



UNREAL FUTURES

CAREERS IN ADVERTISING

Careers Guide



UNREAL ENGINE

UNREAL FUTURES

CAREERS IN ADVERTISING

Interactive 3D is the future. From virtual reality (VR) to games like Fortnite™, interactive 3D is sweeping the world. One day, VR and other interactive 3D devices might be as common as the use of a cell phone today. As the popularity of interactive 3D increases, so does the number of jobs available. From careers in game development to careers in advertising, there is a job for you.

Whether creating a game or a commercial, it takes a team. A team whose members have different skill sets and different strengths. A team with people who focus on the details of the technology while others focus on the design, look, and feel of the game or commercial.

Are you a problem solver who loves working with computers? Are you an artist who can take ideas and make them into something beautiful? Or are you someone who wants to do a little bit of everything? No matter who you are or what your passion is, there is a job for you in interactive 3D.

In this document you'll find:

1. **A video with interviews of actual MediaMonks employees.** They'll tell you more about what they do in their jobs.
2. **A list of key terms** that are mentioned in the video. As you watch the video, if you're unsure what a term means, check out the list of key terms.
3. **Actual job descriptions** adapted from the **MediaMonks** website that reveal what different people at MediaMonks do on a daily basis and help you imagine which job might be right for you.
4. **Tips on finding a mentor** to help guide you on your journey of finding a career in advertising or using Unreal Engine.



▶ Career Advice Video

Terms in the video

Asset: a piece of content (sound, texture, or 3D model) that is used in an Unreal Engine project file.

Brief: a short statement or summary of the problem to be solved. Examples include when a client provides MediaMonks with a document (the brief) outlining the goal of their upcoming advertisement.

Compositing: the process by which multiple image elements from different sources are combined into a single image, making them appear as though they are all part of the same scene.

Interactive 3D: the ability to interact with a three dimensional digital world the same way you do with the real world. Examples include dynamic web-based experiences and fully immersive experiences like virtual reality (VR), augmented reality (AR), and mixed reality (MR).

Real-time raytracing: raytracing is a rendering technique that produces the highest quality images. Unreal Engine is capable of raytracing at interactive rates, that is, in real-time.

On set, in post: a set is a location where filming takes place. Being “on set” means being in that place. Post is short for post-production. It refers to the steps that take place after filming is done. Steps like video editing, adding sound effects, and making color adjustments.

Rendering: the process by which digital 3D assets are converted to 2D images, allowing us to view them on a screen or device.

Technocrane: a large crane upon which a video camera is placed. It is designed for professional filmmaking, complex camera movements, and is often used in the film and television industries.

Creative



My name is
Jasmijn Van Roon,
I'm a **Creative** at
MediaMonks

Summary of the role

"My name is Jasmijn Van Roon, I'm a Creative at MediaMonks. My job is to do a little bit of everything. First and foremost, my job is to be...well...creative! :) For example, I work with our clients to get a sense of what they want to accomplish with their new advertising campaign. I then come up with concepts or ideas for how it could come to life. Then, working with our entire team at MediaMonks (other creatives, developers, copywriters, designers, animators and more) we finalize some ideas and present them to the client. I don't do the same thing everyday and I love working with different people with different skills all the time."

How I use Unreal Engine in my job

"You won't find me at the computer making animations using Unreal Engine, but that doesn't mean I don't need to know what Unreal Engine can do. I need to understand how Unreal Engine works so I can tailor my creative concept to the software and leverage Unreal's capabilities to make even cooler concepts. I'll explore everything that's possible with interactive 3D with my team, to get insight on how far we can push the creative concept to blow our clients away. We need to stay on top of Unreal's possibilities, so that together with artists, animators and developers, we can come up with an idea that harnesses the potential interactive 3D using Unreal Engine."

Detailed job description and what I do on a daily basis

- Provide a constant stream of ideas and new ways of thinking that push pitches and projects to the next level, and align teams behind my creative vision. My job is to push our teams to make the best possible work.
- Offer our teams and clients creative firepower by developing beautiful ideas and decks that spark innovation and guide our planning.
- Collaborate with other creatives, copywriters, designers, animators, developers as well as with managers and many more more talented people from all over the world.
- Work across different teams and time zones to develop concepts for top-notch advertising content on behalf of big-name clients.
- Be comfortable speaking in public so that I can pitch ideas directly to our client to help shape and sell concepts for digital creative content, apps, films, websites, advertisements and social media campaigns.
- Be creative so that I do not just make what the client asks for but what the client's campaign needs, producing beautifully designed work in line with the project's objectives and requirements.
- Work on multiple projects at once, going above and beyond to push what's possible on both a creative and technical level.

What a typical day at work looks like



Unreal Engine entry level skills



Editor Basics
10%



Animation
10%



Data Pipelines
10%



Lighting
10%



Post
Processing
10%



Materials
10%

Developer



My name is Lorena Weder, I'm a **Developer** at MediaMonks

Summary of the role

"My name is Lorena Weder, I'm a Developer at MediaMonks. My job is to build cool stuff using technology. I love using computers and computer code to solve creative and technological problems. For example, if a creative or animator wants to create a game or a certain behavior in a digital environment, my job is to make that happen. Creatives come up with the concepts and the ideas, and my job is to make them a reality. If I can't do what they want using the technology we have, my job is to take what I know and try to make something as close as possible, or to suggest technically feasible alternatives. So, while I'm not on the creative team, I need to be creative too!"

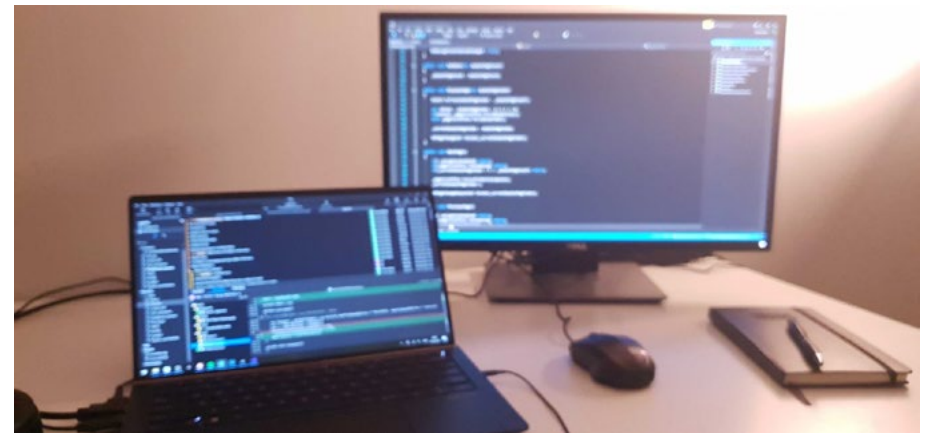
How I use Unreal Engine in my job

"My job is to write the code or software that powers much of our technology. I also need to use interactive 3D tools. That means I need to understand not only how to extend these tools using code, but also how they are used in practice by animators and artists. I love sitting at the intersection between coding and artistic tools."

Detailed job description and what I do on a daily basis

- Analyze the requirements for a project and abstract them into data structures, methods, variables and the relationships between them.
- Have meetings to align on what the team is doing and discuss implementation details and tradeoffs of different options with project managers, creatives, artists and other developers.
- Write computer code to achieve the desired features and make sure it's efficient and runs smoothly.
- Write custom extension tools for developers and artists to facilitate integration of assets or improve the workflow.
- Document software for handout to a client or other teams.
- Implement fixes for "bugs" or unforeseen issues with the software after the Quality Assurance teams provide feedback.
- Be proactive and be great at solving new, complex problems.

What a typical day at work looks like



Unreal Engine entry level skills



Generalist/3D Artist



My name is
Lalrammawia, I'm
an Unreal Engine
**Generalist and 3D
artist** at MediaMonks

Summary of the role

"My name is Lalrammawia, I'm an Unreal Engine Generalist and 3D artist at MediaMonks. I love my job because I get to use technology to be creative. My job is to take the ideas the creative team comes up with and use the technology the developers made to create the actual art. I spend my days using computers to make beautiful 2D and 3D animations for some of the most popular brands and companies in the world."

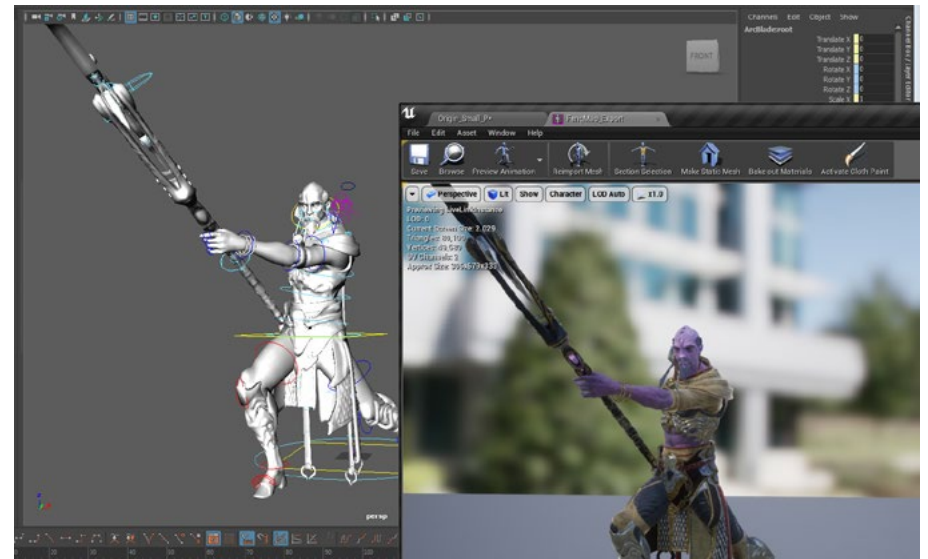
How I use Unreal Engine in my job

"I use Unreal Engine on a daily basis. I rely mainly on Sequencer and the physics engine to create animations, materials and textures to make the scene look exactly like I need it to, and blueprints to create expressive models. I have to know how to use Unreal Engine effectively, efficiently and be very familiar with the viewport. So, everything you learned in your tutorials, I do every day!"

Detailed job description and what I do on a daily basis

- Create content by adding animation or digitally adjusting the shading or look of the content to get the desired artistic effect.
- Work together with creatives, developers, designers and managers to help craft art that meets the stated goals of the project.
- Simultaneously work with developers to create new tools, features and work on cutting edge projects, and collaborate with top-notch artists and illustrators to brainstorm how to achieve a specific artistic style.

What a typical day at work looks like



Unreal Engine entry level skills



Editor Basics
70%



Animation
40%



Data Pipelines
50%



Optimization
80%



Blueprints
50%



Materials
60%



VFX
100%



Lighting
20%



Post
Processing
20%



Physics
80%

Director of Creative Solutions



My name is Lewis Smithingham. I'm **Director of Creative Solutions** at MediaMonks

Summary of the role

"My name is Lewis Smithingham. I'm Director of Creative Solutions at MediaMonks. I like being involved in everything. I like pitching ideas, working with clients and being creative, but I also love getting my hands dirty and helping produce videos, creative content and campaigns. As Director of Creative Solutions, my job is to stay on top of the latest technology and cutting-edge tools so that I can better guide our diverse team of creatives, developers, producers, animators and many more to make it easier for them to do their jobs. I do this by building strong relationships with our clients and partners so I can better understand their challenges and opportunities, and can come up with the most innovative, creative solutions -- all while overseeing projects to make sure they get done. Once we have an idea, I work as an architect for projects, designing the most efficient and effective way to get the job done, pushing boundaries to achieve the best possible outcome. I need to know about what everyone on the team does so I can provide helpful feedback and direction. I don't do just one thing and I love that about my job!"

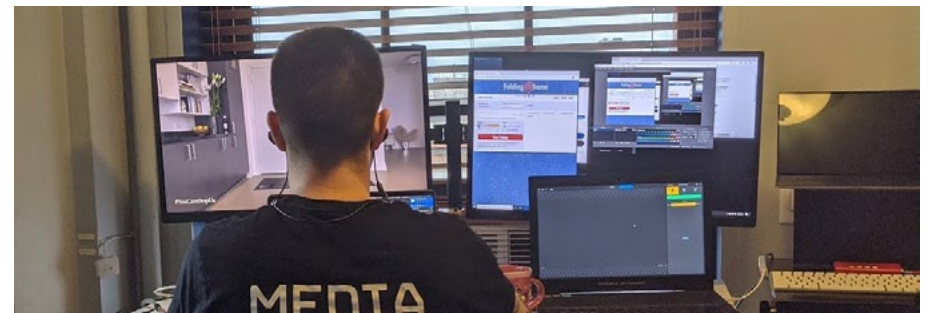
How I use Unreal Engine in my job

"I use Unreal Engine in a lot of different ways. As Director of Creative Solutions, I help manage a diverse and talented team of creatives, animators and developers from all around the world. So, I need to know generally what Unreal Engine can do [to help guide creatives as they brainstorm new concepts and ideas] and also the specific details of Unreal Engine's inner workings and interface [to help guide our animators and developers]. It's important for me to understand Unreal Engine from the ground up."

Detailed job description and what I do on a daily basis

- Help steer huge, global projects by identifying the best direction to go, what needs to be done and relaying these responsibilities to our team members.
- Never say "no." Push boundaries to create innovative solutions for top clients and brands, which informs new projects that help our clients reach their audiences in more meaningful ways and achieve incredible results.
- Work with clients all around the world, by leading workshops and providing creative solutions for some of the biggest challenges and opportunities for our partners.
- Get my hands dirty in all aspects of a creative project, from scouting shoot locations and finding the best talent to crafting meaningful stories, solving technical problems, filming on-location and post-production.
- Cultivate a deep understanding of the work, and how the work gets done to ensure I know the "why" as well as the "how" behind a project. It's important to maintain a vision for the end result, as well as the technical requirements needed to make it happen.
- Maintain a firm understanding of the industry so that I can better understand where my clients and our partners fit in, and how to best achieve their goals-- from start to finish. Manage a diverse team of individuals from all around the world to ensure the project is on track and meeting the needs of the client.

What a typical day at work looks like



Unreal Engine entry level skills



Editor Basics
10%



Animation
10%



Data Pipelines
10%



Optimization
10%



Post
Processing
10%



Materials
60%



Sequencer
15%



Lighting
15%

VFX Producer



My name is
David Daniels, I'm
a **VFX Producer** at
MediaMonks

Summary of the role

"My name is David Daniels, I'm a VFX Producer at MediaMonks. For complex projects like large-scale films for big-name brands, there are a lot of moving parts. Each project requires many different team members and resources, and some areas such as visual effects (VFX) need specialised knowledge. That's where I come in. As a VFX producer, I act as the "expert" and help keep the project organized, on time, and working smoothly through the many (sometimes daunting) VFX pipelines. While overall producers keep a holistic view over a project, which can include many components like websites, content, experiences and more, I focus solely on the VFX elements to ensure the best possible outcome. The 3D artists create, the compositors refine, and I make sure that everyone is working together to produce the best product. What can I say, I love making things happen!"

How I use Unreal Engine in my job

Being the "expert" you need to understand your toolbox to help properly plan and solve problems that inevitably arise. So although I don't dive into Unreal myself, I need to understand how it works and how the different pipelines operate. This helps me understand how long certain tasks in Unreal Engine might take, which team member would be best suited to work on each task, and keep the project on schedule."

Detailed job description and what I do on a daily basis

- Work with the MediaMonks team of 3D Artists, compositors, directors, technical artists and many more, from all around the world, to make sure we deliver the best outcomes possible.
- Schedule, track, and prioritize assignments to ensure the right talent is available at the right time in order to meet deadlines.
- Quote, scope and plan new projects together with department leads.
- Oversee software development needed to complete the project.

What a typical day at work looks like



Unreal Engine entry level skills



Editor Basics
10%



Animation
10%



Data Pipelines
10%



Optimization
10%



Platform
Delivery
10%



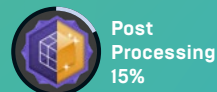
Materials
10%



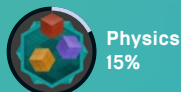
VFX
25%



Lighting
10%



Post
Processing
15%



Physics
15%

Chief Creative Officer, Art & Tech



My name is John Paite, I'm the **Chief Creative Officer for Art & Technology** at MediaMonks

Summary of the role

"My name is John Paite, I'm the Chief Creative Officer for Art & Technology at MediaMonks. As Chief Creative Officer of Art & Tech at MediaMonks, my job is also to understand all phases of the creative process: the art and creativity behind the ideas for our campaigns, but also the technology that makes those ideas become a reality. For example, I am currently leading and developing a pipeline that will help us use Unreal Engine for things other than creating games--like film, visual effects, advertising, and many more. From managing team members and overseeing the creative process to actually getting my hands dirty and using Unreal Engine, my job includes a lot of different roles and responsibilities which keeps it fun and exciting!"

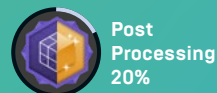
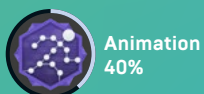
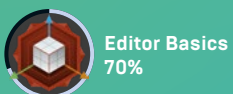
How I use Unreal Engine in my job

"I use Unreal Engine on a daily basis. On many projects, I am in charge of compositing (assembling different images in the 3D software into one single image), adding lighting to the scene, animating, as well as many other tasks. Unreal Engine is one of the tools that I need to know inside and out."

Detailed job description and what I do on a daily basis

- Work with the MediaMonks team of designers, animators, illustrators, directors, technical artists and programmers, from all around the world, to make sure that every pixel is perfect.
- Oversee and assist in developing all aspects of the production process, including lighting, compositing and rendering of a project to make sure we produce the highest quality work that ultimately helps our clients and partners achieve their goals.
- Constantly pursue the latest technologies and trends that help our teams at MediaMonks identify new ways to bring the most innovative ideas forward for our future clients and partners.

Unreal Engine entry level skills



FINDING A MENTOR AND HOW TO LEARN MORE

As you've learned, there are a lot of different jobs in interactive 3D out there. From the creative side to the technical side, there's a job for you. You might be asking yourself though: "I want a job in Interactive 3D but where do I start? How can I learn new skills to compete for these exciting jobs?"

Having people and resources that can guide you along the way can make all the difference. To the right you'll find some tips for how to find information and mentors.

1. **Listen to advice** from a variety of industry professionals.
2. Take an online course to learn more about Unreal Engine. Online courses are gaining in popularity and offer a convenient way to learn more about specific topics. Companies like Udemy, Lynda, LinkedIn and others offer courses on Unreal Engine, coding, and many other topics. These often ask you to pay for the course but can be worth the money if you want to learn more. Below are a few options:
 - Epic's **Unreal Engine on-line learning portal**.
 - Udemy course: "Unreal Engine C++ Developer: Learn ++ and Make Video Games"
 - LinkedIn course: "Unreal Essential Training"
3. Find more tutorials on YouTube. There is a lot of great information out there made by people (like Sonali Singh) who are experienced Unreal Engine users, or coders, or artists that can help you dive deeper into each phase of video production. While not always as specific or high quality as the online courses, these resources are free and you can try them out whenever you want without having to pay.
4. Reach out to your school's science or art teacher that you trust. Adults with experience and background can help you join clubs, organizations, and learn more of the skills you'll need along the way. You can also ask them to help you contact professionals, like those at MediaMonks and Epic Games to learn more about their jobs and what it took for them to get where they are.
5. Ask a parent to help you get more info. Interactive 3D, Unreal Engine, and the use of technology is the future. Express an interest in these new fields to a parent and ask them to help you find additional courses, programs, organizations, resources, or contacts to help you grow.