

## Personal SWOT Analysis – (Industry Prep Focus)

Name: Rufus Rigby

Specialism: 3D layout/previs artist

Career Goal: (Studio / Indie)

### ■ STRENGTHS

#### 1. Technical Strengths

(e.g., rigging, lighting, character animation, compositing, pipeline knowledge, software proficiency)

- Ample understanding of camera sequencing and blocking out narrative beats in Maya and Blender
- 5+ years experience in video production
- Acceptable knowledge of screenplay format
- Efficient file organisation

#### 2. Creative Strengths

- Strong attention to animation principles
- Eye for composition
  - Using rule of thirds and the golden ratio to generate visually impressive shots.
  - Generating appeal using effective shape language and lighting.
  - Incorporating colour and tone to convey strong mood and feeling.

#### 3. Professional / Transferable Strengths

- Clear and concise communication with team members both online and in-person.
- Keenness to try new approaches and an initiative for problem solving.
- Desire to connect with others and share thoughts while collaborating
- Having an iterative mindset, enabling me to quickly pivot a layout based on constructive criticism.

## ■ WEAKNESSES

### 1. Technical Gaps

(e.g., weak weight in animation, limited rigging knowledge, weak rendering optimisation, poor anatomy)

- Poor scene optimisation causing slow performance.
- Weak storyboarding skills.
- Displaying accurate camera and lens information during playblasts.

### 2. Creative Limitations

- Perfectionism: over-animating minor character details rather than blocking out the main action.
- Limited asset library: lack of assets causes me to spend more time searching online for the right model/rig.
- Sticking to the first/second idea: not allowing myself to properly ideate different options for a camera sequence often leaves me producing work I hadn't properly planned out.

### 3. Professional Development Gaps

- Limited networking: not putting myself out there and meeting enough people at my level or connecting with enough people in the industry.
- Inconsistent online presence: not consistently engaging with the platforms I have set up to promote myself.
- Inconsistent communication standard: talking with people online through numerous social platforms has created a disjointed continuity with how I communicate and engage with people professionally.

## ■ OPPORTUNITIES

(External.- .Industry.trends?networks?resources?technology?platforms)

Identify at least three:

1. AI language models: very supportive in streamlining my own technical process, assisting with tasks such as coding and fixing issues I encounter within my projects.
2. Mentors: being able to connect and communicate with people who have been in the industry for tips and insight on how to improve my work.
3. Real-time engines: with new emerging technologies, there is a push for people in similar situations as me to tailor my skills for new job roles.

How I can realistically access these opportunities: (Max 200 words)

- Apply for real-time artist internships (Framestore). This will set me up with skills within the industry that are relevant to a job role that is in increasing demand, while also being able to access a pool of creatives to connect with, enabling me to continue expanding my network as I progress.

## ■ THREATS

(External.- .Industry.realities.and.risks)

Consider:

- Industry contraction / studio closures
- AI automation concerns
- High competition for junior roles
- Financial pressure
- Burnout
- Visa restrictions (if relevant)

Identify at least three:

1. Industry attitudes with generative AI: studios becoming more lenient with using generative AI in pre-production pipelines as these disciplines are never the final product.
2. Financial pressure: living independently in London means I have to spend a lot of time grinding work to afford basic living, potentially problematic for me as this will cut into the time I can allocate myself on building my portfolio and finding work experience.
3. Burnout: I suffer greatly from overworking myself once I start a project to a point where I lose sight in my original plans until the passion I started with completely diminishes.

How these could impact my career path: (Max 200 words)

- These threats could impact my career path due to a number of reasons. Financial pressure combined with the issue of getting me burnt out too quickly could likely limit my motivation to succeed in my chosen job role. With generative AI taking more and more jobs within pre-production, burnout, along with my financial situation may cause me to decide to abandon the career path entirely if things don't go well for me.

## STRATEGIC ACTION PLAN

This section moves from reflection to strategy.

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### 1 Strength–Opportunity Strategy

How will I use my strengths to capitalise on opportunities? (Max 200 words)

I will utilise my strength in communicating with others to meet new people and engage with others at industry events to build a network.

### 2 Weakness–Opportunity Strategy

How can opportunities help reduce my weaknesses? (Max 200 words)

Using mentors that have been provided by the university to combat my perfectionism would reduce that weakness. Frequent updates with a mentor will ensure that I do not spend too long perfecting tiny details and stick to blocking out the story in a rough but quicker fashion.

### 3 Strength–Threat Strategy

How can I use strengths to protect against threats? (Max 200 words)

Continue to work on independent projects, boasting my skills as much as possible to prove that the industry still needs my talent.

### 4 Weakness–Threat Strategy (Max 200 words)

What defensive strategies are needed?

I need to figure out what skills I need to acquire to combat change within the industry and put myself at the forefront of the next generation of 3D animators. I have highlighted where my weaknesses are, so a good defensive strategy would be to tackle each of these weaknesses one by one, based on their priority in relation to keeping me relevant.

## Portfolio & Employability Reflection

1. What type of showreel am I currently building?

I am currently building a 3D previs showreel to get my foot in the door within the Film and TV sectors, with a potential for focusing on short-form content.

2. Does my current portfolio align with my stated career goal? Why or why not? (Max 200 words)

I believe it does, as my portfolio showcases two previs pieces and a body mechanics task to prove I understand weight distribution and timing.

3. What must change in the next 6 months to be industry-ready? (Max 200 words)

I need to address my weaknesses and minimise their impact on my progress as a 3D previs artist. I also need to focus on acquiring new software knowledge – Unreal Engine is leading at the moment within the games and vfx industries so learning Unreal would help immensely with keeping as many opportunities open for me. To be industry-ready, I also need to improve my self-promotion skills with social media and staying more active on platforms like LinkedIn to continue generating exposure.

## 90-Day Action Plan

List 3 measurable goals for the next 3 months:

Milestones: Create a short animation within Unreal Engine (could be anything, as long as it tells a compelling narrative and I've documented my process with it)

Milestones: Attend two industry related events (festivals, awards, seminars, etc). This will keep me motivated to continue this practice once I leave university with the aim of keeping myself up to date on industry trends.

Milestones: Join animation challenges, collaborate with others, keep myself familiar with working with others on a project.

## Final Reflection

- If I continue at my current rate, where will I realistically be in one year?

I will likely have a portfolio that has doubled in volume, giving me the confidence to start going out to industry events and having my portfolio assessed by people in the industry. Losing the Maya license will also push me to start using Blender as my primary 3D software, making me more confident using alternative software that could potentially make me a more favoured job applicant.

- What uncomfortable/challenging action do I need to take to accelerate my development?

Learn how to get out of my comfort zone and put myself in the presence of other people aspiring to enter the industry to expand my network. This will accelerate my development because the bare minimum with this approach means that I will be able to stay informed online of what others at my level are up to. I also need to embrace the fact that I may not be entirely suited for animation. This means that I should be looking at pursuing other job roles that I hadn't considered beforehand to climb a ladder better suited to me if animation isn't my jam.