

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 Type 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

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

More information at ONETonline.org

General 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 & Leadership Development or check out our online resources on our website or on myUNW, Career & Leadership Development tab.