

3D Animation and Visual Effects
Advisory Committee Meeting
October 27, 2009

During our meeting last spring, the suggestion was made that this year we highlight student work so members could make better suggestions for improvements to the program. Therefore, the focus of this meeting was student presentations. During this meeting, the students shared their ideas and their team's vision for the capstone project to be developed during the year. Students will spend this year refining their skills and developing their portfolios. During the spring meeting, these students will be presenting the results from their efforts.

Comments relevant to all teams

- Students need to work on presentation skills and practice more often to become comfortable. You will always be presenting to someone, whether it is a client, or presenting ideas to your employer—get used to it. Clearly define and sell your ideas with enthusiasm and explain why your ideas deserve support.
- Advisory members would like to see students demonstrate more energy and passion for their topics during the presentations. Members would like to see more creative ideas and enthusiasm.
- Tell a story, entertain to gain interest in project; appeal to emotion. Utilize charts, numbers, graphs, and statistics gathered from research rather than presenting paragraphs of text to grab attention.
- Utilize project design boards to demonstrate how project has evolved, from beginning to end; include storyboards, concept art etc. Members are looking forward to formal presentations in the spring to see how ideas have developed.
- Members recommended all teams adopt a service organization and not spend time and resources developing a company. The primary focus should be on developing products to brand a company already in existence according to specified guidelines, allowing for more energy to be invested in products developed, resulting in a better value for portfolios.

Specific comments directed to Teams:

Team 1:

Liked slogan – consider shortening to improve
Summary could have been a little more concise
First ones out of the gate, slow down
Great thoughts on the overall pitch. Good thought towards tagline
Get a clicker and practice before presenting
Could tell they put time and research into project – it shows
Great work
Plant a tree, save a forest; teach others to plant trees, save the planet.
Slogan a little wordy
Animation a nice idea
Good research. Tagline wordy
Entertain more. Tell a story; get me involved and then give me statistics, data
Need to see more emotion/energy in presentation
Use chart instead of text
Use color palette around first slide – simplify

Team 2:

Topic seemed a little far out there. It was hard to understand what you were presenting; would rather see you develop campaign/products for a service organization that is already defined--doing so will be better for your portfolio as well.
Too whimsical. Needed more explanation of ideas.
Do not use work that is copyrighted in your portfolio, even as a derivative. You can use copyrighted work as inspiration, but it should not be presented as your own. (Character from Fallout.)
Consider color and font choices. Colors are not consistent. Font on poster does not convey whimsical and fun emotion.

Team 3:

Like tagline; summary/presentation needs a little work. Could show market research of theme park or horror theme growth. Nice idea, but better to stick with existing community service organization. Watch fonts, contrast on PowerPoint.
Ideas were a little random. Tagline was short and sweet. Presentation lacked focus. Too much energy spent in defining a company – need to see more energy on products; better value for portfolio.
All ages? Tell how in your presentation. What is different about your ideas?
How are they better than the rest?
Skies should be stormy – look too happy for Scream City

Team 4:

- Increase font size, bold fonts; good color scheme
- Lose dog & cat in logo
- Good research, explanation
- Love the slogan
- Good explanation of project
- Be sure paw looks like an “O” if that’s the intent
- Colors are analogous, not contrasting, which is fine
- Font good, edgy
- Get a more interactive presentation to get people involved
- Need to consider render time required to implement ideas. Start at the end date and work backwards to plan project accordingly

Answers to questions by students:

Whatever you do when starting with an organization, even if tasks are menial, do a good job. You get promoted based on hard work, determination, and drive. Be a sponge. Ask what can I do next?

What is better - Work ethic vs talent – both. Good time management, skills. Take your own time to learn new skills. Creativity is needed to survive in the market. Work hard. Employers can teach the tools; you need to have drive and be a good person.

Work ethic is very important. Try to “out-do” the other guy. Be willing to work harder than anyone else. There is much competition for creative jobs in small markets. Passion is also important.

Two P’s are important – Passion, Portfolio. Talk the talk and walk the walk—a good portfolio will back you up and can make the difference. Portfolio should be creative, artistic, and project-based. You will need different portfolios for different companies/jobs.

Different organizations hire different personality types. Strict, straight, narrow, or goofy? It takes all types, depending on company and the position. Each company has own style or culture. Be yourself or you won’t survive.

Regardless of your personality type, it’s important to hit deadlines and deliver. Put forth the time and effort necessary to do a good job. Underpromise/Overdeliver. Be willing to work harder than the rest. Devote the needed time to get the products delivered on time. Even if you play video games, do without sleep to deliver products on time, if that’s what’s needed.

A college degree is valued. College helps you compete in this market, particularly in this economy, and proves you can meet deadlines and finish a project.

How can I be someone that you would hire? I hire good people who work hard and care; I can teach tools--that's the easy part.

Be involved in organizations and communities—network, volunteer, do charity work.

The instructor is often asked to vouch for you. Employers want to know about your work ethic. Can you stay focused? Do you need to be micro-managed or do you work without being told to do so and meet deadlines? Are you responsible? It's important that the instructor be honest.

Details are great, but ultimately products must be delivered on time. Being detail-oriented is good if you can control and meet deadlines. You need to know when to move on.

What do you bring to the company? How will you help me make a profit? You must make 3 times what you are paid. The first portion goes directly back to employee; the second portion allows for overhead costs associated with employment; it's not until you are making the company three times what you are paid that you are making a contribution to the company. A business is not a charity, at end of day, rent must be paid. The bottom line for any business is profit. Employers look at your relationship as a long-term engagement. If a company is engaging in a short-term engagement, the company is usually concerned not only with how much profit can you make the company, but how quickly can you do it?

Before you start your own shop, work somewhere else, learn the rules of the game. At one time, you could start your own shop with a computer and time. This is no longer the case – you must compete with companies already established. It's all about having cash and building relationships. People won't buy because it's cheap, if so, we'd all wear the same clothes. They buy because they WANT it. When you own your own shop, often you do so because you don't like to fit in a box or work for an employer. However, as a business owner, you'll soon find that you need to fit into a thousand boxes rather than just one.

Oklahoma was recently named the best place to start a business. iPhone games/applications represent a new growth market.