

# Graduate Profile Animation 2023

A graduate profile describes the competencies, skills, and knowledge that a student has acquired by the end of their education. It provides an overview of what the graduate can contribute in a professional context and how they can apply their education in practice.

This graduate profile was developed in 2023. In connection with the reform, we will update the graduate profile and use it as a benchmark when developing the education.

## **Purpose of the Profession**

The purpose of the Bachelor's degree in Animation is to qualify graduates to independently manage idea development, design, and execution of complex animation tasks for film, television, and various digital media platforms, as well as to work with animation-based communication. The program is primarily aimed at employment within the film, TV, animation, and video game industries, both nationally and internationally, and secondarily at employment within the broader visual communication industry.

## **Core Competencies of the Profession**

Graduates with a Bachelor's degree in Animation are expected to possess a broad understanding of animation production. This includes not only traditional methods but also the latest techniques, theories, and key concepts in the field. Additionally, they should have insight into the historical development of the animation medium and its current cultural significance. Understanding relevant design and composition theories, as well as knowledge of production planning and economic conditions within the field, is also essential.

Graduates must master all stages of the animation process within media productions, where the interplay between animation, dramaturgy, acting, music, graphics, and aesthetics creates the final visual expression. This includes the ability to apply the field's theories, working methods, and techniques, integrating traditional methods with the latest digital technologies.

## **Independence, Collaboration, Innovation, and Democratic Participation**

Beyond professional core competencies, the program also aims to equip graduates with independence, collaboration skills, innovation, and the ability to actively participate in a democratic society.

Collaboration skills are highly valued and developed through the projects students work on together during their studies. This enables graduates to participate in the collaborative processes that are essential to productions across all media and formats.

Graduates must also be prepared to face an industry undergoing rapid technological and cultural change. They should not only feel confident in their craftsmanship to influence this development but also be capable of existing and navigating within change.

Students continuously engage with questions such as:

- **Influence and Critical Thinking**

- What stories do we tell, and how do we produce them?
- How can we use our skills to influence the world?
- How can we influence workplaces in relation to, for example, the UN Sustainable Development Goals?
- What working methods and content should I choose, and how can I develop them?
- How can I give and receive professional feedback?

- **Sustainable Work Environment**

- How do you maintain a healthy relationship with your work when it is also your hobby?
- What values do I hold regarding my work life?

- **Choice and Development of Workplaces**

## **Context of the Graduate's Work**

The program targets what is broadly referred to as the DVI industry (Digital Visual Industry), which is characterized by collaboration between specialist roles. It is an industry that demands high craftsmanship and particularly strong skills in communication and collaboration.

At the same time, it is an industry undergoing rapid technological and cultural development. Technological advances not only affect the tools used to develop traditional content but also introduce new ways and media for communication. This requires moving away from a foundation focused on specific software and instead developing core competencies that allow for continuous expansion of one's toolkit, deeper insight into how technology and storytelling evolve, and a fundamental openness to influence or simply exist within this development.

Graduates are capable of acting independently and entrepreneurially, pursuing careers as freelancers or running their own businesses. At the same time, they can work as specialists in production environments both within and outside the DVI industry.

Since 2016, the industry has also been undergoing a cultural revolution in the workplace. There is a shift away from outdated structures, with increasing focus on diversity, equality, inclusion, and sustainable work environments.

However, many workplaces are still influenced by generations that have operated under unhealthy cultures and are now seeking new inspiration for how to adapt in both the short and long term.

Several studies indicate that graduates generally struggle to gain a foothold in the DVI industry, and unemployment is high compared to national averages for graduates across all fields. The animation industry in Denmark and abroad is highly sensitive to economic fluctuations, and it is generally difficult for new graduates to secure permanent positions. Currently, the international film, TV, and animation industry is in a critical state, meaning that many graduates rely on unemployment benefits between short-term contracts.

### **Outcome of Professional Practice**

The program is recognized and valued in the industry for producing graduates who are technically skilled, creative, and possess strong collaboration skills.

Graduates can apply their unique competencies in storytelling and animation within the traditional DVI industry. They can also use these skills to develop new formats and storytelling methods, educational tools, or communication strategies for sectors such as healthcare, museum communication, new production methods for animation, or to create more intelligent AI for character animation.

They can also contribute to developing new workplace cultures and, by including work environment considerations in their choice of future workplaces, help influence the industry culture as a whole.

The ambition is to develop students' communication and reflection skills so that their profession expands beyond craftsmanship to include the ability to collaborate and influence in a broader context—both within and outside the DVI industry.