

**Cañada College
Contact Information**

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Be sure to visit us at

<http://www.womentechworld.org/canada>

Women in Gaming Websites

Women in Animation

<http://wia.animationblogspot.com/>

Women in Game Development

<http://www.igda.org/women/>

Women in Games International

<http://ww.womeningamesinternational.org>

Women in Game Development Forum

http://seven.pairlist.net/mailman/listinfo/women_dev

Grrl Gamer

<http://www.grrlgamer.com>

**Cañada College
and the**

CalWomenTech Project

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Phone: 650-306-3100

www.canadacollege.edu

www.canadacollege.net/multimedia/



**Women in 3D
Animation and
Video Game Art
Are in High
Demand!**



Read on to see how
Cañada College and the
CalWomenTech Project
can help you start a career
in this exciting new field!

Cañada College
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3D Animation and Video Game Art @ Cañada

Career Path: Graduates of the certificate and AA degree programs with strong portfolios may be hired into job titles such as Video Game Tester, Photo Artist, Production Assistant, Character Animator, Modeler, Background Artist, Rigger, Texture Artist, and Storyboard Artist. Students are required to complete a course in portfolio development to ensure a top

quality portfolio, as this is the most important item looked at by potential employers.



Nature of the

Work: The work is artistic and creative,

and involves problem-solving. Although much work is done using computer software, basic pen and paper drawing skills may be required in some positions or to develop and describe initial concepts. The work involves team work and collaboration with others, and may involve long hours and deadlines during rush periods.

Industries Employing Graduates of this

Program: Animation production companies, video gaming companies, educational products, educational software, corporate training products, web animation companies, web-based application developers, military training (“serious games”), television stations, film and video production companies.

Course Description: Degrees or certificates offered: AA Degree - 3D Animation and Video Game Art; Certificate of Proficiency - 3D Animation and Video Game Art.

Hours Offered: This program includes classes offered during the day, evening, and occasional Saturdays. Some courses are offered online. Class offerings and schedules vary by semester.

Women’s Success Stories

Dani Castillo



Associate Professor,
Multimedia
Employed by Cañada
College

“Having a balanced and well-rounded team when developing games or animation content is very important. Women bring many ideas to the table that appeal more to other women and give the games and stories a greater thematic and visual depth. Women also have a different aesthetic perception that can make the games original and different from a lot of what’s already out there.”

Approx. Starting Salary:	Video game testers may earn \$11-15 per hour; intern positions for artists may go up to \$24/hour.
Average Salary:	\$60,000 - \$80,000 (for experienced worker)
Average Wage	\$40,000 - \$55,000
Placement Rate:	Since this program started in 2007, several students have already been placed in local companies such as Electronic Arts and Espresso Fitness as they continue their studies.
Labor Market:	The entertainment field and, in particular, the video gaming industry has grown rapidly in recent years. Two of the largest 3D animation and video gaming companies, Electronic Arts and PDI Dreamworks, are located in Redwood City. Numerous spin off and support companies have proliferated in the region adding to the demand for highly qualified employees. Students with a degree or certificate who can demonstrate their skills through a solid portfolio are highly competitive.

FAQs—Career and Academic

Are employers hiring for jobs in this area?

Yes, definitely! The entertainment field and the video gaming industry have grown very quickly in recent years. Employers are always looking for candidates who have a solid portfolio and educational background. The San Francisco Bay Area has several large companies in this industry. Two of the largest 3D animation and video gaming companies, Electronic Arts and PDI Dreamworks, are right in Redwood City. Pixar Animation Studios and LeapFrog, an interactive educational product designer, are located in Emeryville. Dozens of spin off and support companies have proliferated in the region adding to the demand for highly qualified employees. We help our students build portfolios through their student and personal projects, and advise them about how the industry works so they enter the job market prepared and with realistic expectations.

Can I pursue a career in this field without a background in technology?

Yes, you can. However, it may help to be comfortable using a computer and to have some basic skill with a graphics software program when you enter the program. If you are concerned about your background and skills, discuss with your academic counselor whether taking an Introduction to Computers course and/or an introductory graphics course makes sense for you prior to enrolling in the program.

How can I prepare for the program if I don’t have a background in technology?

Although this program has no prerequisites, we recommend at least an intermediate knowledge of the computer and graphics software programs.

How long will it take to complete this technology program?

The certificate program requires 34.5 units. Some students complete the certificate program in one year (two semesters), but others spread out coursework over a longer period due to family, work, and other obligations. The AA degree requires 60 units, which can be completed in two years, but again many students spread their classes over a longer time period to meet their personal needs.