

Animation Advisory Board Meeting
October 19, 2016

Attending the meeting: Kyle Green, Justin Marshall, Nigel Bazzeghin, Ben Stone, Jason Gonzales, and Jason Zimdars. Contributing via email: Brooks McGinnis, Chase Layman, Kevin Barrett, Eric Lee, and Alain Viesca.

The following items were discussed:

Competencies/Occupational Goals and Outcomes

• General Suggestions

- Planning and storyboarding are very important. You may need foreground as well as background assets. Identify those that will require more effort, time, and detail and this will help with time management, including rendering. Be sure storyboards are emphasized. The motion graphics artist seems to address them in detail, everyone else should as well. Many projects can fail right at this stage if the concept is weak, or framing doesn't communicate the concept, or fails to effectively convey emotion and tone.
- Students should realize in addition to mastering the tools, the art aspect of all designs is really important. Students need to have an excellent understanding of color, design theory, art, and principles of animation – try to push the art aspect as much as possible. How to make something appealing? Why is one logo, character or design appealing and another isn't? Students also need to be aware of a sense of proportion as they design.
- Utilize peer reviews and self-critiques. Even people without an art background know when something is not right—it looks off, and they will have an opinion that is equally important. Artists should be able to identify more specifically what is off. Again, it's very important to get this theory down. Principles of design, animation, art, etc.
- After building a project through the learning process, it's important to build something else—transfer your skills and techniques to something different. If a tutorial helped you build a car, you should be able to transfer your skills to another car or mode of transportation, for example. The Creative Blitz, a short project with a deadline that emphasizes skills attained, is a good way to achieve this.
- Oil & Gas animations frequently use 2D and/or 3D animation skills in Oklahoma.

• 3D Animation/Motion Graphics Artist/3D Modeler Suggestions

- Rigging/Animation will be different because they're both such big areas; Dial in the ratio of instruction based on what the student wants to do; Animators can learn just enough rigging to get their character to move.
- Cinematography/Camera movement is important. Sometimes animation skills are good, but camera movements are off, and it actually can take away from a project.
- Understand sound & layering audio effects to help with appeal of motion graphics pieces.
- Basic rendering and model presentation knowledge are important. In reviewing the curriculum, the technical requirements all seem great.

- Lighting it's always one of my least favorite parts to do, but very important. However, sometimes more lighting can detract from your model. Think about the best presentation that showcases your skills.
- Rendering – how to get best look and quality in the shortest amount of time. Understand which settings/materials/lights make the biggest impact on render time.
- **Emerging Trends**
 - Photogrammetry/Motion Capture
 - Integrating reality capture vs asset building
 - HTC Vive
 - Unity for Virtual Reality Apps
 - Augmented Reality
 - Mobile
 - Kinect
 - Interfaces based on physical objects moving in 3D Space; Sensors represent hands.
 - Spatial centers – walk around the artwork created. In the future, 3D Modelers will be sculpting objects with their hands
 - Students can utilize Unity and Unreal for many emerging trends. Many technologies change rapidly within a year, and Unity and Unreal are tools that will still help to prepare for jobs that are available.
 - Virtual Reality – VR film making, now on the radar; companies will be using Virtual Reality to demo products. As this technology becomes more mainstream, it will drive demand for companies to adopt. Playstation has VR hardware coming out at the consumer level that will exist and drive demand for professionals to utilize these skills. Example of Audi experience, <https://www.youtube.com/watch?v=fvQS8ImnSsw>
 - Cinematography is also a safe bet to help prepare students for the jobs of tomorrow.

Tools/Curriculum Suggestions

- Substance Designer & Painter
- Spline
- Tilt Brush – a painting program for 3D space
- Consider exposure to 3DS Max in addition to Maya.
- Hard surfacing and environmental modeling
- “Short” deadline projects that require students to demonstrate skills. As mentioned above, this can be achieved through the Creative Blitz projects at the end of each unit of instruction.
- Use Version Control Systems

Industry Endorsed Portfolio Reviews

- Students should demonstrate successful projects in at least two areas to show different strengths and flexibility of skills. Don't show all the rooms in a house, show one room, and then a completely different model.
- Be sure to attach a portfolio link to the resume!

- There needs to be a description of the process and starting brief. Sometimes documentary context/purpose or intention of portfolio pieces, especially with beginners, can aid in deciding if the piece is successful.
- Students should prepare a detailed portfolio. Some students show only the finished product. It's better to show the steps, progressions, and how they got there. An artist should explain the process used, why? What was the thought process? Can you explain the thought process? How did you get from point A to point B, and why did you do that? Be able to explain why a certain approach was used to solve a problem. It's helpful to have versions, before/after.
- Utilize Peer reviews of portfolio. Peer reviews are important; students should be getting and giving feedback; Students should also utilize in person reviews. Presenting is important. This provides an opportunity to ask additional questions. What did the student do? What was their process? In person presentations are still of value. This will also help alleviate fear of public speaking that is really common, and also prepare for more formal interviews.
- Students should also demonstrate presentation skills formally during reviews – As stated above, good work should speak for itself, but does the artist have the ability to present his or her portfolio? Can they clearly and professionally discuss the work? Can they explain the concept and the process? Can they answer, explain, and defend design decisions?
- AIG has portfolio reviews like this. Local chapter has portfolio review day. Students set up work; professionals visit and go by interviewing, similar to speed dating.
- You could utilize Pixlfest to make portfolio presentations a larger deal.