What can I do with a major in… **ANIMATION & ILLUSTRATION**

The Animation & Illustration major is designed to promote breadth of knowledge in visual arts, design and communication as comprehensive preparation for the field. Specific course work in traditional and digital animation provides necessary skills leading to entry level professional careers within the field of digital animation. Strong emphasis is placed upon critical thinking, effective communication, research, and technical production.

What types of work are related to this degree?

Digital animation or graphics
Multimedia presentation and development
Film titles or design
Television titling or graphics
Video game animation or titling
Computer graphics
Advertising or marketing presentation graphics
Motion graphics or animation
Website design and development
Interactive media development
Self employed, contract, freelance work

More information online at ONETonline.org

Who employs people with this degree?

TV and cable companies
Online/print publishers of all types
Federal, state, & local governments
Businesses & trade associations
Colleges, universities & schools
Non-profit & special interest groups
Public relations & advertising firms
Healthcare organizations
Commercial agencies
Internet and e-commerce sites
Digital Media production companies
Any company that maintains a sophisticated website
  or creates digital media

Strategies for Success:

- Develop excellent computer skills in a variety of platforms and design software. You will need to be updating your skills for your entire career.
- Joining a professional association and reading trade publications is crucial.
- Gain relevant experience through part-time jobs and internships. Participate in contests locally and nationally.
- Volunteer to create websites or other interactive media for a student or local community organization.
- To work in this industry, consider relocating to where the jobs are.
- Stay current with media and cultural trends.
- Be prepared to start entry-level and work your way up the career ladder. Take a first job based on the industry and type of design you desire to work with, because work from your first job will comprise your professional portfolio.

Professional Associations:

American Advertising Federation
International Digital Media Arts Association
National Alliance for Media Art + Culture

Media Fellowship International
American Institute of Graphic Arts
International Game Developers Association

This information represents possible occupations and strategies for careers with this major. As with any job or career, there may be additional qualifications or experience needed. For more information and options, make an appointment with Career Development or check out our online resources on our website or on theROCK, Career Development tab.