



Walter Elias Disney: The Production of Snow White

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Animation

- Risk and big investment
- Most successful motion picture of its time
- First to include color, sound
- Created a detailed environment and movement of characters
- Brought in actors to mimic actions
- First American film with soundtrack album, multiplane camera



Theme Parks

- Disney “tastefully combined some of the pleasant things of yesterday with fantasy and dreams of tomorrow.”
- Integrated into and influenced popular culture



Business Ventures

Broadway, Movies, Television



“ IF YOU CAN DREAM IT,
YOU CAN DO IT ”

~ WALT DISNEY