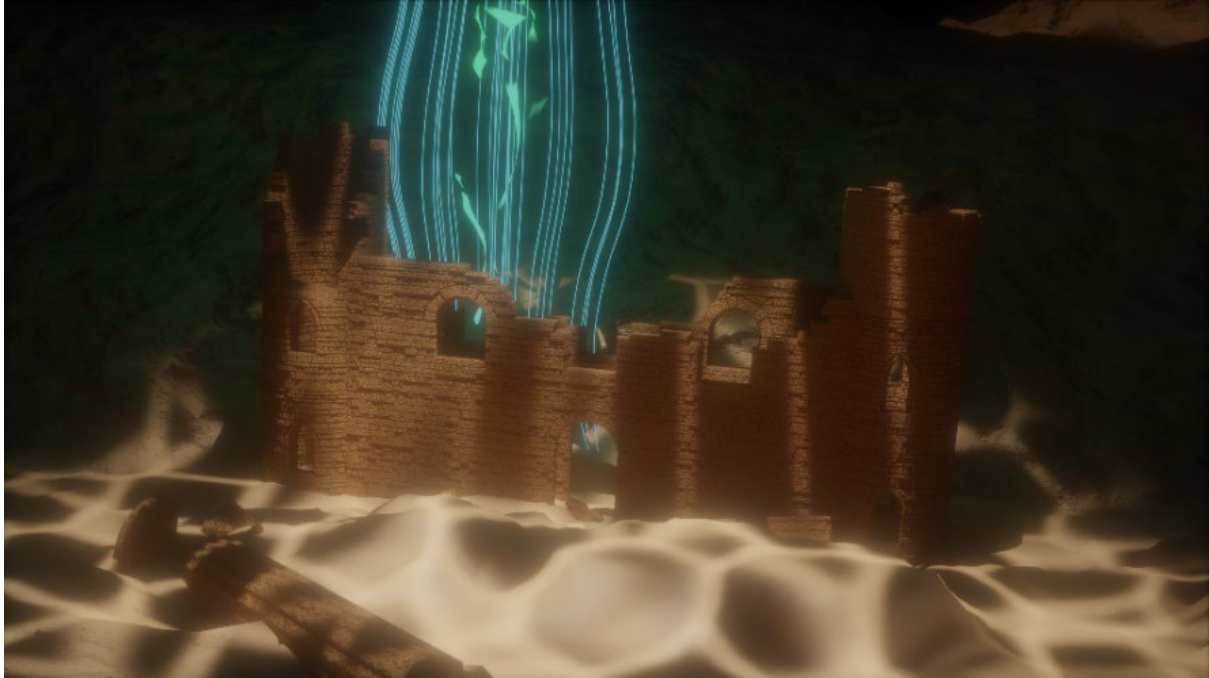


## Professional Practises:

### Industry skills:

The industry role I am most interested in is environmental animation and modelling.



My current skillset reflects my ambitions:

- This is an example of a project I have been working on from the exploratory practises' unit. I have managed to select one type of aesthetic that is prevalent in my work.
- I want to focus on delivering a certain aesthetic and atmosphere to a scene, to portray a specific mood and create storylines using just the background.
- I explored lighting techniques to create a fantasy environment that looks like it could belong to a video game. As this scene was underwater, I specifically investigated creating caustic optics<sup>1</sup>, which is a commodity and a skill that is used frequently in underwater scenes to portray that feeling of realism. It took me a while as it is quite complicated, but I feel that researching this helped me develop my skills and I learned a lot from the experience.
- I created this scene using a mixture of both blender and Autodesk maya to enhance my blender skills, and I learned how to use geometry nodes to enhance my project and create specific objects. This helped me develop my skills even further, which I will be able to use for future projects.

<https://myonlineportfolio.myblog.arts.ac.uk/2024/05/08/specialisms-tests/>

- This is another example of a jellyfish model that I modelled, animated, and rigged, as well as using curves to animate it using references of jellyfish moving. As I didn't know anything about rigging and have had very little experience in creating a rig before this, by creating this rig from scratch it displays how my current skillset has improved drastically since the beginning of this year.
- I used curves in order to animate the jellyfish in a way that is realistic to an actual jellyfish. This helped me understand how to use curves in a way that I didn't beforehand. I used a few

---

<sup>1</sup> [https://en.wikipedia.org/wiki/Caustic\\_\(optics\)](https://en.wikipedia.org/wiki/Caustic_(optics))

different tutorials to learn how to understand them so that I could use this skill in a future project.

#### Industry roles I am interested in:

- 1) 3D Environmental animation: This is relevant to my current skillset as I enjoy environmental animation and modelling. The software I am experienced in relate to this exact industry role, therefore I already have the background knowledge needed.

This specialist would need to have a proficiency in texturing, lighting, and rendering, as well as an understanding into the physics of water, fire, and smoke, etc. and nature in general. They would also need to have an eye for composition, and environmental storytelling, so that they could create an immersive environment that will evoke the emotion of the audience.

Typically, the software they would use would be Autodesk Maya, blender, and 3DS Max for modelling, animation, and composition, as well as Houdini for physics such as water. The hardware would be a powerful computer with a good amount of processing power and enough RAM in order to handle simulations and complex scenery. A computer with a strong GPU would be useful in terms of rendering power, as rendering can be very expensive. They might also have a graphics tablet in order to work on texturing software such as Adobe Substance painter, or modelling software such as Z-Brush.

Industry knowledge is needed as they would have to understand animation pipelines, industry standards, and workflows. Breaking into this field with a focused training program can take anywhere from 2-5 years as they would need to have a very strong portfolio that can showcase their skills.

The salary in the UK ranges from 46k to 65k, for a lead environment artist, but it would fluctuate based on the country and city of the job. As Animation studios can be found globally, there isn't really a main source of this job, but major cities tend to have the most amount of animation studios, such as London, New York, and Tokyo

Their portfolio should include a variety of environments that demonstrates a high proficiency in modelling, texturing, lighting, and composition, showing both still renders, and animated sequences that show a skill in nature physics.

- 2) Rigging: This is relevant to my skillset as I found when trying out rigging, that I found it quite simple once I got into it, and I feel that it is a career path I would not object into going down into. This specialist would need to have knowledge in technical skills, including knowing skeletal structures, and deformation techniques. They would also need to understand anatomy and movement, so they can rig realistic facial expressions, and general industry knowledge. Breaking into rigging with extreme dedication can take a few years, but in order to be an expert it can take a lot more years of hands-on experience.

The software they use includes Autodesk Maya, mainly because it offers great rigging and animation controls, as well as Maya Embedded Language, which learning to code with can be very advantageous as you can create custom rigging tools with it. Other software's such as blender and 3DS Max are useful but maya is more popular. <sup>2</sup>

In terms of hardware, it's very similar to environmental animation, but a strong GPU isn't necessary as rendering is not typically needed, however, a computer with a good amount of ram is in order to create simulation scenes.

---

<sup>2</sup> <https://www.quora.com/What-is-the-best-development-software-for-rigging-in-3D-graphics>

The salary in the UK ranges from 40k to 71k, but it depends on what location and how experienced a person is. Generally, animation rigger can find work globally, as everyone needs a person who can rig.

A portfolio for someone going into rigging would include multiple examples of rigged characters and object, demonstrating flexibility and attention to detail. It would also range from simple rigs, to extremely complex and hard. Additionally, showing breakdowns of the rigs would be very beneficial in order to present problem solving skills.

- 3) Texturing artist: this is relevant to my skillset as I enjoy texturing and have had plenty of experience in using substance painter, shading nodes, and Z brush to employ specific textures, particularly in recent projects.

A specialist in texturing would need to have knowledge in different textures such as wood, and brick, in order to employ that in their work, attention to detail, and they would need to have exemplary knowledge in texture maps, how they are used, and what they are needed for. Software examples that they would use would be adobe substance painter, blender, and z brush, and hardware would be a graphics pad, and a computer with a generous GPU so that rendering would not take very long.

The salary for a texturing artist in the UK ranges from 31k to 45k, depending on your location. Texturing jobs can be found everywhere but are more prevalent in larger cities.

A portfolio for a specialist in texturing would require a number of different detailed textures, showcasing their work and knowledge. Additionally, they would need to show their process in the portfolio, with a large amount of different texture maps.

#### Companies and areas of the industry that I can aim towards:



#### 1) Disney<sup>3</sup>

While it is arguably the biggest animation studio in the world and a very difficult job to get into, I do aspire to work with them. I appreciate how Disney has evolved over the years, particularly in the shift from 2D animation to 3D. Disney's branding puts emphasis on magic, imagination, and storytelling. As a fantasy lover, this reflects my current brand identity. The animation style there is best defined by its vibrant colours, the fluid motion, and extremely expressive character designs.

An example of a recent project that I love at Disney would be the artistic style of the movie Wish. I appreciate how they have managed to blend the cartoony 2D style of old Disney films, with the CGI 3D style of the newer films. By using toon shaders, the animators have created a unique blend of the two styles, into something unforgettable, while still keeping the atmosphere of what makes a 'Disney' film.

A role I would go for within the Disney career paths, is rigging. At Disney I will be required to rig 3D models in order so that the animator can manipulate them for movement. In order to learn how to do this in a style that would fit well with Disney's brand I would enhance my skills at rigging and 3D animation, particularly in animals and humans, so I could achieve the fluid like and bouncy style that Disney is renowned for. By doing this, I can manoeuvre a way into balancing the facial expressions and voice, with body language, in order so send a

<sup>3</sup>[https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.imdb.com%2Ftitle%2Ftt11304740%2F&psig=AOvVaw2AE6HAawywzpD24itc6FP8&ust=1715946961398000&source=images&cd=vfe&opi=89978449&ved=2ahUKewi5k\\_zZjpKGAXU5VKQEhfXmCw8Qr4kDegUIARCFAQ](https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.imdb.com%2Ftitle%2Ftt11304740%2F&psig=AOvVaw2AE6HAawywzpD24itc6FP8&ust=1715946961398000&source=images&cd=vfe&opi=89978449&ved=2ahUKewi5k_zZjpKGAXU5VKQEhfXmCw8Qr4kDegUIARCFAQ)

specific message across to the audience. By adapting to new techniques applicable to working at Disney I can achieve my career goals.

2) Yambo studio:<sup>4</sup>

This is a 3D design studio in Tel Aviv, that have created work for companies such as Microsoft and google. They mainly focus on creating 3D objects for CGI adverts, which is exactly what id like to get into. I really appreciate a lot of the work they have been creating and would love to work for them one day. An example that I really admire is the CGI work they created for Dua Lipa's music video 'we're good'.



I also love the way they have branded themselves, particularly with their website design. While it is very low key, it comes across as very high-tech in a way that one can appreciate, and still easy to manoeuvre your way around it.

They use animation techniques, particularly in their website designs such as button hovers, which when you hover over a link will make a preview of the next page appear, and when you scroll on the website the text doesn't appear until its within your view. This helps set a precedent onto what you can expect when collaborating with them and keeps your expectations high.



I would aim for the role of 3d environmental animating within this company, as it is applicable to the style they tend to go form, particularly with the software they use, However, if I do plan on working there, I have to learn to animate with ultra-realistic style. By adapting to these techniques, I will be able to achieve my goals.

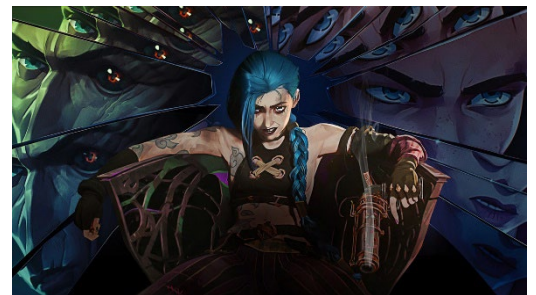
<sup>5</sup>

3) Fortiche:

This is a French animation studio that has worked on the series 'Arcane', as well as advertisements for Coca-Cola, and Samsung.

Their brand concept is very similar to Yambo studio, in terms of the way they present themselves, however, their art style is what really draws the eye.

In this company I would aim for the role of a texturing artist, as I really admire their animation style, and would like to learn from the people employed there as to how to enhance my own skills. Additionally, having practised a lot of new shading and texturing skills in my recent project, I feel that I would be able to keep up with what this job entails.



<sup>4</sup> <https://www.yambo-studio.com/>

<sup>5</sup> <https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.gadgets360.com%2Fentertainment%2Fnews%2Farcane-season-2-release-window-confirmed-q4-2024-update-trailer-riot-games-netflix-4361078&psig=AOvVaw2RaN1eVHl1FED8esRHodB4&ust=1715946742364000&source=images&cd=vfe&opi=89978449&ved=0CBQQjhxqFwoTCND7tvKNkoYDFQAAAAAdAAAAABAQ>

Personal Professional Presentation:

CV:

# SHELLY GALPERT

London | shellygalpert@gmail.com

## Summary

Hardworking and skilled in providing responsive staff and customer support. Commits excellent attention to detail in varied tasks for accurate and reliable results, using excellent planning and multitasking skills to maintain operations in busy environments.

## Experience

### General Manager | Sushi Haven | 01/2024 to present.

- Took and processed phone orders and deliveries, preparing orders for customer pickup and delivery.
- Cleaned the shop and kitchen to ensure a healthy and hygienic environment.
- Managed kitchen staff ensuring they completed the right food orders.

### Cashier | Shefa Mehadrin | 12/2022 to 12/2023

- Worked closely with other staff in the shop to ensure customer satisfaction.
- Operated tills to accurately process customer payments of cash and credit card transactions, balancing the till daily.
- Helped customers with specific item requests by answering questions and offering knowledgeable product advice.

### Animation intern | king bee animation | 06/2022 to 09/2022

- Developed storyboard composition, action, and storytelling to complete assigned projects to specifications.
- Collaborated with writers and producers to translate visions into visuals.
- Created unique environments to translate artistic vision into visual mediums and character studies.
- Married technical and artistic abilities to accomplish challenging animation objectives.

## Skills & Abilities

- Experienced in using 3D software such as **Autodesk Maya, Z-Brush, and Blender**
- Experience in using **Adobe Software** such as **Photoshop, Premiere Pro, After-Effects.**
- Experienced in most **Microsoft Office** programs including **Microsoft Word, PowerPoint, and Excel.**
- **Organizational Strategies**
- **Problem-Solving**
- **Strong Communication skills**
- **Creative** with experience in **artistic design** and other artistic skills
- **Professional appearance**



- **Customer Assistance**

## Education & Qualifications

**Bachelor of Arts: animation | 2025 | University of The Arts London (UAL)**

*(Currently in progress)*

**A-Levels | 2021 | Hasmonean high school for girls**

- BTEC Level 3 in Health and Social Care (Distinction\*)
- BTEC Level 3 in Media Studies (Distinction\*)
- A-level in Psychology (C)

**Duke of Edinburgh award | 2018**

- Completed a **Bronze Award**, which included: volunteering, physical training, and an expedition.

## Interests

### **VOLUNTEERING**

- I have volunteered at the Jewish organization **GIFT** on numerous occasions.

### **GAP YEAR**

- I took a gap year out to Israel to volunteer with various organizations and to explore my Jewish heritage and history.

### **LEADERSHIP ROLES**

- I am employed as a **school representative** by the student union at **UAL**.
- I am a member of the **Jewish society committee** in the role of **treasurer** at **UAL** to provide a community for the Jewish students.

### Covering letter:

Dear \_\_\_\_\_

My name is Shelly, and I am applying for (*insert job*). I am qualified for this as I have engaged in numerous projects involving 3D modelling and animation, specialising in environmental modelling and animation, as well as having experience in 2D animation.

My skills include having experience in several software's such as Autodesk maya, blender, Z-brush, Adobe Premiere Pro, and Microsoft office.

Please find my resume and a link to my portfolio linked below, which demonstrates my artistic achievements and experiences. I welcome the opportunity to discuss in detail how my background, skills, and aspirations align with the goals of this (*company/organisation*). I am eager to discuss how my creative vision can contribute to your upcoming projects and would love for the opportunity to be a part of this team.

I am available for an interview at your earliest convenience and can be contacted at (my email address)

Thank you for considering my application.

Online portfolio:

<https://myonlineportfolio.myblog.arts.ac.uk/>

Online showreel:

<https://myonlineportfolio.myblog.arts.ac.uk/2024/05/16/showreel/>

IP3 Thesis/Critical Report Project plan:

I have chosen to take the option of creating a thesis for the informed practise 3 unit during my third year. My main research area will be discussing and evaluating the role, history, and impact of propaganda in the media, including the role that propaganda played in creating famous comic brands such as marvel and the DC universe, as well as movies and advertisements, and how that has affected our society today.

My reading goals for the summer are:

- Munitions of the mind by Phillip Taylor (1995) – this book is about the history of propaganda in media, particularly focusing on wars. This will help me to identify propaganda in the past, and how it has evolved.
- Propaganda by Edward Bernays (1928) – this book is one of the earliest books on propaganda and will help with my dissertation by giving me an insight into the psychological background of propaganda.
- Social identity by Richard Jenkins (1996) – this will give me a foundation onto what builds a society and identity, and how that plays a role into how we are affected by propaganda.
- New Dark Age: Technology and the End of the Future by James Bridle (2018) – this book is about how the more technology evolves the harder it is to protect ourselves against propaganda as we lose our understanding of what is happening. This will help me to gage an understanding of how technology is affecting the amount of propaganda we are exposed to.
- Generation me by Jean Twenge (2006) – this book is about the rising depression levels in the younger generations compared to the older ones. By understanding the psychology behind growing generations, I will be able to deduce exactly how that is affected by the technology and media in today's world.

Critical Appraisal:

Industry skills: Finding roles in the industry that I fit into best was a little hard for me as I found that I didn't exactly know what my skills were. When I did my research into specific skills, I did find roles that I could identify with, that matched the talents I already had. Researching into specific roles gave me insight into what future career opportunities I would be able to take, and possibly go into.

Researching into different studios I would like to work with, was a different story. As there are so many studios out there, each with their individual brands and themes, it can be quite overwhelming figuring out exactly what you're aiming towards. I did find a few studios that I especially admire and would quite like to work with someday, as while I am aiming to open my own studio with some friends, I would prefer to have the industry experience before doing so. I had never done such in depth research into this sort of thing, and so while it was a new experience for me, it was definitely

necessary, and gave me a lot of new knowledge, and skills, that I will be using when applying to jobs in the industry in the future.

Personal professional presentations: I had already created my CV as I have already applied to several internships, however, this presentation gave me a chance to go over my CV and revise it, which I definitely needed to do. This taught me a lot, as there were a lot of parts that needed revising and changing. Creating a covering letter wasn't new to me but it gave me a chance to really think about how I wanted to present myself to a company, without the stress of the application hanging over my shoulders.

Creating a portfolio was not new as well as I have been building up my portfolio over the past 2 years at UAL, however, I did update it and provide some new content in order to showcase my personal skills that I have been building up in the last 6 months. This provided me with a chance to change up some of my work and look into revising some old projects.

Informed practise thesis: while I did already have an idea for my thesis earlier this year, I was told that it needed some severe revising as it was not clear and was incredibly vague. Thanks to that constructive criticisms it forced me to sit and decide exactly what my dissertation question would be, and what I would be researching that would both support, and conflict my questions and points. It also allowed me to look into some books on the topic, that would help expand my research and questions.

In conclusion, this unit was very useful as it allowed me to reflect upon what I wanted to take from my 3 years of studying animation, and what I would decide to do with my degree once it was over, I had never really decided upon exactly what I wanted to do, other than '3D animation', so this chance allowed me to look into what industry roles I preferred, and what I needed to do to enhance my skills in order to achieve my end goals.