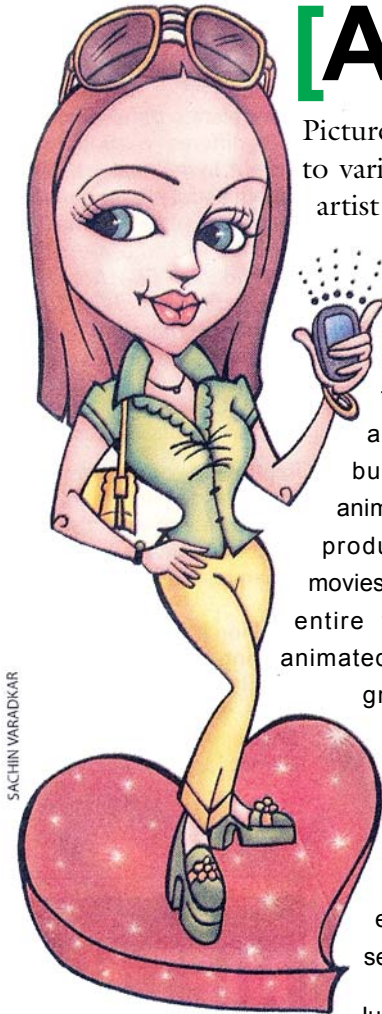


# [ANIMATED DESIGNS]

Picture a paper drawing. Can you breathe life into it? Imagine it take wings and fly to various escapades! Well, maybe you do have what it takes to be an animation artist or a visual effects specialist, says **Sangeeta Khemani**



## 2D to 3D

One of the emerging fields is the animation and visual effects business. By and large, animation fits into the post-production slot of many movies. Unless, of course, the entire film revolves around animated characters! With the growing popularity of visual effects the demand for high quality digital content from skilled artists and technicians in the entertainment community seems insatiable.

Just to give an idea, within the next four years, the estimated market for 3D animation is expected to grow to US \$230 billion!

According to Atul Vohra, Country Head, Arena Multimedia, "The animation industry saw a significant growth last year and has rapidly gained a leading position. Today, animation is the buzzword and is also being considered as one of the most lucrative career options. It is imperative for students to focus on skills and make themselves more industry specific to meet the increasing demand of the domestic and international markets."

## JOB OPTIONS

There are numerous career options for a prospective animation or 3D artist to choose from. Some of them are:

- 3D modeling
- 3D animation
- Live action integration.
- Texture or background 'artistry
- Digital animation
- Art direction
- Games designing
- Special effects designing
- Visual effects specialist
- Compositing specialist
- Editing specialist
- Character animation
- Motion capture specialist
- Rendering specialist
- Technical direction
- Production

With the special effects industry going global there are numerous career opportunities right from technology-based jobs like scanning, compositing, digital ink and paint and game designing, to creative-based work like visual effects supervising, 3D modeling and character animation.

## GETTING INVOLVED

Animation uses the latest and most cutting-edge technologies from the computing and creative worlds to put together life-like visuals. One can undergo training with a multimedia training institute, even though some people learn on the job and go on to start their own outfits. Getting into an institute is relatively simple since you only need to complete class 12. However, increasingly, one sees a number of graduates considering animation as a serious career option.

Imaginative visualization skills, clubbed with great patience, technical wizardry and an artistic bent of mind, will help.

## BIG BUDGETS

Costing is a very important consideration too. A 3D animation movie is far more expensive to produce than live action flicks. In fact, it costs a mammoth US \$400,000 to \$500,000 to produce one hour of animation footage, which is one of the key reasons why large studios are willing to outsource animation work to India, since skilled manpower is relatively cheaper.

## PAY PACKET

Average monthly salaries in the sector have already crossed the Rs 30,000 mark, which makes it a rather lucrative career option for anyone with the requisite skill sets.