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Networking

Career Services Center Workshop

**What is
Networking?**

Networking is really just making friends
and staying in touch with them.

Why Network?

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- Some experts say that 80 percent of people ended up in their current position thanks to networking. Others say it's more like 85 percent.
- Many companies host networking events to scout new talent, rather than posting their post online.
- Through networking you find out about events and design challenges, and internship and job opportunities that you wouldn't have known about otherwise.

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- Research jobs and internships.
- Research professionals in the industry or company you would like to break into. See what their skills and background are. (Remember people can see when you have viewed their profile.)
- Reach out to alum or other professionals for informational interviews, or to review your portfolio to give you tips.
- Follow industry/thought leaders and companies to stay on top of industry trends, events and opportunities.
- Stay in touch with industry professional you meet at networking events.

Networking Resources

Professional Associations

Join a Professional Association. Industries have Professional Associations where people can attend workshops, design competitions and network. Most associations offer student memberships at low or no cost. Sign up to be notified about events!

- International Game Developers Association(IGDA) <https://www.igda.org/>
- Women in Animation <https://womeninanimation.org/>
- ASIFA-Hollywood <https://www.asifa-hollywood.org/>
- The Creators Society <https://thecreatorsociety.org/>
- Black N Animated <https://www.blacknanimated.com/>

Industry News Sources

Below are some sites you should belong to stay on top of what is happening in the industry, share your work and network:

- **ArtStation** <https://www.artstation.com/>
- **CTNX on Instagram** <https://www.instagram.com/explore/tags/ctnx/?hl=en>
- **Animation Magazine Online** <https://www.animationmagazine.net/>
- **Animation World Network** <https://www.awn.com/>
- **Cartoon Brew** <https://www.cartoonbrew.com/>
- **Animation Scoop** <http://www.animationscoop.com/>

Industry Events

- CTN ANIMATION EXPO <https://recruiting.creativetalentnetwork.com/>
- SIGGRAPH <https://www.siggraph.org/>
- RTX <https://rtxevent.com/>
- Stuttgart Festival of Animated Film - ITFS <https://www.itfs.de/en/>
- Lightbox Expo <https://lightboxexpo.com/>
- Game Developers Conference <https://gdconf.com/>
- Annecy Animation Festival <https://www.annecy.org/>

Your Classmates & SMC Alum!

Clubs - Get involved in club activities and take an active role in the club activities. See the clubs available at Santa Monica College or learn how to start your own club at <http://www.smc.edu/icc>

- **GAX (Games, Animation, and Special FX)**

Email them to see how to get involved at smcgaxclub@gmail.com

Website: <http://gaxstudio.com/>

- **GDU (Game Developers Unite!)**

Sign Up Page: www.gamedevunite.com/sign-up

- **DESIGN CLUB**

<https://discord.gg/xms6qmb>

How to Join CMD COMMUNITY Discord Server: <https://discord.gg/xms6qmb>

- Within the CMD COMMUNITY server, there is an #ixd-club channel.
- To join the Design club, just self assign the Design club role in the #read-me-first channel by reacting to the "Self-assignable Club Roles" post.

Professional Mixers

These can be found through Professional Associations or:

- google
- www.eventbright.com
- www.meetup.com

It is often best to attend events with a purpose:

- keynote speaker
- workshop
- hack-a-thon

Mixer Tips

How to prepare for an event:

- Research who will be there (companies and people)
- Go to the company's website. Read about their projects and initiatives
- What are their business opportunities
- Look at what competitors in the industry are doing
- Have an answer to “tell me about yourself ?”
- Have a plan of what you will talk about with other people at the event

Tell Me About Yourself

They want to know what education and experience do you have that will help you be successful in this industry.

Have a 60 second pitch prepared that tells your audience:

- where you are now professionally
- what you have learned from your past work/school experiences
- what makes you excited about this event

Do your company research and find out exactly what strengths and qualities this industry is looking for

- show you possess these qualities (You can discover desired strengths or qualities in on company websites and social media (or in job descriptions if it is a career fair).

Online or In Person Conversation Plan

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Keep your conversations professional, positive and focused on the industry.

Below are some suggested topics:

- Industry trends (Industry events you attended or articles you read via: Professional Associations or publication or on LinkedIn).
- Current company objectives.
- Exciting and relevant projects you have worked on at school or personally.
- Hobbies or interests that are relevant to the industry you are interested in working in.
- Share thoughts on the subject of the gathering.
- Most importantly, you must ask questions! You are there to learn and share and grow and build your professional network.

Don't

- Complain or bring up anything overly personal.
- Dive into your life story.
- Go on about experience that is unrelated to the industry.
- Monopolize anyone's time.

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How to Talk about Yourself & Ask Questions

- Start with your education.
- Tell them about your favorite internship or class project.
- Remember you are there together because you have a common interest
- Talk about that is exciting in the industry and ASK QUESTIONS.

I am an animation student at Santa Monica College.

I took a class on 3D modeling and I loved it. I made some really cool characters. ***Where do you work? What do you do?*** (only ask this is the information was not provided to you in advance, otherwise you look unprepared). ***What part of animation do you like best? Why did you decide to come to the event? What did you like best about the event?***

I know that the speaker specialized in 3D modeling and wanted to learn how they got their start, and hear any design tips they had.

**Online or In Person
Show Your Work**

Show your work

If your audience seems interested in hearing more from you, you can:

- Offer to show them your work on the spot and get their feedback
- Ask them if they would mind reviewing your work and providing feedback at some point, if yes:
 - ask how would they like to be contacted?
(If they say via LinkedIn or social media, add them on the spot).
 - ask when they would they like to be contacted?
(they may have more time in Spring than in Fall. You can calendar a check in, based on their response.)

Online Networking Connection Tools

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- LinkedIn
- Other Social Media

Online Outreach

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Reaching out to someone for an informational interview:

Dear Ms. Johnson,

I am currently an Animation student at Santa Monica College. I am very interested in the work you have done at XYZ company. I was wondering if I could ask you a few questions about the industry and your experiences. Would it be possible for me to speak with you on the phone, via email, or meet with you in person for about 20 minutes at your convenience? Please let me know.

Sincerely, Kim Clark

SOMETIMES PEOPLE DON'T REPLY.

Online Follow up



Thank you Letters are a must!!

Thank you letters should be **sent within 24** hours of your conversation.

For Example:

Dear Ms. Johnson,

Thank you for taking the time to speak with me yesterday. The information I learned was invaluable and will help me as I pursue a career in Animation. I found the way you approach your work inspiring and I greatly appreciate the resources you recommended. Your drive and passion has increased my interest.

Thank you, Kim Clark

**Online or In Person
Questions.
Ask them!**

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Top Three Questions for an Informational interview:

- How did you get into this job?
- Where do you think the industry is going?
- How does someone get into this business?

Additional questions you could ask:

- What do you like best about your job?
- What is the hardest part of your job?
- What do you want to do next?

Additional questions you could ask:

- What inspires your work?
- Where did you go to college? What did you major in? Did you like your school and why or why not?
- What made you decide to pursue this profession?
- What is a typical day like for you?
- What are important skills needed for this job?
- What books/journals/associations would you suggest I explore for further information?

DO NOT ask the person how much money they make.

Support @ SMC

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Classroom Support

ANIM 75: Career Development

This class helps you develop a career within the entertainment Industry with a focus on the fields of animation, game design and post production. In this class you learn how to build and present a resume, demo reel, personal website, or digital portfolio of your work. Whichever tool is required in your field when applying to internships, jobs and transfer schools.

Career Services

Phone: 310.434.4337
Email: careerservices@smc.edu
Webpage: <http://smc.edu/careercenter>
Instagram: <https://www.instagram.com/smccareercenter/>

YouTube channel:

https://www.youtube.com/channel/UChad0JT9Mzqip03jTmL8_zg/playlists?view_as=subscriber

Thank you.