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Final Project Proposal

## The Possibility of 3D

The topic I will explore for my final project is creating 3D computer graphics. From video game art, to a Nike commercial about the next air max coming out. This is a medium of art that is fitting its way into every form of media. I have begun creating my own work in 3D using the software application Blender. This is a free software that gives you access to all your 3D needs. It is an amazing medium to create art because the possibility within it is endless. I can open the software and begin creating anything in my imagination. This is why I want to look further into it. I enjoy creating, but I want to see what the industry is like. I am creating projects on my own in 3D and considering them as portfolio pieces. So getting insight on what the business is like is very significant to me. It could help guide me to a specific direction for what I may choose for my next project. It will also allow me to dive deeper into the world of 3D and not only be creating but get some further insight on it as an industry. The reason I chose this topic is because we would be getting to conduct interviews. My knowledge goes as far as the software and tutorials. Getting to conduct interviews with people who have worked with 3D assets in the industry will allow me to have an insight I do not see now. There are two definite people I would want to interview for this project and I am pondering a third. The first person being my brother Vince Sirico([vincsirico.com](http://vincsirico.com)). I am not choosing Vince because he is my brother, but because of his experience. He began as a professional photographer shooting for companies like Adidas, Reebok, Malbon and so many more. However, his career has also accumulated director and production services roles. In these positions he scouts and hires talented graphics designers, 3D

artists, and animators for upcoming projects. Oftentimes he has worked with 3D assets and been in contact with artists who create this work. He is the person who is looking for unique 3D work and has insight on what it takes in the industry to have your work be used in a professional setting. Vince would be an essential interviewee and I would love to pick his brain on this topic. Additionally, for my second interview I would like to talk with Justin Finkelman of our career counseling department at Columbia. Justin is a freelance 3D artist when he is not advising students. He has worked on 3D projects for a NFT, video game assets, and even animated short films. First I would like to ask Justin about the 3D industry and how he navigates it as an artist. He has a lot of experience working with clients and that is the insight I want to hear about. Along with this, Justin is a career counselor and has very good general knowledge on navigating job industries. This interview would not only allow for me to understand a 3D artist's perspective on the industry but how I could best get myself involved with it. For my third interview, I want to talk with a freshly graduated 3D student from Columbia. Another person that could work for the interview is someone who has freshly entered the industry. The reason for this is to gain perspective of what it will look like soon for myself. As I stated earlier my knowledge of this industry is essentially none, all I know about is working with the softwares and how to create 3D work. I have no experience with clients, or the industry at all. I am beginning to build a portfolio, yet I am not sure what direction it should go in and what I should focus on. That is my knowledge now. At the end of this project I would like to have gained knowledge on the industry as a whole. The specifics of how many different specialists there are within this field, and how they're obtaining work. I want to know how people have broken into the industry and how they are staying relevant. How new artists are being discovered and what they're doing to be discovered. As a programming student I have been introduced to the programming industry and

what it will take to land a job. I am exploring 3D in my free time and I want to see the possibilities of it.