Animation

About this area of study

Animation looks at developing moving images, graphics and animation practices within the expanding digital domain. Students will explore digital animation production and publication options that include web, CD and DVD publication possibilities, and develop the skills to work with and manage such technologies effectively. Students are encouraged to develop skills in all aspects and types of animation production and learn to write and think analytically about such creative work.

Studying Animation will enhance skills appropriate for employment in the expanding media industries. Your opportunities will include positions such as a creative director or art director within the multimedia industry or within the creative departments of more traditional media industries. Other opportunities could include animation and digital culture employees, development professionals and those seeking research and analysis positions in the global media industries.

In multimedia your career opportunities may include working on the production of CD-ROMs, interactive games and online services such as webpage design. These opportunities exist within industry enterprises, corporations and institutions such as education, entertainment, government and other service industries. There are also employment opportunities in traditional media industries such as film and television.

On completion of the Animation major sequence students should have the ability to:

- implement and manage all stages of production of a professional digital animation project
- develop a unique production path for a digital project for a variety of publication platforms
- think and write effectively about innovative moving image animation work and digital culture
- use advanced digital image production technologies
- work in collaborative and team settings on graphic moving image tasks
- work efficiently to deadlines in an industrial setting

Animation may open up opportunities outside of what is traditionally regarded as computer animation, such as; helping to design electrical equipment, oil pipelines of oil wells, or even helping to design new cars. Also, Hollywood films starring humans usually have animation experts to help the director work out camera angels and to work on the story board.

Courses offered by Deakin University include

- Bachelor of Arts (with an Animation major)
- Bachelor of Film and Digital Media
- Bachelor of Media and Communication

Labour market information

Grads online has information regarding graduate salaries and where graduates go after completing their course www.gradsonline.com.au

Job Outlook has information about the labour market outlook http://joboutlook.gov.au

Related occupations

- 2-d or 3-d animator; cad animator; effects animator; computer animator
- Storyboard artist; layout artist; concept artist
- Background painter
- Renderer
- Motion capture technicians
- Modelling and design
- Texturing and lighting
- Character rigging and posing
- Digital editor
- Related employment
- Computer game design
- Video production
- Special effects
- Architecture
- Interior design
- Product design

An industry career profile, salary and other employment information can be obtained from the My Future website www.myfuture.edu.au

Descriptions of occupations can be found at The Job Guide www.jobguide.thegoodguides.com.au

Employers

Melodrama Pictures www.melodramapictures.com

Animallogic www.animallogic.com

Blue Rocket www.blue-rocket.com.au

Act3 Animation www.act3animation.com

Aarons CGI www.aaronscgi.net

Animagrafx www.animagrafx.com.au

Blue Tongue Entertainment www.bluetongue.com

Trilobite Productions www.trilobite.com.au

Media World www.mediaworld.com.au

To gain employment as an Animator you will need to be proactive in your search as jobs are rarely advertised. Set up a web page that displays examples of your work, join networking groups or apply to organisations that may offer the opportunity for internal promotion. There are numerous industries which use 3D animation, and you may be able to develop a profile by getting started in related industries. Consider working with a web design company or a game design company to build up your portfolio. There are also opportunities with companies involved with media, such as advertising agencies and marketing consultancies.

For specific employment opportunities visit the following sites

Deakin University Jobshop www.deakin.edu.au/jobshop

Screen Hub www.screenhub.com.au

Jobs77 www.creativejobs77.com

Graduate Opportunities www.graduateopportunities.com

Uni Grad www.unigrad.com.au

Seek www.seek.com.au

My Career www.mycareer.com.au

Career One www.careerone.com.au

Professional associations

Australian Interactive Media Industry Association www.aimia.com.au

Media, Entertainment and Arts Alliance www.alliance.org.au

Melbourne Advertising and Design Club www.madc.com.au

Further information

Screen Australia resources for animators www.afc.gov.au/industrylinks/prodres/anim.aspx

Animation World Magazine www.awn.com/magazines/animation-world-magazine