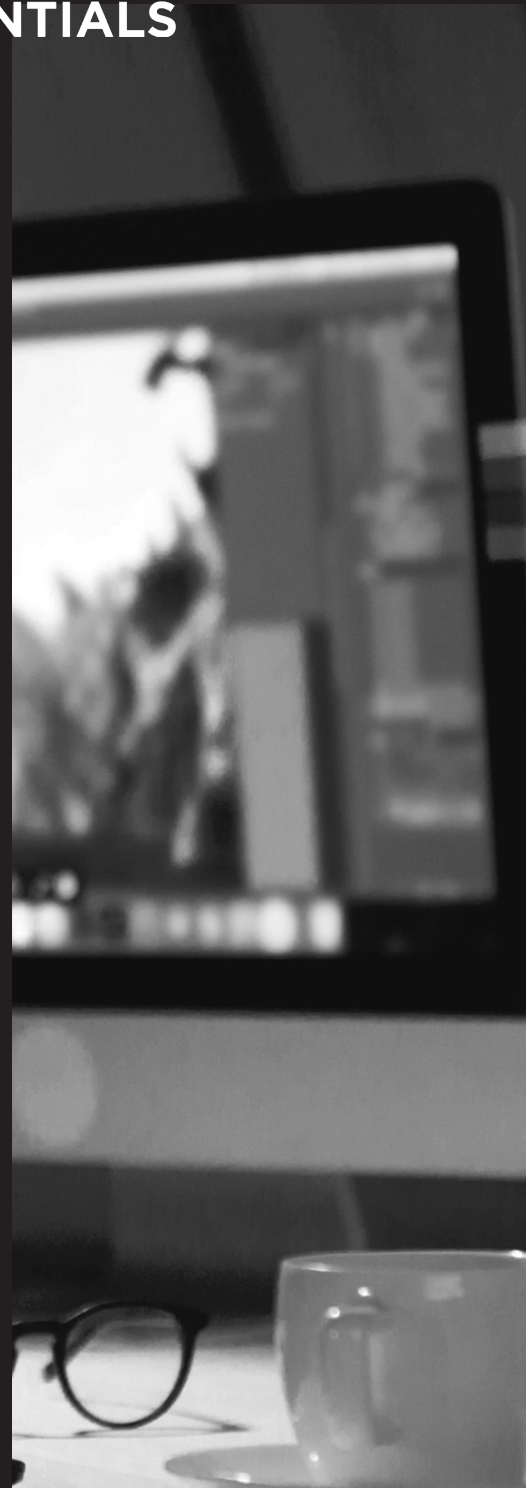
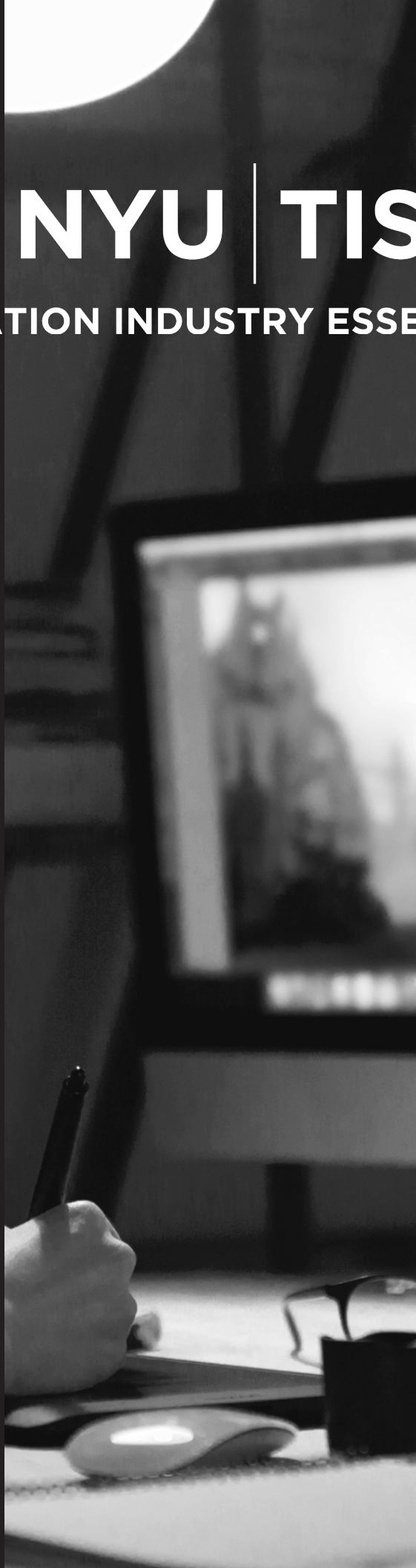




NYU | TISCH

ANIMATION INDUSTRY ESSENTIALS



NYU | TISCH

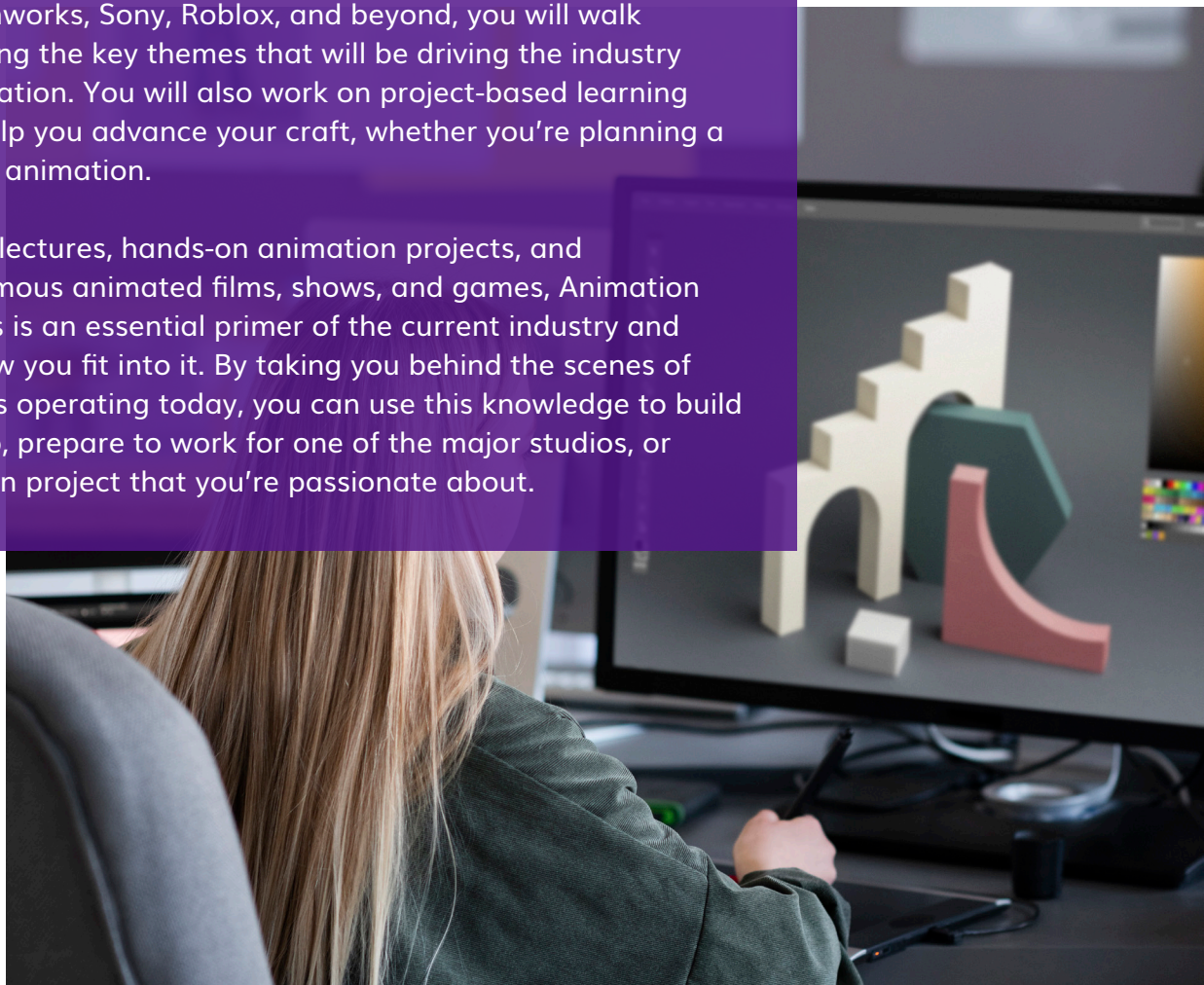
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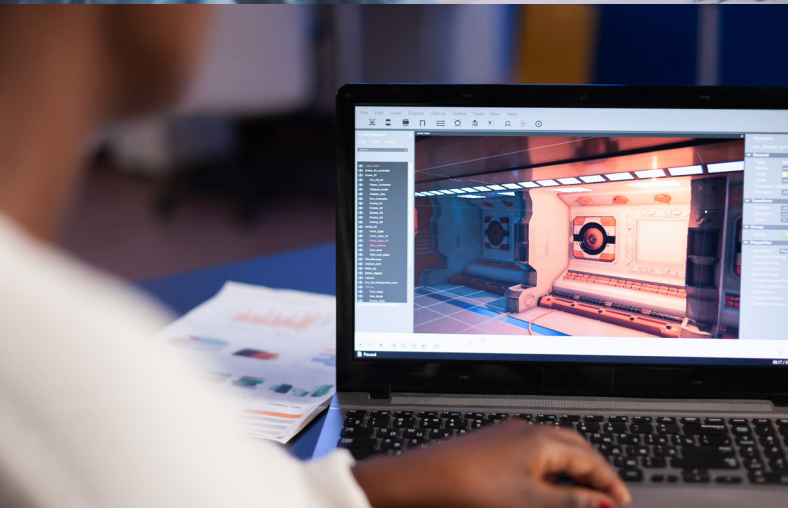
POWERED BY **YELLOWBRICK**

Animation predates the birth of cinema, but it may currently be enjoying its most powerful moment in history. Ever since humans began making artistic marks 30,000 years ago, they've longed to make them move. From the simple toys of the 19th century to the photorealistic computer-generated animation that powers our shows and games today, the animation industry is undergoing enormous changes while leading the technological disruptions that are transforming our films, television shows, and video games. In this course, you'll learn the basic tenets of animation - including the history, craft, technologies, economics, and career tracks that govern the field. Ultimately, this experience is designed to be a first major step toward pursuing a career in the diverse and exciting animation industries.

Taught by core faculty at NYU's Tisch School of the Arts and grounded with expert testimonials from working animators at major studios like Disney, Dreamworks, Sony, Roblox, and beyond, you will walk away understanding the key themes that will be driving the industry for the next generation. You will also work on project-based learning assignments to help you advance your craft, whether you're planning a future in 2D or 3D animation.

Drawing on video lectures, hands-on animation projects, and examples from famous animated films, shows, and games, Animation Industry Essentials is an essential primer of the current industry and understanding how you fit into it. By taking you behind the scenes of how the industry is operating today, you can use this knowledge to build your own portfolio, prepare to work for one of the major studios, or begin an animation project that you're passionate about.





ANIMATION INDUSTRY ESSENTIALS CONSISTS OF FIVE COURSE MODULES:

- The Drawing Comes Alive: History & Principles
- Work & Career in the Modern Industry
- The 2D Animation Pipeline
- The 3D Animation Pipeline
- Pressure & Opportunity: Business & Marketing in Animation

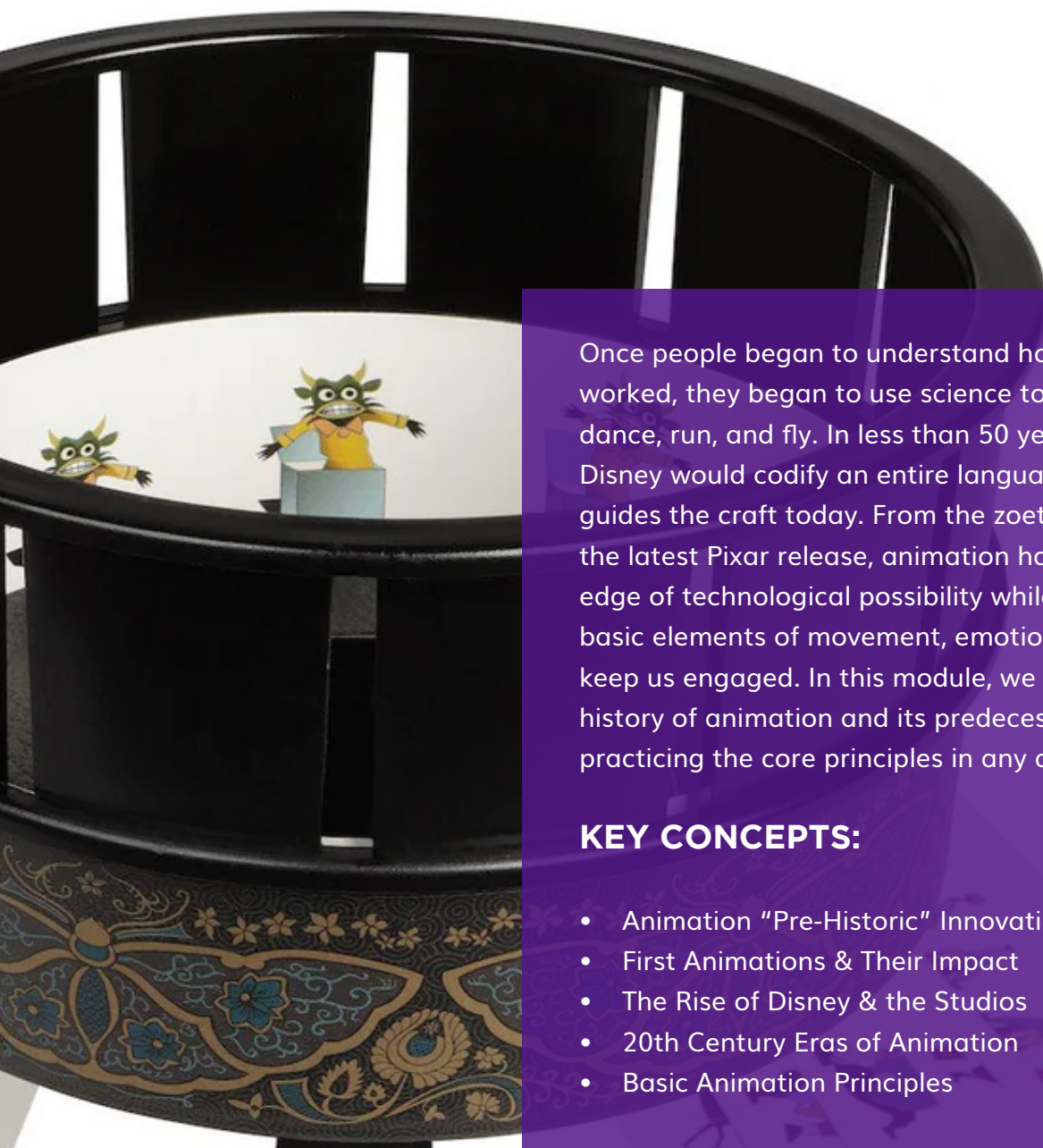
Each course module is broken into several shorter video lessons that you complete at your own pace. Assignments and hands-on projects reinforce key knowledge and help build career skills.

STUDENT BENEFITS:

- Certificate of Completion (non-credit) from New York University Tisch School of the Arts (NYU Tisch)
- A basic-to-intermediate study of the subjects driving the industry today across the animation landscape
- Learn directly from leading academic and industry experts
- Real industry-scenario assignments
- 100% online and self-paced

MODULE 1

THE DRAWING COMES ALIVE: HISTORY & PRINCIPLES



Once people began to understand how the human brain worked, they began to use science to make simple drawings dance, run, and fly. In less than 50 years, upstart studios like Disney would codify an entire language of animation that still guides the craft today. From the zoetrope to Snow White to the latest Pixar release, animation has stayed on the bleeding edge of technological possibility while relying on the most basic elements of movement, emotion, and composition to keep us engaged. In this module, we study the 100-plus year history of animation and its predecessor innovations, while practicing the core principles in any animator's toolkit.

KEY CONCEPTS:

- Animation "Pre-Historic" Innovations
- First Animations & Their Impact
- The Rise of Disney & the Studios
- 20th Century Eras of Animation
- Basic Animation Principles

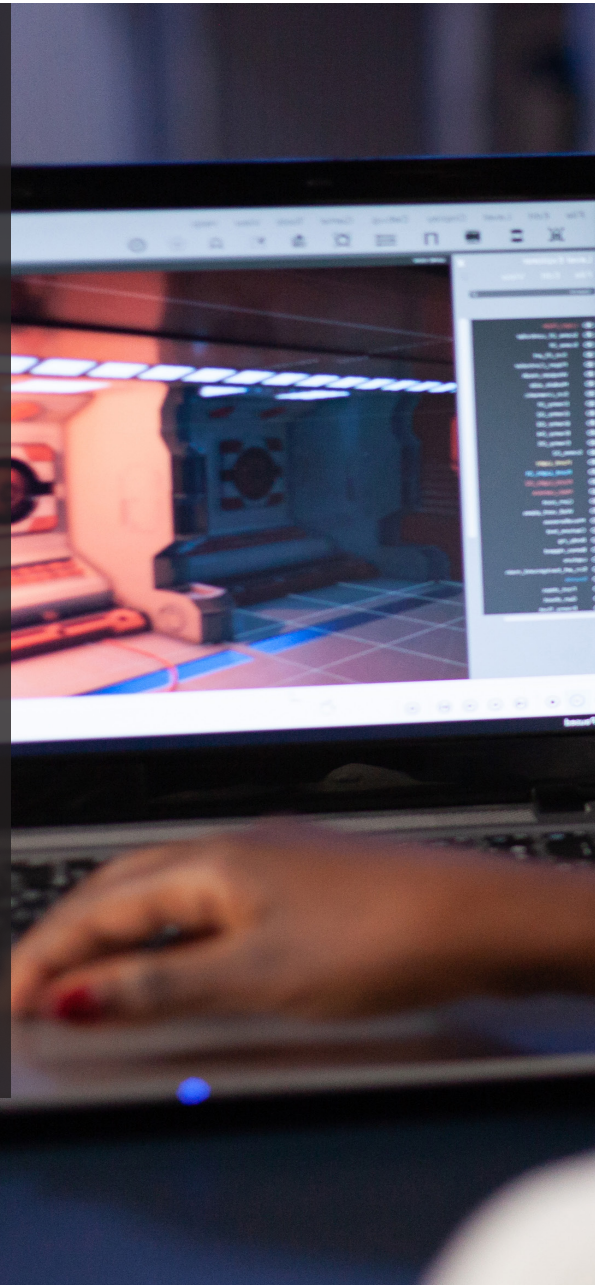
MODULE 2

WORK & CAREER IN THE MODERN INDUSTRY

By its nature, animation has historically required an army of artists to realize the work. Unlike live production, every aspect of every frame must be created over and over. What started as an industry dominated by a few American studios has now internationalized. Furthermore, the emergence of 3D animation has completely reorganized the structure of many studios, while redefining the skills needed to compete in the field. In this module, we look at how modern animation houses are structured for both 2D and 3D projects. Students will get a basic understanding of how departments are structured, what skills are required, and how they might fit in. Even with the rise of AI on the horizon, highly skilled artists are still going to be necessary for the foreseeable future. But they may be required to do very different things than before...

KEY CONCEPTS:

- Story & Pre-Production
- Animation Vendors & In-House Teams
- Post-Production & Finishing
- Film, TV, and Video Game Organizations
- The Non-Linear Animator's Career



MODULE 3

THE 2D ANIMATION PIPELINE



Animation began as two-dimensional drawings, and the 2D style is still quite prevalent across film and television. But today, the 2D production process is usually an international effort involving writers, studios, vendors, freelance animators, and creative producers. In this module, we look at how the modern 2D production pipeline has evolved from the factory-like studios of the 20th century, and map out an animated scene from story to storyboard to finished product.

Students will also see which roles and departments play an outsized role in producing this classic – and still evolving – artform at scale.

KEY CONCEPTS:

- Pitching & Development
- Pre-Production
- Animation Production
- Post-Production
- 2D Animation Departments

MODULE 4

THE 3D ANIMATION PIPELINE

Computer generated images have existed since the 1950s, but it wasn't until the 90s when they started to make major impacts in the world of animation. Since then, 3D animation has dominated, serving as the default artform for feature films and the massive world of video games. The style is fundamentally different from 2D animation, so this module will focus on the unique tools of 3D, such as modeling, rigging, and the critical software that makes this art come to life. Students will also see how 3D production methods range across media like film, video games, and emerging interactive media.

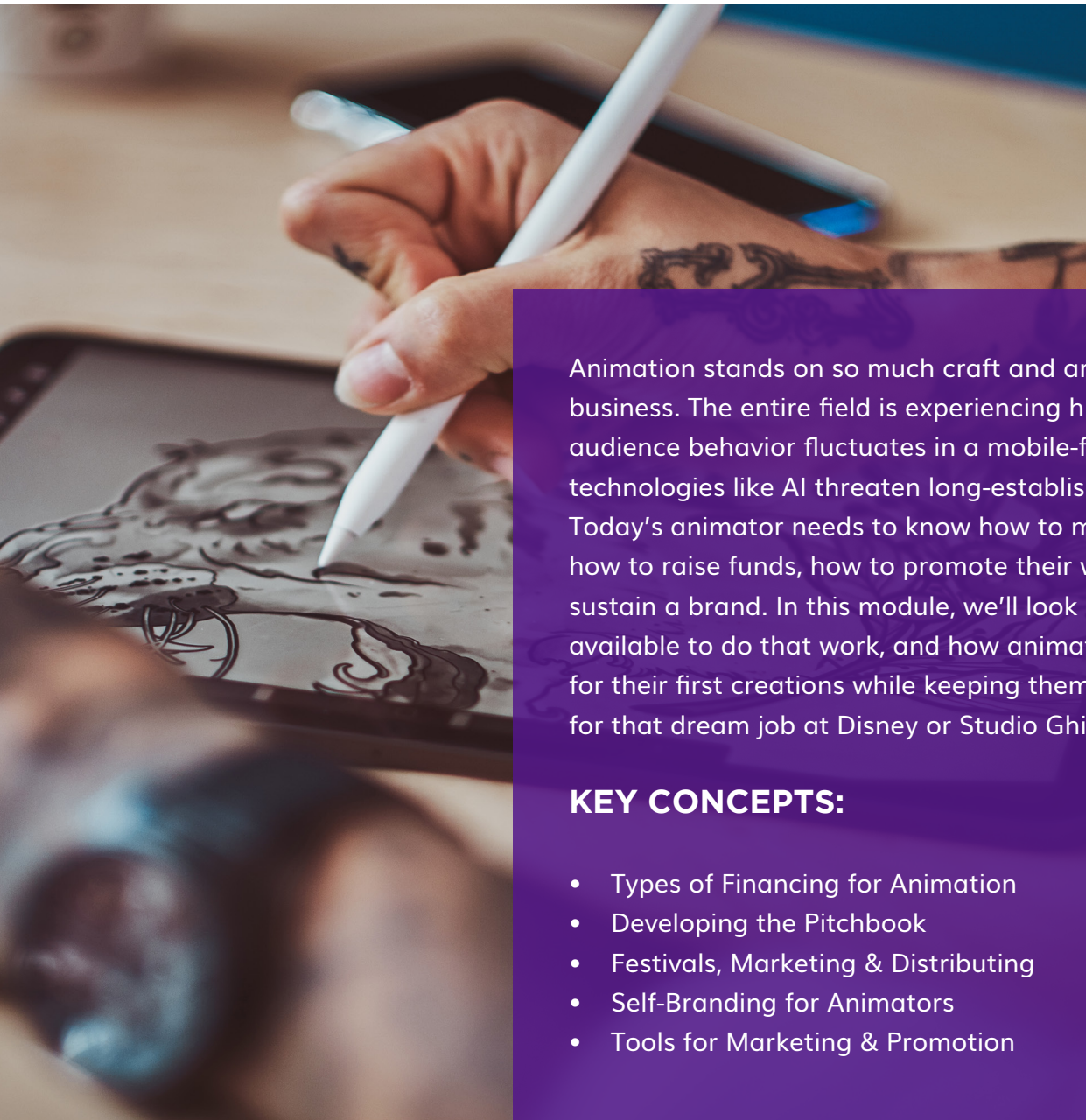
KEY CONCEPTS:

- Rigging & Modeling Basics
- Materials & Textures
- Lighting, Camera & Rendering
- Common Software & Tools
- Film/Television, Video Games & Visual Effects



MODULE 5

PRESSURE & OPPORTUNITY: BUSINESS & MARKETING IN ANIMATION



Animation stands on so much craft and artistry, but it's still a business. The entire field is experiencing huge disruption, as audience behavior fluctuates in a mobile-first world, and new technologies like AI threaten long-established career paths. Today's animator needs to know how to market themselves, how to raise funds, how to promote their work, and how to sustain a brand. In this module, we'll look at some of the tools available to do that work, and how animators can find traction for their first creations while keeping themselves competitive for that dream job at Disney or Studio Ghibli.

KEY CONCEPTS:

- Types of Financing for Animation
- Developing the Pitchbook
- Festivals, Marketing & Distributing
- Self-Branding for Animators
- Tools for Marketing & Promotion

ENROLLMENT DETAILS

- 01** **How do I apply for Animation Industry Essentials?**
The application for Animation Industry Essentials is entirely online and only takes a few minutes to complete. You can apply here: <https://www.yellowbrick.co/apply/?program=animation>
- 02** **How much does the course cost?**
The cost for all five course modules, related materials, and the Certificate of Completion from New York University (NYU) Tisch School of the Arts is \$999. Payment plans are available starting as low as \$99 per month. All payment options will be sent upon course acceptance.
- In order to receive the Certificate of Completion, all course requirements must be completed and all fees paid in full.
- 03** **What payment methods and currencies do you accept?**
We accept most major credit and debit cards, including Visa, MasterCard, American Express, Discover, and JCB. Students who enroll outside the United States will be charged in the local currency at the prevailing currency exchange rate.
- 04** **Do you offer financial aid or financing plans?**
At this time, we're not able to offer financial aid. However, we do have payment options, which allow students to pay in monthly installments instead of an upfront one-time payment. While the one-time payment is the best value, our mission is to make education accessible to everyone, and our monthly options provide students with payment flexibility. Once accepted, complete details on pricing will be emailed.
- We also have scholarship programs available to students who qualify. More information about our scholarship program can be found here: <https://www.yellowbrick.co/scholarship-application/>
- 05** **What is your cancellation policy?**
Students can withdraw from the course for a full refund within 24 hours of enrollment. Students have up to 7 days to withdraw to get a full refund, minus a \$100 cancellation fee. After 7 days, no refunds will be issued. Extension plan subscriptions may be canceled prior to your renewal date by emailing hello@yellowbrick.co.
- 06** **How do I begin the course?**
Once we have received the payment, a spot is secured and emails will go out within 24 hours with next steps on how to access your account. The course is 100% online, self-paced, and on-demand so you can complete it on your own schedule.

THE PROGRAM

- 01** **Are there any prerequisites, age requirements, or restrictions?**
Students must be at least 13 to apply. There are no academic prerequisites as the course is open for beginners and students with some experience in the animation or entertainment industry looking to grow. All you need is a passion for learning.
- 02** **What do I get when I complete the course?**
Animation Industry Essentials is a non-credit course. Students who complete the course will earn a Certificate of Completion in Animation Industry Essentials from New York University (NYU) Tisch School of the Arts.
- 03** **How long do I have to complete the course?**
Students have unlimited access to the course for one year, starting on the date of enrollment.
- 04** **What if I need more time?**
If after one year an extension is needed to complete the course, students will have the option to pay a monthly subscription fee to continue access to the course materials.
- 05** **Can I download course videos or materials?**
Class videos and materials are not downloadable. However, enrolled students will have unlimited access to all videos and materials for one year.
- 06** **What can I expect to accomplish by the end of this course?**
After completing the course, students will have a significantly greater understanding of the animation industry. In addition, students will receive a Certificate of Completion from New York University (NYU) Tisch School of the Arts that they can proudly add to their LinkedIn profile and resume. This credential can help open doors to a future in the animation industry.
- 07** **Who are my fellow students?**
Students of all experience levels and in any career stage will benefit from enrolling in Animation Industry Essentials. All students do have one thing in common — a passion for animation and a desire to build a successful career doing what they love! Some students may want to use knowledge gained in this course to build their own portfolio, prepare to work for one of the major studios, or begin an animation project they're passionate about. Some students may currently work in a different sector and want to switch career paths. Others might be heading to college, are in college, or just graduated and want to build in-demand skills and gain valuable experience that will set them apart in a hyper-competitive industry. Your fellow students may become part of your current or future network. They might be like you — a future leader in the world of animation!

- 08** **Where do I find the course materials?**
All course materials are available online. You can access and review the materials whenever you like through the course login page, which you'll receive access to once you enroll.
- 09** **Which devices can I use to watch the class videos and access other course materials?**
The course and all course materials can be accessed via an internet-connected computer, tablet, or smartphone device. A computer or tablet is suggested for the best user experience.
- 10** **When and where do the classes meet?**
The course is offered 100% online and is entirely self-paced and on-demand — so students can access the course video lessons, assignments and other materials whenever and wherever they like.
- 11** **How much time do I need to dedicate to the course?**
It varies from person to person, but be prepared to work hard and dedicate about 30-40 hours in total.
- 12** **After I earn the Certificate of Completion in Animation Industry Essentials, what comes next?**
This certificate will lay the groundwork for you to pursue your goals in any direction you choose. If you'd like to deepen your knowledge further, Yellowbrick offers numerous online certificate courses in entertainment and animation. Visit yellowbrick.co to explore all available courses.
- 13** **Who is Yellowbrick and why are they involved?**
Yellowbrick is the online learning company that powers the Animation Industry Essentials course, in addition to numerous other online university courses. Our mission at Yellowbrick is to empower dreamers to achieve their calling by inspiring learners to pursue a career that aligns with their talents and passions. That's why we partner with top universities and brands to create educational experiences that tap into learners' passion points, spark success, fuel personal advancement, and unlock doors to fulfilling paths and careers. Learn more about us at yellowbrick.co.