

## **Bachelor of Fine Arts: Animated Arts**

### **Concentrations: Game Art, Animation, & Interactive Media**

Students learn the history, theory and skills to work in the creative visual professions of game art, animation, and interactive media. By graduation, a student in this program will have expertise in two of these three tracks. Applied Digital students begin with a foundational year in drawing, design and design history in addition to the general education curriculum. In the sophomore year, the program exposes students to the introductory courses for each of the three tracks. Junior and senior years include internship opportunities, group projects and capstone courses, as well as further work with both theory and software that prepare students for careers in these creative visual professions.

#### **Career types associated with Animated Arts**

*(Is this a good fit for you? Are you a...)*

- Artistic - "Creator"
- Social - "Helper"
- Enterprising - "Persuader"

#### **Related skills, values, and qualities**

- Ability to communicate ideas, thoughts, and feelings visually
- Ability to think creatively
- Strong sense of expertise and manual dexterity
- Familiarity with traditional art approaches as well as other new and digital media
- Intuition and innovation in understanding and extracting ideas to generate visual concepts
- Organization and attention to detail
- Strong interpersonal and networking skills
- Ability to compete in a changing market that is

#### **Courses Animated Arts majors typically enjoy**

- Art
- Drawing
- Painting
- Information Technology
- Digital Media
- Animation
- Game Design
- Marketing

#### **Common interests of Animated Arts majors**

- Working part-time or volunteering in an art studio or advertising agency
- Digital imaging
- Drawing and painting
- Attending art shows and other visual art events
- Marketing/Branding of products
- Gaming

#### **For more information about the major**

Contact The Department of Art and Design  
115 Sharadin, 610-683-4540  
or visit [www.kutztown.edu/academics/colleges-and-departments/visual-and-performing-arts/](http://www.kutztown.edu/academics/colleges-and-departments/visual-and-performing-arts/)

#### **KU Majors related to Animated Arts**

Art, Art History, Art Education, Communication Design,

# FOUR STEPS TO SUCCESS

EXPLORE

DISCOVER

EXPERIENCE

IMPLEMENT

1<sup>ST</sup> YEAR

- Enroll in the Career Exploration Certificate.
- Attend info sessions to learn about career development and personal branding.
- Take a career assessment to identify and confirm interests.
- Get involved in campus clubs and organizations.
- Develop basic workplace skills through jobs or volunteer work.
- Talk with professors, family, and friends about career ideas.
- Conduct informational interviews with professionals working in fields of interest.
- Develop a relationship with your professors and faculty advisor.

2<sup>ND</sup> YEAR

- Meet with CDC career coach.
- Attend info sessions to learn about resume writing, and externships.
- Confirm your choice of major and consider options for double major or minor.
- Research careers of interest.
- Complete a job shadowing (externship) experience.
- Seek meaningful employment or volunteer work in a field related to your major.
- Explore options for undergraduate research and study abroad.
- Write a resume and have it reviewed by the CDC.
- Manage your online presence.

3<sup>RD</sup> YEAR

- Enroll in the Career Success Certificate.
- Complete an internship and/or undergraduate research.
- Attend info sessions about internships, interviewing, job search strategies, and grad school.
- Build a LinkedIn profile and continue to monitor your online presence.
- Complete a mock interview.
- Build skills through research projects, part-time employment, and volunteer work.
- Participate in employer panels, site visits & networking events.
- Attend internship & job fairs.
- Take on a leadership role in a student organization or work.
- Consider graduate school options and prepare for admissions tests.

4<sup>TH</sup> YEAR

- Attend your Senior Kick-off session and other info sessions to prepare for job search/grad school.
- Update your resume and LinkedIn profile.
- Create cover letter drafts.
- Gain experience through internships and/or undergraduate research.
- Secure references for job/grad school applications.
- Create your "30 second" commercial/elevator pitch.
- Meet with CDC to develop job search strategies.
- Research employers.
- Network with professionals through events and social media.
- Join a professional organization in your discipline.
- Attend the senior etiquette luncheon or dinner.
- Participate in job fairs and on-campus interviewing.

## Sample Career Titles

Animated Arts majors can be found working in a wide variety of career fields. Here are just some career titles that may be of interest. Please note that some jobs may require further education and training.

To learn more about these careers, visit <http://online.onetcenter.org> or [www.bls.gov/oco](http://www.bls.gov/oco).

### 2D/3D Animators

Animator  
Character Animator/Modeler  
Game Designer/Concept Artist  
Digital Arts Instructor  
Art Teacher  
Media Assistant  
Digital Strategy Manager  
Multimedia Designer  
Digital Brand Manager  
Virtual Reality Designer  
Filmmaker

Environmental Modeler  
Simulations FX Technical Director  
Storyboard Designer  
Visual Development Artist  
Digital Composer  
VFX Supervisor  
Motion Graphics Designer  
Website Graphic Designer

## Common Internship Sites and Employers

Animated Arts majors often find internships and employment in the following fields/industries.

- Freelancer for any industry
- Art & Design Studios/Galleries
- Publishing Firms
- Museums
- Television Studios
- Community Arts Organizations
- Media/Design Firms
- Movies/Film/Entertainment
- Gaming
- Independent Studios

# Handshake

Handshake is the primary online resource for preparing and connecting students and alumni with employers.  
[www.kutztown.edu/handshake](http://www.kutztown.edu/handshake)

## Useful Websites for Animated Arts Majors

Whether you are researching related career fields, applying for internships or jobs, or planning to join a professional association, these websites are for you!

### Industry/Employment Information

National Endowment for the Arts  
[www.arts.gov](http://www.arts.gov)

NY Foundation for the Arts  
[www.nyfa.org](http://www.nyfa.org)

ResArtis  
[www.resartis.org](http://www.resartis.org)

Art Deadline  
<http://artdeadline.com>

NYC Media & Entertainment  
[www.nyc.gov/site/mome/industries/production-companies.page](http://www.nyc.gov/site/mome/industries/production-companies.page)

Creating an Animation Demo Reel (Pixar)  
[www.bloopanation.com/animation-demo-reel/](http://www.bloopanation.com/animation-demo-reel/)

### Professional Associations

College Art Association  
[www.collegeart.org](http://www.collegeart.org)

American Institute of Graphic Artists  
[www.designjobs.aigia.org](http://www.designjobs.aigia.org)

Southern Graphics Council  
<http://sgcinternational.org>

International Game Developers Association  
[www.igda.org](http://www.igda.org)

Women in Animation  
<https://womeninanimation.org>

### Job/Internship Search Boards

Animation World Network  
[www.jobs.awn.com](http://www.jobs.awn.com)

HitMaker  
<https://hitmaker.net/jobs>

LinkedIn Jobs  
[www.linkedin.com/jobs](http://www.linkedin.com/jobs)

Art Station  
[www.artstation.com](http://www.artstation.com)

Creativeloft  
[www.creativeloft.com](http://www.creativeloft.com)

Production Hub  
[www.productionhub.com/jobs](http://www.productionhub.com/jobs)

Animated Jobs.com  
<https://animatedjobs.com>

Game Developer.com  
<https://jobs.gamedeveloper.com>

[www.mediabistro.com](http://www.mediabistro.com)

<https://ispyrecruiting.com>

<https://dribbble.com>

<https://digitalmediajobs.com>

### Related Area Employers

Allentown Art Museum  
ArtsQuest  
Bento Box  
Berks Arts  
Blizzard Entertainment  
DaBrian Marketing Group  
Gavin  
Goggleworks  
Nerd Street Games  
NeoPangea  
New Arts Program  
Milkroom Entertainment  
Rodale Institute  
Warner Brothers  
WebFX, Inc.

# Building Your Resume for a Career in Animated Arts

Building a strong resume for your career field starts long before you ever start your job search. Employers want to hire graduates who not only have the necessary educational background but also have experience applying that knowledge.

## Patty Animator

[sstud000@live.kutztown.edu](mailto:sstud000@live.kutztown.edu), [www.linkedin.com/in/patty](http://www.linkedin.com/in/patty), 555-555-5555

### PROFILE

Interested in an Animator position for Pixel Perfect Studios.

### QUALIFICATIONS

2D and 3D computer animation  
Claymation and stop motion [animation](#)  
Layout and storyboard

### EDUCATION

B.F.A. Kutztown University of Pennsylvania  
Major: **Animated Arts**  
GPA: 3.68  
Kutztown, PA  
May 20xx

### INTERNSHIP EXPERIENCE

Pixel Perfect Studios  
Animation Intern  
Philadelphia, PA  
Summer 20xx  

- Created 2D and 3D models of characters, props and [scenery](#)
- Edited the sequencing of animation while refining and adding sound [effects](#)
- Completed projects in accordance with tight deadlines and budget [restrictions](#)

### RELATED EXPERIENCE

Please Touch Museum  
Museum Experience Host  
Philadelphia, PA  
Summers 20xx & 20xx  

- Implemented creative ideas using art and imagination to engage children and [families](#)
- Deliver interactive programming to educate [visitors](#)
- Organize activities and materials for [patrons](#)

Foundation of the Arts and Sciences  
Mural Instructor  
Brick, NJ  
Summer 20xx  

- Guided paint-based art projects for children ages 6-10 focusing on color and [texture](#)
- Coordinated daily mural activities and supply [orders](#)

### CAMPUS LEADERSHIP

Digital Media Club, Kutztown University  
President  
Fall 20xx-Present  
Spring 20xx-Present  

- Organize and facilitate weekly club [meetings](#)
- Promote and support club via on-campus information sessions and [fundraisers](#)

### PROFESSIONAL DEVELOPMENT

Society for Animation Studies  
Career Success Certificate, Kutztown University Career Development Center  
Career Exploration Certificate, Kutztown University Career Development Center  
Spring 20xx  
Spring 20xx  
Fall 20xx

### WORK EXPERIENCE

Starbucks  
Barista  
Allentown, PA  
Fall 20xx-Present  

- Train new employees, execute orders effectively and efficiently, resolve customer [issues](#)

Learn more about your field and develop the necessary skills for employment by gaining hands-on experience through internships.

Utilize summer breaks to acquire valuable experience via volunteer or employment opportunities related to your major.

Develop professionally through campus involvement and professional memberships. This illustrates responsibility, leadership abilities and time management skills.