

CHAPTER 1

INTRODUCTION

1.1 Background

The Business Research Company listed the data in their website about 3D Animation Global Market Report in 2025. The creative industry increased in growth up to 9.4% annually. As media evolved, more TVs and electronics introduced created a growing adoption of more VFX and CGI movies, modern games around the entertainment industry after covid. As the gaming industry also propel the development of 3D development, production, distribution, and consumption of digital entertainment (*3D Animation Global Market Report 2025, 2025*) .

Gaming industry and films has become more complex as the uprise trend of CGI usage over the past several decades. As the result more 3D artists is required to produce the medias. The 3D artists or specialists is divided into several departments. Such as modelers, animating, rigging, and texturing (Paul Peters, 2021). Every role of a 3D artist is important such as; modelers are the ones creating the assets or hero subjects in the digital media. They are the backbone of how 3D digital assets are created. Texturing is important because on a higher budget 3D project they are vital to create realistic textures that could result upon layers and layers of effects. Last but not least Rigging and Animating goes hand to hand as a couple. Both of them relate to each other as in rigging creates the puppet of a character then an animator turning the characters alive and moving in the 3D animation.

Let's Start Production is a creative agency studio that provides services to boost social media presence for developing companies. They create advertisements from filming to motion graphics and animations. Let's Start Production aims to be one of the leading studios creating digital media for businesses, commercially or private. The author chooses Let's Start Production as a work location to execute the internship because the studio has made several 3D animating commissions by other

businesses alongside viewing their services in their website. A production house as a creative agency for company and businesses to commission 3D animation advertisements. Therefore as one of the requirements of graduating from Multimedia Nusantara University is to do a final exam or alternatively the 2nd track internship with the creative practice thesis writing.

1.2 Purpose and Objectives of Internship

The author picked Let's Start Production as an 2nd track internship was to complete the final exam requirement for graduating Multimedia Nusantara University, alongside gaining work experience and improving expert skills.

The author is able to practice theories and techniques acquired throughout the period in university lectures and self-taught experiences in Let's Start Production. Adding pieces of work into the portfolio. Simultaneously involving with seniors in the workplace to help learning more uncommon knowledge while building skills and professional relationships in the future for the author's career.

1.3 Internship Time and Procedures

The author proceeds to continue the internship after the first internship term, prolonging the 3D artist position as an intern in Let's Start Productions. The author reapplied for a 2nd internship track throughout September to December by WhatsApp.

The response they receive is very welcoming and allowed to extend for his final thesis project. The author was asked to make an independent project for the company Let's Start Production theme logo in a 3D animation for the next 3-month duration given from 1st of September 2025 to 15th of December 2025. The same working hours is provided from 8 in the morning until 5 in the evening. Working as in WFH or work from home allowing more flexible time and communication is through the WhatsApp application.