

3D Animation & Visual Effects
Advisory Committee Meeting
October 30, 2013

Preparing for the Future | Goal: Jobs and/or Scholarships

- Capacity has increased from 17 – 27 each section; part-time students attend 3 hours daily, 5 days per week, up to 2 years.
- Many students only attend one year—for a variety of reasons.
 - First-year provides exposure to different areas
 - Graphics
 - 2D animation
 - Intro to 3D modeling, and animation
 - Special effects
 - enables students to discover strengths. This format allows students to complete training in Photoshop, Illustrator, After Effects, and intro to Maya by end of first year.
 - Increased academic requirements at home school
 - First year educates students about career opportunities, reality. Not all about drawing, video games. Sometimes a question of maturity, passion, and desire, whether they return for additional training.
 - Have had some success with scholarships and opportunities for students.
- What jobs exist? What skills are most in demand for these jobs? What jobs/skills are emerging?
 - Second year layers in advanced skills, enables students to specialize.
 - Additional students increase competition for jobs
 - Review current training options
 - New career major?
 - New course(s)?
 - Or add different training to current course(s)?
- Equipment status/Future trends
 - New iMac lab; dual-booting Mac Pro lab; 4 Macbook Pros
 - Wacom Cintiq Tablets
 - 3D Printer
 - Motion Capture Studio
 - 3D Scanner?
 - Emerging trends/needs?
- What is most meaningful in selecting an employee?
 - Portfolio trumps all
 - Grades/Courses/Competencies
 - Preferences
 - Internships
- Pixlfest conference
 - March 27
 - Approximately 200 attendees
 - Review Track times
 - Topics/Sessions
- Additional Suggestions

Attendees: Piyush Patel, Digital Tutors; Jim Sims FAA; Simon Tsu, Keybridge Technologies; Chris Dumeley, FAA; Chase Layman, Wheelhouse; James Hugo, Wheelhouse; Brooks McGinnis, Skyline Media; Linda Lindsey, Denton Blevins, Terry Wallace, and Vera Cheek, Francis Tuttle Technology Center.

General Comments:

- Piyush – games are becoming more accessible; web market; skills are now more marketable in other areas. There is an actual game market for the web side.
- Digital Den and Upstairs Zen are brilliant. Can't teach the hard soft skills!
- Gaming technologies are for more than entertainment--often incorporated into distance learning; make a job for yourself; more independents are emerging. Many grass roots gaming companies out of garages.
- Skills – integration of techniques with game engines. Unreal Development Kit, tons of games; Unity; take content and monetize it; drop in an app store.
- Short term solutions for \$\$\$--accidentally develop a business.
- Possible new course for this year – Unreal DK toolset.
- E-Learning multimedia skills specialized. 3D modelers and animators the best in an area for this purpose. Motion graphics skills also utilized.
- Capstone – real world.
- 3D cameras and tracking in AE and motion graphics are important. Consider a mock qualifications test.
- Create your own mattes to track. Discuss the back end of motion capture. Rebuild camera data. PF track, also a PLE. Got in camera too late, track.
- Shoestring budget options – adapt to new tools; churches, budgets are tight. Scenarios for students on a budget, works arounds for macs with Blender. This applies to all career majors.
- Motion graphics – in general be sure to have something not 3d. Much is 2D because of budgets, time, etc.
- Emphasize design skills for motion graphics, typography. Good foundation.
- Make it look good BEFORE it moves.
- HTML 5
- 3D printing is big – products, prototypes

Identify future trends that should be addressed in our 3D Animation and Visual Effects training program in the next couple of years. This could include skills, software apps/tools, technology, etc.

- Understanding the business processes they are entering into
- 3D Printing
- Wacom Cintiq
- Basic Design Skills – Color/Balance/Typography
- Z-Brush
- Cinema 4D
- 3D Scanning
- 2D Stitching into 3D
- Stronger skills in being efficient
- Rapid 3D Development
- 3D Scanning
- Content Management
- Workflow Design and mgmt.
- Collaboration

Identify new jobs that are emerging related to 3D Animation, 3D Modeling, or Visual Effects.

- Churches
- Promos for products/companies
- A lot of pre-visualization
- Storyboarding
- 3D Simulation training to replace or compliment equipment labs
- Simulation and game development
- 3D Graphic design for motion graphics and training

If you were customizing a training plan to prepare students for emerging jobs related to 3D Animation, 3D Modeling, or Visual Effects, prioritize what would you offer.

- Understanding of fundamental concepts, not just software
- 3D modeling in a gaming engine for distance learning
- Design, Typography
- Strong focus on design
- Understanding of pipeline
- 3D Simulation and game design
- Training for “on a budget”

What other suggestions do you have that have not been addressed?

- Cannot stress enough getting basic design skills. Those that can make something even simple look good will get a job over a person who can do a lot, but it doesn't work well together.

What are your Top 3 resources for keeping up with changes in our area and/or what's the best conference you have attended recently for professional growth and/or what's something you do at your company to be the best at what you do?

- Internet Research
- Echo church creative conference
- Dribbble
- Motionographer
- Tutsplus.com
- Customer feedback and industry news
- Online, other shops; festivals, events
- Siggraph
- The best – never stop evolving
- We use each other to learn from
- Behance
- Abduzeedo
- From Up North

What's something you do with your company or alone to inspire creativity and/or maintain a positive environment or high morale?

- Get out of the office. Adversely: Have a BBQ in the office
- Play games; brainstorm
- Defining clear goals and how to “win”
- “Storm the Brains” – Vomit ideas
- Play story war – design a character, make a story
- Get out of your head – visit other visual companies
- Focus on teams and collaboration
- Create a visionary team that comes up with new ideas and creates projects to implement