

SUPINFOCOM

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former CGI film director

SUPINFOCOM

Animation



SUPINFOCOMGROUP

ÉCOLES DE CRÉATION NUMÉRIQUE
DE LA CCI GRAND HAINAUT

What is Animation?



What is Animation?

It' an art form...

What is Animation?



What is Animation?

Or rather, a diversity of techniques.....



What is Animation?



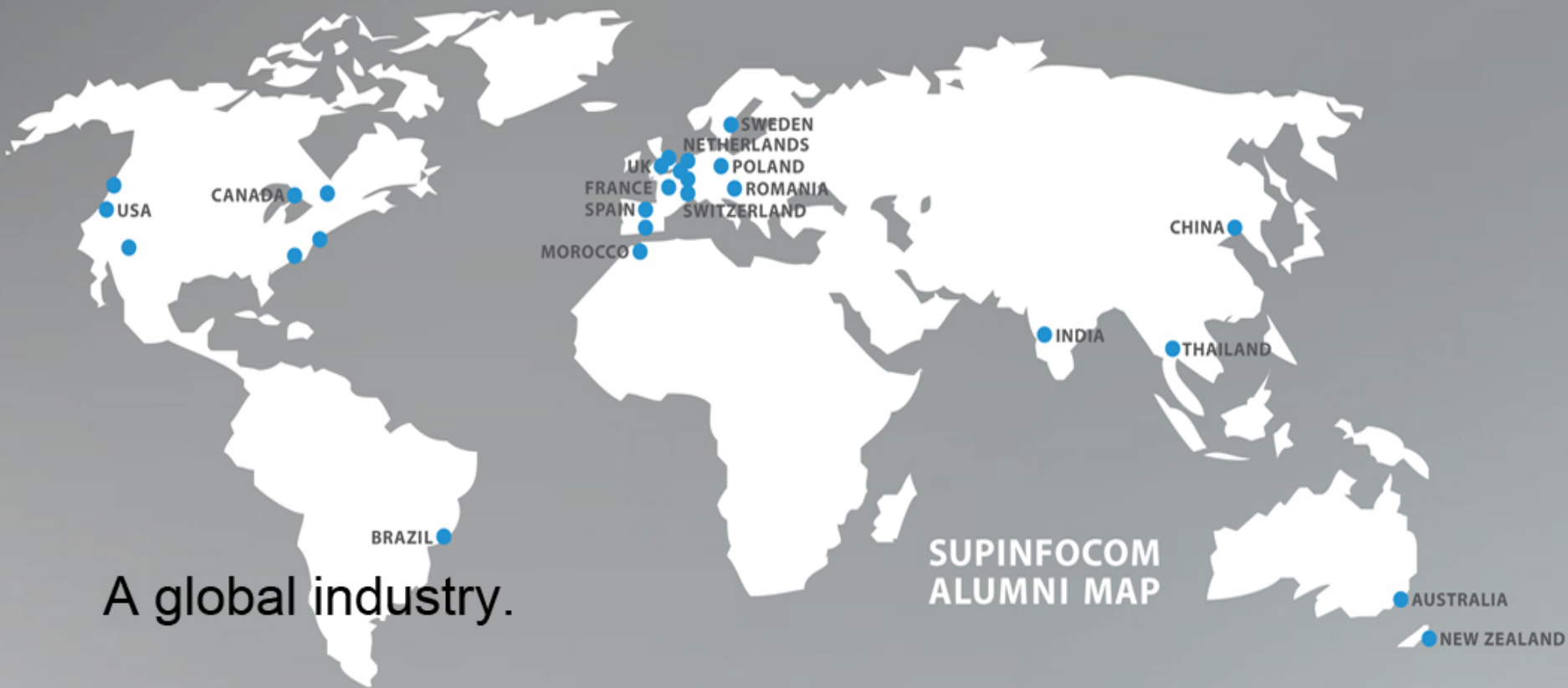
Using a wide variety of technologies.

What is Animation?



It's also an industry...

What is Animation?



A global industry.

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ALUMNI MAP

Animation, for whom?

The type of skill-sets used in the animation industry is so diversified that there is no unique profile for potential candidates, but rather a large variety of capacities:

Animation, for whom?

The type of skill-sets used in the animation industry is so diversified that there is no unique profile for potential candidates, but rather a large variety of capacities:

artistic,
technical,
and **organisational.**

Animation, for whom?

Above all, it means....

Professions for Passionate People!

But.....

You already know this because you are professionals.

But.....

You already know this because you are professionals.

Now, what about **creativity**?

Creativity is....NOT only...

An Eccentric Personality. Truly creative work is not only novel; it is also appropriate.

Art (or The Arts). Creativity is novel and appropriate behaviour in ANY domain of human activity.

Intelligence. There is no clear relationship between intelligence and creativity.

Creativity is....

...the production of novel and useful ideas in any domain.

Creativity is the fruit of a particular behaviour rather than an innate personality trait (which would imply that whatever a “creative person” does, must be creative).

Creativity

All humans with normal capacities are able to produce at least moderately creative work in some domain, some of the time.

The social environment can influence both the level and the frequency of creative behaviour.

Creativity

| ARTISTIC, TECHNICAL, BUT ABOVE ALL, HYBRID PROFESSIONS | | WEEKS | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|-----------|----------------|---|---|---|---|---|---|---|---|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-----------------|----|----|----|----|----|----|----|----|--|--|
| | | Pre-Production | | | | | | | | | Production | | | | | | | | | | | | | | | Post-Production | | | | | | | | | | |
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | | |
| CONCEPT | LITERARY | █ | █ | █ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SCRIPT | LITERARY | | █ | █ | █ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| DIALOGUES | LITERARY | | | █ | █ | █ | █ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| STORYBOARD | ARTISTIC | | | | █ | █ | █ | █ | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CONCEPT DRAWINGS | ARTISTIC | | | | █ | █ | █ | █ | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CHARACTER DESIGN | ARTISTIC | | | | | | | █ | █ | █ | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ENVIRONMENT DESIGN | ARTISTIC | | | | | | | █ | █ | █ | | | | | | | | | | | | | | | | | | | | | | | | | | |
| COLOUR & TEXTURE RESEARCH | ARTISTIC | | | | | | | █ | █ | █ | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MATTE-PAINTING | ARTISTIC | | | | | | | | | | | █ | █ | █ | █ | █ | | | | | | | | | | | | | | | | | | | | |
| LIGHTING | ARTISTIC | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2D ANIMATIC | HYBRID | | | | | | █ | █ | █ | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| PROXY MODELS | HYBRID | | | | | | | | | █ | █ | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3D ANIMATIC/LAYOUT | HYBRID | | | | | | | | | | | | █ | █ | █ | | | | | | | | | | | | | | | | | | | | | |
| FINAL CHARACTER MODELING | HYBRID | | | | | | | | | | | | █ | █ | █ | █ | | | | | | | | | | | | | | | | | | | | |
| FINAL ENVIRONMENT MODELING | HYBRID | | | | | | | | | | | | █ | █ | █ | █ | | | | | | | | | | | | | | | | | | | | |
| CHARACTER ANIMATION | HYBRID | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| RETOUCH CAMERA ANIMATION | HYBRID | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| LIP-SYNC | HYBRID | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| COMPOSITING/VFX | HYBRID | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| FINAL EDITING | HYBRID | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| COLOR TIMING | HYBRID | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SOFTWARE DEVELOPMENT | TECHNICAL | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CHARACTER RIGGING | TECHNICAL | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SKINNING | TECHNICAL | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SET-UP LIGHTING | TECHNICAL | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CHARACTER EFFECTS (HAIR, CLOTH) | TECHNICAL | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| RENDERING | TECHNICAL | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SCRATCH SOUNDTRACK | MUSICAL | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ROUGH MUSIC | MUSICAL | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| VOICE RECORDING | MUSICAL | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SOUND MIX | MUSICAL | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

Creativity

Creative thinking skill does depend on personality characteristics related to independence, self-discipline, orientation toward risk-taking, tolerance for ambiguity, perseverance in the face of frustration, and a relative unconcern for social approval.

Creativity and Teamwork

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Creativity and Teamwork

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How can we hope to form functional teams with individuals possessing these characteristics?

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How can we hope to form functional teams with individuals possessing these characteristics?

Thanks to their other qualities: self-discipline, and perseverance in the face of frustration.

Creativity and Teamwork

All which precedes is derived from very serious studies carried out by social scientists both in lab situations and within actual companies, but NOT specifically film or animation companies.

Creativity and Teamwork

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Our creative people don't only create original stories, environments and characters...**they create emotions.**

Creativity and Teamwork

To be able to achieve this, they must not only be creative, but also sensitive and emphatic, in short, they are also emotional.

The difficulty of assembling teams of creative people in our field is compounded by their sensitive and emotional nature.

What is Teamwork?

A team can be defined as a social system of three or more people, part of an organization whose members perceive themselves as such and are perceived as members by others and who collaborate on a common task.

Teamwork

Why and how is teamwork related to the success of innovative projects?

How strong is the relationship between teamwork and measures of project success?

Teamwork Quality

Communication

Is there sufficiently frequent, informal, direct, and open communication?

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Coordination

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Balance of Member Contributions

Are all team members able to bring in their expertise to their full potential?

Teamwork Quality

Mutual Support

Do team members help and support each other in carrying out their tasks?

Teamwork Quality

Mutual Support

Do team members help and support each other in carrying out their tasks?

Effort

Do team members exert all efforts to the team's tasks?

Teamwork Quality

Mutual Support

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Effort

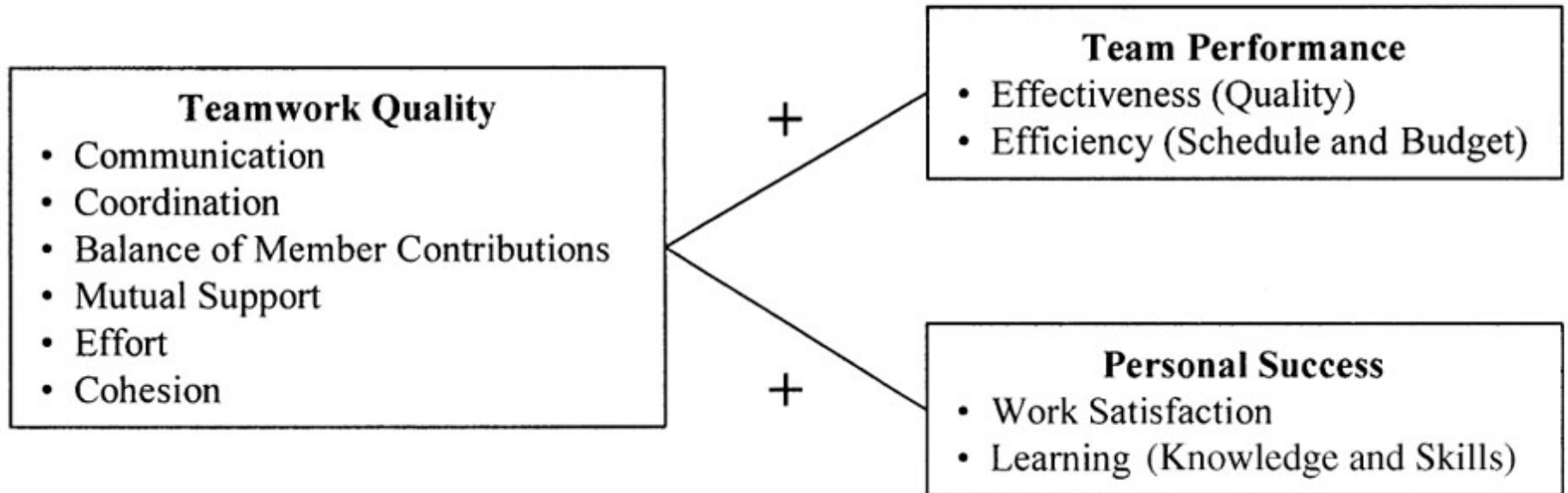
Do team members exert all efforts to the team's tasks?

Cohesion

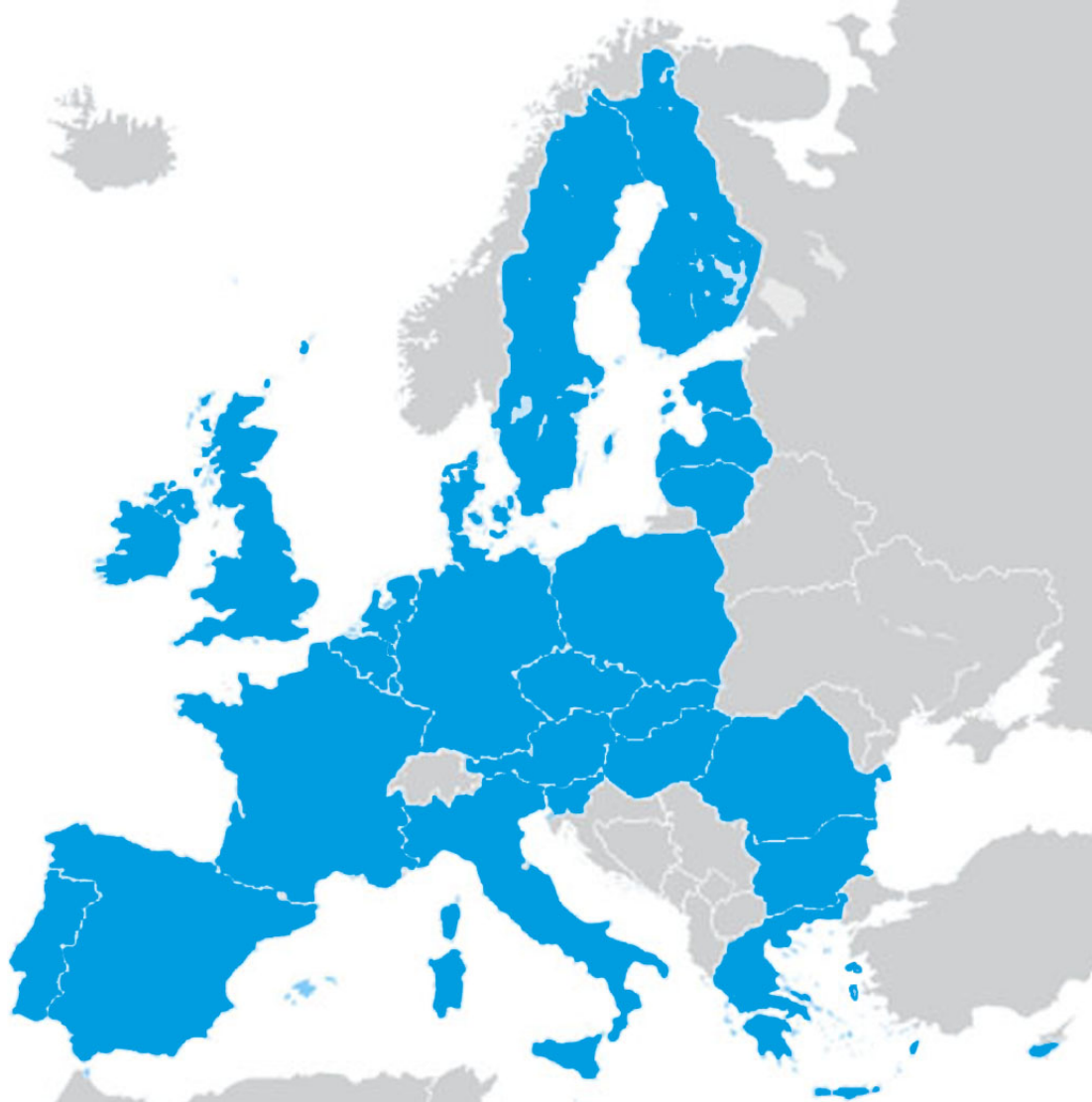
Are all team members motivated to maintain the team?
Is there team spirit?

Teamwork

Teamwork Quality and the Success of Innovative Projects



Teamwork and Creativity as cultural issues



Teamwork and Creativity as cultural issues

In our Western (especially European) view of things, we place a high value on creativity and originality. We place a very high value on the individual, his rights, his freedom, his uniqueness.

The way we evaluate people and their work is very much influenced by our cultural heritage.

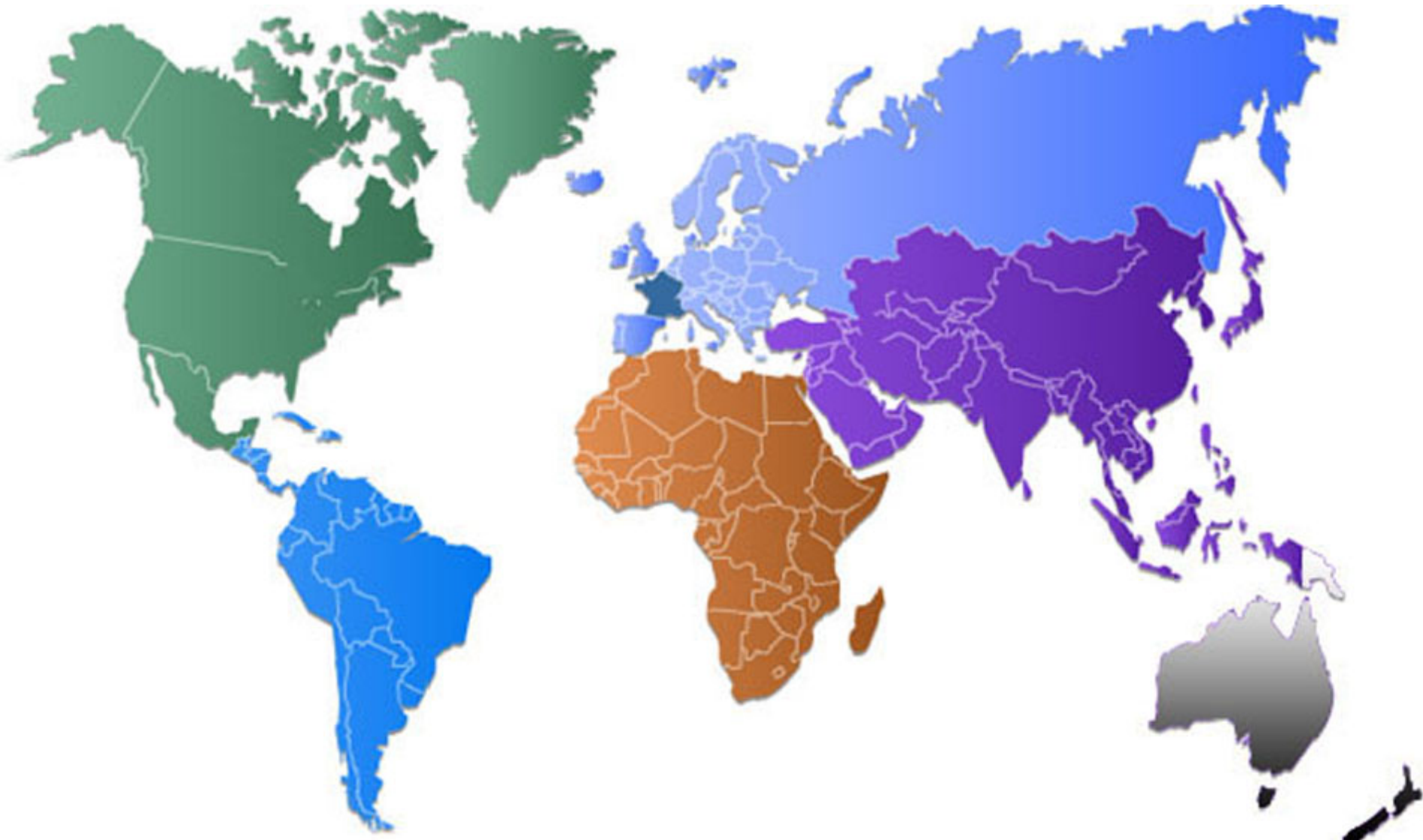
Teamwork and Creativity as cultural issues

In our more and more global environment, we need to understand cultural factors when dealing with both creativity and teamwork.

There are some quite definite cultural differences among us here in Europe.

Yet these differences are quite minor when we compare them with non-European cultures.

Teamwork and Creativity as cultural issues



Teamwork and Creativity as cultural issues

West

East

West

East

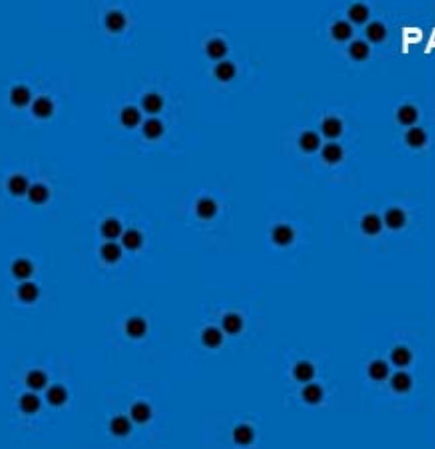
PUNCTUALITY



BOSS



PARTY



OBSTACLE



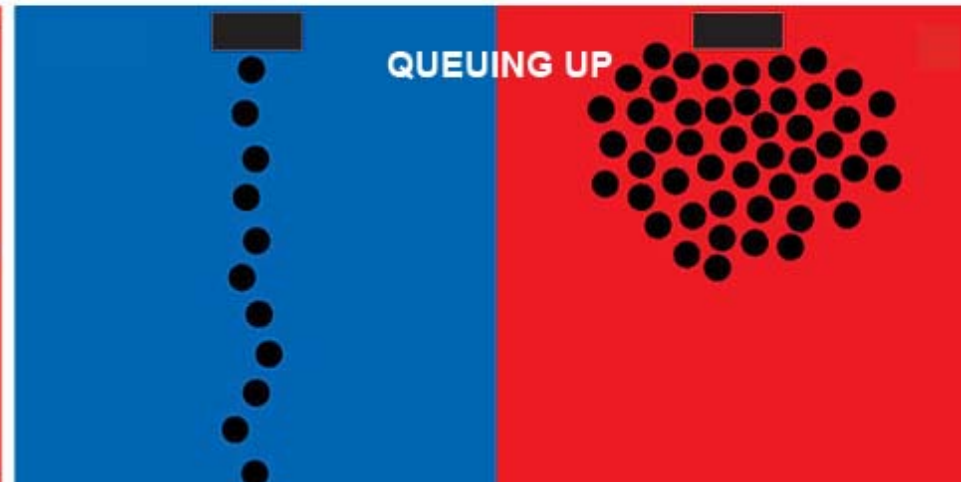
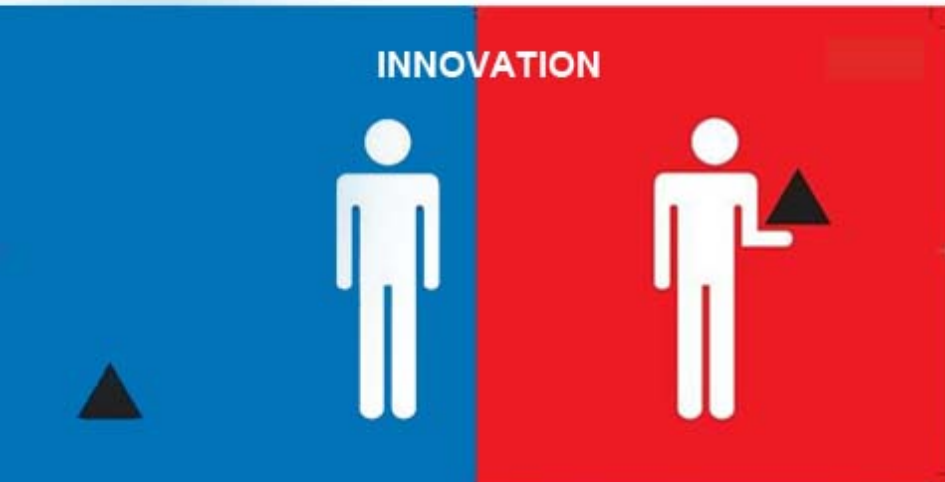
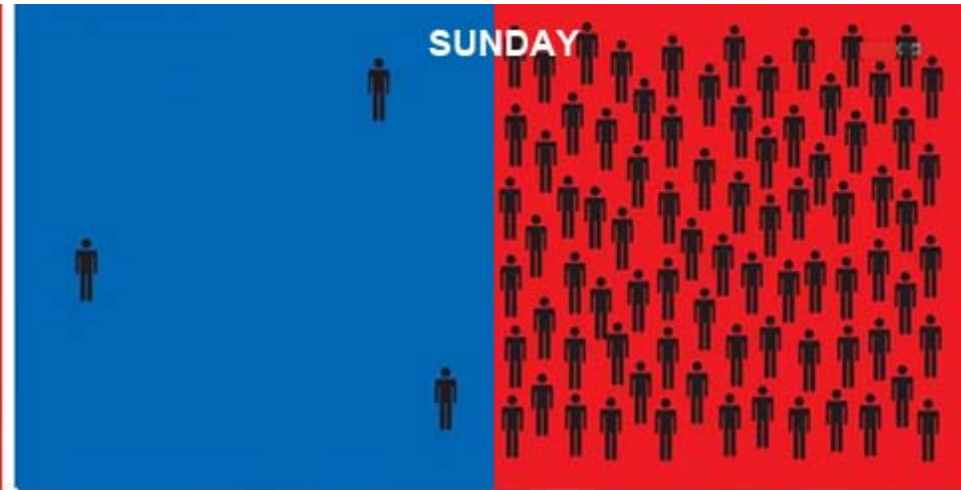
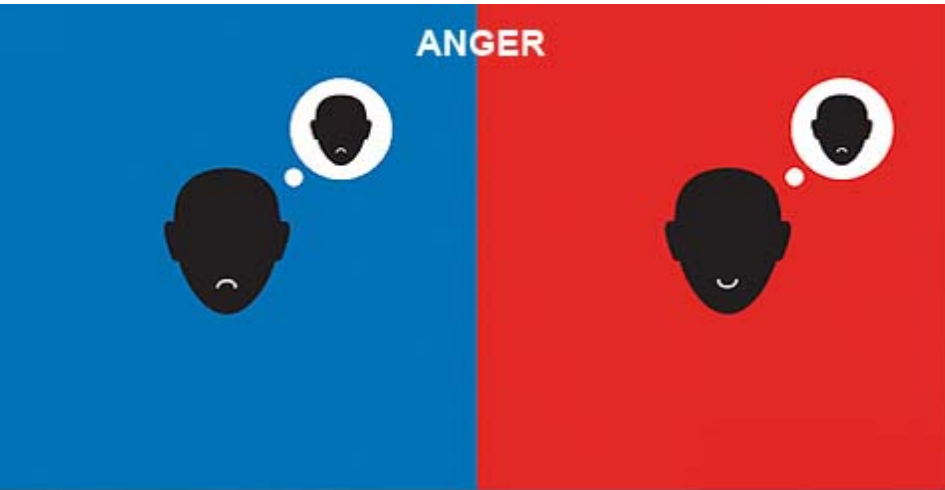
Teamwork and Creativity as cultural issues

West

East

West

East



Example: Japan



Teamwork and Creativity as cultural issues

Japan is a fairly rigid yet competitive society with established institutions to train its elite.

In order to hold a good position one must attend the right university. In order to attend the right university one must attend the right high school, middle school, primary school and kindergarten!

How do we get selected for the right Japanese Kindergarten?

Example: Japan



Example: Japan

The toddler candidates are invited into a big room.

There is a heavy wooden log at one end of the room.

There are also tools and equipment in the room.

The children are told to move the log from one end of the room to the other.

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There is a heavy wooden log at one end of the room.

There are also tools and equipment in the room.

The children are told to move the log from one end of the room to the other.

All those who find some ingenious way to move the log alone are eliminated.

Only those who find a group solution are accepted!

Example: Japan

In Japanese culture, teamwork, cooperation and consensus are much more valued than originality.



Nurturing Creativity

Part of our job as a CGI Animation School is to create the right environment which both enables and encourages Creativity.

Nurturing Creativity



Fostering Teamwork

Another part of our job is to “vaccinate” our students, **your future employees**, to accepting judgement including criticism, **and working in teams**.

These are the two most difficult parts of our task.

Fostering Teamwork



Conclusion

Creativity and Teamwork are essential components of not only our profession, but of our very survival.

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It is necessary to provide “creative-friendly” and “team-friendly” environments both in the schools and in the workplace.

It makes good business sense.

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It is important to continue to develop creativity which has been one of Europe's major advantages up until now.

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Teamwork has not been our strong suite, especially in highly individualistic artistic environments.

This is a point which we must improve if we want to conserve and expand our role in the global animation industry.

Thank You



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