Follow the arrows to learn how an animation is made.

Remember, you can move from one department to another.

The green stamps show the routes in. Multiple entry routes 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.
The animation industry

Animation is an industry in which TV shows exist. Think of the clay animation characters, the hand-drawn figures in The Who in Drag or the computer-generated Digby Dragon. These productions, and others like them, make up 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 traditional hand-drawn or computerized images that make them believable, and showing emotion to tell a story.

The different categories of animation are:

- Hand-drawn animation
- Stop-motion animation (also known as stop-frame, in which different materials, such as clay, paper, cardboard, plastic, or rubber, are moved slightly to create the illusion of movement)
- Computer-generated animation, in which frames are drawn on a computer, either 2D or 3D, or a mixture of the two, and then altered using animation software.

Though traditional skills are needed to create animation, the type of animation, the understanding of the character, performance, emotion and story is the same.

UK animation studies

There are various sizes of UK animation industry as one of the best in the world. Less than one third (27%) of people in the animation industry work outside London. The companies in Bristol, Cardiff and Manchester have a look at UK animation’s key directors to see where the employers and clients are.

There’s a shortage of animators, storyboard artists, and technical architects working for companies. The companies in Bristol, Cardiff and Manchester have a look at UK animation’s key directors to see where the employers and clients are.

Character

Characters

Create the look of individual characters. They draw them working from the script, the director’s notes and the character designer’s drawings. They bring characters to life by giving them expressions and physical poses.

Pre-production

Head of story

Responsible for managing the production from the initial ideas through to the final version of the show.

Storyboard artist

Responsible for planning the whole production by sketching out the scenes in the form of krótkie

Production coordinator

Responsible for the production pipeline running smoothly.

Lighting artist

Dresses the scenes with light, working from the script and the director’s notes. They work closely with the set designer and the director. They make sure the light looks right.

Effects technical director (FX TD)

Makes physical effects look real and contribute to the overall story. They make sure the effects look right.

Layout artist

Draws the characters for the 2D animation. They draw each scene separately, working from the storyboard. They make sure the characters look right.

Editor

Responsible for cutting the animation together into each role.

Production manager

Responsible for managing the budget for the entire animation pipeline.

Art director

Responsible for the visual identity of the show. They decide on the style and design of the characters, sets, and other elements of the show.

Sound designer

Responsible for the audio quality of the show. They select and arrange music and sound effects to complement the story.

Advertising executive

Responsible for promoting the animation. They work with the director, producer, and sales executive to create advertising campaigns.

Technical director (TD)

Responsible for overseeing the technical aspects of the animation pipeline. They are responsible for the overall quality and consistency of the animation.

Compositor

Responsible for the visual effects of the animation. They combine live-action footage with computer-generated imagery to create a seamless final product.

Sales and marketing

Sales executive

Responsible for selling the animation to clients and licensees. They work with the directors and producers to create sales pitches and develop marketing strategies.

Marketing executive

Responsible for promoting the animation. They help create marketing materials, such as posters and advertisements, and manage social media campaigns.

Animation workforce

The animation workforce is highly skilled and diverse. The average salary for someone in the industry is £42,280. That means you could earn more than twice as much as the average salary for someone in the industry. That means you could earn more than twice as much as the average salary for someone in the industry.

The animation pipeline

Development

A script is written in a game or, if budgeted, a script is drafted, a budget is worked out and the look and overall vision is thought through. The target audience and the ideas being developed are identified and the project is scoped. The project is then pitched to potential investors who take a decision on whether to invest.

Get an apprenticeship

Alternatively, you might be able to gain a place on a full-time course in animation or a combination of animation and design.

Production

This is where the assets are built. The characters are rigged and animated, and the backgrounds are created. The layers are put together (compositing) and a rough edit is assembled.

Post-production

In post-production, the final cut is added to the animation. The music is put in. And the whole thing is rendered, colour corrected (graded) and outputted to the format required. The animation is then reviewed by the director and the client.

Sales and marketing

Once a project is completed or nearing completion, the sales and marketing teams take on the task of promoting the animation. This team is also responsible for the merchandising, which is a particularly important part of the animation company’s work.

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Animation UK

UK Animation is an umbrella organization for all of the animation companies in the UK, assisting with the promotion of the industry and providing resources and support to its members. Animation UK is also responsible for the merchandising, which is a particularly important part of the animation company’s work.

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