

CHAPTER 1

INTRODUCTION

1.1 Background

According to the “The Business Research Company” website on 3D Animation Global Market Report 2025 that the creative industry has increase in growth up to 9.4% on an annual rate. The reason because of the growing adoption of more VFX and CGI movies and games around the entertainment industry after covid. Aside from films, games also propel the development of 3D development, production, distribution, and consumption of digital entertainment (*3D Animation Global Market Report 2025*, 2025) .

Many people consume digital media, with the effect of the covid virus finally making digital media more popular (Cho et al., 2023). As a result, the creative industries are growing. In the film and game aspects, more and more people are needed to work as 3D artists because visual effects and game assets are needed to produce the latest media. The role of 3D artists in digital media can be in several forms such as modelers, animators, riggers, and texturing artists (Paul Peters, 2021). While sometimes they have a generalist skillset and others are specialists. They are called specialists because of the individual importance of each role that impacts the final result of a product being created.

Main reason why the author chose Let's Start Production as an internship place because the studio has animating projects for 3D artists. One of the requirements of graduating from Multimedia Nusantara University is to perform an internship. Let's Start Production is a production house that is centered being a creative agency for companies and businesses advertisement and media content especially in 3D animation.

1.2 Purpose and Objectives of Internship

The reason the author chose Let's Start Production as an internship was to fulfill one of the requirements for graduating from Multimedia Nusantara University, gain work experience, and improve individual skills in the 3D field.

The author wants to practice the techniques and theories that have been learned from self-taught experiences, communities, and lectures through the structure of the workplace. Working in Let's Start Production can also add work to the showreel or portfolio of the author who have been directly involved. In addition, through internship experience, writers can meet seniors who can learn advanced techniques and skills and build professional relationships so that they open up more opportunities in the future of the author's career.

1.3 Internship Time and Procedures

The author applied to the Let's Start Production company in January 2025. Through the friendship network on the Multimedia Nusantara University campus, the author was introduced to the Let's Start Production company. Through the WhatsApp application, the author then is able to send a CV and website portfolio results to the company he wants to apply to.

After receiving a welcoming response from Let's Start Production, Let's Start Production invited the author to schedule a Google meet as an interview for the application process. Let's Start Production agreed to the author's potential offered. Next, the author agreed to the application position given by Let's Start Production as a 3D artist for six months from 3rd of February to 2nd August 2025 with working hours from eight in the morning to five in the afternoon. The author is assigned to a work from home or WFH as his workplace by the company. Furthermore, the author was invited to the internship WhatsApp group with members of the project division to discuss the timeline and job description.