Dance of Skeletons" was created.



The introduced characters of the short animated films were Mickey Mouse, Donald Duck, Pluto and others.

In 1933, for the creation of Mickey Mouse, Disney won an Oscar.

Beginning of cartoon production

Snow White and the Seven Dwarfs was the first full animated film. Three years on the creation of this cartoon there were 570 artists-animators.



The cartoon earnings exceeded \$ 100 million. Also it brought his creator another Oscar.

Disney branded goods



The production of cartoons costs a lot of money.

Disney was looking for different sources of income.

Disney characters are in comics, toys, clothing, watches and other goods.

Disneyland – entertainment industry



The theme parks are another source of income.

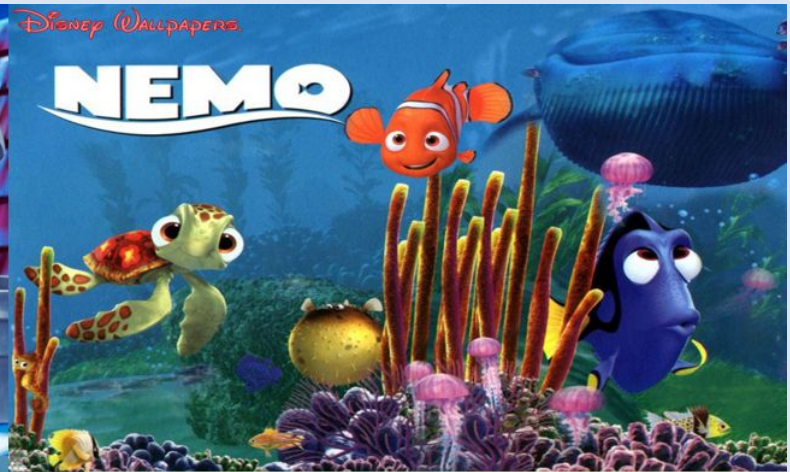
The first Disneyland was opened on July 17 in 1955.

Parents and children could both have fun at the same time.

My favorite Disney's movies



My favorite Disney's movies



The product created for this project

The logo of Walt Disney Pictures is a castle. It is not a fiction. Neuschwanstein Castle is a real castle in Bavaria.



Thank you for your attention

