



## **UVPFACTORY Scott Sindorf To Join 3D Animation Career Panel**

*3DTi/FIT sponsored seminar to be held Jan. 13, at FIT in NYC*

(December 01, 2005)

Scott Sindorf, Co-Founder/Executive Creative Director of UVPFACTORY, the New York-based design and production company, will join a panel of industry experts who will share their insights on how to advance a career in 3D Animation . The free seminar, hosted by 3D Training Institute (3DTi) and the Enterprise Center at the Fashion Institute of Technology (FIT), will take place Friday, January 13th, 2006, from 6:00 to 9:00 PM, on the FIT Campus in the John E. Reeves Great Hall located on Seventh Avenue at 28th Street in Manhattan. Attendance is open to animation students with demo reels seeking careers in the burgeoning animation industry.

Scheduled panelist include Scott Sindorf, Co-Founder/Executive Creative Director of UVPFACTORY, a New York-based design and production company offering a complete range of creative services for broadcast, commercial, film, music, film and video clients; Lucien Harriot, CEO of New York-based Mechanism Digital, Inc., a digital production, animation and visual effects boutique; Webster Colcord, Animation Supervisor at Orphanage in San Francisco; and Chryssa Cooke an independent recruiter for animation companies (Formerly with Orphanage and PDI). The panel will address topics including Growing Trends in the Animation Industry, Demand for Animators, The Hiring Process, and The Importance of Demo Reels. The panel discussion will be followed by a Q & A session. (Additional panelists may be added.)

The panelists will also critique three demo reels, selected from submissions sent in advance of the seminar. For submission guidelines, visit the 3DTi website at: [www.3dtraining.com](http://www.3dtraining.com).

### *About 3D Training Institute*

*3D Training Institute (3DTi) offers specialized courses using cutting-edge software such as 3ds Max and Maya . The training is conducted in a simulated production environment built upon its unique project-based Learn-Practice-Work approach. 3DTi's close ties to the animation industry provides students with insights into the latest trends in the animation industry, and access to information on current jobs and internship openings. Located at 3 East 28 Street, NYC, 3DTi offers weekend, evening and on-line courses for beginners and professionals.*

*For more information or to learn about 3DTi's free weekly introductory class, please visit [www.3dtraining.com](http://www.3dtraining.com) or call (212) 957-7777 or e-mail [info@3dtraining.com](mailto:info@3dtraining.com).*

### *About The Enterprise Center at the Fashion Institute of Technology*

*The Enterprise Center, located on 27 Street at Seventh Avenue, Room D130, is a business training resource for artists, designers, and fashion industry professionals. The Center provides information, skills, and resources to start-up businesses, developing enterprises, and freelance professionals. For nearly two decades the Enterprise Center has served those at the intersection of art and commerce with credit and non-credit classes, conferences, round table discussions and other special programs. For more information go to [www.fitnyc.suny.edu](http://www.fitnyc.suny.edu); or call 212-217-7520 or e-mail: [enterprise@fitnyc.edu](mailto:enterprise@fitnyc.edu).*

### *About UVPFACTORY*

*UVPFACTORY is a New York-based design and production company offering a complete range of creative services including conceptualization, live-action direction and production, editorial, 2D/ 3D animation , sound composition/design and final compositing for broadcast, commercial, film, music video and web clients. Additionally, UVPFACTORY has leapt full force into the longer format arena, directing and producing music videos for artists such as TV On The Radio and Pete Miser as well as producing a 25 minute short film, /Cherry Bloom/, directed by Alexandre Moors and /Left Turn/ (working title), a feature length documentary about the fans of NASCAR, directed by Brian Welsh.*

*Since the company's formation in 2000, UVPFACTORY has attracted a diverse client base including AT&T, Bravo, Cartoon Network, CBS, Cendant, Cinemax, Cingular, Coca-Cola, Comedy Central, ESPN, FOX Sports, General Electric, HBO, IBM , IFC, Miramax, MTV, NBC, Scripps Networks, SCI FI Network, Showtime, USA, US Cellular, VH1, and VOOOM HD Network, among many others.*