

# This Is The Job: Motion Designer

Use this list to kickstart your advertising journey. Speak with your guidance counsellor, teachers, and parents to find out which courses, programs and next steps may be right for you.



## What is a Motion Designer?

We use visual effects, animation and other techniques to bring life to creative projects. Basically, we put graphics into motion! We're creative problem solvers who love playing with new software and tools.

## This is what they do most days

### I imagine...

I visualize concepts and interesting animatable techniques to elevate static imagery.

### I compile...

I filter through concepts, feedback and previous animations to put through new concepts.

### I create...

I use a variety of 2D and 3D computer design software to bring the animation to life in an ad or social post.

## In their own words:

“ I've always known I wanted to work in motion graphics; it was just a matter of choosing between film or advertising. I love being able to combine tech with creativity – it can range from focusing on more technical aspects of the job (like physics, simulations, realism, etc.) or you can go super creative and do frame-by-frame animation.

My job is fast-paced, tech-oriented, and creative. I'm always interested in learning new software, and inspired by the world around me!” - Jessie Z.

## Explore some of the skills you'll need.

- ✓ You have a love for graphic design
- ✓ Ability to think creatively
- ✓ Animation skills
- ✓ Keen attention to detail
- ✓ Strong time management skills
- ✓ Ability to multitask and meet deadlines
- ✓ Ability to learn new digital design tools and software
- ✓ Knowledge of different design platforms (Photoshop, Illustrator, Lightroom)
- ✓ Portfolio showing creative ability and past projects

## This Is The Job:

Was created to attract more racialized people to the exciting, creative and challenging world of advertising, with the goal of increasing diversity across the entire industry.

To learn more visit [thisisthejob.org](http://thisisthejob.org)