



# PROFESSIONAL DEVELOPMENT PLAN

YING LI





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MY NAME IS YING LI. AS A MEDIA PRODUCTION STUDENT, I SPEND THREE YEARS TO STUDY THIS PROFESSIONAL AT COVENTRY UNIVERSITY. IN THIS ARTICLE, I WILL REVIEW WHAT I HAVE LEARNED THEN ANALYZE MY PLANNING AND LOOK INTO THE FUTURE.





## “Zero to one”

I was empty about this territory when I became an undergraduate. I only have some art foundation and curiosity about media. Freshman year, I was excited and nervous. Trough one year of study. I just understand what the exactly media is and I know a little bit about the media production work and participated in several groups works. Simply said, in the first year my biggest gained are interest and freshness. My grades in my sophomore year were not ideal, especially is my independent works. Some professional skills kept developing but I thought was lost, I lack the courage to innovate and practice. My mostly works like plain water. During the second year, I have been frustrated many times while it also teaches me to examine myself and open my mind. My junior year was the most stressful year for me but also will be the best year I get. In the third year, I tried my best to show my creativity and professionalism in my works. There is no doubt that it is a double-edged sword. They let me knew my many shortcomings but I also saw my potential and my strengths. To this day, I can say<sup>2</sup> that I have embarked on a path as a media worker.

# “FOLLOW MY HEART”

By talking with friend, tutor, and introspection, I know my thought and my abilities better. I definitely am interested in media. I love watching film, TV, animation and variety show. My focus was initially on the production side. While after these three years of production experience. My most satisfying and fulfilling duty is about art design. I have been constantly challenged and improved. I started by drawing storyboards, set design to create animation and art design. I am getting more and more interested in this part. Then I developed an ambition to learn visual effect and art design. I am enjoyable when I created artwork. And I will have more inspiration when I drawing. Actually, I have applied for graduate study at the University of Kent and the profession is digital visual effects. I not only studied the curriculum of my major but also researched many related profession information which includes industry and employment and future development path. VFX is a subject with strong practicality and professionalism and it can be used in a lot of media work. It requires not only rich imagination and creativity but also excellent practical ability. And I tend to film and television animation production factory, game design, and advertising company. It is well knowing that this industry has developed very maturely in Europe and America. About employment, I want to stay where the industry is developed. It can make me grow up quickly. And in China, the industry is in need of talents because VFX is developing. There are myriad possibilities and development space. I can seek job opportunities through school recom-

mendation and online career websites, like Indeed and Glassdoor.

For my future development, I need to lay a solid foundation. So I made a plan. Before I go to Ken I will keep learning media knowledge. And I will focus on study professional skills. In addition to the software that I have a little at the moment, such as AI, PS, AE, PR, need to keep study. I will simply learn C4D, 3ds Max and Maya. I want to be an inter-disciplinary media worker. And I can get the best design award and special effect award for my work. If I want to get a job in MPC, ILM or Pixar...I have to work twice as hard!

# ART OF VFX

“Stay hungry and  
keep challenge”



# SPECIAL VISUAL EFFECTS