

FOR IMMEDIATE RELEASE:

3DTi Animation School Alumni Conquers Genre with Animated Short for new 2008 Christmas Toy

While major film-studios and companies like Pixar, Disney and DreamWorks are cashing in for billions in Box Office revenues on 3D animated features, this new art-form is exploding into the lives of young students like Joshua Chung of 3D Training Institute/3DTi (www.3dtraining.com) in New York. Chung is one of many up-and-coming art students who want to learn how to make the CGI magic happen on-screen.

3D animation has grown rapidly in the last decade and features a more realistic look and feel for film projects, seen in popular movies such as 'Toy Story', 'The Incredibles', and many others.

For Chung, a 24 year-old Asian American with a background in art and design, 3DTi was there for him when he wanted to jump into this new world of computer animation (known as Computer Generated Imagery, or CGI). "I was looking for a place where I could learn the software rather quickly," said Chung. "I think I learned much more in my 12 weeks with 3DTi than I would have elsewhere."



Screen-shot still from the 6-minute 3D animated promotional short for the 'Fur Berries' toy product

3DTraining.com is the industry's leading provider of accelerated, production based programs in 3D Animation. "At 3DTraining.com our goal is to teach you the skills necessary to produce a high quality professional demo reel, and help you become production ready in a relatively short period of time" says Brian Wilson of 3DTraining.com.

Following their mantra of "Learn-Practice-Work", 3DTi combines live-instructor led & self-paced training sessions on-line, where students can get advice and instruction directly from professionals using the industry's leading software 3DS Max and Maya, both provided by Autodesk.

Within a few months after completing the course at 3DTi Chung found early success through 3DMIRAGE, 3D Training Institute's partner Production Company. This project was awarded to Instant Noodle Factory (www.instantnoodlefactory.com) and was under the supervision of award winning creative director Doros Evangelides. 3DMIRAGE provided Instant Noodle most of the talent needed to work on the project.

Working with a team of about six artists, Chung was able to create a professional-level animation for a toy company offering a new product called 'FurBerries'. The result is a delightful 6-minute 3D animated cartoon, which is sold as a DVD with the toys (a new kind of cuddly, colorful teddy-bear, which rolls into a ball and has other features).

The short was created using Maya, one of the industry's leading software. Chung was one of four animators on the assignment, and worked along with a director, and another artist doing lighting and backgrounds. The script for the short, along with pre-recorded sound, character impersonations, music, and rendered character models, was provided by the toy company. It took the team more than six weeks to complete the work, but the company marketing the FurBerry toys was very pleased, Chung said.

"From what the director told me, they loved the project," said Chung. The promotional short shows a lonely girl with no friends, who discovers a wonderland of FurBerry creatures, who sing and dance with rainbows in a land of green grasses and delightful fruit trees, and also interaction with the cute FurBerry characters. Chung said the artists were competing for the assignment to create the human character, which was more challenging for them as artists.

The promotional short is now ready for release with the new line of FurBerry toys for Christmas in 2008, which will be available in the domestic US and elsewhere. For Chung it means a very nice addition to his portfolio of projects. "A large portion of what I did on FurBerries will go on my reel," Chung said. Chung's reel also includes other animation work, clips, and personal art projects.

END

For information, contact Brian Wilson at brian@3training.com or Call (877) RING 3DTI