The green stamps show the routes in. Remember, you can move from one department to another.

Follow the arrows to learn how an animation is made.

*Entry level roles are ones that you can do straight after education, whether that be school, college or university. Most entry level roles are in production. Some companies look for new entrants in all the production roles listed.*

Go to ScreenSkills for more details: www.screenskills.com/careers-in-animation

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**Animation industry** career map

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**Production management**

- Producer
- Director
- Production manager
- Production coordinator
- Runner

**Entry level**

- More entry routes

**Development**

- Writer
- Concept artist
- Head of story
- Art director
- Storyboard artist
- Animation technical director
- Layout artist
- Rigger
- Lighting artist
- Junior artist

**Pre-production**

- Character designer
- Character animator
- Background designer
- Background designer
- Modeller
- Animators
- Junior animator
- Effects (FX) technical director
- Compositor
- Junior compositor

**Production**

- Sound designer
- Composer
- Editor
- Edit assistant
- Sales executive
- Marketing executive
- Marketing assistant

**Post-production**

- Sound designer
- Composer
- Editor
- Edit assistant
- Sales executive
- Marketing executive
- Marketing assistant

**Delivery and distribution**

- Multiple entry routes

**Film or literature route**

- Art, film, graphic design, routes

**Multiple entry routes**

- Multiple entry routes

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The animation industry

Animation is an industry in which people employ their imagination. Think of the plasticine characters like Wallace & Gromit, the hand-drawn figures in The Tiger Who Came to Tea or the computer-generated Digby Dragon. These productions, and many more, have established the UK animation industry as one of the best in the world.

What animation is

Animation is the process of displaying still images in a rapid sequence to create the illusion of movement, using knowledge of the way that a character or object moves to make them believable, and showing emotion to tell a story. The different categories of animation include:

- Hand-drawn animation, in which each frame is drawn by hand
- Stop-motion animation (also known as stop-frame), in which different materials, such as clay, paper, paperclips and metals, are moved slightly between each frame
- Computer-generated animation, in which frames are drawn on a computer, either in 2D, 3D or a mixture of the two, and then altered using animation software

Those involved in technical roles need to create the animation, the understanding of the character, animation, emotion and story is the story.

UK animation studies

There are various sizes of UK animation studios. Approximately one third of animation is undertaken in the UK, the remainder is produced elsewhere, whereas fewer than five full-time employees, one third of the UK’s animation industry is in London. The output and rent of studios varies. Some specialise in a particular type of animation, while others are capable of working in a variety of different types, such as children, some specialising in making content for TV channels (such as CBeebies, Cartoon Network and Nicktoons), while others make films shown in cinemas.

Increasingly, animation studies make content for on-demand and subscription services on Amazon, Netflix and Disney+ and apps like Azoomee, Hopper and YouTube Kids. Studios also provide animation services for commercials, for social media videos, for games, virtual effects (VFX) and virtually healthy companies.

Animation industry skills and jobs

The different categories of animation include:

- Production
- Development
- Post-production

Production

Production is the process of creating the animation. This includes the time when the animators and layout artists.

Development

Development is the process of getting the story right and making sure that the animation is ready to be animated. It involves the writer, director and producer working together to create a script that is in line with the concept artists and the concept art.

Post-production

Post-production is the process of refining the animation after it has been created. This includes editing, sound design, and colour grading.

Character

Character animation is the process of creating the character. This includes the time when the animators and layout artists.

Storyboard

Storyboard animation is the process of creating the storyboard. This includes the time when the animators and layout artists.

Layout

Layout animation is the process of creating the layout. This includes the time when the animators and layout artists.

Lighting

Lighting animation is the process of creating the lighting. This includes the time when the animators and layout artists.

Compositing

Compositing animation is the process of creating the compositing. This includes the time when the animators and layout artists.

Sound

Sound animation is the process of creating the sound. This includes the time when the animators and layout artists.

Production management

Production management is the process of overseeing and coordinating the production process. This includes the time when the animators and layout artists.

Marketing

Marketing is the process of promoting the animation. This includes the time when the animators and layout artists.

Selling

Selling is the process of selling the animation. This includes the time when the animators and layout artists.

The animation pipeline

Development

Development is the process of creating the animation. This includes the time when the animators and layout artists.

Production

Production is the process of creating the animation. This includes the time when the animators and layout artists.

Post-production

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Lighting animation is the process of creating the lighting. This includes the time when the animators and layout artists.

Compositing

Compositing animation is the process of creating the compositing. This includes the time when the animators and layout artists.

Sound

Sound animation is the process of creating the sound. This includes the time when the animators and layout artists.