

## Getting Out There In Animation

In the real world, nothing is handed to you on a silver platter. It's survival of the fittest, and skill can mean the difference between being employed or unemployed. But how do you truly differentiate the difference between being talented and not? Below will be some real world strategies to making your way to the top of the food chain.

In the graphic design world, especially animation, competition is fierce. It takes a lot of long hours and work just to be recognized. So how do employers determine who's most fit for the job? They often ask to see demo reels. Demo reels are a collection of work by an artist or designer that shows off their best work and achievements, much like a portfolio.

Now, what do you need to have on your demo reel? Demo reels should show off your work in the field that you specialize in. Mostly people use demo reels to showcase art, and most of the time motion graphics. Motion graphics is video footage or animation used to create the illusion of movement. They are most commonly used in modern media and advertising. Depending on what you're doing, you should always showcase your most credited work.

After your interview with your possible future employer, the waiting game starts. You finally get a call to the heartbreaking discovery that someone passed your level of skill, or maybe the employer was looking for someone not your type. No fear! Maybe soon you will start to realize you are more comfortable without any sort of authority above

you, and you want to branch off to try your own thing. That brings us into the next topic of *freelancing*. Freelancing means you go off and become your own boss. You are under no contract and have no long-term commitment to any employer. You work when you choose to work and you may hire people to work for you, too. This may sound like a dream come true but there's always a catch. As a freelance designer who is fresh out of the idea box, you don't have as much credit and the bigger more popular companies though, so finding work is harder. But the more you make connections and the more you spread your name, the pace can pick up quickly.

So depending on what route you choose to take: company or freelance, both options can lead you to success. Although both paths can be slow and agonizing, its patience and skill that will lead you where you want and need to be.

Works Cited

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