

Leah Williams - Critical Review

by Leah Williams

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Critical Review - AFDM6001 – Leah Williams (2005113)

Deliverables:

- 1) Personal Development Plan (PDP)
- 2) Potential employer contact spreadsheet
- 3) Cover Letter OR Speculative Application Letter

Task 1) Personal Development Plan

Specific What do I want/need to develop or learn?	Measurable What will my success criteria be?	Attainable What resources or support will I need?	Relevant What specific tasks can I do to achieve my goal?	Time-based Target dates for review and completion
Aligning a healthy work-sleep routine	Being able to stay awake for 16 hours with a day, alongside having a regular waking and sleeping time	Reliable alarm systems NHS articles [1] (https://www.nhs.uk/every-mind-matters/mental-health-issues/sleep/) Health articles	- Going to bed at a reasonable time on days before class - Progress to go to bed at the established time on all weekdays - Waking up (and staying awake) before 12 p.m. every day of the week	June 2023
Learning to use the Blender software to an intermediate level	Being able to create 1 independently motivated project without the use of aid or tutorials	Blender Donut Tutorial series – Blender Guru [2] (https://www.youtube.com/playlist?list=PLjEaolNr3zgFX8ZsChQVQsuDSjEqdWMAD)	- Watch at least 1 video per month - Complete the tutorial in full by the given deadline	September/October 2023
Creating an animation ready character rig (modelling, texturing, rigging inc.)	Having a functional and aesthetically appropriate character rig for use in the Independent Project module	Character creation tutorials, i.e: 3D Modeling Tutorial (3D Modeling Tutorial - Modeling a stylized Character head ready for Animation in Maya 2023 - Bing video)	- Manage time in order to be more productive during daylight hours - Finish character sculpts within ZBrush - Texture and normal bake high to low poly versions of the character assets - Rig a character via Maya's HumanIK system	16 th March 2023
Create my own original characters	A range of usable character designs that appeal to my personal tastes	27 expert character design tips [3] (27 expert character design tips Creative Blog)		

Research potential future positions within the industry	To have found at least 3 of the given deliverables	- Google - Job sites; Indeed, Reed, Totaljobs - Career advisors	- Complete an excel documents containing the contact information of the hiring staff or representatives of numerous studios - Listing the information according to a priority system; studio size, listing age, studio reputation, etc.	Tuesday 14 th Feb 2023
Get invested in 3D printing as a hobby	To have a dedicated workspace for 3D printing related processes with equipment included	- Articles about saving money; financial advice from banking companies like HSBC, Barclays, NatWest, etc. - Process and advise posts on 3D printing forums - [4] (How To Start Saving Money Savings Pots - HSBC UK) - [5] (The Best Free Resources for Getting Started With 3D Printing (lifehacker.com)) - [6] (The 4 Best Websites for Free 3D Printing Files (makeuseof.com)) - [7] (10 great money saving tips Best ways to save money Barclays)	- Start a saving process where £5/10 is put into a saving system (either physical or digital) on a regular basis and put towards the purchase of equipment - Practising the processes studied and attuning adjustable variables like equipment settings and process times to get the best achievable printing result	September/October 2023

Task 2) Potential employer contact spreadsheet [re-formatted]

Name of company and role	Company website/social media	Contact details (phone/email/address)	Listing
Surfing Giant Europe – Animators (all levels)	https://www.surfinggiant.com/	71 Queen Victoria Street London EC4V 4BE	https://animatedjobs.com/jobs/animators-all-levels/?utm_campaign=google_jobs_apply&utm_source=google_jobs_apply&utm_medium=organic
Celf Creative Limited – 3D Animator/Artist	https://celfcreative.com/	44 (0)29 20 496 262 58 Mount Stuart Sq Cardiff Bay, Cardiff CF10 5LR	https://companyjobsdirect.co.uk/job/3d-animator-artist/?utm_campaign=google_jobs_apply&utm_source=google_jobs_apply&utm_medium=organic
Morning Crescent – 3D Character Artist	https://www.artstation.com/morningcrescent7	Kuwait City, Kuwait London, England Paris, Ile-de-France	https://www.artstation.com/jobs/wlK8
Rebellion – Graduate Character Artist	https://rebellion.com/	Wakefield England United Kingdom	https://www.artstation.com/jobs/OY4V

Frontier Developments – 3D Character Artist (all levels)	https://careers.frontier.co.uk/	Cambridge England United Kingdom	https://www.artstation.com/jobs/Nbgl
Kwalee Ltd – Junior Games Artist	https://www.kwalee.com/	Southam Road Radford Semele, Leamington Spa CV31 1FQ	https://www.artstation.com/jobs/jzRy
Karta – [Listing taken down]	https://www.karta.game/	info@karta.game 167-169 Great Portland Street London W1W 5PF	https://www.artstation.com/jobs/4wJ5
Supermassive Games – [Listing taken down]	https://www.supermassivegames.com/	jobs@supermassivegames.com 44 (0) 1483 961730 1 Farnham Road, Guildford, Surrey, GU2 4RG 65 Woodbridge Road, Guildford, Surrey, GU1 4RD	https://www.artstation.com/jobs/Dn5E
MrSuicideSheep – 3D Environment/Level Artist	https://www.mrsuicidesheep.com/		https://www.artstation.com/jobs/73dz
Mob Entertainment – Concept Artist	https://www.mobentertainment.com/	hello@mobentertainment.com St Louis, Missouri, United States	https://www.artstation.com/jobs/mjPP

Deck Nine Games – Character Artist	https://deckninegames.com/		https://www.artstation.com/jobs/mj6B
HandyGames Studios GmbH – 3D Character Animator (f/m/d)	https://www.handy-games.com/en/	jobs@handy-games.com 49 (0) 9334 9757 – 0 Giebelstadt, Bavaria, Germany	https://www.artstation.com/jobs/9k9k
BIT REACTOR – Character Artist	https://www.bitreactor.com/	604-558-4330 careers@skyboxlabs.com Hunt Valley, Maryland, United States	https://www.artstation.com/jobs/GMe9
Skybox Labs – 3D Hard Surface Artist	https://skyboxlabs.com/	hr@massvirtual.com info@massvirtual.com 407-410-9031 600-2025 Willingdon Ave., Burnaby, British Columbia, Canada, V5C 0J3	https://www.artstation.com/jobs/voNB
Mass Virtual – Junior 3D Artist	https://massvirtual.com/careers/	49 69 759 3380 info@metricminds.com 5955 T G Lee Blvd, Suite 300, Orlando, FL 32822	https://www.artstation.com/jobs/4wrO
Metricminds – [Listing taken down]		Frankfurt am Main, Hesse, Germany Ruesselsheimer Strasse 22, 60326 Frankfurt, Germany	https://www.artstation.com/jobs/mz7b
Itech Media Solutions – Long-term 3D Character Artist	https://itechmediasolutions.com/	252-329-7900 info@grovergaming.com Europe North America South America	https://www.artstation.com/jobs/b3GX

Grover Gaming – 3D Artist	https://grovergaming.com/	Wilmington, North Carolina, United States 3506 NE Greenville Blvd., Greenville, NC 27834	https://www.artstation.com/jobs/P45w
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Task 3) Cover Letter OR Speculative Application Letter

Leah Williams | Swansea, SA1 2QE | 07547571559 | mj.williams2610@gmail.com | [bhaykBOX](#) (Twitter, ArtStation)

27th February 2023

26 Science Park,
Milton Road,
Cambridge,
CB4 0FP
England, UK

Dear Mr Senior,

My name is Leah Williams, and I am a newly graduated member of the University of Wales Trinity Saint David's BA Animation course. I recently found a listing online of the Character Artist position available within Frontier and would like to express my interest. I believe I would be perfect for this role because I have educated proficiency with software such as Maya and most Adobe Creative Suite tools, in addition to self-learned proficiency in more accessible alternatives to industry standard software, like Blender and ArmorPaint. I have used these abilities to aid in producing numerous character models from 3rd party sourced designs in the past.

Recently I created a character focused short by the name of 'NOMED Mart' for the final submission of my course. This project included the production of three character models, as well as the animation of the rigs and the creation of interior commercial-themed environmental assets.

Previously, I have also gained experience and skills within the catering industry that could be incredibly useful within a team at Frontier, including communication and working collaboratively, paying attention to detail and problem solving.

I believe that I am incredibly well suited for this position and would love if you were to watch my skills in action via my demo reel available on my social media.

If you would like to discuss my credentials and experience further, please feel free to contact me through any of the channels listed above.

Sincerely,

Leah Williams

Bibliography

- [1] Sleep problems – Every Mind Matters - NHS [Online]. Available: [Sleep problems - Every Mind Matters - NHS](https://www.nhs.uk) [www.nhs.uk]
- [2] 'Blender Guru'. (2021, December. 3rd). Blender Beginner Donut Tutorial [Online]. Available: [Blender Beginner Tutorial - Part 1 - YouTube](#)
- [3] R. Hilder. (2023, January. 12th). 27 expert character design tips [Online]. Available: [27 expert character design tips | Creative Blog](#)
- [4] HSBC. How to start saving money [Online]. Available: [How To Start Saving Money | Savings Pots - HSBC UK](#)
- [5] S. Martinn. (2016, May. 5th). The Best Free Resources for Getting Started With 3D Printing [Online]. Available: [The Best Free Resources for Getting Started With 3D Printing \(lifehacker.com\)](#)
- [6] A. M. Bohlooli. (2023, February. 4th). The 4 Best Websites for Free 3D Printing Files [Online]. Available: [The 4 Best Websites for Free 3D Printing Files \(makeuseof.com\)](#)
- [7] Barclays. Boost your savings | Simple hacks to help [Online]. Available: [10 great money saving tips | Best ways to save money | Barclays](#)

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GRADEMARK REPORT

FINAL GRADE

65 / 100

GENERAL COMMENTS

Instructor

1. Engagement With Literature Skills (62%)

Research has been evidenced in the submitted work which covers a range of topics related to the tasks that have been set. This is good to see – it may be good to expand on these with additional sources about job searches as there may be some useful info there too. It is good to see health and wellbeing related links in the Bibliography though – your future success all starts here to be honest.

2. Knowledge & Understanding Skills (67%)

A good understanding of the purpose of a PDP, jobsearch database and cover letter are evidenced in the submitted work.

The jobsearch database is extensive and contains a lot of companies and positions – this is good. You can add these companies to a second 'company database' that you might want to keep on record –
this could be handy for additional speculative applications in future.

The cover letter is formatted well and adheres to the requirements needed for a document of this type.

3.Cognitive & Intellectual Skills (65%)

The PDP contains a number of personal and professional objectives – some with a short-term goal while others are more ambitious. This is good as you want to have reasons to keep referring to the PDP even after submitting your work for this assessment.

Evidence of hard and soft skills appear in the cover letter – this is good to see. It may be that you could include an example or two of the soft skills in context just to prove you aren't just providing keywords to try to get shortlisted – maybe consider trying this after assessment.

4.Practical Application Skills (66%)

All three components of the hand-in are clear and accessible, with information easy to understand. The use of live URLs in the work help with accessibility and may help you to be proactive in future as they provide convenient access to the information you may need for companies, personal goals, tutorials, etc.

5.Transferrable Skills for Life and Professional Practice (66%)

Each component of the assessment brief has been completed, compiled and submitted to the Turnitin link on Moodle before the deadline date. The work is of a good standard and should hopefully be useful to

you as a tool beyond the submission requirements – it is certainly a good start.
Well done.

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