

**Advisory Board Meeting
3D Animation & Visual Effects
Fall, 2014**

Desired technical skills of future employees:

- After Effects
- Color Correction
- Exposure to Multiple OS/Platforms
- Transcode and delivery methods; mobile technologies
- Be able to pitch your idea/project. Sometimes it's important to sell your employer/client on your vision. It's equally important to LISTEN to client's/employer's needs and meet them, however.
- Have an understanding of overall business. Always be able to answer these questions: How do I play my part? What do I do that makes a difference in the bottom line? How will my work help the employer/client make a profit and improve?
- Understand pipeline of the projects. Agile workflows. Integration.
- Update software skills to make sure they are refreshed.
- Cinema 4D and AE Integration
- Be good at solving problems; troubleshoot and be creative.

Suggested resources, user groups, forums customized experiences, projects, speakers, workshops, field trips to enrich learning, etc.

- The WHOLE Internet—all of it—an amazing resource. Be good at solving problems and finding creative solutions.
- Visit agencies or companies you want to work for; do internships; volunteer.
- Pixlfest!!
- Fewer projects, but have more refined projects. Encourage the students to do the same projects more than once and reach mastery.
- Visit studios and make sure students are ready to make a great first impression. Also have them do a follow-up with the visit.
- Sell your work.
- Put your work online for reviews and participate in community forums.
- Basecamp and Slack are also great tools!

Advice, Hints, Suggestions, Secrets to Success in Your Company

- Soft skills! (Professional Skills)
- Research who you are striving to work for when applying for jobs. Research clients and their market when working on projects.
- Be fluid—never stop learning!
- Be a team player.
- Don't get caught up with a tool. Be fluid in environment, in workplace.
- Have a global understanding of the industry. Be prepared to complete globally for jobs.

What tools are you currently using to get the job done?

General Tools for all jobs:

- After Effects
- Cinema 4D
- Agile workflow
- Photoshop X 2
- Illustrator
- InDesign

Tools for Animators:

- Maya
- Substance
- Toon Boom
- After Effects

Tools for Motion Graphics Artists:

- After Effects X 4
- Nuke X 2
- Premiere Pro/Final Cut Pro

Tools for Modelers:

- Max
- Maya
- ZBrush
- Mudbox
- Modo

What Emerging Trends will impact training needs of future employees?

- Pipeline Integration
- Mobile Platforms
- Understanding the delivery needs for different platforms and devices
- Understanding the business end of things
- Understand how funds flow in your part of the pipeline

Animators:

- More detailed facial animation
- Strong understanding of animation fundamentals

Modelers:

- 3D Printing and Model Prep

Motion Graphics:

- Understanding VFX Teams
- Transitioning from element/point to another
- Faster Turns
- Online Deliveries
- Comping and Matteing
- Timing and Flow

The following comments were made regarding student portfolios that were reviewed.

Portfolio Suggestions

- Have people look at your portfolio and give feedback, then improve. Be confident. Don't be afraid to show your work and receive suggestions for changes.
- Your portfolio must constantly evolve and will always be a work in progress. It should never be finished. Refresh it every couple of months.
- Clean up your portfolio, organize it, and always show your best work.
- Know your portfolio. Concerning sound effects, eliminate background sounds if they don't fit. Appropriate, royalty-free music can enhance a portfolio, however.
- Have a separate resume and portfolio for each job—customize to the employer. If we can customize a \$5 meal deal, you should be able to customize your portfolio.
- Avoid dark images and/or thumbnails; brighten up and even out the lighting. Make a great first impression. Attention to details matter.
- Design pages with supporting details for work you are including. What did you do on this project? If it was a team project, what was your role, and how did you contribute?
- Add wireframe views as well as screen shots to show the development of the work you completed. This validates the development process as well as the originality of your work.
- Focus all effort on the job or industry you want to work for; for example, all work should be related to oil and gas if that is your goal.
- Always credit others' work, even if it's free.
- Read your text on screen aloud (while it is running,) to check for timing/readability.
- Be sure your video is title/action safe.
- Use Vimeo; use your name—full name to identify you, not stuff that's random. (Vimeo has fewer ads and is considered more professional than YouTube.)
- Use tutorials to learn, but use what you learn and create your own clips/renders, etc., and post that publicly instead. Final course and personal projects that demonstrate your skills are preferred over lessons completed. Don't short-cut these projects; take them seriously and do your best work. If you can do a better job, do it! Don't use work where you have regrets about something you should have done—re-do it!

Job Placement

- Of the career majors offered, Motion Graphics has the most jobs available in Oklahoma.
- It is easier to get into the games market in Oklahoma than Modeling or Animation alone. However, to do so, you must have a good understanding of engine; Be able to get models in; get textures in, etc. It is easier to break into other markets through this avenue.
- Regardless of whether you prefer the Art side or the Code side, you must know some basic scripting.
- The Code side of gaming has more jobs than the Art side. However, you should be sure you know how to get art into the pipeline. There are several different languages: Python, C#, JS, C++; only the syntax is different. Learn one language really well; all aren't needed.
- In reality: one job becomes four more. Have an understanding of different roles and tools. Be the employee that has a toolset that is indispensable. It's hard to specialize and survive in Oklahoma market; generalize with a few good skills.
- 4K workflows are coming. Be prepared.
- Scalable platforms; know what you need to render or make.
- Learn how to UV texture well.
- Jobs are scarce.
- Freelance is hard to enter initially. It's best to work for an employer for a while and get a feel for the market before trying to enter on your own.

- You must understand the pipeline and delivery methods. Pipelines will vary with industries also.
- Get exposure to different areas.
- Be able to work remotely.
- Be willing to figure out an app on the fly, you never know what file format you will receive to work with.
- Be active with Social media and market yourself; People don't just come to you. Use all tools at your disposal: Linked In, Twitter, Facebook, GitHub, HipMedia, etc.,--establish accounts and put content out there on all.
- While online marketing is good, personal user groups are also a good investment of time. Invest in yourself, loosen up, get out there and meet people in the industry. It gets easier.
- Include a role on your business card. Keep it simple and vague. Things change! Be flexible.