

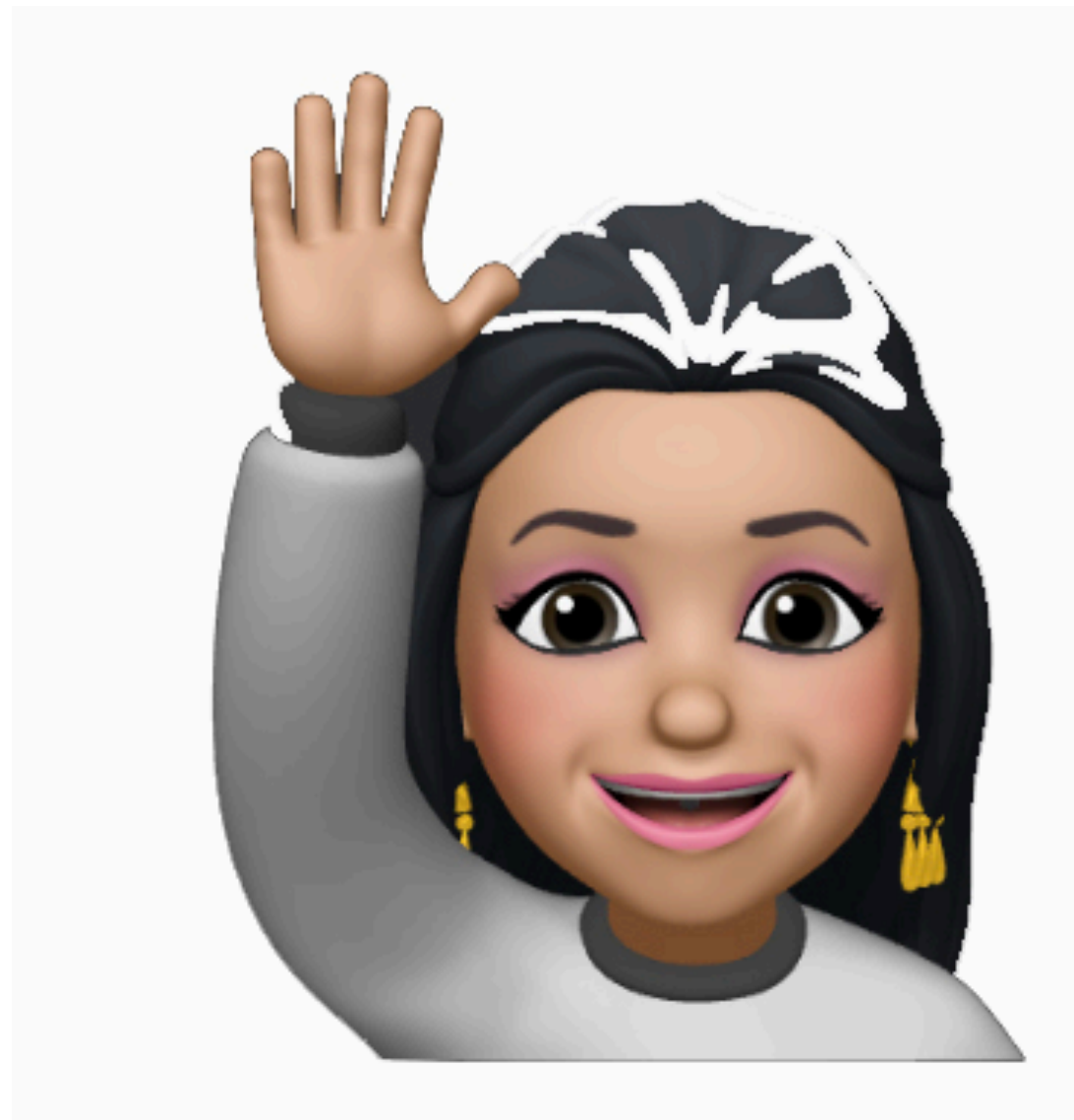


Hacking Your Animation Career

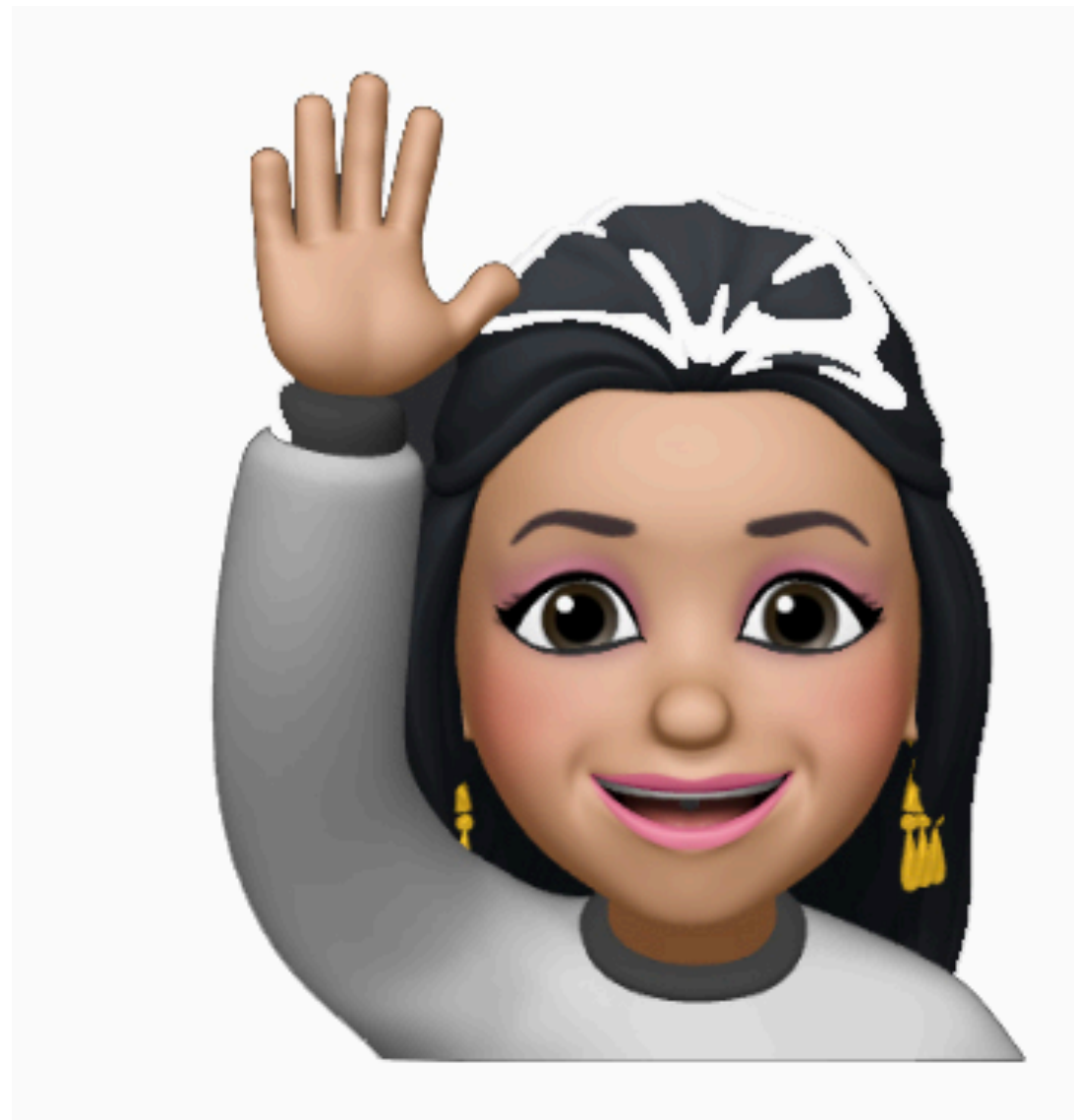
With

Sheena McLean
Founder of Scribble Panda





WHERE ARE YOU JOINING US FROM
TODAY?



ARE YOU CURRENTLY IN ANIMATION?

ABOUT ME!



Hi! I'm Sheena!



But....



I do animation and I own an animation business.



It's not easy to break into the animation industry

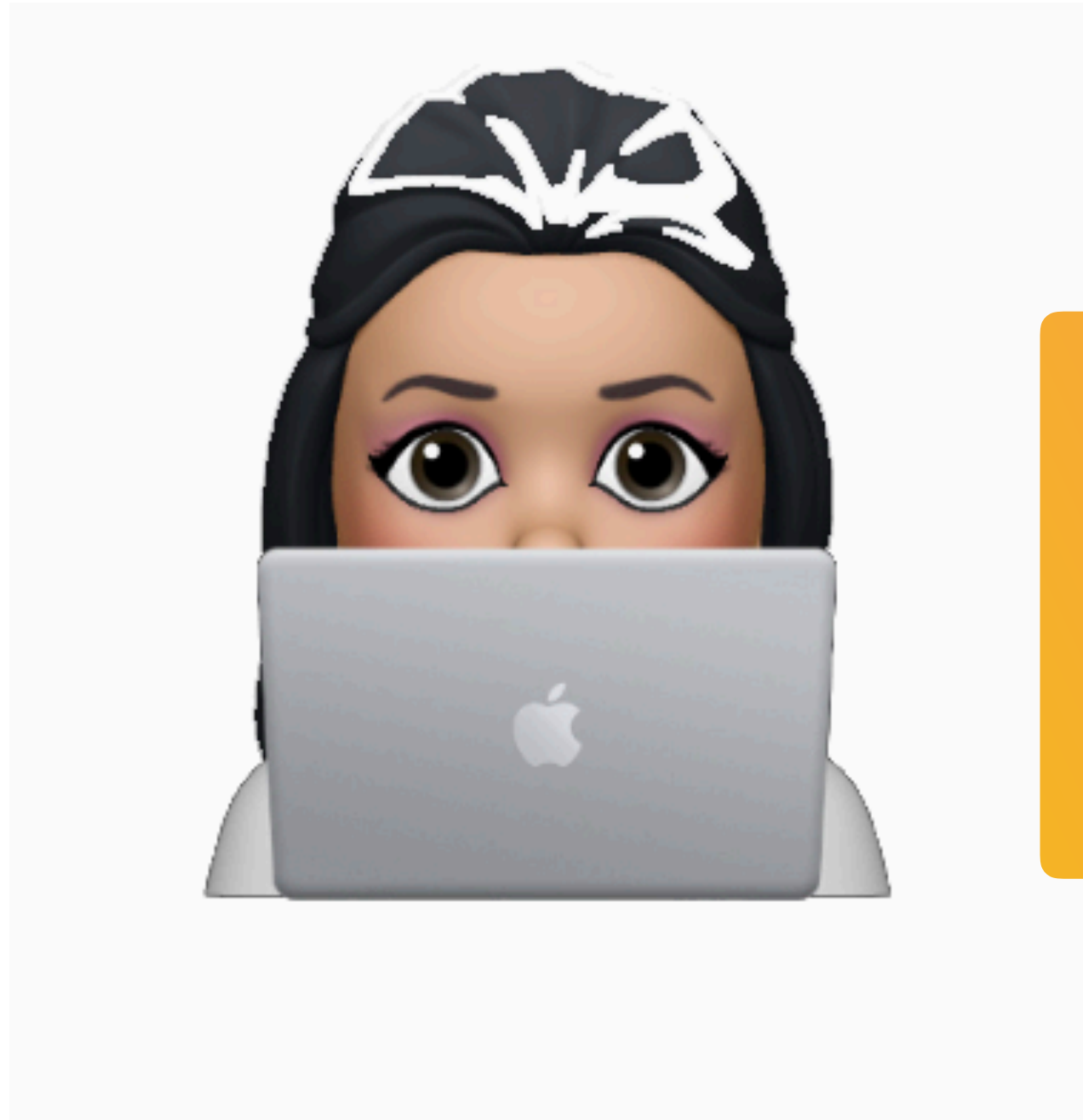


I LOVE my job!!!!



And that can be frustrating





I'm here to share my secrets and how I got into the Animation industry with you! 💕💕

**ARE YOU READY TO
Hack Your Animation Career?**



MY JOURNEY

01

HACKING YOUR CAREER TOOL

02

CAREERS IN ANIMATION

03

04

FRESH OUT OF SCHOOL WITH LIMITED EXPERIENCE?

HOW TO GET YOUR FOOT IN THE INDUSTRY?

05

NETWORKING (LOCALLY & INTERNATIONALLY)

06

PERSONAL BRANDING & MARKETING

07

HOW TO FIND OPPORTUNITIES TO CREATE GLOBAL CONTENT



OVERVIEW



MY JOURNEY

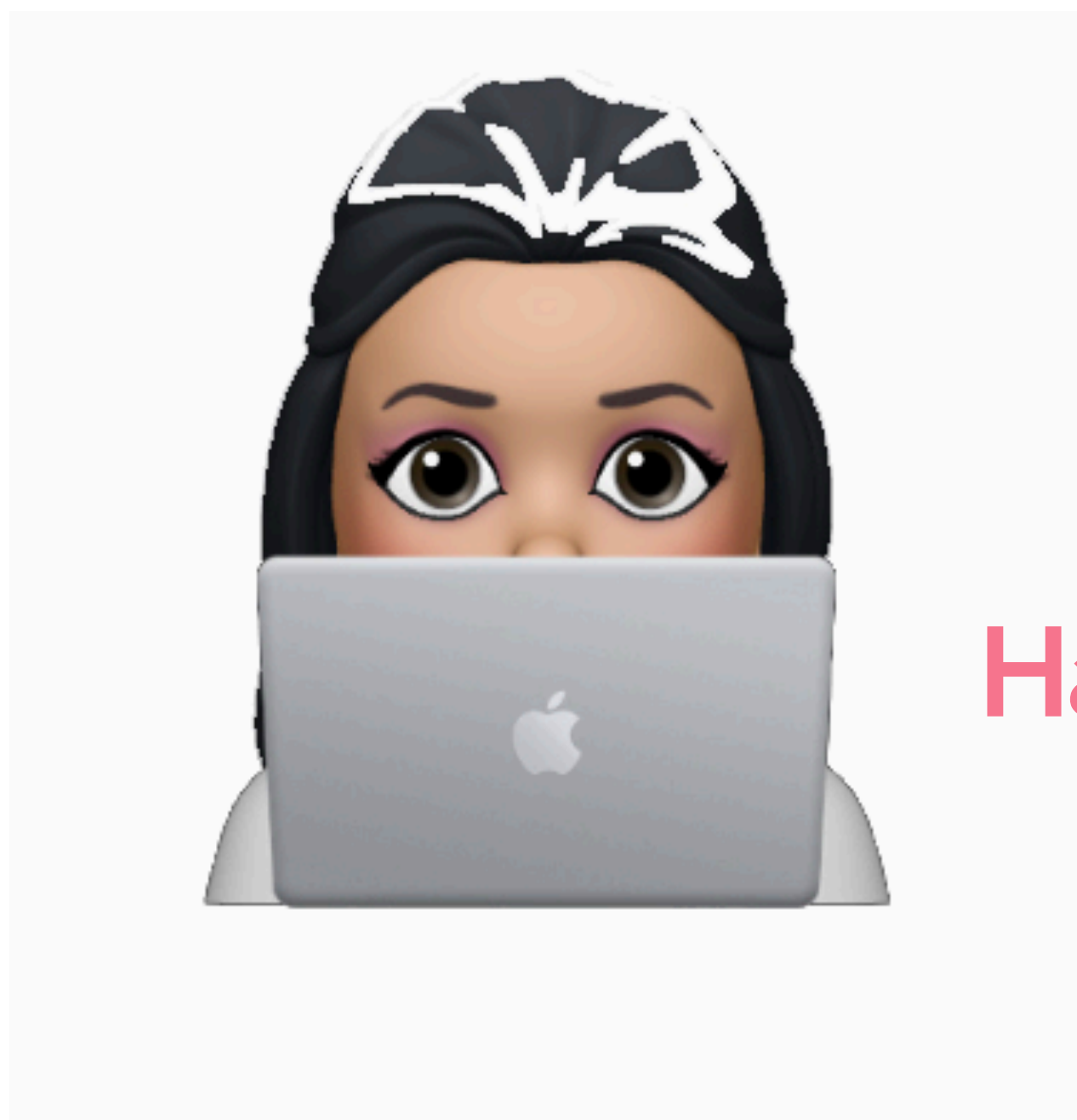
- ABOUT ME
- UNIVERSITY
- -Changing of degrees
- - KingstOOn
- Freelancing on Upwork & Fiverr.
- -Lignum Vitae Film Festival
- Starting my animation business
 - International and local clients and teammates.
 - Building a different culture.

<https://www.youtube.com/watch?v=XcAKbbYAKxY>

<https://www.youtube.com/watch?v=2GYu2FoolEM>

https://www.youtube.com/watch?v=1u_ognzGUlc





Hacking Your Animation Career



CAREER HYPOTHESES

2D V 3D

MANAGER V TECHNICAL

STARTER V BUILDER

CONSUMER V ENTERPRISE

EDUCATION V ENTERTAINMENT

WHAT METRICS/DATA HELP YOU TO
EVALUATE YOUR CAREER?

SALARY

SAVE THE WORLD

HAPPINESS

GROWTH

FULFILLMENT

BALANCE



FORTNITE

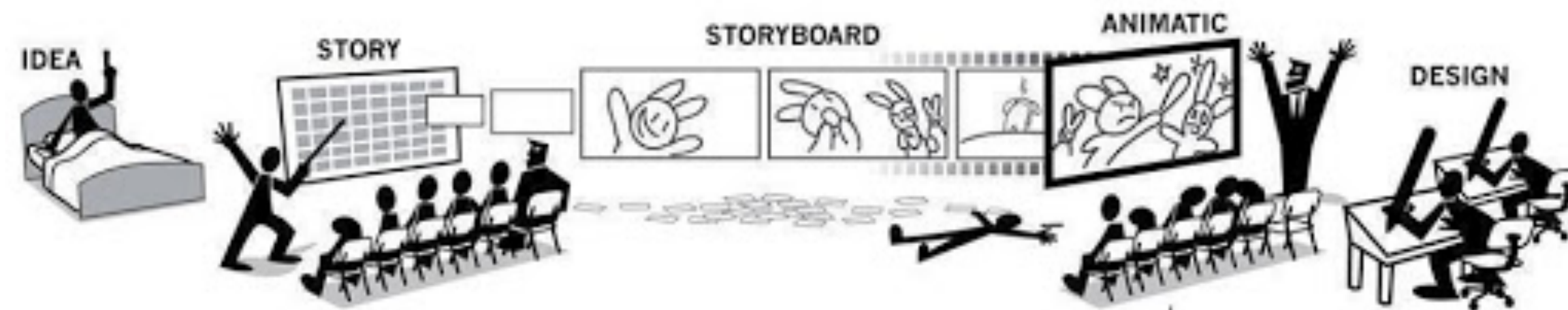


Careers In Animation ♡

Careers In Animation

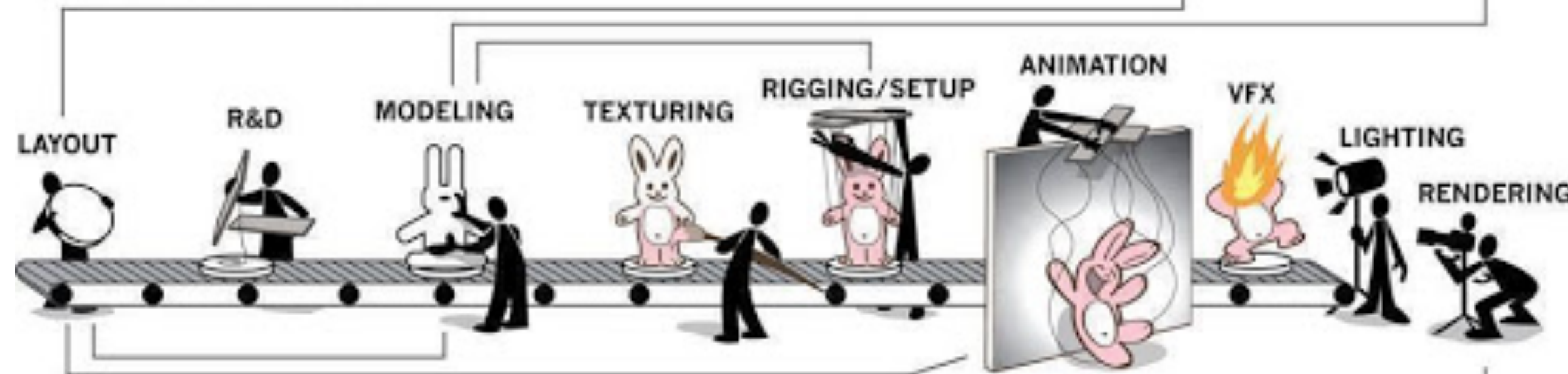
3D Production Pipeline

PRE-PRODUCTION



- Script Writer
- Voice Actor
- Producer
- Executive Producer
- Director
- Storyboard artiste
- Illustrator
- Character Designer
- Concept Artiste
- Layout Artiste
- Background Designer

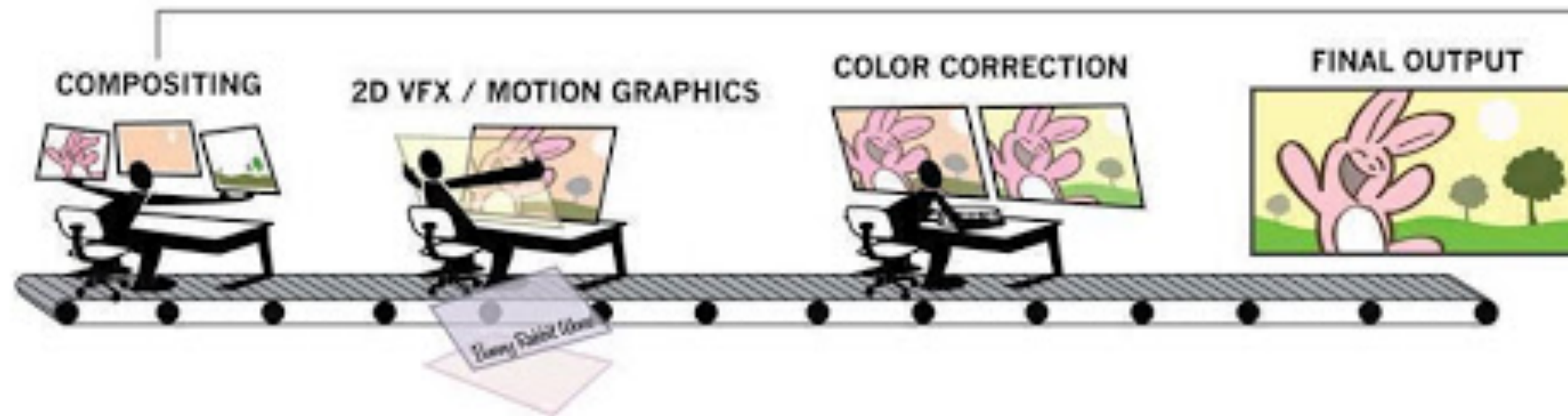
PRODUCTION



- ANIMATION Director
- Animation Supervisor
- Lead Animator
- Key Pose Animator
- Clean up Artiste
- Character Rigger

- Visual Effects animator
- Color Artiste
- Lighting artiste

POST-PRODUCTION



- Compositing artiste
- Film and video editor
- Sound designer



Candy
Crush



FRESH OUT OF SCHOOL WITH LIMITED EXPERIENCE?

HOW TO GET YOUR FOOT IN THE INDUSTRY?

01

- Master Your talent | Find a Mentor
- Daily practice
- Watch youtube tutorials
- Read animation books
- (Animation Survival Kit by Richard Williams).

02

Work on short films/series & projects.

03

Enter Competitions & Conferences

- KingstOOn
- Anime Caribe
- Kidscreen
- Midcom

04

Join communities and associations (JANN) | Dribbble | Animation Mentor

05

Continue learning and training. Animation is a lifelong process

06

Have an online portfolio and a demo reel.

07

Freelance on Upwork, Fiverr



Candy
Crush



NETWORKING (LOCALLY & INTERNATIONALLY)

Join Groups, social media groups, attend film festivals and reach out to other animators on Twitter and LinkedIn!

Social Media Groups:

- Jamaica Animation Nation Network
- Trinidad Animation Network
- Barbados Animation Network
- Guyana Animation Network
- Anime Caribe
- Character Design
- Traditional Animation

Film Festivals:

- KingstOOOn
- Lignum Vitae
- Gattfest
- Kid Screen
- Annecy Film Festival
- Mipcom





PERSONAL BRANDING & MARKETING

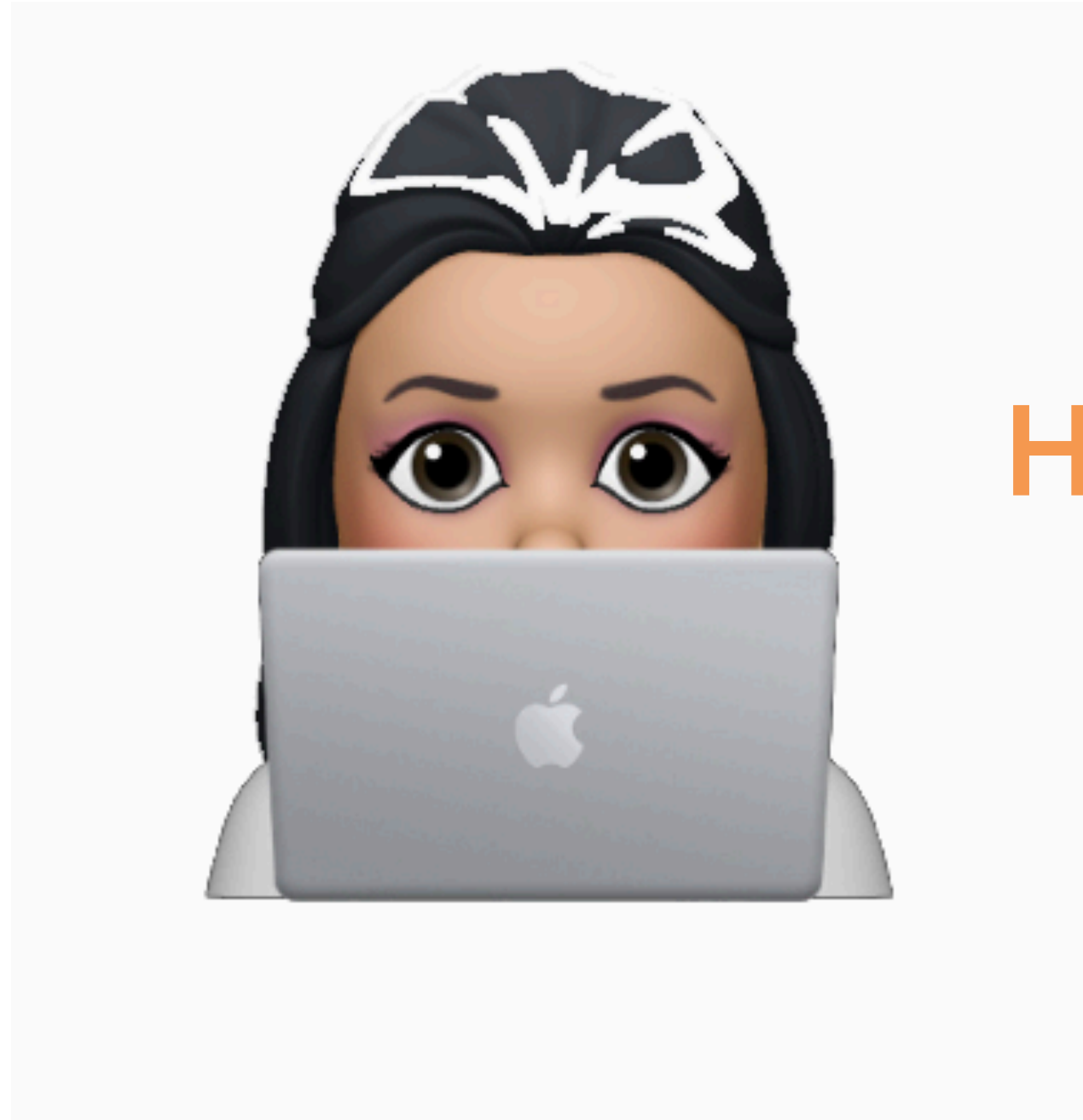
What makes you unique?

Whats your reason, your “Why?”

Create a website (Wordpress, WIX, Deviant Art).

Social Media Marketing (Tik Tok, Instagram, Youtube etc).





HOW TO FIND OPPORTUNITIES TO CREATE GLOBAL CONTENT

01

Create content that is research driven and based on global trends.

02

Sign up for newsletter

-Animation Magazine

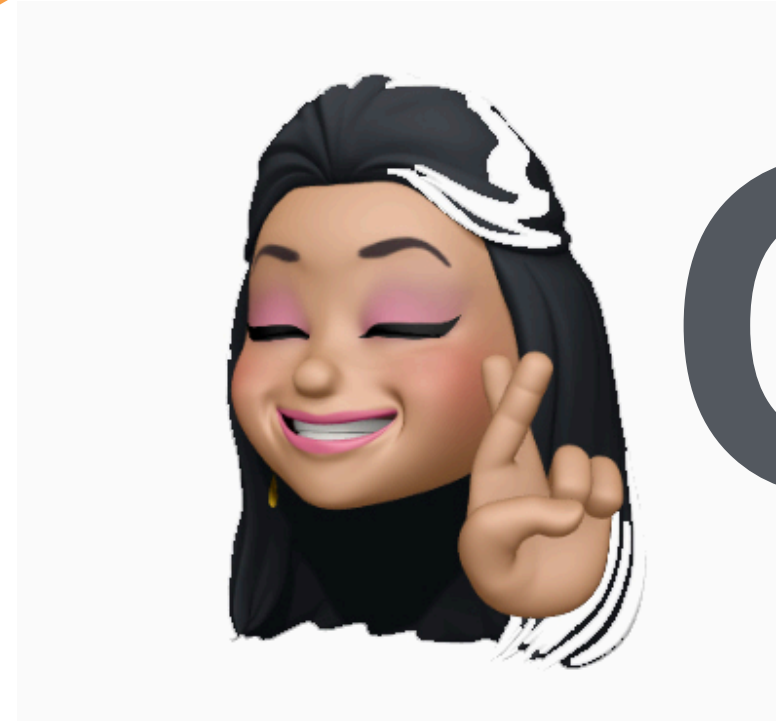
-Kidscreen

-Mipcom

03

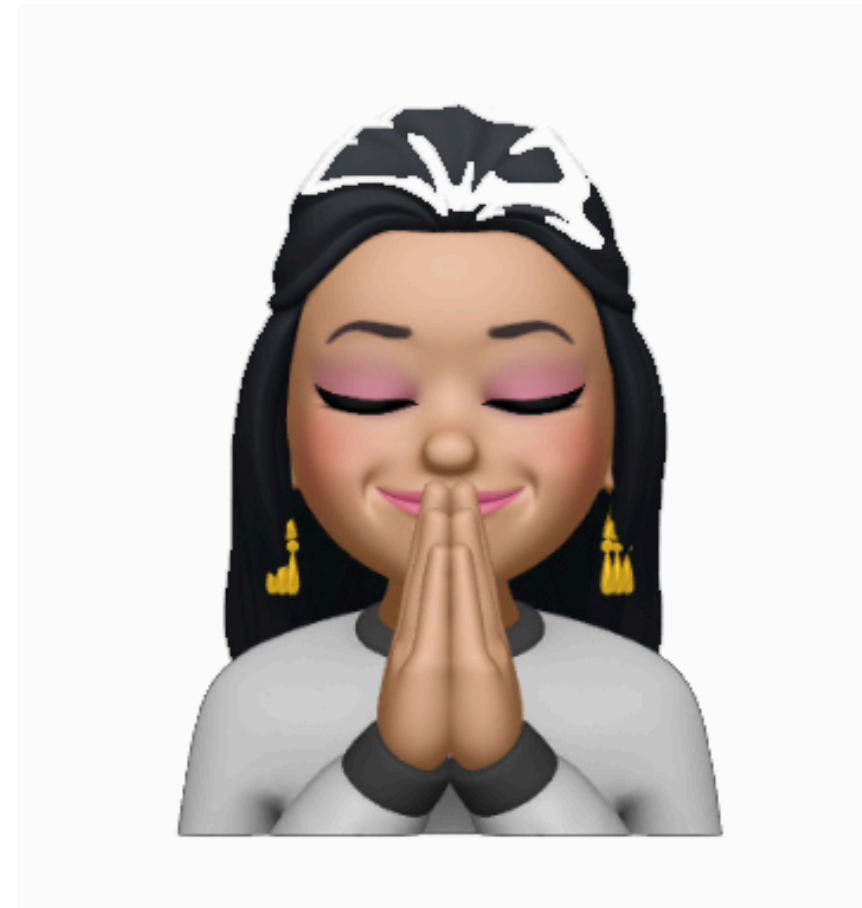
Attend Conferences and Seminars online





Q&A





THANK YOU.

EMAIL: sheena.p.mclean@gmail.com

