

ANIMATION AS A CAREER

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ABSTRACT

There was a time when video game playing kids were put under the category of spoiled ones. Indian serials Ramayana and Mahabharata created funny visual effects. But with the advent of animation, the future of Computer Generated images and visual effects has changed. Movies like Avtaar, Life of PI, Marvel Movies, Disney movies and Web series has further added to the fuel. This paper is focusing on how much an animator can expect to earn; what are the growth prospects; what kinds of skills he/she needs and much more followed by a case Study of Working in Walt Disney Studio.

Key words: Visual Effect, Animation, Computer Generated Image, 3Ds Max, MAYA

INTRODUCTION

Animation is the future of the world. I have dreamt of being an animator from the times I used to play online games and watch Disney movies or marvel movies. It excites me a lot when I see CGI (Computer Generated Images) and Visual effects. "Stranger things" fascinated me a lot and my craze for the field never took downturn since then. Then I grew up a bit and opted for Commerce. In Commerce, I got two subjects namely Economics and Business Studies. It taught me that market research is a must before investing your time, efforts and energy into anything. If I do a course without understanding its career options, growth prospects, work profile and other important details then the entire exercise may prove to be futile. I also come across some of my senior friends and cousins who opted for their career through "hit and trial" method and are regretting today. I did not want to do the same.

Another experience which shook me was with my music teacher. He claimed that he had a passion for music and so he became a music teacher but now in school, as a music teacher, he is everything except music. He has to take repeated lectures with those students who come to music class not out of interest but because they have been allotted a period in their time table. I thought

what if VFX became a clerical kind of job for me and I regretted like my music teacher. All these facts taken together forcefully inspired me to find facts before proceeding further. So, I have decided to do a small scale market research on “Animation as a career”.

OBJECTIVES

- Is Animation a good career?
- Will it give me job satisfaction?
- Will it give me enough growth opportunities?
- Does it suit my personality type?

METHODOLOGY USED

- Primary data through online survey using google form
- <https://forms.gle/ZTUXzgnXAAk8C36x9>
- Data from Websites

FACTS AND DATA COLLECTED

ANIMATION AS A CAREER- A MARKET RESEARCH

What an animation artist does?

Animation artists create animation that may be used in video games, television shows, commercials or movies. They combine artistic talents and computer skills to develop animated images. Animation artists may conduct research on the real-world animals or objects that they plan to depict through animation. As part of their duties, they meet with clients and other artists during the planning phase of a project as well as throughout the process.

Requisites to be an Animator

Degree Required	None required; though bachelor's and master's degrees available
Education Field of Study	Animation, Fine Arts
Key Responsibilities	Create animations, either by hand or using specialized software; work with clients to understand their vision or make your own visions come to life; draw storyboards

Job Growth (2020-2030)*	16% growth (<i>for all multimedia artists and animators</i>)
Median Salary (2020)*	\$77,700 (<i>for all multimedia artists and animators</i>)

Source: *U.S. Bureau of Labor Statistics

Expected Earnings

The U.S. Bureau of Labor Statistics reported that animators and other multimedia artists earned a median hourly wage of \$37.36 as of May 2020 (www.bls.gov).

The median annual salary at that time was \$77,700. The highest paying industries you might work in equipment and supplies merchant wholesalers, followed by aerospace product and parts manufacturing. Opportunities for the best paying jobs were in Connecticut, which employed about 220 of the people in this field. As of 2020 the annual mean wage of a multimedia artist in Connecticut was \$115,660.

Types of Degree Programs

While a formal degree may not be required for a job as an animation artist, the technical requirements of the field can make a degree highly valuable. Some bachelor's and master's degrees in animation are available. It includes:

Essential Skills For A Career In Animation:

Successful animators possess the following skills:

- Ability to express ideas as drawings
- Appreciation of aesthetics
- Artistic skills
- Attention to detail
- Color sense
- Computer skills
- Creativity
- Knowledge of CAD
- Visual imagination

Of course, you must also have skills in animation. Learning programs like **3DS Max** and **Maya** is also important to further your career.

Animation Skills In Demand

The following skills are most sought-after by employers:

- 3D modelling
- Adobe Creative Suite
- Cinema 4D
- Interaction design
- Maya
- Motion graphics
- Prototyping
- Social media
- Typesetting
- UX wireframes
- Learning programs like **3DS Max** and **Maya** is also important to further your career.

Is a Degree in Animation Worth It?

Yes, an animation degree is worth it for many students. The Bureau of Labor Statistics is projecting 4% job growth for artists and animators over the next 10 years.

Common animation careers include art director, animation artist, craft or fine artist, graphic designer, and web developer. Getting a bachelors degree in animation may allow you to work in a creative field with a variety of career options.

Related Alternative Careers

Graphic designers perform many tasks that are similar to those of animation artists. They use shapes, colors and images to create a visual image that may be used as a logo or for an advertisement or other purpose. They also need to have a bachelor's degree and strong artistic and computer graphics skills. Craft and fine artists do not necessarily need a degree and they use their artistic skills to develop material for display or sale. Art directors are also required to have a bachelor's degree and to understand how to bring different elements together to form a good visual image. They develop the style used in product packaging, books, magazines and may also work on movie and television productions.

Yes, animation is a good major for many undergraduate students. According to the Bureau of Labor Statistics, job outlook for artists and animators is set to grow at 4% over the next 10 years, as fast as the average for all occupations.

Common animation careers include art director, animator, craft or fine artist, graphic designer, and web developer. Careers in animation may be found in advertising, television, gaming, or film, along with a variety of other industries.

The intersection of art and technology in animation gives another layer to the degree. You may not only create but also use software to express ideas and information. You may use the animation skills that you develop in your bachelors program to pursue a variety of career paths.

Animation Major Curriculum

As an animation major, there are a variety of courses that you may take as you work towards your degree. Courses in this major cover art, technology, drawing, history, and more. Some of the courses you take may include the following:

- History of Animation
- Digital Tools for Animation
- Foundations of Studio and Design
- Drawing
- Multimedia Storytelling
- The Principles of Animation
- Motion Graphics
- Computer Animation
- Storyboarding
- Character Set and Design

Career Path one can opt after becoming an Animator

A degree in animation may open doors to various career paths. Here are some of the top five things you can do with an animation degree.

1. Animation Artist

An animation artist creates the animation for a company, adding movement into still art. As an animation artist, you may work as a character animator in television and film. These types of animators create characters that come to life for their audience to invest in.

You may also work as an animator in advertising, creating animations for commercials or promotions. You may create digital animation advertising campaigns and branding through your animations. You may also work in mobile game development, creating characters and worlds for people to game through.

2. Graphic Designer

Graphic designers create visual concepts to communicate ideas and inform customers. They can do this either by hand or on the computer.

As a graphic designer, you may create logos, advertisements, webpages for companies, and much more. Graphic designers are visual storytellers, telling the story of a brand. Graphic design is the intersection of art, technology, customer service, and marketing.

3. Desktop Publisher

Desktop publishers work with computers and web publishing. They design page layouts for companies, using computer software to do so.

Desktop publishers create visual displays of information, and the documents they make are used for both commercial and electronic distribution. As a desktop publisher, you may work with PDFs, the internet, email newsletters, electronic books, and much more.

4. Film and Video Editor and Camera Operator

Film and video editors and camera operators work mostly in television and film. They are in charge of a variety of tasks that go into making a movie, show, or even commercial.

Film and video editors and camera operators shoot and record motion pictures, news, television shows, sporting events, and documentaries. Once they have the digital footage, they organize it and do any video editing necessary.

5. Web Developer

Web developers are in charge of creating and maintaining websites. As a web developer, you may work full-time for a company or contract out your services to help organizations get started or update their sites.

You may create content for a site, make sure it is visually appealing, and also oversee its technical aspects, such as performance.

ANIMATION CAREERS

According to the [Bureau of Labor Statistics](#), there are many creative career paths that you may follow once you graduate with an animation degree.

For some of these careers, only an associate's degree is necessary. Others may require further education or certification past a bachelor's degree in animation. It's helpful to look into the field of work that interests you to see what the standard educational requirements are for that career.

Figure 1



Source: US Bureau of Labour Statistics

Animation- Check if it is your cup of tea

If you are artistic and enjoy creating, you may consider a major in animation. Animation includes technology as well, and there are even specific computer animation degree programs.

An animation degree can help you learn all of the ins and outs of the animation process and programs. If bringing your art to life excites you, you may enjoy studying animation.

Requisite degree to be an Animator

Most employers require animators to have a bachelors degree. You can major in animation, and there are also alternative majors you can pursue if they better meet your animation interests and career goals. For example, you may earn a degree in computer graphics, fine arts, or a related field.

Animation is a competitive field, so it may be strategic to scout out your dream career and then choose the major or concentration that is best tailored to your goal. Having the necessary

specialized skills for the job you want to pursue after graduation could help give you an edge up on the competition.

Demand for Animators

If you are passionate about creating art, then animation might be a career path for you to explore. There are various job opportunities available for animators. The demand for multimedia artists and animators is projected to grow at 4% for the next ten years (Bureau of Labor Statistics).

While being an animator may lead to video game and film animation, your degree can also allow you to branch outside of that field. For example, you may animate for companies' websites or promotional materials.

With a bachelors in animation, you may also pursue work in related fields, such as graphic design. With experience, you may pursue a position as an art director.

Monetary Aspect

According to the Bureau of Labor Statistics, the average salary for multimedia artists and animators is \$77,700 per year.

As an animator, there is a range of salaries depending on the company that you work for. Big profit companies may have higher salaries than smaller companies. Animators can make from \$42,390 to more than \$142,750 per year.

The highest paying industries include motion picture and video industries (\$92,250 average salary) as well as software publishers (\$82,330). Animators may also work in computer systems design services (\$69,200) and in advertising and public relations services (\$73,820).

In some cases, having a Master's degree may give you more earning potential, depending on where you work. A bachelors, though, is the required degree for most animator positions.

Industries Available

Animators can work in a variety of industries. According to the Bureau of Labor Statistics, 56% of multimedia artists and animators are self-employed.

Many animators may work as freelancers or contract workers, taking on various projects for different clients. The top companies to work for are in television, film, and gaming. This is where many of the animation jobs are with some of the most lucrative salaries.

Animators are also needed in the fields of advertising and public relations. They might work in advertising firms and mobile companies, either as contract workers or in-house staff. Depending on the position and employer, an animator might be able to work remotely.

With a degree in animation, you may work in several different industries. Television and film are some of the most popular and commonly thought of industries when it comes to animation, but you may work in gaming and advertising as well.

With an animation degree, you may also pursue work as a web developer or a graphic designer. With experience, you may also obtain the lucrative position of an art director.

Getting Your Bachelor's Degree in Animation Online

There are many different career paths with high earning potential that you may pursue with a bachelor's degree in animation.

You may earn accredited online multimedia degrees or animation degrees online as well. Online programs allow you to take courses from the comfort of your own home and to decide your own timing for your course schedule. If you're interested in majoring in animation, you can get started by looking into online animation degree programs from accredited universities.

Responsibilities of Graphic Designers vs Animators

Graphic designers and animators are both responsible for working with clients to develop creative ways to inform and entertain an audience. Graphic designers meet with clients to produce logos or advertisements that can be found in brochures and magazines. Though animators also create using computer software, they develop animations that are used in different media forms including movies, video games, and television. While both of these career options require extensive creativity in designing, what they produce is very different and is used in different ways. Graphic designers create to influence others to support or buy, while animators typically create animations to inform or entertain an audience.

LEARNER PROFILE ATTRIBUTES THAT I ENHANCED DURING THIS JOURNEY

- Inquirer: I wanted to know all minor details related to animation as a career and I did online search for it.
- Thinker: I had to plan my entire research, my research documents had to be prepared like my survey form.
- Problem Solver: It helped me take a right career decision.

ATL SKILLS THAT I HAVE DEVELOPED DURING THIS JOURNEY ARE

- Thinking skills: When I thought of my questions of questionnaire and other facts and opinions that I have included in Research paper, it helped me to develop my critical thinking and analytical skills.
- Communication Skills: When I started creating my research paper, it improved my writing skills and in the process of gathering primary data, I developed oral communication skills.
- Self-Management Skills: I am taking an informed decision about my career.
- Social Skills: I have resolved the conflict in my mind related to my career.
- Research Skills: When I did my online survey and collected other facts, it developed my research skills.

REFLECTION I HAVE GROWN AS A LIFE LONG LEARNER

- The biggest thing that I have learnt is that no career is a bed of roses and challenges are the charm of life. We must cherish the hard work we put in rather than creeping about it.

CASE STUDY

What does it take to get a job with Walt Disney Animation Studios? What is it like working at Walt Disney Animation Studios? ACR takes a look:

About Walt Disney Animation Studios

Walt Disney Animation Studios (WDAS) is one of the world's largest and most well respected animation studios. It is also the country's oldest and the first in the U.S. to produce an animated feature—*Snow White and the Seven Dwarfs*. This 1937 feature utilized cel animation (Disney was the first to use it), which “pioneered a new form of family entertainment.” *Snow White* marked the beginning of Disney's quest to create a collection of animation features that would later become worldwide classics.

Just a few of Disney's most popular productions are *Pinocchio* (1940), *Fantasia* (1940), *Dumbo* (1941), *Bambi* (1942), *Cinderella* (1950), *Alice in wonderland* (1951), *Peter Pan* (1953), *Lady and the Tramp* (1955), *Sleeping Beauty* (1959), and *101 Dalmatians* (1961). *The Little Mermaid*, *Aladdin*, *The Lion King*, *Hercules*, *Mulan*, *Lilo and Stich*, and *The Princess and the Frog* are just a few of Disney's more recent productions.

Like Disney's earlier animated features, its most recent are also destined to become classics.

Walt Disney Animation Studios is located in Burbank, CA and it is home to more than 600 employees from animators to storyboard artists to software engineers. The company's artists and

tech talent spend their days creating some of the world's most elaborate animated features in a festive environment.

Walt Disney Animation Studios Jobs

To browse through salaried positions, visit the company website and click “Careers,” then “Open Positions.” As of August 27, 2011, Walt Disney Animation Studios had more than 25 open positions. Just a few include:

- CG Animator
- EFX Artist
- Modeler
- Digital Character Modeler
- Character TD
- Character Pipeline TD
- Crowd FX Artist
- Talent Development CG Animator
- Visual Development Artist

To apply for an open position, you must first confirm that you have the experience and skills the company is looking for. This information is listed with each position. According to the company website, for animators, WDAS is looking for a Bachelor's Degree in Computer Animation or related field or equivalent work experience. The company is looking for a range of experience, but you should have at least 2 years computer animation experience with Maya or a similar program. To get started, you must upload your resume and your reel/website, and tell Disney who you are.

Disney Animation Studios Salaries

Walt Disney Animation Studios does not list specific salaries, but several career and salary websites do. Salaries for full-time Disney employees are competitive within the field, and some internships even pay handsomely. According to Glassdoor.com, the following are just a few average salaries for several positions with the company:

Cartoonist/Animator: \$116,000-\$125,000

CG Animator: \$83,000-\$89,000

CG Animator (hourly contractor): \$56-\$60

Effects Artist: \$103,000-112,000

3D Modeler: \$106,000-\$114,000

Animation Trainee: \$3,337-\$3,629 per month

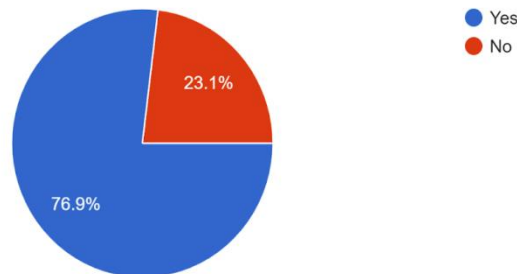
Lighting Artist: \$127,000-138,000

Burbank is located in the Los Angeles metropolitan area. According to the to the Bureau of Labor Statistics, animators and multi-media artists living in the Los Angeles area earn an average salary of \$76,360-\$76,9200 per year. Across the nation, animators earn a mean annual salary of \$63,440. Salaries vary greatly based on education, experience, size of company, position, etc., so they could be much more or much less than the local and national averages.

PRIMARY DATA RESEARCH

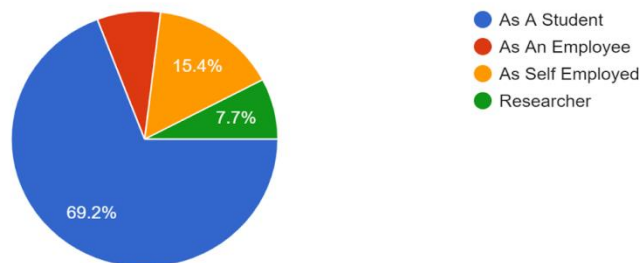
Are You Related to animation industry?

13 responses



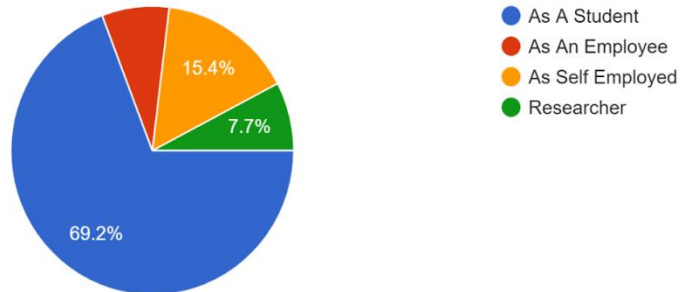
In What Capacity Are you related to the industry

13 responses



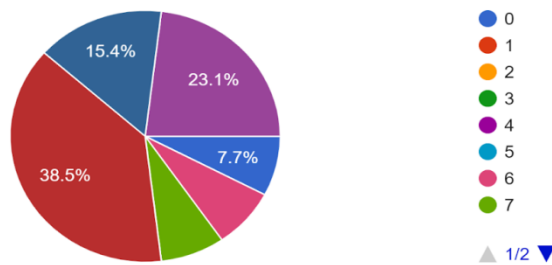
In What Capacity Are you related to the industry

13 responses



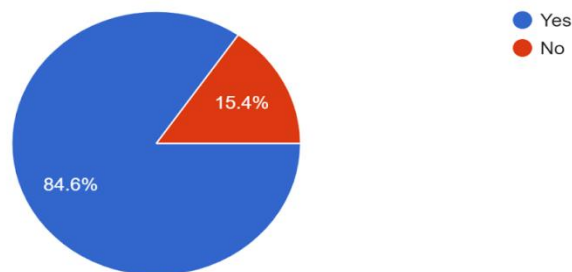
If You Have to Give Grading To Animation as A Career On A Scale Of 0-10. How Much Will You Give (0 Being Lowest And 10 Highest)

13 responses



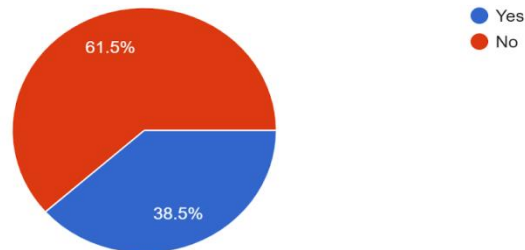
If You're A Career Counselor, Would you recommend Animation as a career?

13 responses



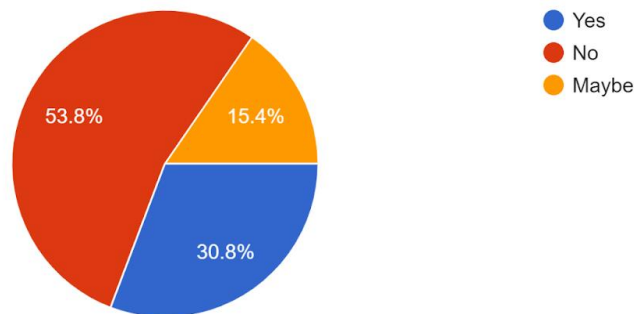
Do You Think Animation is a career meant for academically weak students

13 responses



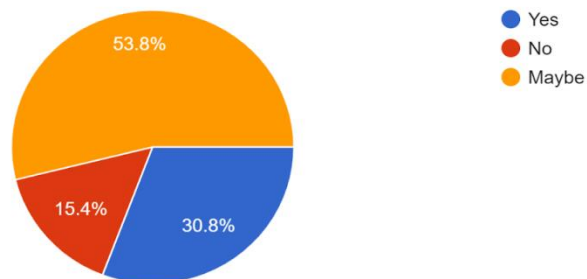
Do You Think Animation is a good career only if you're a citizen of a developed country?

13 responses



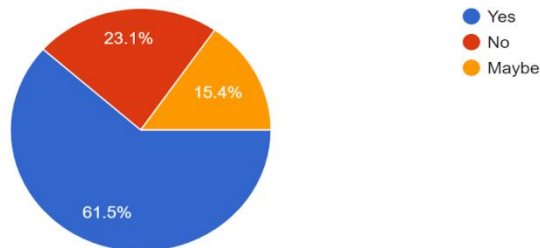
If a person is living in rural area of India, Will You Recommend animation as a career to Him?

13 responses



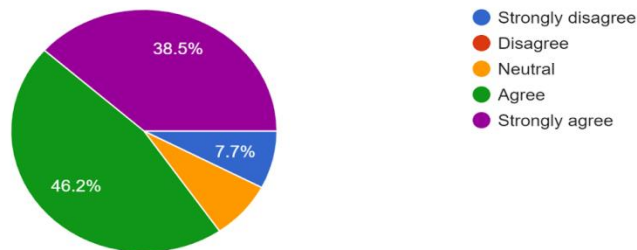
Animation will be the basic need for all careers in future do you agree?

13 responses



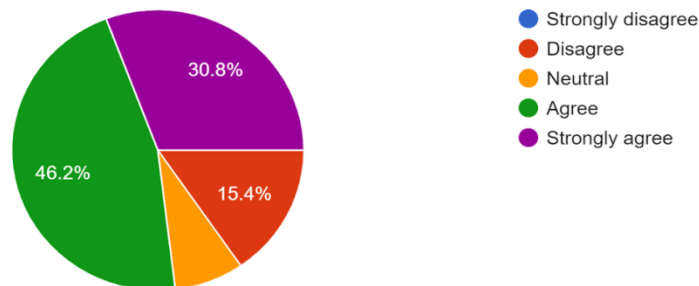
A Person With animation skills gets employed very easily. Do You Agree?

13 responses



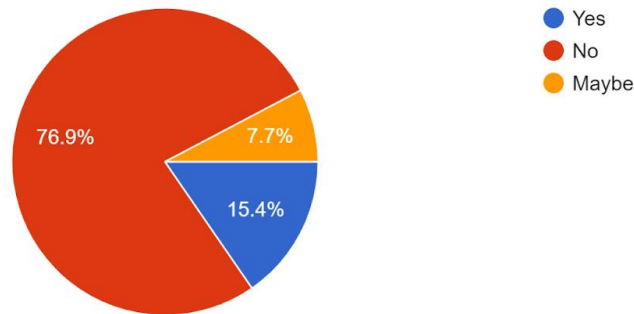
A Person With animation skills has a better chance of being satisfied with his job due to creativity involved ?Do you Agree?

13 responses



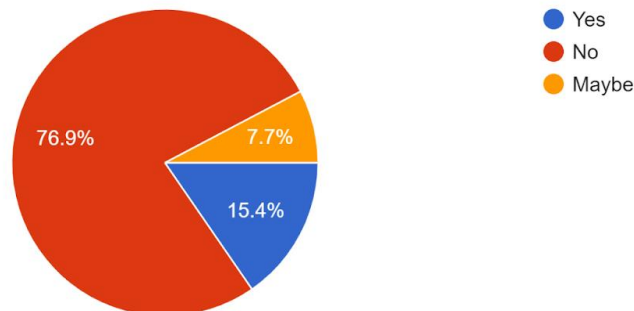
Do You Think there is Gender Bias In Animation as a career?

13 responses



Do You Think there is Gender Bias In Animation as a career?

13 responses



CONCLUSION

Both primary and secondary data are leading to common results. I was highly excited about career in animation and VFX and the results of this research are further exciting. In all the questions, majority has favoured animation as a career. Secondary data is indicating high growth prospects, wonderful salaries and interesting job profile. So, Now I am completely convinced that animation and VFX is a wonderful career to go ahead.

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