

Self-Promotion

What are your goals?

My goal is to find a job within the animation industry, specifically the 2D animation and concept art departments because I have a passion for drawing characters and then making them move in an animation sequence. My main goal is to work towards a 2D character animation job because I really find 2D animation interesting and fun to create. Furthermore another goal I would like to pursue is working inside the art department as a character designer or visual development artist because I enjoy drawing and creating characters in my own time. I have made it my goal to enhance my skill set based on these two job roles, allowing me to develop skills and technique which an employer will find unique compared to other applications.

A major goal that I would like to achieve, (being realistic) is that I would like to have the opportunity to get an internship in a animation company such as; Blue Zoo or Disney, allowing me to learn how the industry works and giving me some extra experience in the animation industry that I can use to enhance my skills further, to improve my current skills so that I will be ready for future employment after the internship has finished.

Self-Promotion

What is Self-Promotion?

Self-Promotion is the way people promote themselves using their own techniques and equipment/ software to get themselves known by potential employers, clients or an audience. By definition, Self- Promotion is the action or publicizing oneself or one's activates, especially in a forceful way. From the perspective of a student, self-promotion could be building a website or using social media platforms such as; Twitter or Instagram to promote themselves online to a wider audience. Self-promotion is important because it allows you to promote your work to the professional companies/ industries. This allows you to show your strengths in a specific area of interest whether that is illustration or animation. By having an online presence, you can promote the best quality work in that field of interest, allowing companies to get a clear representation of how and where you fit into a specific job role in the animation or creative industry.

Why is it important?

Self-promotion is important because it allows people to create their own promotional material using creative outputs to publicize their work online or to a wide audience, giving them a higher chance of being noticed by professionals or potential employers. From my perspective self-promotion is important because it allows me to publicise my own artwork and animation work online using social media or my own website, providing a easily accessible method for potential employers/ recruiters to review my work and determine whether I am suitable for a position in their company/ studio.

What is the Professional Platform?

The Professional platform is your personal and professional network that you have a connection to. Your platform is the means by which you can connect with your existing clients or key influencers. With the increase of social media, many professionals have created professional platforms using social media to make their work public to a wider

audience. Platforms such as LinkedIn have provided a large platform for potential employers/ recruiters to easily access your CV and current employment, providing the opportunity to learn about your skills and professional qualifications through your profile. Furthermore social media such as Twitter and Instagram have become increasingly popular for promoting work including Art and Animation, these social media platforms have provided Animators and Artists a professional platform to promote and publicise their own work to help promote themselves to potential employers without necessarily applying to a specific role.

Transition from student to Professional

What do you need in the world of work?

In the world of work you need to be able to provide a series of skills that will make yourself stand out to employers and recruiters that will make you suitable for a specific job role. Communication skills are needed in a work environment because you need to be able to talk to other people to get work done sufficiently and effectively. For instance in the creative industry you need communications skills in order to work inside a team, because you will be required to communicate with your team members to create a specific piece of work, or even just getting/ giving some feedback to peers to help develop the work. Also communication skills will help you to pitch an idea to a director or supervisor because you will need to express your idea clearly and concisely to them, so your audience has a clear understanding of the pitch.

An important skill in the world of work is Adaptability, because employers will need you to be adaptable when working on a specific project, including; making adjustments to any part of your work based on feedback or to meet specific requirements. Adaptability refers to another skill that employees should be able to use such as problem solving, because being able to adapt to different situations involving changes in your work and requires the employee to use problem solving skills to develop/ improve their work based on the feedback provided. Decision making and analysis are key skills that relate to problem solving skills which can be used in the world of work. In the creative industry decision making and analysis allows the employee to analysis their work and identify what changes are needed to be improved when working on an animation or piece of artwork.

Time management and organisation are valuable skills to have in the world of work because you will be required to work towards deadlines that may not be extended. Therefore having time management skills will allow an employee to use their time effectively to get all the work done to meet the required deadlines. Having organisation skills provides employees with the confidence to organise their time and work space to work at the highest standard possible to meet the clients specifications. Furthermore time management skills are valuable for being punctual to work because this shows the employer you are dedicated and motivated to continue working with them, to make the best possible product.

Current trends

In recent years, the animation industry has explored some new popular market trends generated by audiences, allowing the animation industry to expand a particular theme or genre further. There are many different trends in the animation industry that have generated a high demand such as:

3D animation- Film and TV

3D animation has become a rising trend in the animation industry because productions using VFX to create CG characters need 3D animators to animate over the top of live action footage to get a sense of realism. 3D animated movies are becoming more realistic with their textures and physics which can be difficult to create in 2D e.g. Tangled- Rapunzel's hair.

3D animation TV shows have come quite popular in children's TV with cartoons because it's easier on their eyes, as the simple shapes are easy for children to understand. 3D animation is becoming a popular trend in multiple industries such as; Games, Animation and Film/ TV because audiences have created a high demand due to the realistic quality being produced and the increase in quality needs more advanced software made in 3D rather than 2D.

2D TV animated shows/ cartoons

2D animated cartoons/ programs have been a reoccurring trend in recent years because 2D animated cartoon such as; Steven universe and Rick and Morty are visually appealing to the audience and appeal to a large audience such as; children and teenagers. 2D animation has that visual aesthetic of the old generation of animation, relating back to the original Disney movies. 2D animation has more freedom to make the cartoony and exaggerated movement that cannot always be made in 3D due to the models or software. 2D animation also provides audiences with a creative, hand drawn aesthetic which makes the style unique to other types of animation, generated its own demand in the animation industry.

VR- Virtual Reality

Virtual reality is becoming a large market trend recently because new technology has become available to artists and animators in the animation industry, providing a new style of art and animation to create new content. This new technology has built a new market for games and animation, allowing more 2D and 3D products to be produced in a virtual world with VR headsets. Animation companies are jumping on this trend as animators such as; Glen Keane has created a full 2D animated short using VR. Furthermore the technology available allows audiences to interact with virtual characters and animations, providing a unique experience that is different to watching an animation on a screen.

Stop-motion

Stop Motion animated films from companies such as: Aardman and Laika have become increasingly popular in the animation industry because Stop Motion has a unique style compared to 2D and 3D animation, showing a more traditional clay look that gives audiences a unique visual aesthetic to look at. Stop Motion is becoming more popular because clay and puppet animation has become more advanced, allowing the classic style of stop motion animation to move more naturally and have a smoother animation that audiences will enjoy more.

2D and 3D combination

With the release of Spider-man into the spider verse a growing trend in the animation industry is combining 2D and 3D animation because audiences get that traditional look but has a more three dimensional movement, providing a new experience to enjoy.

Self-Promotion Platforms- Different Forms

Business Card Designs

Version 1

This is the first design I created for my business card where I used my Logo and contact details. However looking at this design I found that this design is really basic and boring and has no visual impact on the viewer, looking more like a company ID card. Therefore I need to expand on this design further to make this more visually appealing, but the colour of the card really works with the logo and relates to my website colour.



Version 2

Getting some feedback on my previous business card design I was given some suggestions about using one of my FMP designs to help give an interesting aesthetic and an insight into my FMP animation which people will see at OXO and New Designers events. Furthermore I have explored a new design for the front of my business card where I have made my name and job title (prospective job title) the main focus at the top of the page. I have aligned my contact details and online platform links in a centred position with an icon representing each link. By having an icon it gives the audience a visual link to the site helping them to identify what platform the link goes to. However I feel that all the icons are too colourful and do not work with the blue background. In addition I got some peer feedback suggesting, removing the border on the illustration because it does not work with the design.



DANIEL SANDERS

Freelance Character Animator & Visual Artist



@sanderssketches



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Version 3- Final Design

Taking on board all the feedback I got given by my peers and tutors I have come up with this final design for my business card. I have decided to stick with the FMP background because it gives professionals an insight to what animation I will be showing at the end of year shows, as well as giving an insight into the type of work I create. The front part of my business card has been improved using a more centred alignment and I have made the icons all one colour so that they are not so distracting from the text. Plus I stuck with the design of having my logo on the side because the eye line helps direct the audience's eye to the text and it looks visually appealing. This design has been given some good feedback and looks professional, so I will be sticking with this design for the final print.



Graphical CV

Below is my graphical CV which includes all my professional and contact details, but I have given them more of a visual/ creative aesthetic. For instance I have made the key skills section like a progress bar, to show how confident I am in each of these skills. Furthermore I have used my website colour scheme because I want to have a continuous and consistent visual that relates to my professional brand. Using research into graphical CV's I was able to get some inspiration into the overall layout of the CV, in order to keep that professional look.

However looking at this CV I think that I could centre some of the text more and perhaps make the education section more visually appealing because the boxes do not really work with the rest of the CV. Perhaps having a timeline design could give the CV a better visual aesthetic and will be more appealing.



DANIEL SANDERS
Character Animator & Visual Artist

CONTACT

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Email: sanderssketches@gmail.com

KEY SKILLS

Communication


Hard Working


Adaptability


Team Working


Organised


Creativity


IT/ TECHNICAL SKILLS

- Word, Excel, PowerPoint
- Toon Boom Harmony
- Adobe Premiere Pro
- Adobe Photoshop
- Autodesk Maya
- Adobe After Effects

PROFESSIONAL PROFILE

A creative, organised and hard-working Digital Animation graduate with passion to work to the best of my ability. I am looking to utilise my creative skills in art and animation to complete tasks set on my own and in a team, as well as to help to further develop these skills in a professional environment.

EDUCATION

South Essex College
 Digital Animation Level 3 BTEC
 Grade: Distinction* Distinction* Distinction
 (2014-2016)

University of Essex
 BA (Hons) Digital Animation
 Predicted Grade: 2:1- 1st
 (2016-2019)

WORK EXPERIENCE

October 2017

Greenwich heritage Trust

I was tasked to work as part of a team to create a short animation for the Greenwich heritage Trust Horn Fair. The task was to create a short 2D allooped animation for two rats pacing around a barrel.

Job Role: Animator

Responsibilities

- Create in-between frames for the animation
- Polish animation frames
- Export & Edit the final animation sequence

REFERENCES

Lawrence Bignell Lecturer South Essex College & Further Education Luker Rd, Southend-on-Sea SS1 1ND Lawrence.Bignell@southessex.ac.uk	Danyl Bartlett Director of Moving Image & Digital Arts University of the Arts London Elephant & Castle London SE1 6SB d.bartlett@luc.arts.ac.uk
Luke Bridger Lecturer South Essex College & Further Education Luker Rd, Southend-on-Sea SS1 1ND lukebridger@southessex.ac.uk	Tammy Ellis Industry Representative & Senior Lecturer South Essex College & Further Education Luker Rd, Southend-On-Sea SS1 1ND tammy.ellis@southessex.ac.uk

What makes a good CV design?

A good CV should have a clear structure, showing your unique skill set and experiences that demonstrate you are suitable for the position you are applying for. A good CV should include; Name, Professional Title and contact details allowing the employer to clearly identify who you are and how to contact you. In terms of your contact details you should provide your email address and phone number because these essential contact details will provide a direct method of communication between you and your potential employer. In some cases you may be required to provide your full address on your CV including the town and county. This will give the employer an indication as to how far long it will take you to get to and from the company or place of work.

Furthermore you should include a personal profile/ personal statement, this is a short paragraph that sits underneath your name and contact details giving an employer an overview of whom you are and what you are all about. Highlighting specific qualities that match the role you are applying for would be a good way to tell your potential employer why your skill set would benefit the job role. By having a clear personal statement of your CV you are giving your potential employer a clear insight into your personality and work ethic providing an indication to your professionalism in the workplace. Underneath your personal statement you should list your key personal skills such as; Hard-working, Team working and Communication that would demonstrate to the employer that you are able to work inside a team or you are willing to work after hours to get the job done.

Having a work experience/ employment history section on your CV is a good way to outline your previous jobs, internships and work experience within the field you're working towards. You should list each position of employment, state your job title/ role, the employer, the dates you worked and a line that summaries the role. Then include bullet points that outline the key responsibilities, skills and achievements that you did during that specific job role. Only apply job roles that relate to the job you are applying for, otherwise you will have a long list of jobs that do not demonstrate specific skills that would benefit the company. Therefore only show the relevant job roles that show your unique skills that would make you suitable for the role.

Applying Educations and Qualifications to your CV helps to show an employer what modules, assignments and projects you have worked on during Education that can show your key skills in the specific field you are applying for. However you should only apply the most relevant qualifications that demonstrates your key skill set, for instance if you are a university graduate student applying for jobs you would use your BA (HONS) Qualification and any qualifications that relate to your job role e.g. BTEC or GCSE's that relate to the role. You should include the name of the institution and the grade you got for that qualification.

Any other key skills should be included on your CV such as; Software, Hardware or other abilities that you want to show off. You should include between 4-5 abilities that relate to the job role you are applying for. For example, if your applying for a job in the animation industry you would apply skills in animation software (Toon Boom Harmony, Photoshop or Maya) showing your knowledge of equipment that you may be required to use. As a result having a list of key skills in specific equipment or software will show the employer you do not need to be trained because you already know your way around the equipment.

Website Publication methods

Building a website is a good way to self-promote yourself online, despite the use of social media platforms, having your own website creates that unique professional platform that people can go to, looking solely at your work and what you do. You are able to build a website using website creator sites including; Wix, WordPress, SquareSpace and many others that are available. Most sites require you to pay for a subscription that provides your domain name and the overall platform for you to customise using the tools available on each site. If you are confident in coding and website design you can build your own website from scratch, however since online website builders are more available nowadays, most people use these sites to build their unique websites to promote their own work. Here is a link to my own website: www.sanderssketches.com

Digital feeds and other self-promotion platforms

- **Instagram-** Presenting your artwork or short animation clips to other people online, including professionals. Plus, you can present your work to an audience with similar interests using hashtags.
- **Artstation-** Presenting your concept art in a portfolio format to professional people in the industry/ potential employers.
- **Wix-** Creating an online presence with a clear website format to show off your work.
- **WordPress-** Presenting your work in a blog format allowing you to express your work with annotations or written ideas.
- **LinkedIn-** Creating an online CV to promote yourself, including your professional skills and work experience.
- **Pinterest-** Providing your work using a pin board style format, allowing other people to pin your artwork onto their own pages, allowing your work to be spread around a community.
- **Vimeo-** Allowing you to present animations or videos onto a wide platform where professionals can look at your work without adverts.

Personal Statements and Personal Statement versions (Personal statement on CV)

First Draft

I am a polite and organized person who is willing to help. I am a hardworking and determined to complete tasks that have been set. I am punctual and I work effectively on my own and as part of a team to complete tasks.

Improved Version

A creative, organised and hard-working Digital Animation graduate with passion to work to the best of my ability. I am looking to utilise my creative skills in art and animation to complete tasks set on my own and in a team, as well as to help to further develop these skills in a professional environment.

Daniel Sanders

157 Bull Lane, Rayleigh, Essex, SS6 8NU

07808533119

sanderssketches@gmail.com

Professional Profile

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Key Skills

- Communication Skills
- Hard-working
- Adaptability
- Team working
- Organised
- Creativity

Education

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Job Role: Animator

Responsibilities

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IT/ Technical Skills

- Word, Excel, PowerPoint
- Toon Boom Harmony
- Adobe Premiere Pro
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References

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Luke Bridger
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luke.Bridger@southessex.ac.uk

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Self-Promotion- Animaticus

Does our online material matter?

Online material does matter because platforms such as LinkedIn or a Professional Instagram account need to look professional, showing an employer your work and work ethic. If you have online material that is inappropriate it can represent yourself in a negative way. Therefore the material we put online for professional purposes does matter because it affects the way an employer would see you. Furthermore online material does matter in another aspect because having your material online will form a wider audience to look at your work, ranging from the general public to a number of professionals inside the animation industry or industry you are working towards. In addition the majority of people nowadays have social media or are online provides a valuable resource, particularly for artists and animators to promote themselves online using their online professional platforms.

Animaticus

What online professional feeds do you need?

Below are a number of professional feeds/ platforms that can be used to self-promote yourself including your art, animation and professional work. These different platforms will help you to promote your work online to the public and professional people.

- Instagram Business account
- Artstation
- LinkedIn
- Vimeo (For videos)
- Website/ Blog- Wordpress/ Wix

Website

<https://www.sanderssketches.com/>

Personal vs Professional Branding

Personal

Personal branding is the intentional acts that tell the world who you are and what you do. Personal branding is essentially the way you present yourself online that reflects who you are as a person. Personal branding is not a company but a way to promote yourself and your personal identity actively online. A large proportion of personal branding nowadays is utilised inside social media platforms such as; Facebook, Twitter and Instagram because people create their own individual profiles that allows each individual to create their own personal brand that actively represents themselves to the rest of the world. A personal branding name/ domain could just be your own name but with an underscore or dash for social media, but the name relates to you personally.

For instance vloggers use social media to present their everyday lives online, creating a personal brand for themselves because they are telling the world how they may be feeling on a particular day and what they do every day.

Professional

Professional branding is what matters to a potential employer, network contact or anyone that can develop/ help you find a job or grow in your career. Professional branding is a way to showcase your talents for potential employers using professional platforms to promote the work you are creating. For instance you could build a professional website that showcases all of your best work with links to your other professional platforms such as a LinkedIn account. LinkedIn is a good example of professional branding because you are creating a professional online presence to potential employers, showing your work or work you are interested in, as well as your CV to show the work you have previous taken part in, that potential employers will recognise. A professional branding name would be a potential company name or a domain that does not necessarily represent you personally.

Professional- Bio profiles write ups for Websites/ Blogs

Below is my professional bio write up for my website. I like this bio because it clearly represents who I am and what type of work I am interested in. Furthermore this bio clearly identifies what type of job role I am working towards and shows some of my skills that would intrigue a potential employer.

Website BIO

Hi I'm Daniel Sanders- AKA. SandersSketches- I create my own content with art and animation. I create my own professional content including; Concept art, Storyboards and Animated shorts. I try to build excitement, enjoyable and creative storytelling through my art and animation.

Who am I?

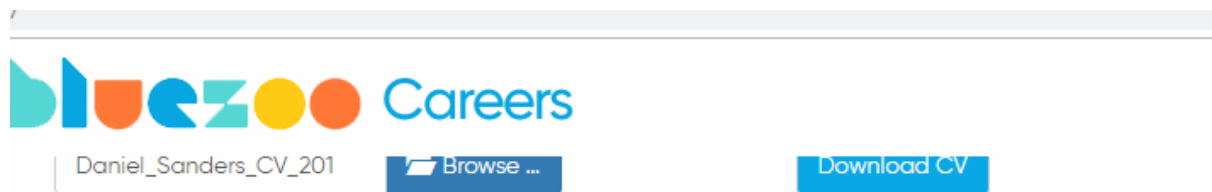
I am a freelance visual artist and character animator using digital and traditional methods. I am a graduate student in Digital Animation, eager to learn and improve my skills, providing a hard working, organised and professional attitude to my work. I always put a 100% into my work and if I struggle with a task, I am happy to ask for help and learn from others. As a character animator I am able to adapt my skills to different software in order to create a 2D or 3D animation product.

Self-Promotion: Letters, Emails, Work Placement, Employment Letter

On the next few pages are a number of cover letters, email application letters and work placement including the Village green live brief. Here I have applied for many different internships for summer 2019 including; Walt Disney Animation studios, Pixar animation studios, BlueZoo animation studios, Framestore, Double Negative and Industrial Light & Magic. Using some research into creating a cover letter, I was able to come up with a suitable cover letter that represents my professional goals and how my skill set would benefit the company I am applying for.

I have created multiple cover letters that relate to the specific role I have applied for at each of the following studio internships. Each has been written in a way which shows what my specific skill set is and how it makes me a suitable candidate for the internship position. I chose to apply for multiple internships because I did not want to limit myself to one studio or internship. When applying for these job roles I have specifically looked into how the employer wants the CV or cover letter to be set out. For instance, ILM has specific instructions that state only your initials instead of your name. Whereas a company like Bluezoo asks for your full name.

Below is my internship application conformation from BlueZoo where I have applied for both the 3D animation internship and the Visual Development Artist Internship.



Activity

Date	Action
13 May 2019, 11:59 a.m.	Changed password
30 Apr 2019, 7:02 p.m.	Applied for job: 3D Maya Animator Internship
9 Apr 2019, 10:06 a.m.	Applied for job: Visual Development Artist Internship

The next few pages contain cover letters and emails that I used and received from the multiple internship applications I sent off.

Blue Zoo Animation Studios
Chesterfield House
385 Euston Road
London
NW1 3AU

Daniel Sanders
157 Bull Lane
Rayleigh, Essex
SS6 8NU
Phone: 07808533119
Email: sanderssketches@gmail.com

9 April 2019

RE: Application for 3D Animator Internship Position

Dear Blue Zoo Animation Studios,

As a highly motivated and dedicated graduate student with strong communication and team working skills, I would like to apply for the position of 3D Animator Summer Internship.

As a student I have been extensively involved in multiple animation group projects, which has allowed me to develop strong communication skills. My involvement in various projects, including live briefs and group animation productions, has allowed me to work closely with my peers to ensure the final product is done to the best of its ability.

These experiences have allowed me to develop strong time management and organisation skills, which I see as being very important when working on multiple animation projects at one time.

I am currently a BA (Hons) Digital Animation graduate student from the University of Essex, where I have been learning and developing my creative skills. I would like the opportunity to learn new skills and enhance my knowledge of Maya from professional 3D animators within a professional team environment.

Personal attributes that I believe make me suitable for this position include:

- **Motivation:** Working after hours to ensure all work is completed to the highest quality.
- **Hard-working:** Always working to the best of my ability to develop a creative and enjoyable final animation product.
- **Communication:** Working in a team on multiple group projects has allowed me to develop communication skills among team members.

I enjoy working with others and believe that my strong communication skills will ensure that I can meet the expectations of this role. I am willing to learn and take guidance from other members of the team to ensure that my animation meets the highest standard required.

I believe that I have a lot to offer your organisation. I am keen to develop my professional creative skills to provide the highest quality of work to your company. I have enclosed a copy of my resume and website for your consideration. I can be contacted at all times on the details provide above.

Thanking you in advance for your time,

Daniel Sanders

Blue Zoo Animation Studios
Chesterfield House
385 Euston Road
London
NW1 3AU

Daniel Sanders
157 Bull Lane
Rayleigh, Essex
SS6 8NU
Phone: 07808533119
Email: sanderssketches@gmail.com

9 April 2019

RE: Application for Visual Development Artist Internship Position

Dear Blue Zoo Animation Studios,

As a highly motivated and dedicated graduate student with strong communication and team working skills, I would like to apply for the position of Visual Development Artist Summer Internship.

As a student I have been extensively involved in multiple animation group projects, which has allowed me to develop strong communication skills. My involvement in various projects, including live briefs and group animation productions, has allowed me to work closely with my peers to ensure the final product is done to the best of its ability.

These experiences have allowed me to develop strong time management and organisation skills, which I see as being very important when working on multiple art projects at one time.

I am currently a BA (Hons) Digital Animation graduate student from the University of Essex, where I have been learning and developing my creative skills. I would like the opportunity to learn new skills and enhance my art skills from professional artists within a professional team environment.

Personal attributes that I believe make me suitable for this position include:

- **Motivation:** Working after hours to ensure all work is completed to the highest quality.
- **Hard-working:** Always working to the best of my ability to develop a creative and enjoyable final animation product.
- **Communication:** Working in a team on multiple group projects has allowed me to develop communication skills among team members.

I enjoy working with others and believe that my strong communication skills will ensure that I can meet the expectations of this role. I am willing to learn and take guidance from other members of the team to ensure that my animation meets the highest standard required.

I believe that I have a lot to offer your organisation. I am keen to develop my professional creative skills to provide the highest quality of work to your company. I have enclosed a copy of my resume and website for your consideration. I can be contacted at all times on the details provide above.

Thanking you in advance for your time,

Daniel Sanders

Double Negative
160 Great Portland Street
Fitzrovia
London
W11 5QA

Daniel Sanders
157 Bull Lane
Rayleigh, Essex
SS6 8NU
Phone: 07808533119
Email: sanderssketches@gmail.com

30 April 2019

RE: Application for Greenlight 2019 Graduate Programme Position

Dear Double Negative,

As a highly motivated and dedicated graduate student with strong communication and team working skills, I would like to apply for the position of Animation in your Greenlight Graduate scheme.

As a student I have been extensively involved in multiple animation group projects, which has allowed me to develop strong communication skills. My involvement in various projects, including live briefs and group animation productions, has allowed me to work closely with my peers to ensure the final product is done to the best of its ability.

These experiences have allowed me to develop strong time management and organisation skills, which I see as being very important when working on multiple animation projects at one time.

I am currently a BA (Hons) Digital Animation graduate student from the University of Essex, where I have been learning and developing my creative skills. I would like the opportunity to learn new skills and enhance my knowledge of movement and visual storytelling from professional 3D animators within a professional team environment.

Personal attributes that I believe make me suitable for this position include:

- **Motivation:** Working after hours to ensure all work is completed to the highest quality.
- **Hard-working:** Always working to the best of my ability to develop a creative and enjoyable final animation product.
- **Communication:** Working in a team on multiple group projects has allowed me to develop communication skills among team members.

I enjoy working with others and believe that my strong communication skills will ensure that I can meet the expectations of this role. I am willing to learn and take guidance from other members of the team to ensure that my animation content meets the highest standard required.

I believe that I have a lot to offer your organisation. I am keen to develop my professional creative skills to provide the highest quality of work to your company. I have enclosed a copy of my resume and website for your consideration. I can be contacted at all times on the details provide above.

Thanking you in advance for your time,

Daniel Sanders



Daniel Sanders <sanderssketches@gmail.com>

Your application for DNEG Greenlight - 2019 Graduate Programme, London at DNEG

1 message

DNEG Recruiting Team <notification@jobvite.com>
Reply-To: DNEG Recruiting Team <jigxtv9sg@jobvite.com>
To: Daniel Sanders <sanderssketches@gmail.com>

30 April 2019 at 21:07

Hi Daniel,

Thank you for your interest in a career at DNEG. We have received your application for DNEG Greenlight - 2019 Graduate Programme, London and it is currently being processed.

What happens now?

Open Position

If you applied for an open position your application will be reviewed as quickly as possible. However, due to receiving a high volume of applications every day it may take a few weeks for us to get back to you regarding the status and outcome of your application. Your patience is appreciated.

Please note we will be unable to provide specific feedback as to why an application was unsuccessful.

Speculative Position

If you applied for a speculative position your application will be reviewed and your details will be kept on our database. Should you have the required skills and experience, which match the requirements of the role, we will contact you when a position becomes available.

To view the status of your application, please go to the following link:

<https://app.jobvite.com/u?5c95004570c4bcb77805840a9bd0708d7e9a7e2aefce1d0e64179cb59b1c360a>

In the meantime, don't forget to follow us on [dneg.com](https://www.dneg.com), Twitter, Facebook and LinkedIn for all the latest updates on shows, careers and other news!

Best wishes,
DNEG Talent Acquisition Team

You can reply directly to this message or click the following link:

<https://app.jobvite.com/u?9ea99afc0f51bfd1fd9a4a3c9c6018377e9a7e2aefce1d0e64179cb59b1c360a>

You can change your email preferences at:

<https://app.jobvite.com/l?ksjxA9iwm>

Framestore
28 Chancery Lane
London
WC2A 1LB
United Kingdom

Daniel Sanders
157 Bull Lane
Rayleigh, Essex
SS6 8NU
Phone: 07808533119
Email: sanderssketches@gmail.com

30 April 2019

RE: Application for Animator (Television) Internship Position

Dear Framestore,

As a highly motivated and dedicated graduate student with strong communication and team working skills, I would like to apply for the position of Animator (Television) Summer Internship.

As a student I have been extensively involved in multiple animation group projects, which has allowed me to develop strong communication skills. My involvement in various projects, including live briefs and group animation productions, has allowed me to work closely with my peers to ensure the final product is done to the best of its ability.

These experiences have allowed me to develop strong time management and organisation skills, which I see as being very important when working on multiple animation projects at one time.

I am currently a BA (Hons) Digital Animation graduate student from the University of Essex, where I have been learning and developing my creative skills. I would like the opportunity to learn new skills and enhance my knowledge of movement and visual storytelling from professional 3D animators within a professional team environment.

Personal attributes that I believe make me suitable for this position include:

- **Motivation:** Working after hours to ensure all work is completed to the highest quality.
- **Hard-working:** Always working to the best of my ability to develop a creative and enjoyable final animation product.
- **Communication:** Working in a team on multiple group projects has allowed me to develop communication skills among team members.

I enjoy working with others and believe that my strong communication skills will ensure that I can meet the expectations of this role. I am willing to learn and take guidance from other members of the team to ensure that my animation content meets the highest standard required.

I believe that I have a lot to offer your organisation. I am keen to develop my professional creative skills to provide the highest quality of work to your company. I have enclosed a copy of my resume and website for your consideration. I can be contacted at all times on the details provide above.

Thanking you in advance for your time,

Daniel Sanders

Framestore
28 Chancery Lane
London
WC2A 1LB
United Kingdom

Daniel Sanders
157 Bull Lane
Rayleigh, Essex
SS6 8NU
Phone: 07808533119
Email: sanderssketches@gmail.com

30 April 2019

RE: Application for Animator (Film) Internship Position

Dear Framestore,

As a highly motivated and dedicated graduate student with strong communication and team working skills, I would like to apply for the position of Animator (Film) Summer Internship.

As a student I have been extensively involved in multiple animation group projects, which has allowed me to develop strong communication skills. My involvement in various projects, including live briefs and group animation productions, has allowed me to work closely with my peers to ensure the final product is done to the best of its ability.

These experiences have allowed me to develop strong time management and organisation skills, which I see as being very important when working on multiple animation projects at one time.

I am currently a BA (Hons) Digital Animation graduate student from the University of Essex, where I have been learning and developing my creative skills. I would like the opportunity to learn new skills and enhance my knowledge of movement and visual storytelling from professional 3D animators within a professional team environment.

A recent visit to your company has inspired a larger passion for 3D animation in the film industry and I would like the opportunity to further develop and expand on my skills to tell unique visual stories through animation content.

Personal attributes that I believe make me suitable for this position include:

- **Motivation:** Working after hours to ensure all work is completed to the highest quality.
- **Hard-working:** Always working to the best of my ability to develop a creative and enjoyable final animation product.
- **Communication:** Working in a team on multiple group projects has allowed me to develop communication skills among team members.

I enjoy working with others and believe that my strong communication skills will ensure that I can meet the expectations of this role. I am willing to learn and take guidance from other members of the team to ensure that my animation content meets the highest standard required.

I believe that I have a lot to offer your organisation. I am keen to develop my professional creative skills to provide the highest quality of work to your company. I have enclosed a copy of my resume and website for your consideration. I can be contacted at all times on the details provide above.

Thanking you in advance for your time,

Daniel Sanders



Daniel Sanders <sanderssketches@gmail.com>

Thank you from Framestore! / Merci de la part de Framestore!

2 messages

Notifications <notifications@hire.withgoogle.com>
Reply-To: notifications@hire.withgoogle.com
To: sanderssketches@gmail.com

30 April 2019 at 19:44

Dear Daniel,

Thank you for your recent application for the position of Television Summer Internship 2019. We have received your application and are in the process of reviewing it.

We will keep your information in our database and will be in touch if we feel that your skills are a fit for either our current or future needs.

Thank you for your interest in Framestore and we look forward to speaking with you more soon.

Kind Regards,
The Recruitment Team
Framestore
<http://careers.framestore.com>

Cher/Chère Daniel,

Merci pour votre récente candidature pour le poste de Television Summer Internship 2019. Nous avons reçu votre demande d'emploi et nous sommes en train de la réviser. SVP soyez patient durant cette période et nous vous contacterons sous peu.

Nous vous remercions de votre intérêt envers Framestore et nous avons hâte de pouvoir vous parler dès que possible.

Au plaisir,
The Recruitment Team
Framestore
<http://careers.framestore.com>

Notifications <notifications@hire.withgoogle.com>
Reply-To: notifications@hire.withgoogle.com
To: sanderssketches@gmail.com

30 April 2019 at 19:53

Dear Daniel,

Thank you for your recent application for the position of Film Summer Internship 2019. We have received your application and are in the process of reviewing it.

We will keep your information in our database and will be in touch if we feel that your skills are a fit for either our current or future needs.

Thank you for your interest in Framestore and we look forward to speaking with you more soon.

Kind Regards,
The Recruitment Team
Framestore
<http://careers.framestore.com>

Cher/Chère Daniel,

Merci pour votre récente candidature pour le poste de Film Summer Internship 2019. Nous avons reçu votre demande d'emploi et nous sommes en train de la réviser. SVP soyez patient durant cette période et nous vous contacterons sous peu.

21st December 2018

Pixar Animation Studios

1200 Park Ave

Emeryville

CA 94608

Daniel Sanders

157 Bull Lane

Rayleigh, Essex

SS6 8NU

Phone: 07808533119

Email: sandersd157@gmail.com

Dear Pixar Animation Studios,

I am writing to you to apply for the Art Intern Summer 2019 at Pixar Animation Studios. This is the only placement that I will be applying to, as it's the one I found the most interesting for my future career.

I would like nothing more than the opportunity to join the Pixar Animation Studio because I want to provide my hard working, determined and creative art skills to your team. Becoming an intern at the Pixar Animation Studio will provide me with valuable knowledge that will enhance my skills and develop those skills to a highest quality they can be. This opportunity will allow me to input my creative skills in character design with the great stories Pixar produces.

I am currently involved in a BA (Hons) Digital Animation course at the University of Essex where I have spent the last 3 years as an undergraduate student, learning and developing my skills as an artist and animator, however I want to enhance my skills further in a professional environment within a team where I can produce the highest quality of work that will help present a valuable asset to the animation production.

I will be a great asset to your team as I have a large variety of experience with software such as Photoshop and Toon Boom Harmony. I have a hard working, motivational and organisation skills shown in the quality of work I produce during various animation projects from the 3 years of being a student.

I have attached my CV with this cover letter. Thank you for taking the time to read this letter and looking through my portfolio, I look forward to hearing from you in the future.

Yours Sincerely,

Daniel Sanders



Dan Sanders <sandersd157@gmail.com>

Thanks for applying to Pixar!

1 message

Workday Pixar <pixar@myworkday.com>
Reply-To: workday@pixar.com
To: sandersd157@gmail.com

Fri, Dec 21, 2018 at 10:12 PM

Dear Daniel

Thanks for applying to the Art Intern - Summer 2019 position at Pixar! We received your resume and will review it with the hiring team to determine if your skills, experience and abilities are a match for the position to which you applied. If so, we will contact you.

Because of the high volume of resumes, demo reels and portfolios we receive, we are unable to respond to applicants individually (as much as we'd like to!) or to provide feedback. If you do not hear from us, we invite you to re-apply in the future if another position of interest is posted.

We appreciate your interest in working with us at Pixar Animation Studios!

Kind Regards,
Pixar Recruiting

(Please don't respond to this email as it was automatically generated from our recruiting database.)

P I X A R
ANIMATION STUDIOS

This email was intended for sandersd157@gmail.com

21st December 2018

Walt Disney Animation Studios

500 S.Buena Vista Street

Burbank, CA 91521

Daniel Sanders

157 Bull Lane

Rayleigh, Essex

SS6 8NU

Phone: 07808533119

Email: sandersd157@gmail.com

Dear Walt Disney Animation Studios,

I am writing to you to apply for the Intern Visual Development Artist Summer 2019 at Walt Disney Animation Studios. This is the only placement that I will be applying to, as it's the one I found the most interesting for my future career.

I would like nothing more than the opportunity to join the Disney Animation Studio because I want to provide my hard working, determined and creative art skills to your team. Becoming an intern at the Walt Disney Animation Studio will provide me with valuable knowledge that will enhance my skills and develop those skills to a highest quality they can be. This opportunity will allow me to input my creative skills in character design with the great stories Disney produces.

I am currently involved in a BA (Hons) Digital Animation course at the University of Essex where I have spent the last 3 years as an undergraduate student, learning and developing my skills as an artist and animator, however I want to enhance my skills further in a professional environment within a team where I can produce the highest quality of work that will help present a valuable asset to the animation production.

I will be a great asset to your team as I have a large variety of experience with software such as Photoshop and Toon Boom Harmony. I have a hard working, motivational and organisation skills shown in the quality of work I produce during various animation projects from the 3 years of being a student.

I have attached my CV with this cover letter. Thank you for taking the time to read this letter and looking through my portfolio, I look forward to hearing from you in the future.

Yours Sincerely,

Daniel Sanders



Dan Sanders <sandersd157@gmail.com>

Walt Disney Animation Studios Submission Complete

1 message

WDAS Jobs <animation.jobs@disney.com>
To: "sandersd157@gmail.com" <sandersd157@gmail.com>

Fri, Dec 21, 2018 at 9:44 PM



Hello,

We have received your submission for the following: Intern, Visual Development Artist Summer 2019

If you have technical difficulties please email
profilehelp@disneyanimation.com

Thank you for your interest in Walt Disney Animation Studios!

Industrial Light & Magic
Lacon House
84 Theobalds Road
London
WC1X 8NL
United Kingdom

D.S
157 Bull Lane
Rayleigh, Essex
SS6 8NU
Phone: 07808533119

30 April 2019

RE: Application for Industrial Light & Magic Graduate Programme Position

Dear Industrial Light & Magic,

As a highly motivated and dedicated graduate student with strong communication and team working skills, I would like to apply for the position of Animation in your 2019 Graduate scheme.

As a student I have been extensively involved in multiple animation group projects, which has allowed me to develop strong communication skills. My involvement in various projects, including live briefs and group animation productions, has allowed me to work closely with my peers to ensure the final product is done to the best of its ability.

These experiences have allowed me to develop strong time management and organisation skills, which I see as being very important when working on multiple animation projects at one time.

I am currently a BA (Hons) Digital Animation graduate student from the University of Essex, where I have been learning and developing my creative skills. I would like the opportunity to learn new skills and enhance my knowledge of movement and visual storytelling from professional animators within a professional team environment.

Watching your productions such as; Star Wars Clone Wars, Rebels and the Star Wars Saga has really inspired me to work towards animation, to create enjoyable and inspiration content that tells a unique visual story.

Personal attributes that I believe make me suitable for this position include:

- **Motivation:** Working after hours to ensure all work is completed to the highest quality.
- **Hard-working:** Always working to the best of my ability to develop a creative and enjoyable final animation product.
- **Communication:** Working in a team on multiple group projects has allowed me to develop communication skills among team members.

I enjoy working with others and believe that my strong communication skills will ensure that I can meet the expectations of this role. I am willing to learn and take guidance from other members of the team to ensure that my animation content meets the highest standard required.

I believe that I have a lot to offer your organisation. I am keen to develop my professional creative skills to provide the highest quality of work to your company. I have enclosed a copy of my resume and website for your consideration. I can be contacted at all times on the details provide above.

Thanking you in advance for your time,

D.S



Daniel Sanders <sanderssketches@gmail.com>

Your application for ILM London Graduate Programme 2019 at Industrial Light & Magic

1 message

Industrial Light & Magic Recruiting Team <notification@jobvite.com>
Reply-To: Industrial Light & Magic Recruiting Team <jxw1tv9sf@jobvite.com>
To: Daniel Sanders <sanderssketches@gmail.com>

30 April 2019 at 21:21

Dear Daniel,

Thank you for your interest in a career at Industrial Light & Magic. We have received your application for ILM London Graduate Programme 2019.

What happens now? We will review your application and contact you if there is a good match.

In the meantime, to view the status of your application, please go to the following link:

<https://app.jobvite.com/u?ef8a6c5a5a50f74a3d4273cee01eb6e47e9a7e2aefce1d0e64179cb59b1c360a>

Sincerely,

The Industrial Light & Magic Recruiting Team

You can reply directly to this message or click the following link:

<https://app.jobvite.com/u?774a34d9d90efaf5ff987a3088a86e947e9a7e2aefce1d0e64179cb59b1c360a>

You can change your email preferences at:

<https://app.jobvite.com/l?ksjxA9iwm>

Transferable Skills

What are your transferable skills?

Below are a list of my transferrable skills that I aim to use when applying for internships and jobs:

- **Working to deadlines-** I am able to maintain my time management skills in order to meet required deadlines for specific pieces of work.
- **Communication-** I am willing to work inside a team to gain/ give feedback on work.
- **Working in multiple programs such as; Maya, Photoshop, Toon boom Harmony and Premiere pro-** I have a clear understanding/ knowledge of various software skills which can be used to work on various projects set.
- **Emailing-** I maintain a professional email conduct, writing emails to peers in a professional manor, maintaining a professional work ethic.
- **IT skills (Spreadsheets)-** I have a clear understanding of skills that involve the standard IT programs such as; Excel, Word and PowerPoint.
- **Organisation-** I am able to organise my time and work ethic to work in an effective and efficient way, to maintain a professional work environment.

Demonstrating Knowledge of Continuing Professional Development

Online Course Pros and Cons

Aaron Blaise- Creatureartteacher.com (Online course)

Pros

You can download a range of courses/ tutorial lessons to help develop your skills in; Character design, 2D Animation, Animation principles, Storyboarding and Drawing Human and animal anatomy. Costs for each tutorials range between \$10- \$70, which is not as much as a master's degree. But occasionally annual discounts when you pre- order are available to reduce the overall cost and even half the price. In addition you do not need to purchase all the tutorials as they range from a specific field of interest so you can only purchase a few tutorials that relate to your field of interest.

Unlike some online courses you can download these tutorials onto your computer, portable hard drives and even mobile devices allowing you to follow along on the go, or even at your desk at home. This is good because most online courses only allow you to watch the course on their website with no downloadable content to view on the go. These courses can provide the source files and additional custom brushes or textures to help you learn with the tutorials.

Cons

On the other hand some tutorials/ lessons can be very costly if you do not have an annual income. Although these types of online courses are cheaper than doing a full online course like Animation Mentor, they can be costly because you have to pay \$30- \$80 for each

individual course which can be difficult to finance without a regular income. Plus if you are from outside of the US you will need to pay an additional conversion fee from dollars to your local currency. Furthermore this course does not provide any additional software to use in the course so you will be required to purchase the additional software to follow along, e.g. Adobe Photoshop and TV Paint, which can cost a lot if you are not a student, e.g. Toon Boom Harmony- over £700 a month.

Online Course- Animation Mentor

Pros

This online course gives you the opportunity to work and learn from professionals that have worked previously inside the animation industry, whether than would be animation or in the art department such as storyboarding. These professionals range from different animation companies that work inside 3D animation such as; Disney animation studios, Pixar animation studios, Industrial Light & Magic, WETA Digital and Blue Sky. Animation mentor provides students with a variety of courses to choose from, surrounding character animation or a selection of workshops that can enhance your skills. These different courses go through the basics and fundamentals of animating (12 principles of Animation) allowing you to learn the basics of animation and then move on to the next course to progress in your learning.

In addition these different courses provide their students a 3 year student Autodesk Maya subscription that includes Maya, Mudbox, 3D Studio Max and more. This gives students the opportunity to learn along with the course without having to pay additional fees for software. Furthermore Animation mentor gives you access to resources such as; Rigs and course libraries, providing valuable assets that may need to be paid for if they were not provided. Although this is an online course Animation Mentor has provided access to the animation mentor community so you can interact with 5,500 students across 105 countries around the world. Plus they give students access to a weekly “eCritque” assignment from your mentor which will give you feedback for improving your work and how to make those changes if need help.

Cons

Animation mentor is very expensive because it is essentially an online university course, requiring you to apply for a student loan should you need it. For instance you have to pay about \$2,499 USD per course which can be very difficult for students to finance on their own. These courses combined are very expensive if you buy all of them, relating in students having a large loan to pay back in the future. In addition being an online course you will not have the social contact with peers and you will not get the peer feedback in person which is not always beneficial.

These animation courses are only based in 3D animation so if you are interested in learning animation but for 2D this is not the course for you. Furthermore they require you to have a basic understanding of 3D software and meet the system requirements. Therefore if you have no knowledge or skills in Maya or any 3D software you would have to take some sort of BTEC course beforehand in order to learn those basic software skills.

Analysis of Industry Practises and the Employment Sector Regulation Bodies

My Career path

Looking into various jobs inside the animation industry I am looking towards character animation and concept art/ Visual development artist. I aim to work towards 2D character animation, but I am willing to accept 3D animation job roles because character animation can be applied to both mediums depending on the software. In terms of Visual development artist/ Concept artist roles, I am aiming to work towards character design because I am more passionate in designing characters which I can then animate later on.

Therefore looking towards these specific fields of the industry I am looking for internships and junior job roles that will help me to gain some industry experience, because I lack any professional industry experience inside the animation industry. Therefore getting into an internship or junior job role will help me to learn new skills and gain some experience for a more experienced job role.

What are the different job roles out there?

There are a number of different job roles in the creative media industry, especially in the field of animation because you could work in Pre-Production, Production or Post-Production, creating a wide of range of jobs to move towards. These different stages of the production process each provide a wide variety of jobs that involve various skill sets to make you suitable for the job role. Below is a list of the different job roles that relate to each of these 3 stages of production.

Pre- Production Job roles

- Concept Artist
- Visual Development Artist
- Character Design Artist
- Environment Artist
- Layout Artist
- Storyboard Artist
- Pre- Vis
- Illustrator
- Script Writer
- Writer
- Costume Designer
- Cinematographer
- Production Designer
- Prop Designer
- Sculptor
- Set Designer
- 3D artist

Production Job roles

- Voice actor
- Audio Engineer
- 2D Animator
- 3D Animator
- Actor
- Camera operator
- Boom Operator
- Lighting Technician
- Visual Effects Artist
- Roto/ Paint Artist
- Game developer
- Matte Painter
- Composer
- Foley Artist

Post Production Job roles

- Compositor
- Editor
- Dialogue Editor
- Sound Editor
- Music Editor

These different job roles surrounding the animation industry will need a variety of different skill sets that can be used individually within each job role. However not all of these jobs will be available to students straight away, as many companies require you to have some level of industry experience. Therefore you will be looking to start as a junior, runner or internship position that will help you get that industry experience which companies look for.

How many people work in the animation industry? (What is the competition?)

There is a large variety of animators working around the world at various different companies, so there are a large number of people that will be competing for a similar job that I would like to apply for. Below is a list of different countries around the world and how many animators currently work there:

- United Kingdom- 3,827 Animators
- Ireland- 227 Animators
- France- 20,981 Animators
- Spain- 550 Animators
- Canada- 4,023 Animators
- United States of America- 13,214 Animators
- Australia- 1,095 Animators
- Russia- 358
- China- 365 Animators

- Japan- 186 Animators
- Germany- 450 Animators
- Brazil- 378 Animators
- South Africa- 513 Animators

According to these results from 2016 the number of animators in each country varies but is more likely on the rise. The highest number of animators are in countries such as the; UK, USA, Canada and France. The large number of animators in these following countries demonstrates that a large number of animation jobs are available in these countries but has a larger number of competitions to work against.

What is their digital presence like?

A number of Animators and Artists have their own professional platforms including; their own websites and social media such as; Twitter, Instagram and YouTube. Majority of these professional platforms have their names as the domain name, making a direct impression of who they are. Furthermore the work presented on these platforms is work of the highest quality and reflects the style and types of projects each of the animators or artists have worked on in their careers. The digital presence shown by these different animators from around the world such as; Izzy Burton (BlueZoo), Glen Keane, Aaron Blaise, Jim Lee, Etc have a very professional look to their social media or websites, providing professional animations or artwork only.

Where are the jobs located?

A large proportion of animation jobs are located in large cities within various countries such as the UK and USA. In the UK a large proportion of animator jobs are located in London because there is a wide range of companies located in London such as; BlueZoo, Framestore, ILM, DNEG, Passion Pictures and Jellyfish studios. Having a large number of animation studios in London provides a large number of animation job roles to apply for.

On the other hand a large proportion of animation jobs are located inside the US because there are a number of jobs in cities such as; California, New York, San Francisco, San Diego and Los Angeles. For instance Walt Disney Animation studios is located in Burbank California, whereas Pixar is located in San Francisco, so there is a large number of jobs located around the world, but majority of the animation jobs are located in the big cities.

How much can you earn? (Before tax)

Below are the different wages given depending on your experience in the industry depending on the amount of experience you have will depend on the how much of a salary you get paid.

Animator

Average Animation wage is £24,372 per year.

Entry Salaries- £12,000- £15,000 a year

Computer games- £18,000 a year

Experienced animators- £23,000- £26,000 a year

10 year experienced animators- £36,000+ a year

Concept Artist

Average wage is £25,210 per year

Mapping plan of career areas

Applying to a selection of internships written on previous pages I have been planning to work as a character animator and visual artist. This means that I would like to work in character animation whether that would be 2D or 3D because I do not want to restrict myself to one specific medium. However I plan to specialise in either one or the other so I am not trying to do everything. As a career in character animation I would be working for a studio such as; BlueZoo, DNEG, ILM or Framestore because I aim to work inside London at the moment due to funding/ finances. However if work becomes available or is presented (e.g. Disney, Pixar or Blue sky) to me in the US I would try to take the job depending on finances.

As a visual artist I want to work inside the animation art department as visual development artists, so designing characters, environments or props. But I want to specialise in character design because that is what I am most passionate about. Surrounding the visual development artist job role I aim to work inside London because a large number of animation companies are located in London which can be easier to commute to. However I would take a role located in the US if I am able to.

Employment roles, reviewing advertisements

Skills needed where to find them

In the animation industry you are required to know a number of skills surrounding software and equipment. Although this is a basic understanding of the software you should still have these skills. You can gain these skills in a BTEC or BA (HONS) course in animation, where you will learn a number of software skills. Furthermore you can learn new skills in drawing and animation principles by watching a number of tutorials online from animators and artists such as; Josiah Brooks (Draw with Jazza) and Aaron Blaise (Creatureartteacher.com).

You can develop and expand on your transferable skills such as; organisation, time management, team working and communication through practise, by creating a number of projects that work towards a deadline, these could be commissions, coursework projects or your own personal art and animation projects. These skills can be enhanced from experience when working on collaboration projects as well as your own projects, allowing you to develop different your professional skills.

Recruitment sites

Below are a few recruitment sites that I have looked into in order to help me find a job inside the animation industry surrounding 2D & 3D character animation or Visual development artist roles.

LinkedIn- <https://www.linkedin.com/in/daniel-sanders-830a6512b/?originalSubdomain=uk>

www.jobvite.com- (BlueZoo & ILM applications)

www.animatedjobs.com

www.indeed.com

www.glassdoor.com

Listing your skill set

Key Skills

- **Communication skills-** I am willing to communicate with my peers and team members to help out my team and take criticism from my peers.
- **Hard- working-** I am determined and motivated to make sure work is completed to the best of my ability.
- **Adaptability-** I am willing to work in various programs on various projects at one time.
- **Problem Solving-** I am willing to solve different problems within my work to maintain an efficient work ethic.
- **Team working-** I am willing to work inside a team, helping out my team to make sure work is completed to the best of its ability.
- **Organised-** I maintain a effective time management plan to ensure all my work are organised in a specific way to keep an efficient work ethic.
- **Creativity-** I am a creative person who uses imagination and creative skills to make a fun, visually appealing and interesting product.

IT/ Technical Skills

Below is a list of the multiple software skills that I can bring to the animation industry including character animation roles or visual development artist job roles:

- **Word, Excel, PowerPoint**
- **Toon Boom Harmony**
- **Adobe Premiere Pro**
- **Adobe Photoshop**
- **Autodesk Maya**
- **Adobe After Effects**

Critically Analysing Industry Practises

Standards/ Code of conduct/ Contract Agencies- (in animation industry)

In the animation industry you are expected to act in a professional manner and work within specific rules and regulations that will ensure health and safety. When working at a specific role such as an animator and visual development artist you need to work within the codes of conduct provided by your employer. Below is a list of the code of conduct required by the animation industry:

- High professional standards are maintained.
- Ethical principles- include workplace behaviour and respect for all people.
- Values- include an honest, unbiased and unprejudiced work environment.
- Accountability- Includes taking responsibility for your own actions, ensuring appropriate use of information, exercising diligence and duty of care obligations and avoiding conflict of interest.
- Standards of conduct- include complying with the job description, commitment to organisation and proper computer, internet and email usage.
- Standards of practise- Includes current policies and procedures and business operational manual.
- Disciplinary actions- Includes complaints handling and specific penalties for any violation of the code.

To summarise the code of conduct in the animation industry involves that employees should treat each other with equal respect and work to the highest standards, in a professional manner. Furthermore employees and employers should be professional and behave in a professional manner with honest and unprejudiced values towards other members of the team. In addition you must take responsibility for your own actions, including mistakes or issues made in order to maintain a professional work environment.

Patterns of Work- (what can you expect in job, how can you expect to work)

Working inside the animation industry I am expecting to see a professional work environment where I am tasked to work on a variety of tasks set by my employer. Plus I am expecting to see different members of the team working together on a project, giving constructive criticism to each other to help improve the work being produced. I am expecting to work in a professional manner but with some fun and creative attitudes especially in animation or in the art department, where team members talk to each other about the work being created, giving each other ideas. However I am also expecting to see a professional

work environment where employees are focusing on their work and not distracting each other, so perhaps some silence with people having headphones in, but also having discussions and being social towards one another. As an intern or junior I am expecting to be treated equally by my peers, gaining some knowledge about the professional workplace and learning new skills in different software which can help to enhance my own skills.

How much can you earn before tax

The standard personal allowance is £12,500, which is the amount of income you can get before paying tax. Then you pay 20% on anything you earn between £12,501 and £50,000. You'll pay 40% income tax on earning between £50,001 to £150,000. If you earn £150,001 and over you pay 45% tax.

Compiling Work/ Filtering: being Selective for Website/ Blog

When compiling my work for my website and portfolio I had to consider only the highest quality work that reflects my professional work ethic and shows professional employers the standard of work I can produce that would make me suitable for a job role. On my website I have gone through all my artwork and animation material including university projects and personal projects to form a detailed portfolio of my work that demonstrates my creative skills as well as my knowledge of character animation and visual development art. Considering that I want to work in character design I have included more character artwork than environment because I want to show employers that character design is my specialised field of interest.

Furthermore the artwork and animation presented on my website has been chosen showing work that has been completed to the best of my ability, as I have tried to avoid adding really rough bad drawings because it does not show an employer an understanding of standards. However the work that is on my website currently has been made with finalised details and finished paintings/ animated sequences. Although I have created a professional showreel and portfolio of my work I have added some pages on my website with some more of my best work that I felt were good but not quite good enough for my portfolio. But these pieces of work still maintain a high standard and show my design process for my characters and environment drawings.

Surrounding my website content I have avoided adding really rough sketches and bad drawings because it does not show a professional work ethic. What I mean by rough and bad drawings/ animations are products that are either not finished, have some broken features in the animation or have really unappealing design aesthetics such as pose or overall design details. I have also asked some of my peers to give me some feedback on the art chosen to help give me a different perspective of the artwork and animation sequences I have on my website. Having these different perspectives helps to improve the content on my website because what I like may not be liked by someone else. In addition I have made sure that all the work provided on my website shows a sense of creativity and not duplicates or copies of other people's artwork. Despite being my own drawing I feel that having drawings that are inspired by others work is better than copies because it shows your own creative ideas and provides employers with that sense of creativity.

Personal Development

Freelance vs Long term contacts (Including MA or PGCE)

Freelance

Freelancers are self-employed workers who tend to work from home or their own premises, usually working with several clients on various projects at once. Freelancers are common in the creative and media industries, likely to find freelance writers, designers, photographers, web developers and sometimes tutors, translators and accountants. Freelance is not legal status, but a way for you to describe how you work and comes under the self-employment bracket from a UK tax point of view.

Pros

Freelance workers do not have a long selected period of time for the job they are involved in, usually depends on the job they are required to do. As a result you have more freedom with a flexible schedule because you will have the opportunity to create your own hours and work in location which is comfortable to you. As a freelancer you have the opportunity to choose selectively what clients you work for and who you work with, allowing you to choose a group of people that you know will work effectively without issue.

A positive outcome of being a freelancer is that you do not have to pay to commute which can allow you more time to pursue your passion, which in my case is working in animation or character design. Furthermore if you are uncomfortable wearing a professional uniform at work, as a freelancer working in your own environment you can wear whatever you like and behave in a manner that is sensible but not reviewed.

Cons

However despite working in your own attire and working in you're at your own pace it can become a negative aspect of your life, as you could feel isolated or lonely because you are not getting that social interaction with colleagues every day. Plus you will encounter the issue of juggling multiple clients so that you can maintain a sustainable wage which can become overwhelming and exhausting. Being a freelancer creates a lot of issues for you because you do not have; paid days off, no maternity leave, no one to back you up with injuries and no eligibility for unemployment benefits. As a result these different negative aspects of being a freelancer can make it hard to maintain an efficient income and will cost you time and money if you are ill or injured.

Long Term Contracts

A long term contract is an employment of roughly one year, but these contracts can be extended depending on the project you are working on and how good you are at for filling the job role you were assigned. Long term jobs in the animation industry may only be up to a year but if you are recognised for your hard work and skills in the specific field you can work your way up to a more permanent position.

Pros

Working in a long term contract job role allows you to work with a weekly or monthly pay check, allowing you to maintain an annual income or pay for new equipment such as; drawing tablets or animation software subscriptions and commuting expenses. Furthermore a large positive aspect of working in a long term position is that you will have to opportunity to talk with the team and members of the company to ensure social interaction which is good for your mental health. Having a long term position inside an animation company will allow other members of the company to recognise your work ethic and key transferable skills which could make you suitable for a new position inside the company expanding your career goals.

Cons

However the issue with a long term contract job role is that you have less freedom and flexibility to work on your professional and personal projects because you will be working on the time constraints set by your employer. Plus at least 30 hours of your week will be taken up by work depending on your role which could affect the amount of time you have to work on personal projects. You will most likely have to commute to your place of work which can be very costly and cause tiredness/ fatigue, as well as time consuming if you have public transport delays or accidents that affect your journey. Despite working in a well-known, exciting animation studio you will not have much time to pursue your passions/interests because you will be focusing on getting the work you're employed to do to the required standard.

MA (Masters Degree)

A Master's Degree is a level 7 qualification above a bachelor's degrees involving a series of, modules and writing a dissertation. In a master's degree you can either got fort full time study between 1-2 years or part time which involves 2-4 years.

Pros

A good reason for doing a master's degree is that you will be studying your particularly passionate field of study, allowing you to develop your knowledge of animation further. This is a great way to your personal development, where you can enhance your transferrable skills for a better chance of employment. You can choose a degree that is unrelated to your undergraduate degree which gives you the opportunity to develop and explore new skills. Furthermore doing a master's degree gives you the option to work inside another university allowing you to explore a new area which could influence your career choice.

A master's degree prepares you for the world of work compared to an undergraduate degree because the environment is much more professional and can often feel more like a work place than a place of study. In addition having a master's degree may improve your chance of getting a job in the animation industry and will help you to stand out from the competition that are working to get positions in the animation industry.

Cons

An issue with doing a master's degree is the tuition fees can set you back from anything up to £4,500 to £30,000 depending on where you are and what you study. However this does not include the cost of living which can set you back further than an undergraduate course. Furthermore doing a master's degree does not guarantee a stable job at the end of the course which can be difficult for the cost of living after a completing your master's. Furthermore the workload is a lot more intense compared to an undergraduate course, meaning that you have to make sure you do not skip lectures and work hard on your own.

In terms of socialising it can be difficult to balance studying a socialising because you will be focusing on working and studying on your own at home or in a library. Accommodation can be quite hard to secure in a master's degree because majority of on-site university accommodation is reserved for undergraduates, therefore you are more likely to seek out private accommodation which can be very expensive.

PGCE

A PGCE is a Postgraduate Certificate in Education, meaning you have the opportunity to work in teaching your specific field of interest. A PGCE is often a university led course where you spend time on campus and 24 weeks of placement, giving you the qualification to teach throughout the country.

Pros

At the end of this course you will have a Postgraduate certificate qualification which often includes master's level credits. This course is only a 1 year long course so you will not be going through another 1-3 year course. Furthermore you will have a huge support network from the university allowing you to work in school placements that will help you learn the skills to teach others.

Cons

However the issue with doing a PGCE is that the course requires a lot of paperwork (part of being a teacher) and is often unsalaried so you will not be paid for doing a work placement, meaning you will have to work a job outside of the course to sustain an income. Plus this course requires you to pay a tuition fee which may require you to get a student loan from student finance if available to you. Despite being a teaching course it is only 24 weeks on placement which is not a lot of time for learning how to teach in a school or teaching environment. This course can work out difficult to get into because you are required to have at least 2 weeks or 10 days of work experience in a school which is the minimum requirement.

Where are you heading?

Looking at the different options available to me I want to work towards a long term contract because I want to have the opportunity to get some professional work experience in an animation studio, working with professional arts or animators to help enhance my skills. Although a master's degree would give me a better chance to enhance my knowledge and

skills in the field of animation, I have spent the last 5 years working in an educational animation work environment which does not give me any work experience that I need to get jobs in the industry. Therefore I have decided to apply for internships or junior job roles in available to give me the opportunity to learn from professionals and also gain some professional work experience. Therefore I do not want to apply for a master's degree or PGCE because I want to work inside a studio or professional work environment to gain experience that will help develop my skills to make prepare me for a more long term job position after an internship. Furthermore a freelance job position could be beneficial but once again does not provide further knowledge and experience in the field of animation.

Therefore my goal is to head into an internship or junior position inside a animation studio, allowing me to enhance my skills from professional artists and animators that can develop the skills and give me some professional work experience that I can add to my CV.

Professional Plans- Structure covering Employment roles and Skills

Visual Development Artist (Intern)

For this specific job role I am required to have software skills in Photoshop, along with strong creative and team working skills in order to communicate and work with your team to create an interesting character, environment or prop design that will appeal to the audience and be suitable for the animation process. Furthermore the role requires me to have a clear understanding of traditional and digital art forms, demonstrating you can work in a mixture of mediums. Plus I may be required to design characters in a variety of styles or a style that relates to the specific company I may be working for. Therefore I need to be adaptable so that I can adapt my drawing style to work with multiple styles and designs relating to the client's specifications.

2D animator (intern)

A 2D animation intern will require me to work inside different 2D animation software such as; Toon Boom Harmony or Adobe Animate, meaning I need to have a clear understanding of the 2 software allowing me to animate in 2D. Furthermore I will be working inside a team so I will need to have good team working and communication skills as I will be working on a part of an animation sequence. As a result I will need to communicate with other members of the team to make sure the animation sequence stays consistent. Plus I will need to have a motivated and hard-working attitude to make sure all of my work is the highest possible standard and if the animation is hand drawn, the character should look consistent throughout the entire animation.

3D animator (Intern)

As a 3D animation intern I will be required to animate using 3D animation software (Maya) meaning I should have a clear understanding of Maya and how to use the software. Working on a 3D animation will require me to use communication skills to give feedback and receive criticism in a professional manner, allowing me to improve my work. I will also be required to have adaptable skills so I can work in multiple rigs that may have various controls that will move each character differently.

Compile Professional work on Digital Portfolio website

After uploading my work to my website and professional platforms I have asked my peers for some feedback in order to make some improvements that will help me to develop my professional platforms so my website and platforms are more appealing to the viewer.

Peer Review

- Your showreel looks really good, but I think you should prepare 2 separate showreels for 2D and 3d animation rather than combing the two into one showreel.
- Instagram- Your artwork is a high quality, however you should make sure you are not showing images with sketchbook ring binders as it looks unprofessional and visually unattractive.
- Make sure your portfolio is on your website- not all applications require a uploaded file, usually a website link.
- Your portfolio should have your contact details on each page with some information about the artwork e.g. Title, project name, name of character and type of art (e.g. Character design/ Environment design)
- On your website- you should remove the CV with your address because you do not want people online using your personal details. This should only be applied to professional job or internship applications to animation studios.
- The music on your current 3D showreel is quite repetitive, have background music that has an upbeat and creative output to show your cartoon animation style.
- If you have time perhaps redesigning some of your blue and red sketches because they look quite rough, perhaps adding some refined line art and colour. However if you like the designs arrange them in a professional way rather than putting them on random places on the page.

Tom Box- BlueZoo Showreel & Portfolio Feedback (Vertex)

- 2D animation- stick with this!
- Or stick with one field and make it the best you can, do not try and be good at everything, be the best at 1 or 2 specific fields.
- More lip sync, character interaction, body movement
- Less walk cycles and generic lesson sequences (Generic jumps, walks and runs)
- More 11 second club animations
- Try AnimDojo to get live feedback from other professional animators.

Chris Carter- Framestore Showreel Feedback (Vertex)

- Should include:
- Creature animation
- Walk and run cycles
- Walk with weight distributions
- Use reference but do not copy reference, make it your own

Feedback/ Advice on making a Storyboard portfolio

- 2-3 Sequences
- 100 panels per sequence
- Layout 4x3 multiple panels on one panel
- Make sure have contact info clearly on each page
- Have online portfolio with animatic sequences
- Include thumbnails or sketches
- Have story beats- 4-8 panels that tell full story
- Character designs with action poses that tell stories
- Research story artists to adjust aesthetics'
- Best work first
- Weak work in the middle
- Best work last
- Avoid too much work- Don't include everything

This feedback has been very beneficial for updating and improving my website, showreel and portfolio because I was not sure how to apply my artwork into a professional portfolio format. Plus I have learned that I need to adjust my showreel based on the company you're applying for because each company has different requirements for the showreel and portfolio. Having some professional feedback from members of the industry has given me a professional look on my work and the suggestions given have provided valuable information that can enhance my showreel to make me stand out during the application process. As a result I have taken on board all the feedback given to me and adjusted my website and professional platforms based on the feedback provided.

Why Should we?

Networking- Events/ Associations/ Forums

We should go to networking events such as Vertex and Schoolism because it gives you the opportunity to get tips from professional artist that you can use to enhance your own skills. Plus you have the opportunity to collect a number of business cards that can give you contacts inside the animation industry if you need help or guidance with applying to internships or job roles.

Vertex 2019

Going to Vertex 2019 in London was a great opportunity to gain some insight into the animation industry by visiting a variety of different company stalls such as; Framestore, BlueZoo, Games Workshop, Ftrack, 3D magazine and Cinema 4D. I spoke to Framestore and Bluezoo about their internships giving me some insight into the types of things they are looking for and what they are expecting from a showreel. In addition I spoke to the Tom Box and Izzy Burton from BlueZoo who gave some feedback on my showreel and art portfolio, telling me that I should not try to do try and specialise a in a specific field whether that would be concept art, 2D animation or 3D animation not everything.

Visiting Vertex 2019 allowed me to go visit a number of different talks that gave me some valuable insight into different programmes that I can use to develop my concept art. I went to the Jama Jurabeav talk about Blender which gave me insight into using Blender and how I can apply my 2D drawing techniques into a 3D space, giving me an extra software skill for job roles.

Then I visited the Netflix concept art talk from Kan Muftic a concept artist for the Batman Arkham series games, giving me some insight into designing for concept art and how to direct a team. Finally I visited the Experiments talk by Scott Eaton providing some fun, creative insight into creating artwork in Photoshop using realism. Each of these different talks and talking to professionals gave me insight into how to explore new software and enhance my portfolio/ showreel ready for internships and junior job roles.

YOUR E-TICKET

[View on a webpage](#)



VERTEX E-TICKET

NAME: Daniel Sanders

TICKET: Student Access All Areas (Student ID will need to be provided on site)

Please ensure you print your e-ticket or have it ready to be scanned on your phone upon arrival at the venue. Your entry to the event may be delayed without an e-ticket so having it ready is highly recommended.



DATE: 8 March 2019

VENUE: Olympia London, Hammersmith Road, London, W14 8UX

TIMINGS: 9:00am - 5:30 pm (A drinks reception for Access All Areas ticket holders will run until 7:30pm)

You may be photographed and/or filmed whilst attending the event and this ticket acts as your express consent to the use of your actual or simulated likeness in connection with the production, exhibition, advertising or exploitation of any photograph, film, video and/or audio recording of the Event and/or any element thereof in any media throughout the world.

GOLD SPONSORS



Schoolism

I visited Schoolism live 2019 in London allowing me the opportunity to meet some inspiring artists and getting some insight into different tips and tricks for anatomy and character design. I went to 2 talks at schoolism including a human anatomy course by Scott Eaton and Character design by Aaron Blaise.



THANK YOU FOR REGISTERING


This is your ticket
Please present this on the day of event

Day 2
SCHOOLISM LIVE LONDON
April 21, 2019

Attendee:
Daniel Sanders

Location:
etc.venues Prospero House
241 Borough High Street
Smile Suite , London SE1 1GA
United Kingdom

Date/Time:
09:00 am to 06:30 pm



LONB19465292978

Thank you for your purchase! We are excited to see you at Schoolism LIVE!

Please bring your ticket(s) with you to the venue. Help save a tree and display your ticket on your mobile device instead of printing it out. Make sure that your barcode and name are visible and legible on the ticket upon arrival.

This ticket is not for resale, and is not transferable.

Recommended materials:

A sketchbook or notepad
Pen or pencil

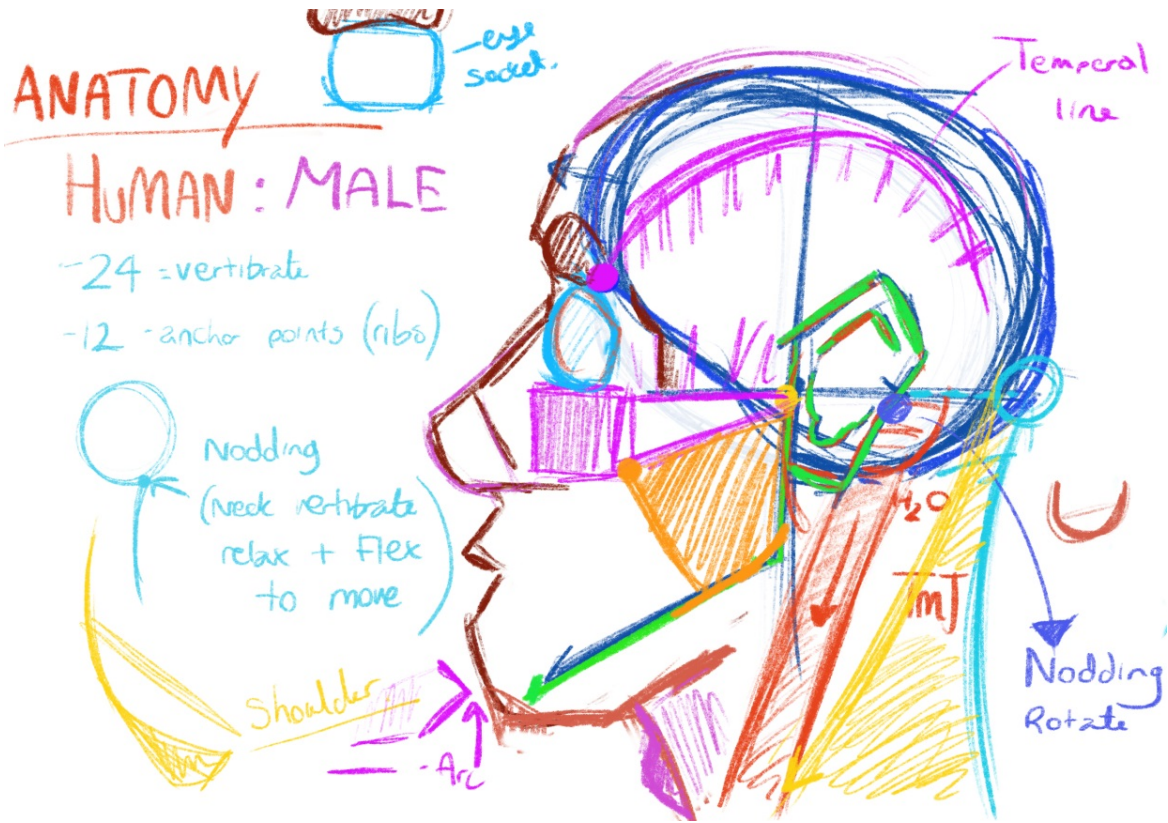
Lunch is not provided at this event

Recording of any kind is strictly forbidden during the live lectures with the instructors. You may take pictures between breaks, and after the lectures, but please do not record while the event is live.

See you at the Schoolism LIVE workshop! If you have any questions please email us at: info@schoolism.com

Scott Eaton Anatomy Workshop

Below are the drawings I created while following along with the anatomy workshop, learning how to make human anatomy with different shapes to make the head and back.



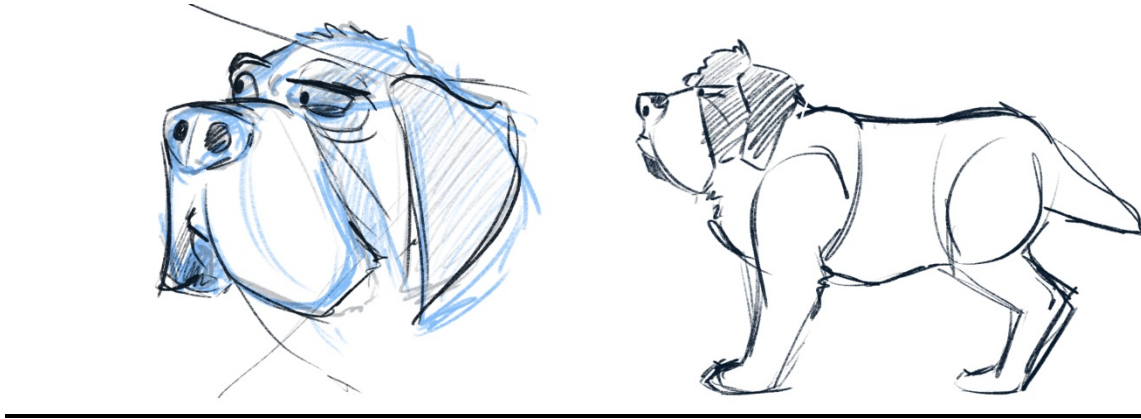
HUMAN ANATOMY:



BACK Muscles

Aaron Blaise Character Design Workshop

Below is a rough sketch that I made while following along with Aaron Blaise's character design workshop, when we made a dog character design using reference and basic shapes to form an animation character design.



Meeting Aaron Blaise

I was fortunate enough to meet one of the biggest inspirations to my animation career, where he kindly drew and signed a design for me and got a photo with me and my peers.





Live Brief

I was tasked to create a short animation ident for the 10th anniversary of Village Green festival 2019, allowing me to work for a client for a professional event. I have come up with a few ideas for my own project and a collaboration project. The first few ideas were having a count up to 10 for the 10th anniversary and with each number having an individual design that relates to a theme for Village Green.

Live Brief client specifications

- 10th anniversary of Village Green
- Family friendly event 11am-9pm
- Affordable
- Adult £15
- Child- Free
- Logo On Website
- Teenage audience
- Fun with friends
- Animated Ident- should include some of these details
- Fun short stories
- Friends, Family, Fun with Friends
- Short ident for social media- 10 seconds or 30 seconds max
- Reasons for coming:

- Fun outdoors
- Music
- Family friendly
- Make ident suitable for Big screen
- Pop/ Rock/ Folk/ No covers- only originals
- 50/ 50 male and female ratio
- Local, family friendly, inspiring culture
- 2 Big stages- local bands
- Copyright free music on ident
- Week 1st of June
- Social media- 4k quality
- Keep font and colours same as logo and posters

Then I got some feedback from the client on how to improve the idea and their thoughts for the idea. The client liked the idea and thought it would be a fun and interesting design. However I have decided to combine my idea with one of my peers due to deadlines I do not have as much time as I originally planned to complete the ident, so working in a collaborative project with help to enhance my team working skills. Furthermore this collaborative animation project has been designed by one of my peers and I will be tasked to animate one of the character designs for their ident, therefore I am going to contribute to this live brief for the client. Below are some images of my ideas.

Village Green Collab.

-Guitar strum-

Pictures of Young Artists.

Change colour for each year.

10-12 secs.

Strum 4 secs.

1 → 10

Camera pan.

Disapper into logo.

Bigger.

Start 7.

Triangles moving around.

Village Green Notes.


1. Have number then fade into picture with animation.
2. Stick with primary colours - pink - dark pink - Black + white.
3. number in center so sticks with design.
4. Consider snapchat - different aspect ratios. -instagram - snapchat.

- Perhaps month, 11 sec duration.

- not getting drunk - fun - stage - music - family friendly.

BG

Solid pink / Saturated pink colour.



Village Green

Music

Logo

or Flipback


Countdown

Page turn

Singing

Logo

mascot



Pod talks/ Professional Visitors

Below are some images that show my visit to a number of talks by animators and artists from the industry. Going to these different talks allowed me to learn a number of different tools and techniques that I can use to enhance my own skills in animation and also see how these artist and animators have got into the industry, including advice on what you need to go from student to professional.

Andy Wyatts- Toon Boom

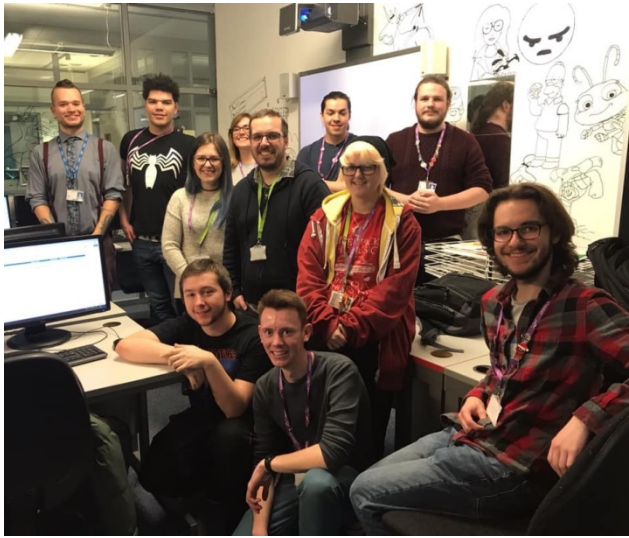


Frazer Maclean- Disney Layout Artist



Myles Low- Head of Animation at Kinesomania

We had a visit from Myles Low who came in and spoke to us about the internships going at a local animation studio in Southend called Kinesomania, as a result we learned about the company runs and the types of products they create. Furthermore I had a discussion with him about my work and he gave me some feedback into improving my showreel and portfolio.



Framestore Visit

I went on a Visit to Framestore in London to gain an insight into how the company runs in terms of what they do and what departments are available to work inside. Plus I learned about what they expect and what is required by students for the summer internships.

Framestore Visit ✕

23 Apr, 13:00 - 17:00


Calendar [W615/Y03S](#)

Location 28 Chancery Lane London WC2A 1LB United Kingdom

Address 28 Chancery Lane London WC2A 1LB United Kingdom

Details
We are having a tour and chat with the people at Framestore on 23rd April!!

We will meet here and then bugger off up to London for a jolly ol' day out!



[Click to view Framestore's Website](#)

Joining professional platforms- to support self-promotion

I have created a professional Instagram account allowing me to show my artwork online, giving other artists an opportunity to see my work. Plus I have taken part in a number of Instagram art challenges called “Draw in your own style” where an artist will draw a character in their style then you will draw the same character but in your design. This has allowed me to interact with other artists and promoting my own artwork at the same time.

Furthermore I have used social media platforms such as; Instagram, LinkedIn and ArtStation to promote my work online, allowing other artists to see my professional work. Below are the links to my platforms which have been used to promote my work:

Instagram: <https://www.instagram.com/sanderssketches/?hl=en>

ArtStation: <https://www.artstation.com/sanderssketches>

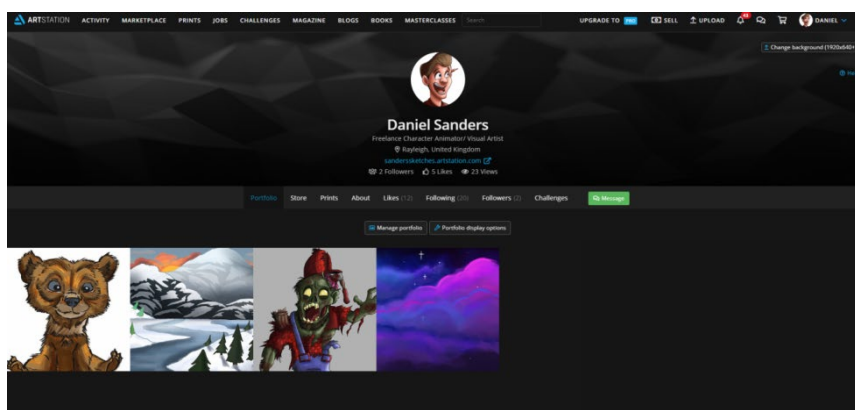
LinkedIn: <https://www.linkedin.com/in/daniel-sanders-830a6512b/?originalSubdomain=uk>

Website: <https://www.sanderssketches.com>

Each of these platforms have allowed me to promote my artwork and animation content online, allowing me to gain a wider audience online so other professionals can see my work and perhaps give me some feedback on how to improve.

Art Station- engaging online communities

Below is a screenshot of my art station account where I have added my artwork to show other artists my work. I have gained a few viewers of my work but I still need to apply some more of my artwork. However I have been looking around at other artist’s work to gain some inspiration and some of the artwork is really refined and detailed which I have liked to show my appeal to them. I have an ArtStation account because it is a professional platform for artists to promote their work online and provides a portfolio format that is easy for employers to view your work. To use ArtStation you simply upload your artwork and write a brief description of the artwork and you can note down what software and equipment you have used to make it. In addition you can apply some tags that help audiences to find your work based on a specific category or theme.



Choosing work for you- Thinking about the bigger picture

I have chosen the highest standard of work based on a rendered, detailed and finalised design that looks visually appealing whether than would be based on colour or pose. I have tried to make sure that all the work selected for my website and professional platforms have a professional look to them e.g. images are scanned or exported with a high quality rather than using photos of art.

In terms of choosing the right jobs for me I have decided to stick with my interests including character animation and visual art. As a result I have selected jobs/ internships that relate to these 2 interests, therefore I have selected jobs such as; Visual Development artist, Art Intern, 2D animator and 3D animator because they relate the most to my interests and will be the most beneficial with my skill set. I have chosen these sorts of jobs over the top of other jobs in the animation industry because I want to have a job that I will enjoy as well as having a job that I can apply my skill set to with the knowledge I have. I want to have the opportunity to expand on these skills by learning from professionals, allowing me to develop my skills so I can get to a more professional standard of work.

Looking at other opportunities in the animation industry I have found that I may consider doing a Toon Boom certification in my own time, giving an extra qualification to add to my professional CV. I would go through a Toon Boom Certification over an animation mentor course because course form animation mentor can be very expensive which I will not be able to finance at this time. If I do apply to a Toon Boom course I would like to get some industry experience in the industry e.g. an internship or Junior position so I have some paid experience. Furthermore I have already purchased a large quantity of character design and animation courses from Aaron Blaise which I am currently working on in my own time, allowing me to enhance my skills outside of a work environment.

To summarise I am working towards working in an internship or a junior job role in character design or character animation because that is where my interests lie. Plus I have some purchased courses that I will use to enhance my skills outside of work, so that I am keeping my skills up to date.

Developing Show Material: Strategize Plan on Content

New Designers meeting notes - 23/11/18

- 7th Dec Ikea Trip
- 12x 2m2- New Designers floor space
- T shirts- own money
- Comic storyboard book (idea)
- One section has name laser cut with colour underneath

T shirt should include:

- Name
- Domain
- Website
- Colour relating to name on board

Discussions

- Only issue same T-shirt takes away individuality
- Solution- Art or custom logo to make unique
- Shirt Idea (Lawrence)- Either SEC colour scheme or have a polo shirt
- Or FMP artwork on t-shirt
- Website logo on t-shirt

Ikea Shopping list

- Plinths
- Something nice to go over the top
- Banners (Maybe)
- Balloons (Maybe)
- If getting balloons- String and helium
- Wall display:
- Cork board
- Pre-made envelopes for business cards
- Book stands
- Business card holders (boxes)
- Concept art books- print a couple
- Wall- Finished art work- no sketches
- Sketchbook can have everything
- Traditional & digital display work
- Two screens- looped display of FMP
- Plinths with Mac or Windows Laptops or iPad
- Display work on boards
- Shelves for models (sculptures)
- Plug- extension leads

New Designers Meeting notes- 03/05/19

- 11 windows laptops instead of iPads
- Install VLC or Quicktime player
- Headphones for each laptop
- Large TV for overall showreel of FMPs
- X2 USB with FMP showreel on
- X2 Tables on each end
- X2 large TVs/ Monitors
- X11 Shelves
- X11 A1 boards with artwork printed on

Requirements from everyone

- Vector logo for T-shirts
- Black & White version of logo
- Outlines or simple designs
- Boards done ASAP
- FMP artwork or best artwork
- LED lights for New Designers not OXO
- Arrange day to purchase t-shirts

16th May 2019- All business cards and Vector logo designs finished!

Additional equipment/ resources

- X6 Stalls
- Bottled water crates
- Sharpeys
- Cool bag for food
- X2 Box trolleys

All of the things discussed in these meetings are being arranged and sorted for OXO and New Designers. We have one of our peers printing the logos on the t-shirts and the art boards will be designed and printed after FMP deadline.

OXO and New Designers Final Equipment List

Would we be able to take:

- 11 iPads / 11 laptops, iPad preferable however windows based (small, light) laptops would be a good alternative
- They should have VLC Player / Quicktime installed
- X11 Headphones
- X2 Large TVs for overall showreel of all FMP works, would need to be able to play films off USB
- X2 Small tables
- X6 Stools (we have 3 in 3C.27)

- X2 Folding box trolleys
- Something to attach shelves to, as students have shelves to display work etc. enough for 11 students
- X13 A1 Foam Boards – With Adhesive

Equipment from the eventual order:

- All-in-one business card envelopes
- Koppla 3-port USB charger
- Nordmärke Wireless Charger
- Ekby Laiva Shelf
- Vivalla Tablet Stand
- Business card holders
- Business card wallets

T-shirt Vector Design

Below are some designs I have made for the vector logo that I aim to apply to my t-shirt. However the issue I have with this design is that some of the lines are too thin and some are too thick, making it difficult to see from a far. Therefore I need to work on improving this design so that the logo looks consistent and is easy to see from a far. I kept with same logo as my website because I wanted to keep my professional image the same on all my platforms and merchandise, but I wanted to make an outline because the coloured version would be too difficult to print on the t-shirt.



Below I tried to recreate my logo design but apply some coloured features so it merges with the colour of the t-shirt- but the issue is that this design does not work because the block sections of black do not look appealing. Therefore I need to re-design this logo.



Final Logo Vector Design

Below is my final design for my logo, as I got some feedback from my peers to help improve the design and they suggested sticking with the 1st design but making the line bolder so they stand out. As a result I have created both a black and white version of this logo in case we decided to use a black or white t-shirt.



SANDERS SKETCHES

T- shirt Design

Below is the final design for our T-shirts that one of our peers designed and is working on printing. We all decided to have a QR code on the back of our t-shirts because people walking around the show can use their QR scanners and get an instant link to our websites which will help to promote ourselves.

Front



Back



The next few pages contain images that I am planning to use as my A3 Portfolio for New Designers and OXO tower.



Daniel Sanders

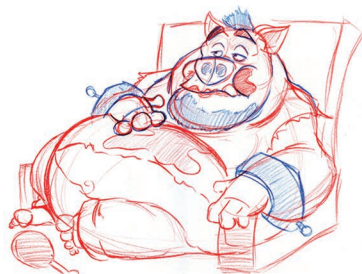
Portfolio 2019

sanderssketches@gmail.com



INTERROGATION

Character Design: Carlos Gruescochon

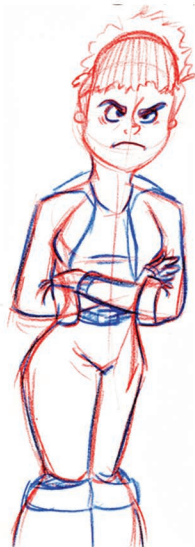


DANIEL SANDERS sanderssketches@gmail.com



INTERROGATION

Character Design: Detective Cassie Taylor



DANIEL SANDERS sanderssketches@gmail.com

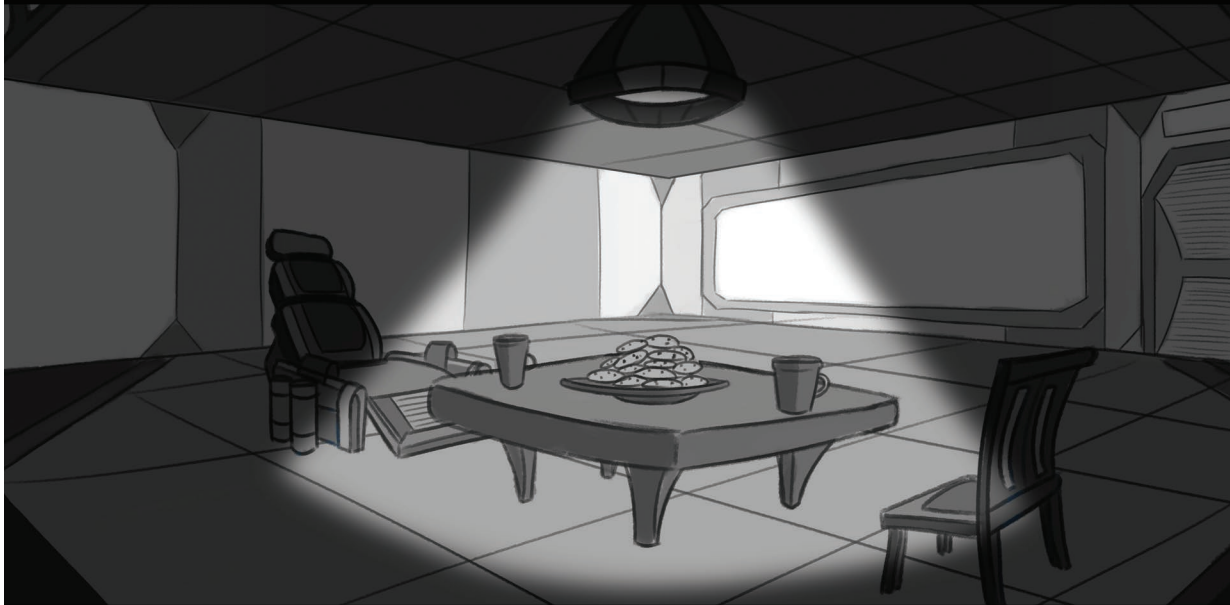
INTERROGATION

Character Design: Detective Cassie Taylor



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INTERROGATION Environment Design: Interrogation Room



DANIEL SANDERS sanderssketches@gmail.com





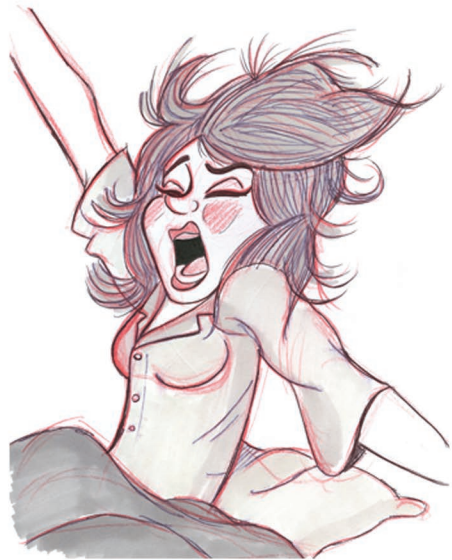




Character Design: Dragon



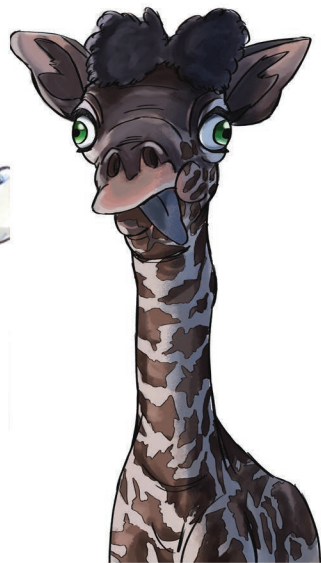
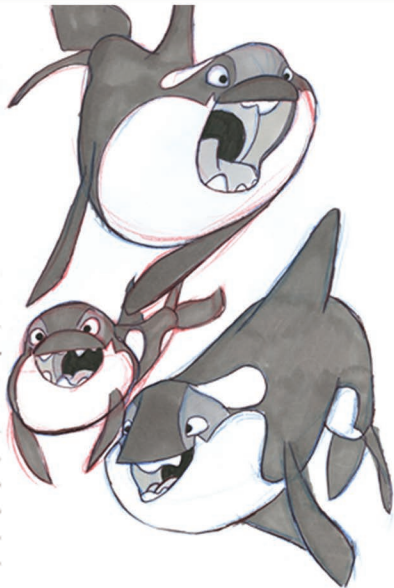
Character Design: Female Characters



Character Design: Female Characters



Character Design: Animal Caricature



Character Design: Male Characters



Environment Design: Night Sky



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