

J.Bronowska_2008157_Critical Review

by Julia Bronowska

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Assignment Title: Your Exit Strategy; Essential Documents for Success

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Student number: 2008157

Module code: AFDM6001

Programme: BA Computer Games Design / BA Computer Animation

Module: Critical Review

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Personal Development Plan

Strengths

Character and creature design
Character witting
Understanding of texturing
Skilled at modeling
Fundamental knowledge of Sculpting
Fundamental knowledge of adobe after-effects and premier pro
Extensive experience and knowledge of adobe InDesign, Photoshop and illustrator

Weaknesses

Unrealistic goals

Can do work consistently and quickly but the burn out after I reach a goal shuts me down. I don't feel like I've achieved a goal at all.
I'm always thinking about the next thing and it overwhelms me.

Solution: Include more Short term goals to track progress and rewards myself for said work

Inconsistent sleep

I feel like I'm unable to relax or do hobbies during the day , if I'm not productive or keeping up with housework it feels like a waste. I need to remedy this mindset and allow myself time in the day to do what I like.

Solution: include set times in the day for relaxation. Be realistic and don't look at this chart as things that need to be done. But rather things you'd want to achieve.

Lack of technical skills

I'm not as well versed in specific software as I want to be. My general knowledge and ability to utilize all the features of programs I'm confident in are also lacking. This results in a lot of road blocks and a lack of smooth workflow.

Solution: Take online courses and challenge yourself to monthly tasks to improve.

Goals

Include one of each :

- Personal
- Educational
- Professional
- Health and Well being
- Hobbies Interests

Identify for each goal the following

Short

Mid

Long

To expand online presence

- Stream

Short – To set up a twitch account and stream art once a week.

Mid – to stream consistently weekly, think of goals or plan what to focus on each stream.

Long – To develop a streaming brand. Maybe even a v-tuber model. This feeds into my desire to learn how to make own using blender, Vroid studio, live2d.

- Instagram

Short- daily engagement with stories

mid - post art work

long _ post weekly on Instagram consistently

- Twitter account

Use to promote stream

Online presence, social media. Art station, twitter, Instagram and twitch. Online Portfolio up to date.

Improve online Professional portfolio of work

- Personal website
- Art station
- Simple monthly projects to pad out content

Studies and simple bits of work to pad out portfolio, assets like random items with my own textures. Show skill and development

Complete Majour Project

- Houdini learn
- Rigging learn
- Painting textures
- 2D artwork
- Gantt Chart or timeline of work.

Daily personal Goals

Cleaning, sleep, health and food

Personal, daily mini goals to make house chores manageable

Hobbies - Art (links into online presence)

- D&D planning

Personal Development Plan: Excel Table

	Specific	Measurable	Achievable	Relevant	Time
Type of goal	What I want to develop	How I will measure progress. Success criteria	How I will ensure success	What this provides, how I benefit from it	
Career	Find at least 3 potential studios or job applications I would be interested in. Animation, Games, Graphics	short term goal, simply needs to be done by the deadline. Research relevant job applications	Research and put into a table.	Motivates me to start researching and filling out my job and employer database	
Career	Evaluate the kinds of career paths and postgraduation options there are for me	To create a list of options and consider which most appeal to me	Research and put into a table.	It would help me to be sure of all my options	
career: Working abroad	Animation, games and graphics companies. Poland specifically	Create a table of job offers and potential Employers	Sign up to job seeking websites and check them often to passively fill up a sheet	I'd like to work in Poland	
career: Working abroad	Polish language	https://www.duolingo.com/ Duolingo has inbuilt progress tracking	I'm already fluent in polish, my writing needs work. By doing daily tasks tracked by an app I can improve.	Polish is a prerequisite for a lot of the jobs I'm interested in	
career: Working abroad	Accommodation and living costs	Calculate average cost of living in various areas	Create a database of available accommodation options. Also make notes on daily expenses for each area and compare	This will allow me to plan my cost of living and make an informed decision of what	
career: Working abroad	Educate myself on travel, visa, right to work and legal information.	Create a document and gradually improve upon it.	I will conduct appropriate research and contact careers advisers	If I realistically want to work outside the uk, I must understand how to do so legally	

Online Presence	To expand online and social media presence	Stream- weekly streams Instagram – daily story interactions, weekly art posts possibly form stream twitter- use to announce streams	I already do art semi consistently on top of other work. I would simply be improving upon what I already do.	Connections and a professional online presence can benefit me in this industry.	
Online Presence	Create a vtuber	Break up the process into manageable goals, starting with research. https://www.youtube.com/watch?v=A1qNYl1dR4&ab_channel=MariYume	This would require some research on regards to motion tracking and technical	Can increase popularity and build a following	
Online Portfolio	Improve upon online professional portfolio	Art station and online website	With an already exiting website I ready established, I'm would only need to improve upon it.	I could link the website to my contact info and business card	
Personal: Hobbies	Dungeons and dragons	Weekly sessions every Thursday evening (the date may change weekly, depending on player availability)	Successful planning and communication between players. plan stats, plot point and Stroy writing for each session in advance.	This is a hobby that's not only important to me, but also provides me with useful transferable skills.	
Personal: Health	Improve Sleep	Could track how I sleep each morning using sleeping apps and inbuilt Smasung features https://www.verywellmind.com/best-sleep-apps-5114724	Set up 4 alarms. One to wake me up, with a 30 min reminder. One to sleep, with a 30 min reminder. Set up a timed "night mode" for my phone. This will automatically put it on dnd and block my access to certain apps to prevent mindless scrolling at night.	To achieve all the plans listed here, I need the energy and time to do so. Consistent ad regular sleep will benefit that	
Personal: Health	Walk at least 5 times a week	I can keep a check list in my calendar or notes app to track what days I have walked	This is a realistic goal as I live next to a park and have an active family dog	walks and nature help my mental health and therefore benefit my work	

Personal: Organization	Daily chores	Keep a daily check list where I track reoccurring daily tasks and one goal for the day.	Keep said checklist somewhere I can access easily. A physical list hung up on my wall would help	I tend to get overwhelmed when my environment isn't perfectly organized and clean. It would help me manage mandatory daily tasks and balance work in a way that's not stressful. It will also improve my productivity as I work better when my workspace is clear and no other tasks are on my mind	
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Database of Employers / Companies

Jobs and Career Path

what's available to me?

Masters in Art- Animation courses

Industry work – job hunting

freelance

Independent company

What am I interested in?

3D artists

Modeling and 3D alongside 2D fundamental art skills

Animator

rigging, sculpting and modeling skills are usually needed

Graphic designer

animation, 3D and 2D

Understand file types for web

Vectors and clean mockup, concepts

Advertising experience

2D concept art and Modeling

Jobs Database

Where to look for job applications

Upwork – freelance work
linked in
ArtStation
indeed – general job adds

COMPANY / JOB DATABASE

Name & Address of Company	Position applied for (URL)	Required Application Materials
Example Studios Example Road Exemptown EX8 MPL	3D Modeler / Artist www. examplestudios .co.uk/job/newjobs/3dartistanimft	
Draw and Code 24 Hardman St Liverpool L1 9AX United Kingdom	Level Animator (Fixed term - 6 months starting from April 2023) https://g.co/kgs/rFTW4F	CV, Art Portfolio/ Showreel Link, 3ys production experience, 2D and 3D animation principles, storyboarding, Character creator 4
CD Projekt Red Head office in Warsaw Ul.Jagiellorska 73 03-301 Warszawa	3D Modeller & Character Artist https://jobs.smartrecruiters.com/CDPROJEKTRED/743999887972213-3d-modeller-character-artist	Full time 3D modeling, texturing, Design Skills, fluent polish and English

Sharkmob London Ltd 80 STRAND, UNITED KINGDOM LONDON WC2R 0BP	Concept Artist https://uk.indeed.com/jobs?q=concept+artist&l=&vjk=5a027703467b73bb	Chracter design, team work, 3D
Sumo Digital Ltd 32, Jessops Riverside, 800 Brightside Ln, Sheffield S9 2RX	Character Concept Artist https://uk.indeed.com/jobs?q=concept+artist&l=&vjk=b36674866cbcaf44	Portfolio, Design thinking, Photoshop, 3D software blender, MudBox, Z Brush/
This is Chemistry Saltaire BD18	Graphic designer https://uk.indeed.com/jobs?q=concept+artist&l=&vjk=defb82f74570c7ed&advn=880816515008035	5 yrs experience, Website design, Skills in 3D, WordPress
Cloud Imperium Games Manchester Goods Yard 6 Goods Yard Street, Manchester, United Kingdom, M3 3BG	Concept Artist https://uk.indeed.com/jobs?q=concept+artist&l=&vjk=6945d4d47fd1135b	3D and 2D environments, Form function and lighting, Team work
Jagex 220 Cambridge Science Park Milton Rd, Milton, Cambridge CB4 0WA	Junior Gameplay Animator https://g.co/kgs/szNaU9	Maya, high quality models for games, Rs3 house style

List of companies

COMPANY / JOB DATABASE

Jobs and Career Path

Name and Address of Company	locatin	Company Website	Contact Details (phone/email)	Point of Contact	Type of Studio
Passion Pictures Aniamtion PASSION PICTURES 33-34 Rathbone Place W1T 1JN	London	https://www.passion-pictures.com/about/	info@passion-pictures.com 020 7323 9933	rebeccas@passion-pictures.com (Recrutment)	2D Animation, Film
Skeleton 20-22 Wenlock Road London N1 7GU UK	London	https://www.skeletonproductions.com/fancy-a-chat	NEWPROJECTS@SKELETONPRODUCTIONS.COM +44 845 003 7720	N/A	Animation, Graphics
Blink blinkink tramways house unit 1, 377 camden road, holloway, n7 0sh	London	https://blinkink.co.uk/	jobs@blinkink.co.uk t: +44 (0) 20 3909 1760 f: +44 (0) 20 7494 3771	rebecca little lead producer matt marsh lead producer	Film Animation,mi xed 2D 3D

Aardman Animations GAS FERRY ROAD Bristol BS1 6UN	Bristol	https://www.aardman.com/	(0)117 984 8485	NATALIE COLLIER Head of Production HR	Animation film
Cloud Imperium Games Freedom House, Church St, Wilmslow SK9 1AX	Manchest	https://cloudimperiumgames.com/games	N/A	N/A	Games, 3D
This is Chemistry Salts Mill Piazza Salts Mill Victoria Road Saltaire BD18 3LA	Salts Mill	https://thisischemistry.co.uk/	01274 296 126 hello@thisischemistry.co.uk	N/A	Graphics
Sumo Digital Ltd. 4 Kirtley Dr, Nottingham NG7 1LD	Nottingham	https://www.sumo-digital.com/	info@sumo-digital.com +44 (0) 114 2426766	N/A	Games, 3D
Sharkmob 80 STRAND, UNITED KINGDOM, LONDON, WC2R 0BP	London	https://www.sharkmob.com/	N/A	Sergio Franco	Games, 3D

The Yard Creative Unit LM09.301 The Leather Market Weston Street London SE1 3ER UK	London	https://theyardcreative.com/projects/untamd/	hello@theyardcreative.com +44 (0)20 7183 8326	N/A	Graphics
Fish Finger Fishfinger Creative Agency 102 Wenlock Studios 50-52 Wharf Rd London N1 7EU	London	https://www.fishfinger.me/	hello@fishfinger.me +44 (0) 20 8347 7777	N/A	Graphics
Crunching Koalas Gwiazdzista 7C, 01-651 Warsaw, Poland	Warsaw	http://www.crunchingkoalas.com/	info@crunchingkoalas.com	N/A	Games, 3D
RedDev Studios ul. Nowowiejskiego 9 10-162 Olsztyn NIP: 7393884352 REGON: 364223726	Olsztyn	https://reddevstudio.com/en/home/	red@reddevstudio.com rekrutacja@reddevstudio.com	N/A	Games, 3D
DrawDistance Cystersów 9 31-553 Krakow Poland	Krakow	https://drawdistance.dev/	tel +48 12 346 11 41 contact@drawdistance.dev	N/A	Game, 2D 3D

cd Projekt Red ul. Jagiellońska 74 03-301 Warszawa	Warsaw	https://www.cdprojektred.com/en	jobs@cdprojektred.com anna.fronckiel-ziborak@cdprojektred.com	Anna F. Ziborak Recruitment manager	Game 3D
Guerrilla Games Nieuwezijds Voorburgwal 225 1012 RL Amsterdam The Netherlands	Netherlands	https://www.guerrilla-games.com/	+31 (0)20 427 2277	N/A	Game 3D
Riot Games	Reading	https://www.riotgames.com/en	Contact Email iletisim@riotgames.com Phone Number 424-231-1111.	N/A	Game, film, marketing
Blur Studios 3960 Ince Boulevard Culver City, CA 90232		https://www.blur.com/	gtalmage@blur.com	Greg Talmage, Executive Producer	Film, animation, 3D FX
Cartoon Saloon The Maltings, Tilbury Place, James' Street, Kilkenny, Ireland.	The Maltings	https://www.cartoonsaloon.ie/	+353 567 764 481 info@cartoonsaloon.ie	N/A	2D Animation
Hocus Pocus Archer Street Studios 10 / 11 Archer Street London W1D 7AZ	London	https://hocuspocus.studio/	jobs@hocuspocus.studio +44 20 3997 9300	N/A	Film, Animation

Cover letter

Applying to the following:

<https://jobs.smartrecruiters.com/CDPROJEKTRED/743999887972213-3d-modeller-character-artist>

Julia Bronowska

125 Fairyland, Neath, SA11 3EF phone number – Juliabro0310@gmail.com

28th February, 20

Zuzanna Pyżalska

Recruitment

Projekt Red

Ul.Jagiellorska 73

03-301 Warszawa

zuzanna.pyzalska@cdprojektred.com

Dear Ms. Pyżalska

I'm contacting you regarding the 3D Artist position listed on your company website career page.

I understand this position is closely linked to the marketing department and with the main responsibility being the production of high-quality 3D assets.

With a BA honor in animation and 4 years of experience in graphic design through college and personal work, I believe I have the skill set perfectly suited to this position.

Within the post, its mentioned that Zbrush is the preferred sculpting software. I have 3 years' experience with Zbrush so I'm very familiar with it. I'm most confident in Maya for modeling and texturing, with a good understanding of other 3d soft wear such as blender. Adobe software is second

nature to me, having used Photoshop, illustrator and InDesign extensively throughout my education. I tend to pick up software quickly and I'm currently learning Adobe After Effects and Premier Pro.

Interesting narratives and powerful stories begin with character design. Character design is one of my strongest skills. I tend to consider every aspect of a character or creature. I often consider how their environment might affect them, what each part of their design conveys to the viewer. I like to focus on the details of a character though this by no means hinders my ability to remain focused on the overall goal. I'm capable of producing a large range of diverse and creative character/ Creature designs. I've demonstrated a clear ability to realise quality 2D concepts accurately into detailed 3D models in my portfolio. Having taken part in life drawing classes for 7 years semi consistently and I'm confident in my understanding of anatomy, both human and animal. I'm always looking to improve my fundamental art skills and often.

I pride myself on my ability to motivate and keep a team connected. These are skills I have developed through various group projects throughout university as well as personal projects. Communication is a key aspect of working successfully with others. I'm bilingual, Polish being my second language. I can speak and understand it fluently. I'm excited to meet new people and tend to work exceptionally well with others.

Though my reasonability is primarily 3D related, I feel it's important to understand all aspects of the production pipeline. Maintaining a smooth production pipeline to reduce setbacks and allow for easy editing is important to me. I have developed my own system of working and stick to it in my personal work. I'm confident I could adapt my pre-existing organization methods to better fit my coworkers and teamakers to allow for easy file sharing and seamless production. Considering my experience with graphic design, I have knowledge of marketing and advertisements. When it comes to creating assets, this knowledge allows me to work on assets efficiently with marketing in mind. I'm aware of appropriate file type, color settings, sizing and other technical aspects that could hinder workflow. I understand this is important for transferring between programs and keeping a smooth pipeline.

I'm available on short notice for an online interview. I will be graduating this year and will be available for remote work immediately. I currently live in the UK however I intend on returning to Poland within the year. I'm grateful for your time and look forwards to hearing from you. I can be contacted through email and phone number. To show my work further I have linked my showreel and website.

Thank you for your time and consideration.

Kind Regards,

Signature
Julia Bronowska

References and Bibliography

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FINAL GRADE

66/100

GENERAL COMMENTS

Instructor

1. Engagement With Literature Skills (64%)

Research has been evidenced in the submitted work which is presented in IEEE format. Research sources indicate a good range of topics have been looked at – this should hopefully help inform you not only how to produce work of this kind but also of essential knowledge needed beyond graduation.

2. Knowledge & Understanding Skills (67%)

An appreciation of the purpose of a PDP, jobsearch database and cover letter has been evidenced in the submitted work, with a good amount of effort given to each component.

The PDP and jobsearch database contain live URLs to resources – this is important as it increases accessibility and should help you take action when looking at these documents.

3.Cognitive & Intellectual Skills (66%)

A good amount of professional and personal goals have been identified in the PDP. It is good to see suggestions in which you hope to grow your online presence too – having a brand identity or higher visibility could go a long way to help with employability.

Discussion of both hard and soft skills are evidenced in the cover letter, with examples given – this is good as you are addressing the needs of this type of document.

An analysis of personal strengths and weaknesses has been included in the submitted work – this is good as it shows evidence of critical thinking and analysing your performance as an individual.

4. Practical Application Skills (63%)

The PDP adheres to the SMART template which helps break down self-development tasks into easy to read categories.

Having two separate databases for job advertisements and companies is good, as you may be able to contact some with speculative letters/applications. Don't wait for the companies to advertise positions – get in contact with them expressing your interest. It all helps build experience and confidence.

There are a few small typos in the cover letter, e.g. soft wear instead of software. Be sure to check a cover letter with another trusted person before submitting to make sure these are amended – it may make all the difference.

5. Transferrable Skills for Life and Professional Practice (67%)

The submitted work is of good quality and you have surpassed the requirements for entries on the PDP and jobsearch database stated by the assessment brief. This is good as it will allow you to have more potential sources for self-development and employment following graduation.

Keep adding to the database when you can even though it has been submitted – this could increase your chances of finding a job soon after you complete your University studies.

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