

Boxel Studio: Helping artists do what they do best

For more than a decade, Boxel Studio has delivered high-caliber VFX and animation for global clients, including Nickelodeon, Disney, A&E, CW, Lionsgate, National Geographic, HBO and Endeavor. They're known for their relentless commitment to quality, delivering industry-leading finished products through a combination of creative ideas, strategic scheduling and smart resource allocation.

When animators can focus on what matters most—artistry—the results can be incredible. Boxel was concerned about losing time and resources to rote, automatable tasks, especially as they faced growing client demand. They transitioned from a spreadsheet-based system to ShotGrid in 2009, grew from 20 artists to 300 artists, and today service a full slate of 2D and 3D animated shows, high-end series VFX and feature films.

The results



300 artists using ShotGrid



Ability to deliver more than 100 approved shots in 15 days



Reclaimed 30% of time lost to non-creative tasks

“...if we don't help our artists organize, track, and manage their daily, weekly and monthly workloads, we've calculated that they're losing about 30% of the time and resources that should be spent on priority tasks. Without a tool like ShotGrid to aid production tracking and management, the administrative workload really starts to take a toll on artists and the studio.”

Andres Reyes Botello, Director of Technology

How they did it

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Getting organized

Creating, learning, and allocating efficiently

Every moment an artist spends doing something that isn't creative can detract from a project's quality and timeline. Knowing that the best visuals and animations come from focused artists, Boxel Studio set out to organize and manage their rapidly-growing project load with a robust, ShotGrid-based pipeline. The ability to track workloads, shots, tasks, calendars, deadlines, budgets and resources has freed up valuable time—time Boxel can put toward collaborating with networks and VFX producers on a partner level, as well as identifying opportunities for ongoing professional development.

Following the money is easier, too, with ShotGrid. Boxel assigns and tracks hours allocated for each artist and task. The resulting overview of finances for each show in production helps studio managers and producing partners verify that projects are within budget. If not, the team can trigger next steps and make appropriate decisions.

Meeting deadlines

Integrations and custom code

Modern animation studios need to deliver high-quality products while contending with rising demand and shorter delivery timelines. Today, Boxel Studio produces work for shows that require over 100 approved shots in 15 days, including high-end digi-doubles, animation, full CG environments and particle simulations. The results they deliver need to meet high creative, technical and visual expectations.

Boxel Studio relies on ShotGrid to track projects, eliminate production roadblocks and deliver weekly workload executive reports to clients. This enhanced chain of communication helps the team hit hard deadlines while promoting interactions between artists, coordinators, managers, producers and clients.

Because Boxel values its artists' time and energy, they pay close attention to how their team is scheduled and budgeted. ShotGrid helps ensure tasks are assigned to the appropriate professionals. Weekly reports help manage workload distribution, and if the going gets tough, Boxel uses the information to rebalance and plan for a more efficient week ahead.



Scaling up

Tackling bigger and better projects

The ongoing content boom has many animation studios struggling to meet demand while intelligently growing their talent and workload capacity. With ShotGrid as its core central production management tool, Boxel Studio built its own path forward to becoming a partner for leading networks in the media & entertainment industry. Most recently, Boxel provided full partner services for Nickelodeon's *The Fairly OddParents: Fairly Odder*, a Paramount+ show that blended live-action and animation.

Supported by a ShotGrid-based pipeline, Boxel's illustrators, animators and compositors collaborated with Nickelodeon. After bringing-of-the characters and likeness in 2.5D to a live-action plate, the show was greenlit, and Boxel contributed to every step of production: on-set supervision for hybrid animation, asset development, animation, effects and final compositing.

The bottom line

01

Intelligent task scheduling

02

Balanced workloads

03

Ability to confidently take on larger projects

“There's a great demand for content, and very few studios and skilled artists to service that demand. It's critical to be efficient with the capacity you have, and ShotGrid plays an integral role in that regard.”

Andres Reyes Botello, Director of Technology

[Read full case study](#)