

3D Animation programme



In the world of media and creative industry, a new trend has set in, and to meet growing demand for 3D Animators and Computer Graphics Specialists around the world, graduates can now expect better job opportunities when they complete their 3-year programme in creative arts and 3D animations.

According to M.Y. Teh, Head of the School of Creative Arts at University College Sedaya International (UCSI), if graduates in its Bachelor of Creative Arts (Honours) in 3D Animation Design programme are good, they can hope to even work overseas, as more of the digital content in the entertainment and communication industry has gone 3-dimensional and digital.

“Everyone is talking about 3D animation these days,” he said. “I foresee a big demand for 3D Animators and Computer Graphics Specialists in organizations such as TV networks, advertising agencies and 3D animation or production houses. The industry is constantly looking for people who can create 3D animations, 3D models, special visual effects and digital imaging.”

With the booming of the video game industry and e-learning, and a whole new world of edutainment industry, there will be a need for more people who can produce contents in digital or screen-based format.

Advertising agencies are also producing TV commercials with special 3D effects, while the bigger 3D animation houses, such as Walt Disney, Pixar, Sony Pictures, Warner Bros., and Dreamworks, have produced some of the best 3D animation cartoon movies such as “Cars”, “Open Season”, “Flushed Away” and “Happy Feet”

The other popular movies are “The Lord of the Rings” series and “The World of Narnia” (with its special visual effects).

“Our academic partner, Lifeway College in New Zealand, has also been involved in producing animated cartoon movies,” he added.

Teh said there are three distinctive selling propositions that the School has over other institutions offering the same programme. “The first is UCSI’s unique Co-Operative (Co-Op) Placement programme,” he said. “Secondly, we emphasize the School’s niche on story-telling, and thirdly our close collaboration with the local animation industry and our Kiwi partners like Lifeway College and Huhu Studio, a 3D animation studio.”

Top students in the program will have the opportunity to participate in Huhu’s projects that are aired on local TV networks in New Zealand.

“Every year, students work in the industry for two months as part of UCSI’s Co-Operative (Co-Op) placement programme,” he said. “This gives them a headstart of six months of working experience, compared to their counterparts from other local institutions.”

While the software used for teaching is one of the industry’s standards, Teh said the main focus in the UCSI programme is on story telling and visual communication.

“Our program focuses on training students to express their ideas and storyline more creatively,” he said. “This, coupled with their work experience during the Co-Op period, is what will eventually make them more marketable.”

Throughout the three-year degree programme, the Digital Content Sector will cover the entire spectrum of 3D Animation work, from pre-production to production and post-production, where students are taught to utilize an industry software to produce a studio-ready show reel.

“Upon graduation, top students will have the opportunity for immediate job placement with deArts Studio or one of the partner studios on our listing,” he said.

Teh said that students must understand the amount of involvement in any 3D animation project, before considering enrolling in the programme. “To produce a 3D animation clip involves a lot of research, planning, designing, storyboarding, modeling, calculations, testing and logical thinking,” he said. “Students must be aware of what they are entering into, and enjoy the work as an animator. Otherwise, it could be a nightmare!”

On its collaboration with Lifeway College in New Zealand, Teh said that students are encouraged to spend a semester or two there before they graduate. “This will give them some good international exposure,” he said.