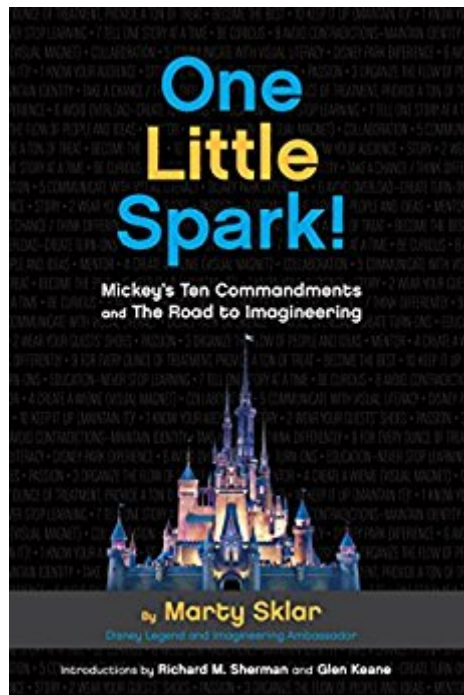# One Little Spark!: Mickey's Ten Commandments And The Road To Imagineering (Digital Picture Book)

Synopsis

We've all read about the experts: the artists, the scientists, the engineersâ"that special group of people known as Imagineers for The Walt Disney Company. But who are they? How did they join the team? What is it like to spend a day in their shoes? Disney Legend Marty Sklar wants to give back to fans and answer these burning questions. When Marty was president of Walt Disney Imagineering, he created a list of principles and ideals for the team, aptly named Mickey's Ten Commandments. Using this code of standards as his organizational flow, Marty provides readers with insights and advice from himself and dozens of hands-on Imagineers from around the globe. It's a true insider's look like no other!

Book Information

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Customer Reviews

Marty Sklar was hired by Walt Disney in 1955, prior to the opening of Disneyland. He rose through the ranks to president of Imagineering, the group responsible for Disneyâ ™s theme parks worldwide. He retired in 2009 after a 54-year career with the company.The first part of the book explains Mickeyâ ™s Ten Commandments, guiding principles developed by Sklar in 1983. The second half of the book consists of career advice from 75 Imagineers. The most prominent recurring

theme in this book is storytelling.Mickeyâ ™s Ten Commandments are:1. Know Your Audience. â œI canâ ™t imagine beginning any assignment without knowing the prime audience for your story or product. How you communicate, what you communicate, is totally influenced by who you identify as your target audience.â •2. Wear Your Guestsâ ™ Shoes. â œWalt Disney decreed that every designer was to go to the park at least every other week and stand in the lines (we call them queues) to understand what our guests were experiencingâ | Always lead with the guest experience in mind.â •3. Organize the Flow of People and Ideas. Joe Rohde explains a failed design of Animal Kingdom: â œWe wanted the park to feel adventurous. One of our techniques was to obscure the destination at the end of a pathway so that youâ ™d have to walk forward to reveal [it]â | From an industrial engineering point of view, it was enough to clog the pathways as crowds backed up behind people who were confused.â • Bottlenecks can also result from choice overload. John Hench says, â œWhen we come to a point in the park that we know is a decision point, we put two choices. We try not to give them seven or eight.â •4. Create a Wienie (Visual Magnet). This refers to â œvisual targets that lead visitors clearly through an experience.

One Little Spark!: Mickey's Ten Commandments and the Road to Imagineering (Digital Picture Book) One Little Spark!: Mickey's Ten Commandments and The Road to Imagineering The Spark Story Bible: Spark a Journey through God's Word Machine Learning with Spark - Tackle Big Data with Powerful Spark Machine Learning Algorithms The Ten Commandments: Still the Best Moral Code The Ten Commandments: Still the Best Path to Follow Mickey Mouse Clubhouse Mickey's Halloween A collection of Advanced Data Science and Machine Learning Interview Questions Solved in Python and Spark (II): Hands-on Big Data and Machine ... Programming Interview Questions) (Volume 7) Life-Changing Magic: A JournalÂ - Spark Joy Every Day Learning Spark: Lightning-Fast Big Data Analysis Advanced Analytics with Spark: Patterns for Learning from Data at Scale Airbrush How-to with Mickey Harris (Air Skool) Photography: DSLR Photography Secrets and Tips to Taking Beautiful Digital Pictures (Photography, DSLR, cameras, digital photography, digital pictures, portrait photography, landscape photography) Paul Yancey: Taking the High Road (Taking The High Road Series Book 8) Exponential Organizations: New Organizations Are Ten Tmes Better, Faster, and Cheaper Than Yours (and What to Do About It) Rand McNally 2016 Road Atlas (Rand Mcnally Road Atlas: United States, Canada, Mexico) Photography: Complete Guide to Taking Stunning,Beautiful Digital Pictures (photography, stunning digital, great pictures, digital photography, portrait ... landscape photography, good pictures) Trapped Under the Sea: One Engineering Marvel, Five Men, and a Disaster Ten Miles Into the Darkness Peekaboo baby.

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