A LOOK AHEAD TO 2022

INDUSTRY TRENDS REPORT

MAXON
A NEMETSCHEK COMPANY

SCHOOL OF MOTION

Adobe

About the Survey

WE TEAMED UP WITH ADOBE AND MAXON TO SURVEY 2,100 ARTISTS, ANIMATORS, AND DESIGNERS FROM ALL AREAS OF THE INDUSTRY

This comprehensive questionnaire reached artists from around the world, in dozens of countries, and even pierced the highest studios in motion graphics.

While this is by no means the end-all-be-all of data dumps, we were able to learn some expected—and wholly unexpected—tidbits about where our industry is now and where it seems to be heading.

This is a great guide to keep on your desktop for whenever you need a quick azimuth check.

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1.0

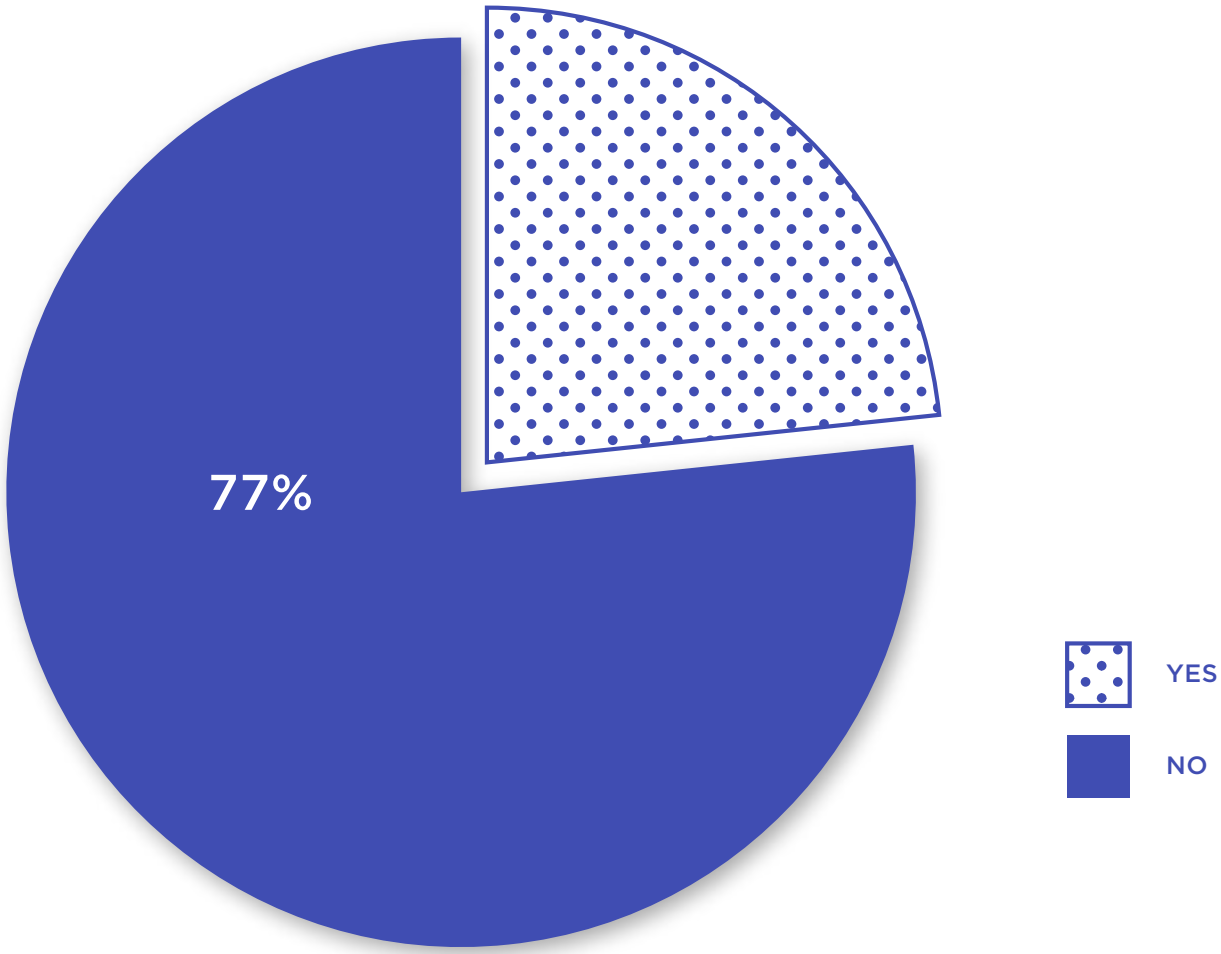
Education

1.1

Percentage of college students studying at an art school

We asked designers and animators that are currently attending some form of higher education whether they had chosen an art-institute over a more general college experience. More than 3/4 are taking art courses at a general university.

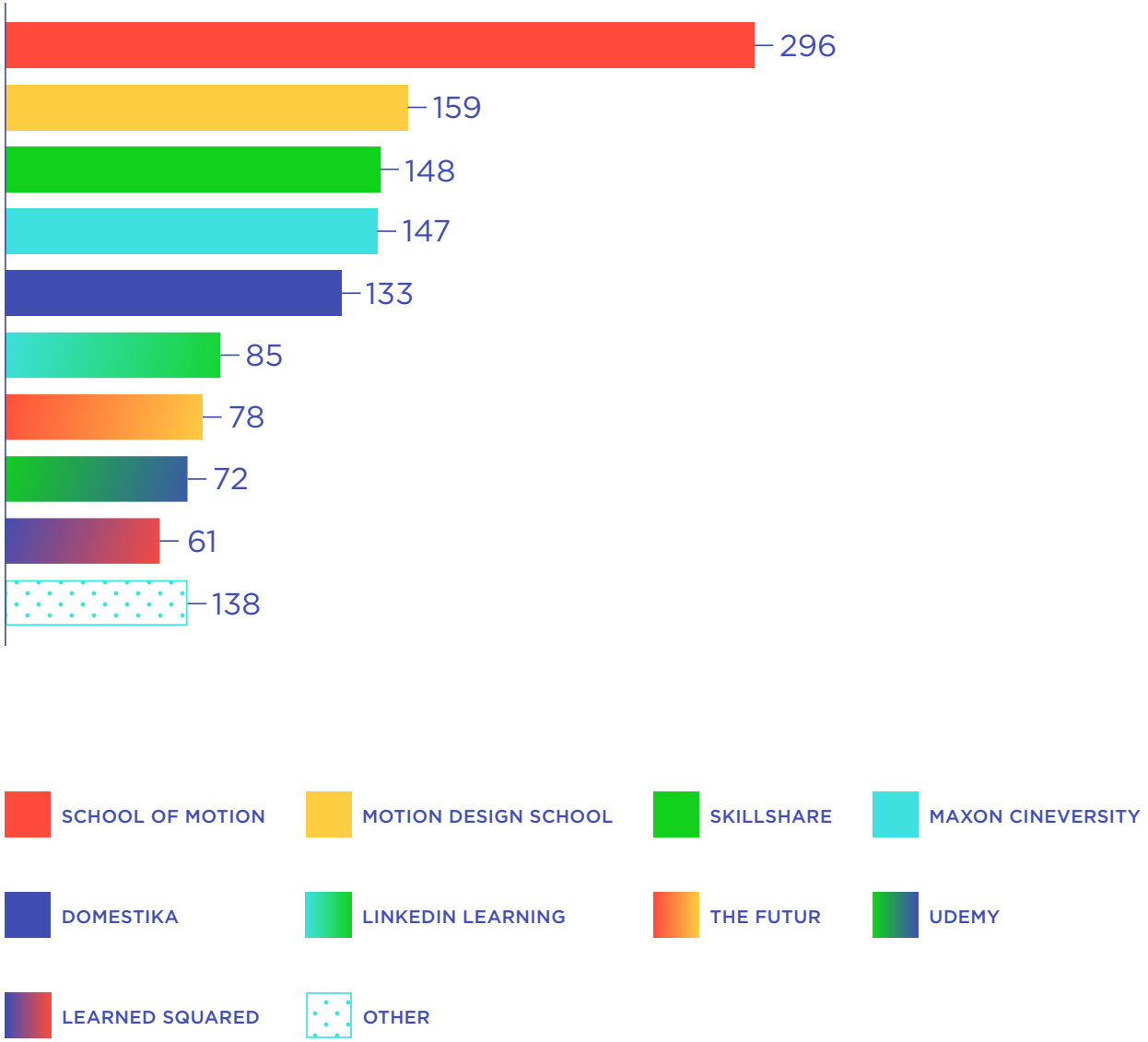
If you ever worried that you didn't have a credential from a prestigious art school, worry no more. You are in fine company with the current generation of student artists.



1.2

Forms of online training respondents use

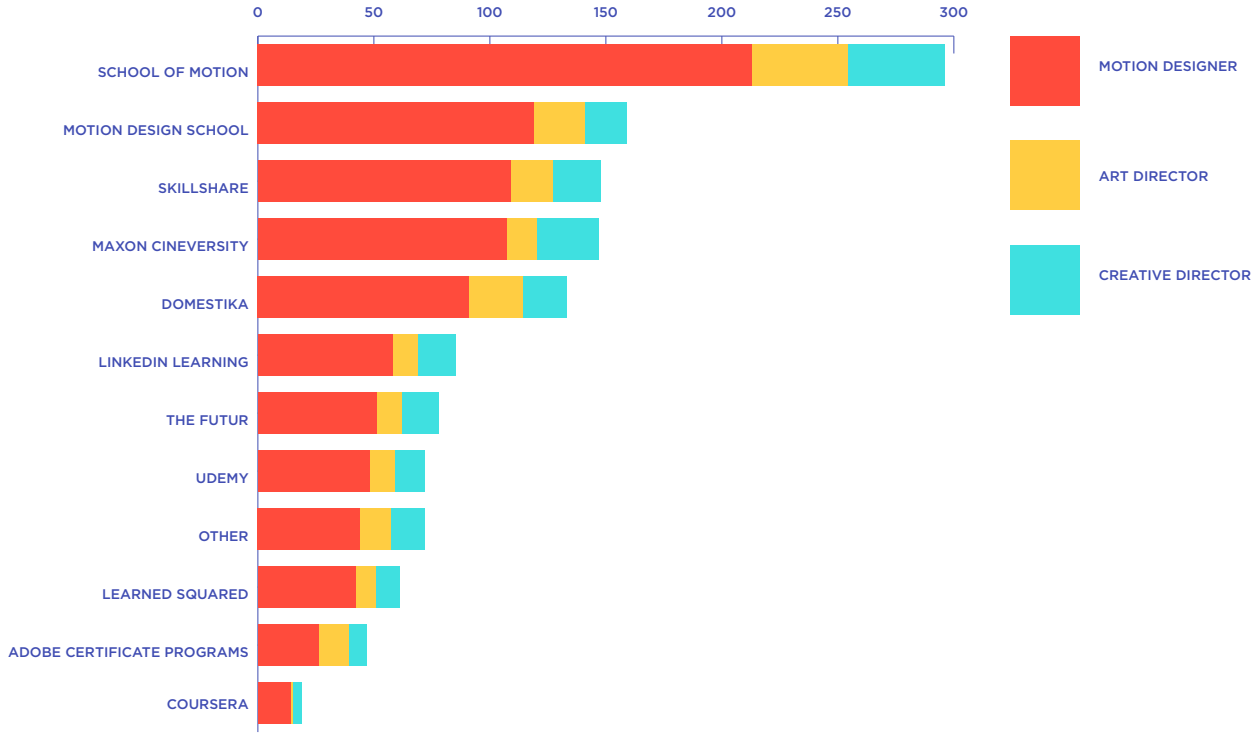
There are many ways to learn design and animation skills. We are grateful to be considered a leading resource for our community.



1.3

Breakdown of online training by respondent profession

While the majority of respondents currently training online identified as Motion Designers, you can see that artists at various stages of their career consider virtual schooling a viable option.



2.0

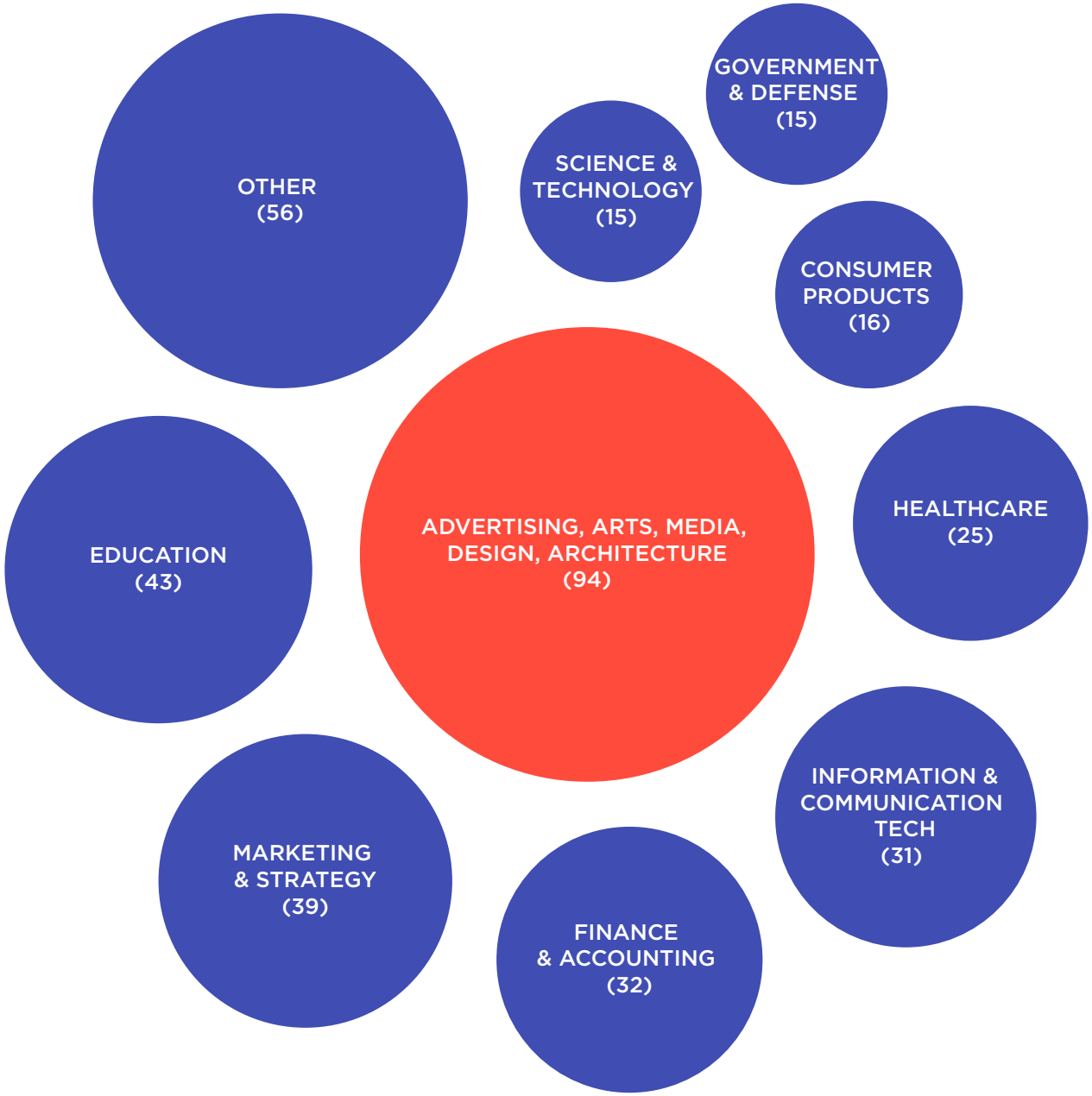
Work

2.1

Employer industry breakdown for in-house creatives or marketing teams

Artists in design and animation work in a wide variety of industries.

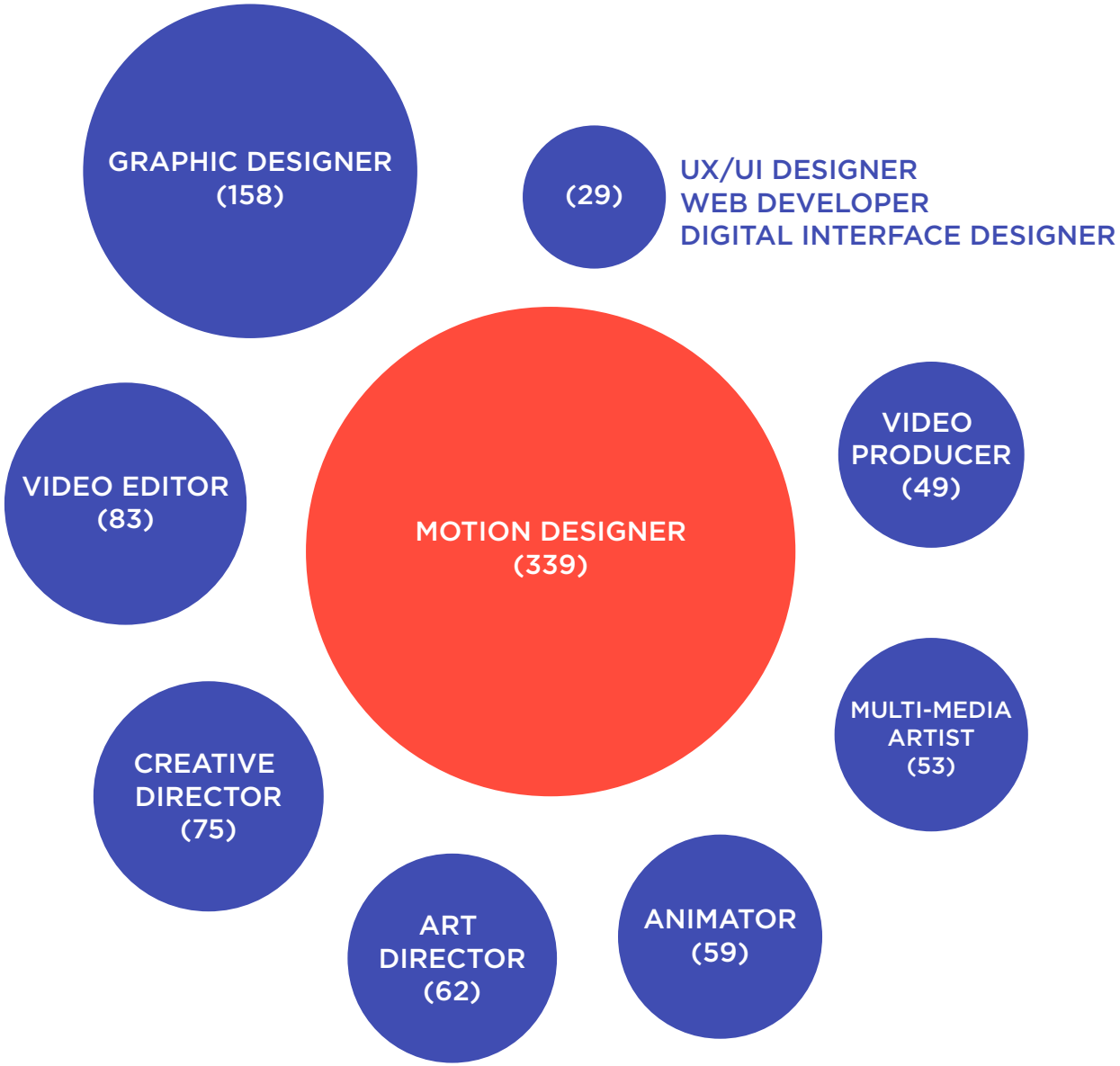
Here are the most common employers for those respondents working as in-house creatives or as a part of marketing teams.



2.2
Job titles of those surveyed

Depending on your employer, you may receive a different job title than someone else doing similar work at another company.

Here are some common job titles found among our respondents.

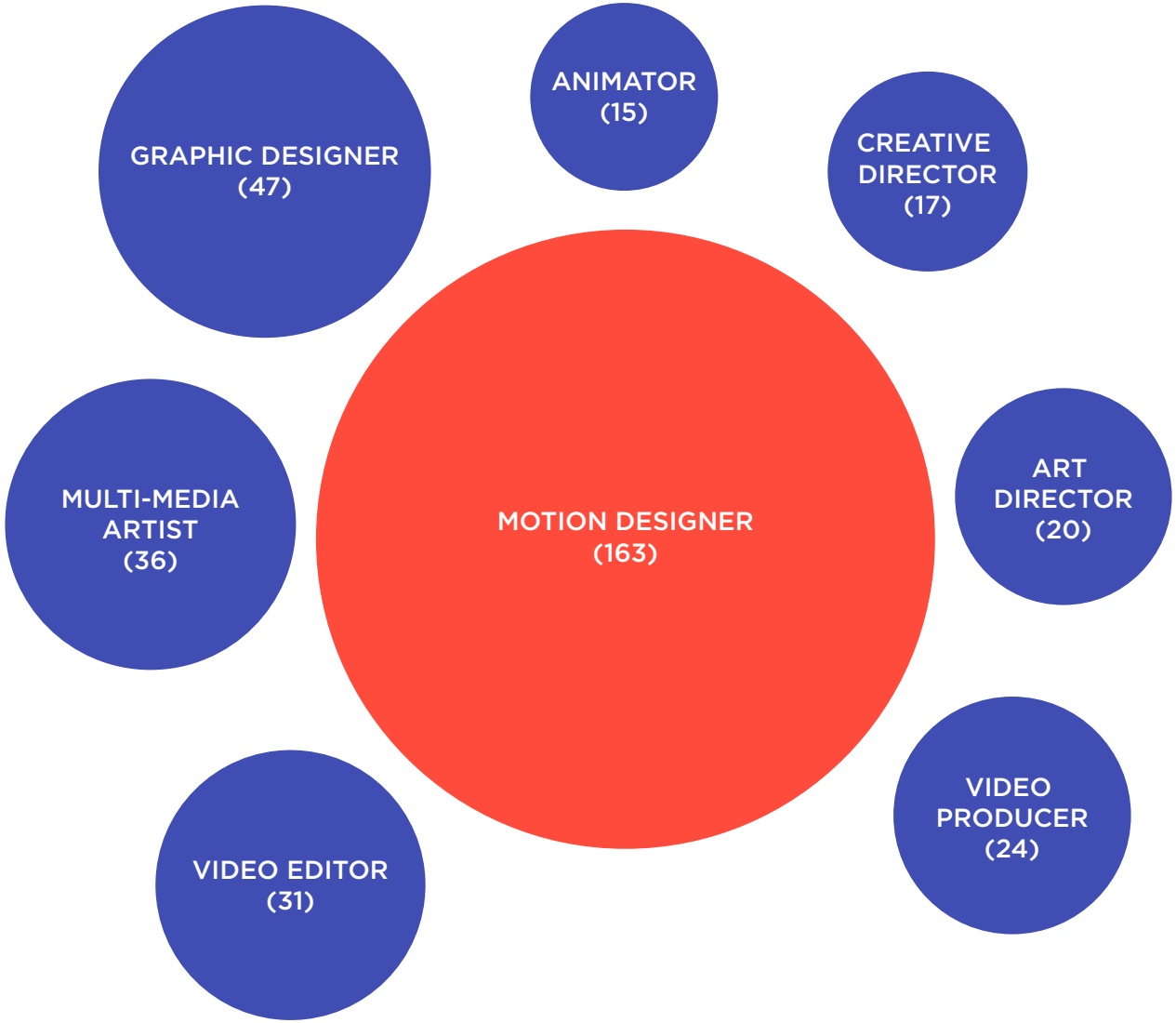


2.3

Job title breakdown of those working as an in-house creative or on a marketing team

For in-house artists or marketing teams, here are the most common job titles used.

This is great information if you're searching for a particular position at a company.

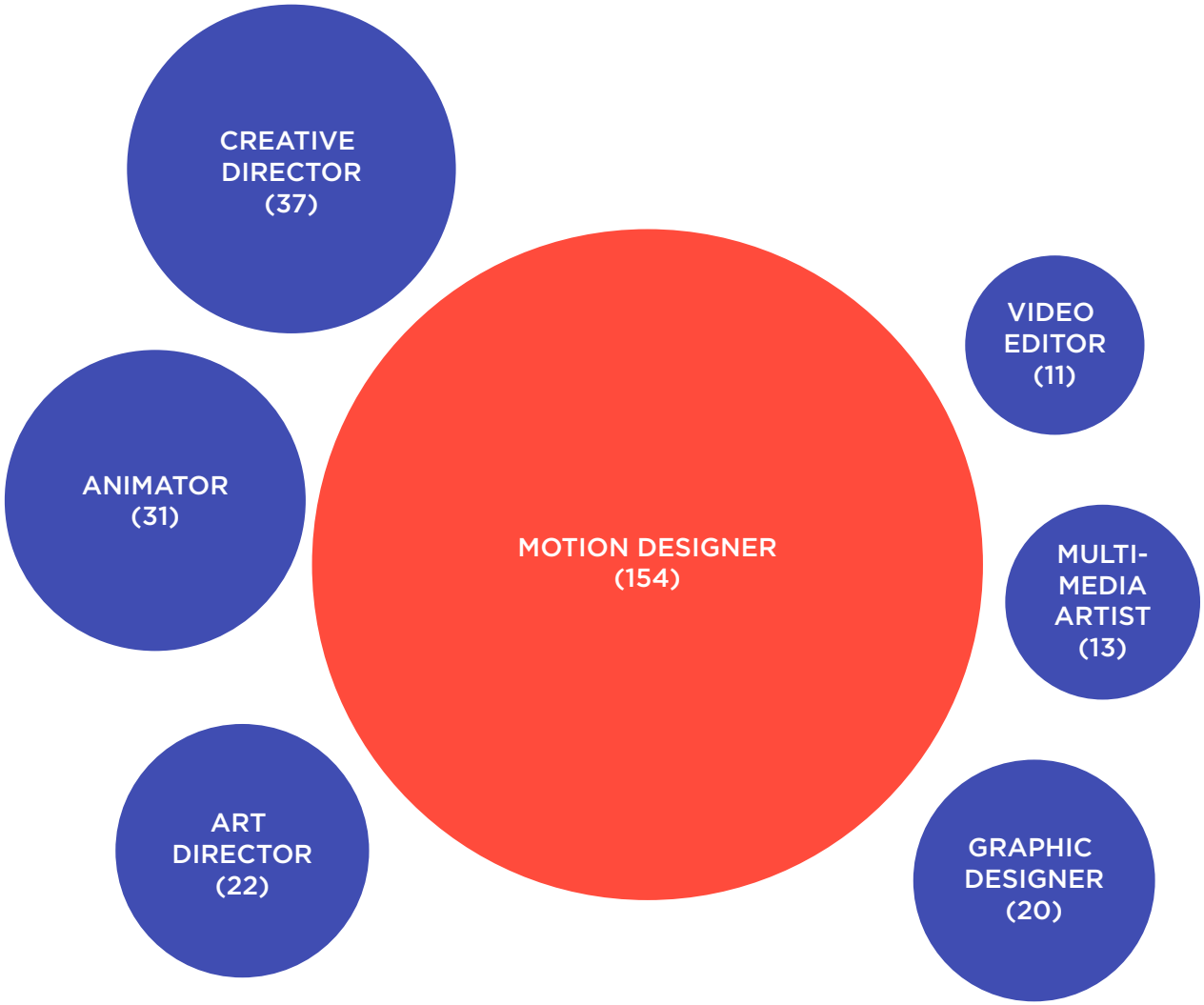


2.4

Job title breakdown of those working at a creative agency or studio

For artists at a creative agency or studio, here are the most common job titles used.

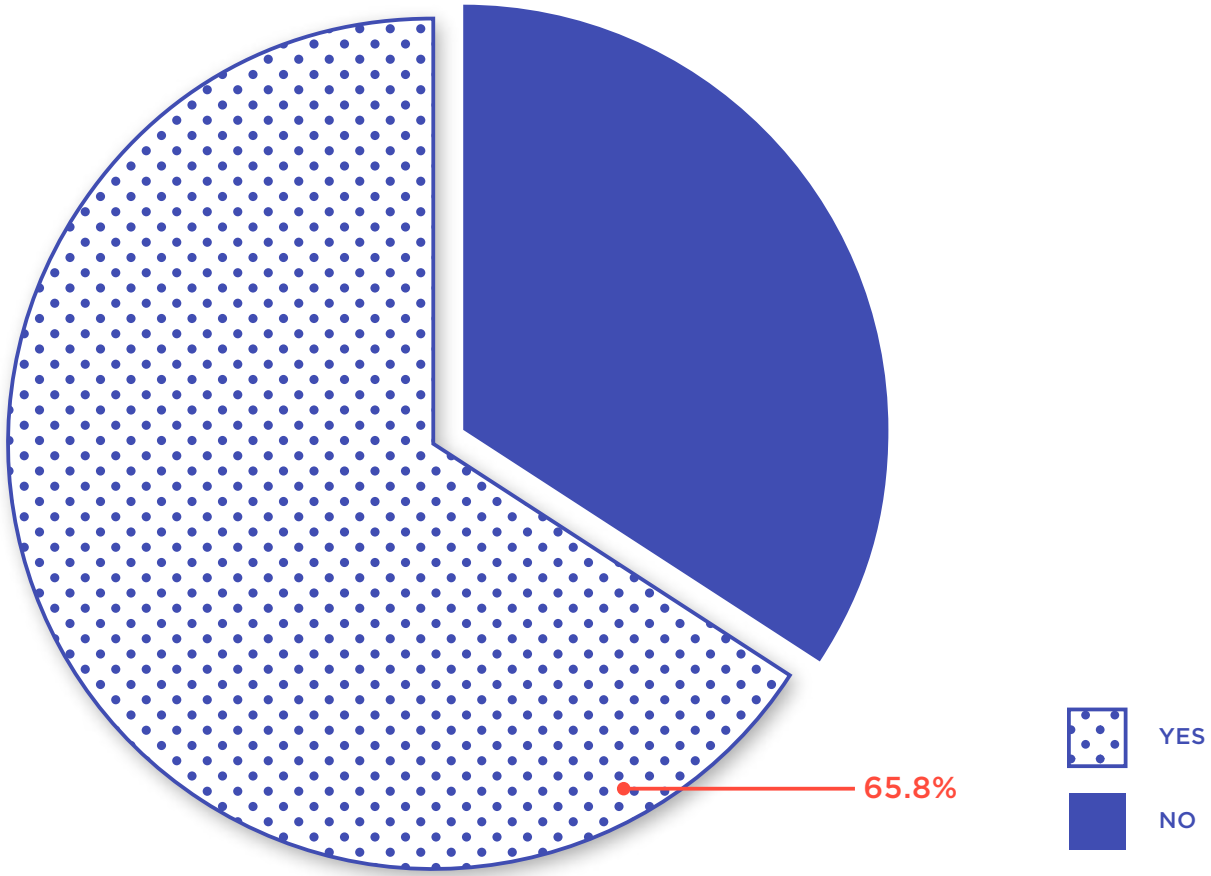
This is great information if you're searching for a particular position at a company.



2.5

Percentage of in-house creatives and marketing teams that freelance on the side

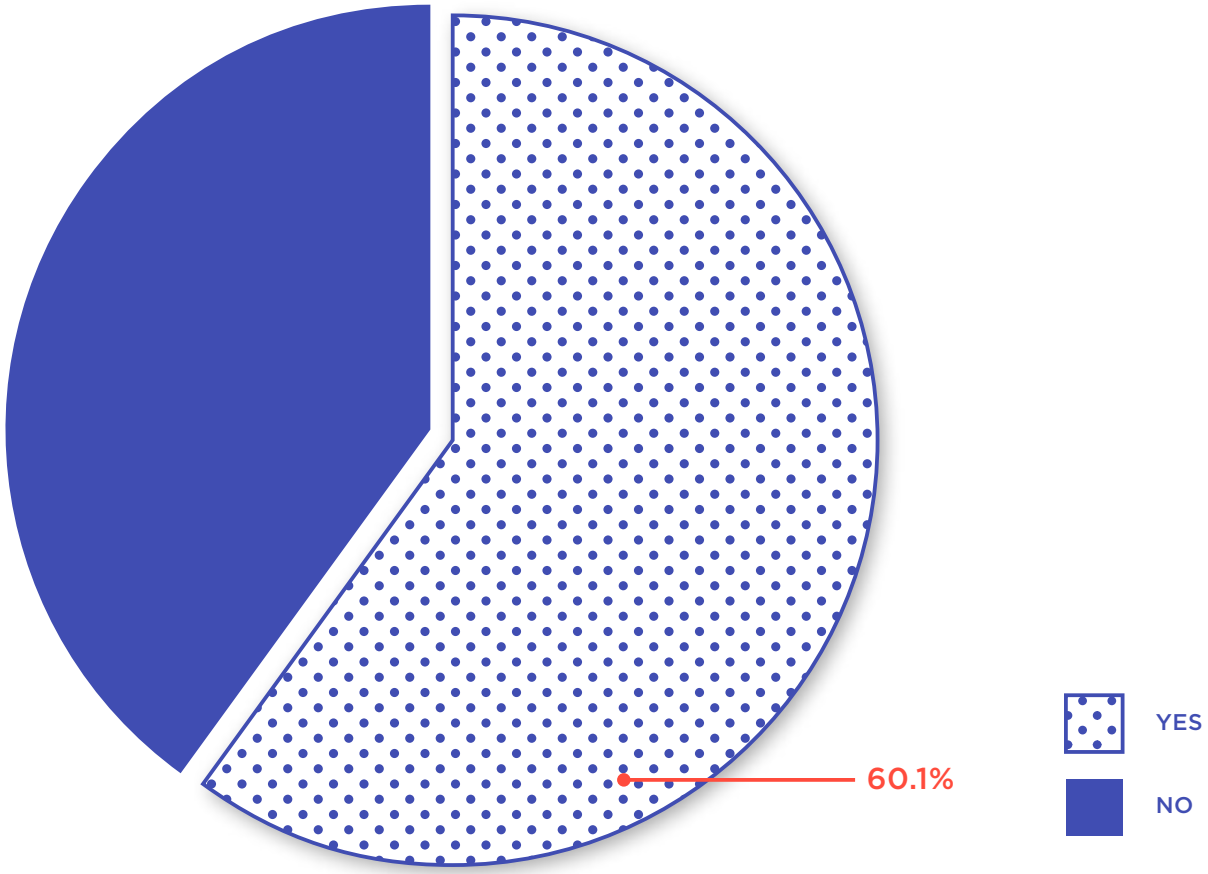
Freelancing is a great way to take your career into your own hands, and we found that roughly two-thirds of in-house creatives and marketing teams continue to freelance on the side.



2.6

Percentage of those working at a creative agency or studio that freelance on the side

Just as with in-house creatives and marketing teams, artists working at creative agencies or studios also find time to pursue side projects.

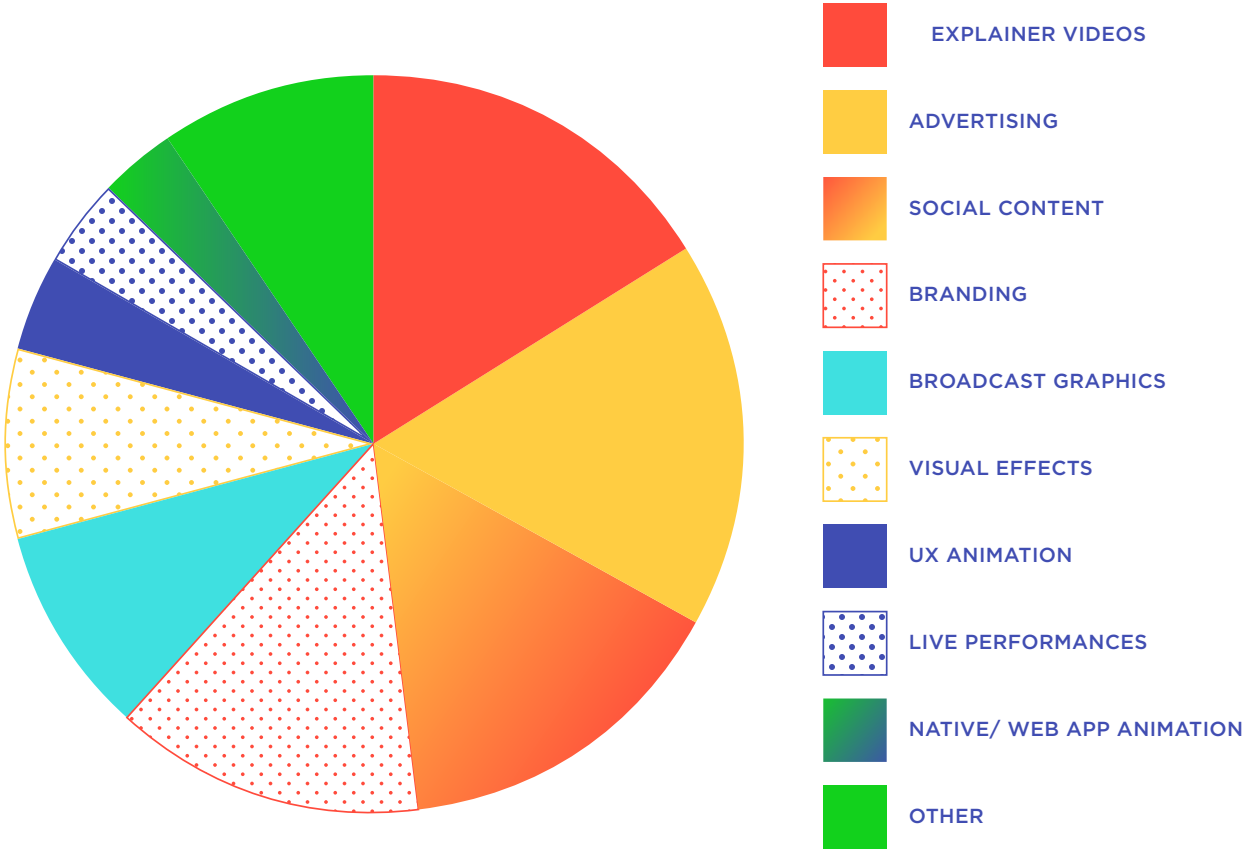


2.7

Types of projects assigned to all surveyed by work arrangement

What kind of work are designers and animators working on right now?

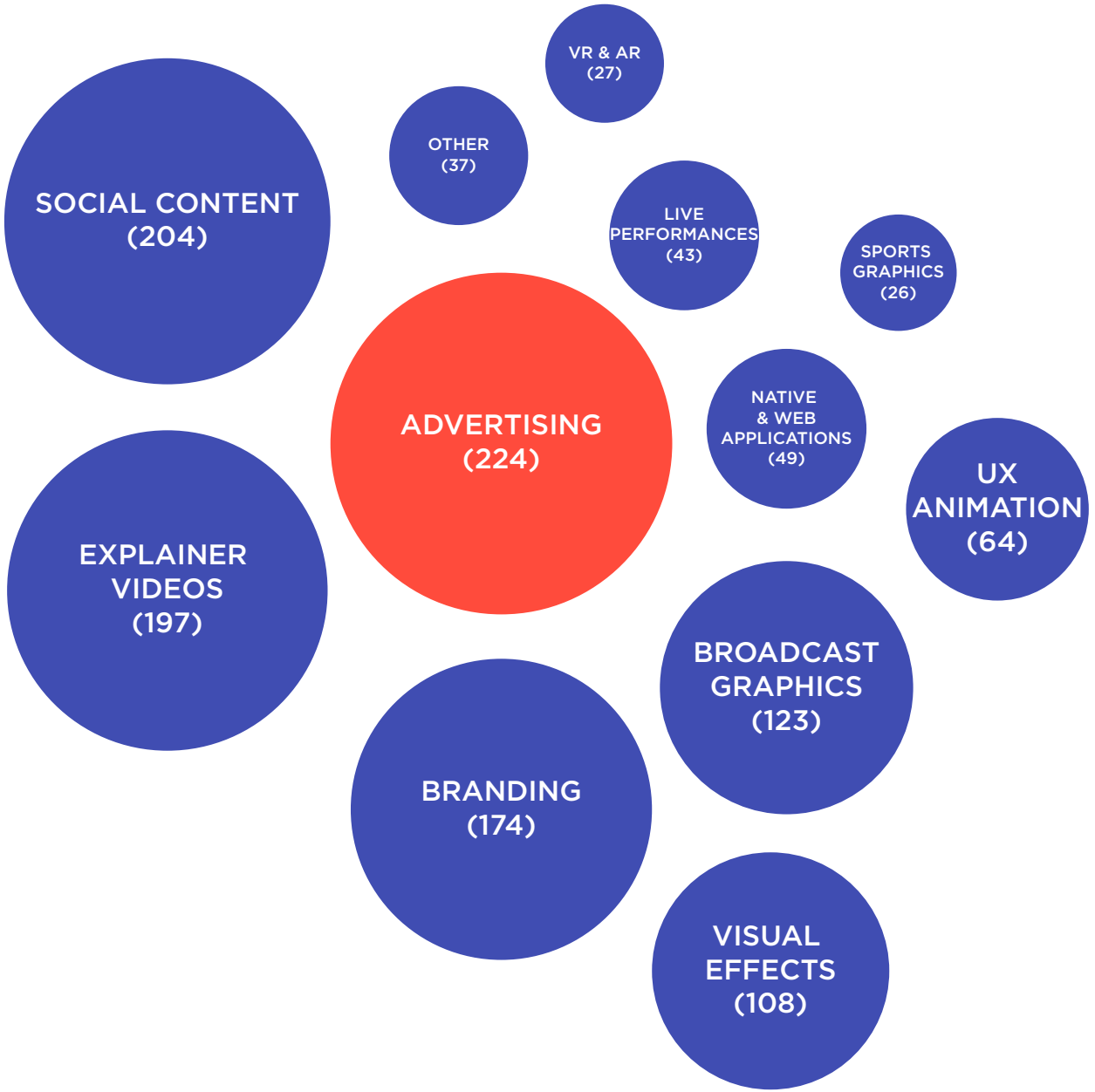
We broke down the most common project types from all respondents.



2.8

Projects assigned to Motion Designers by work arrangement

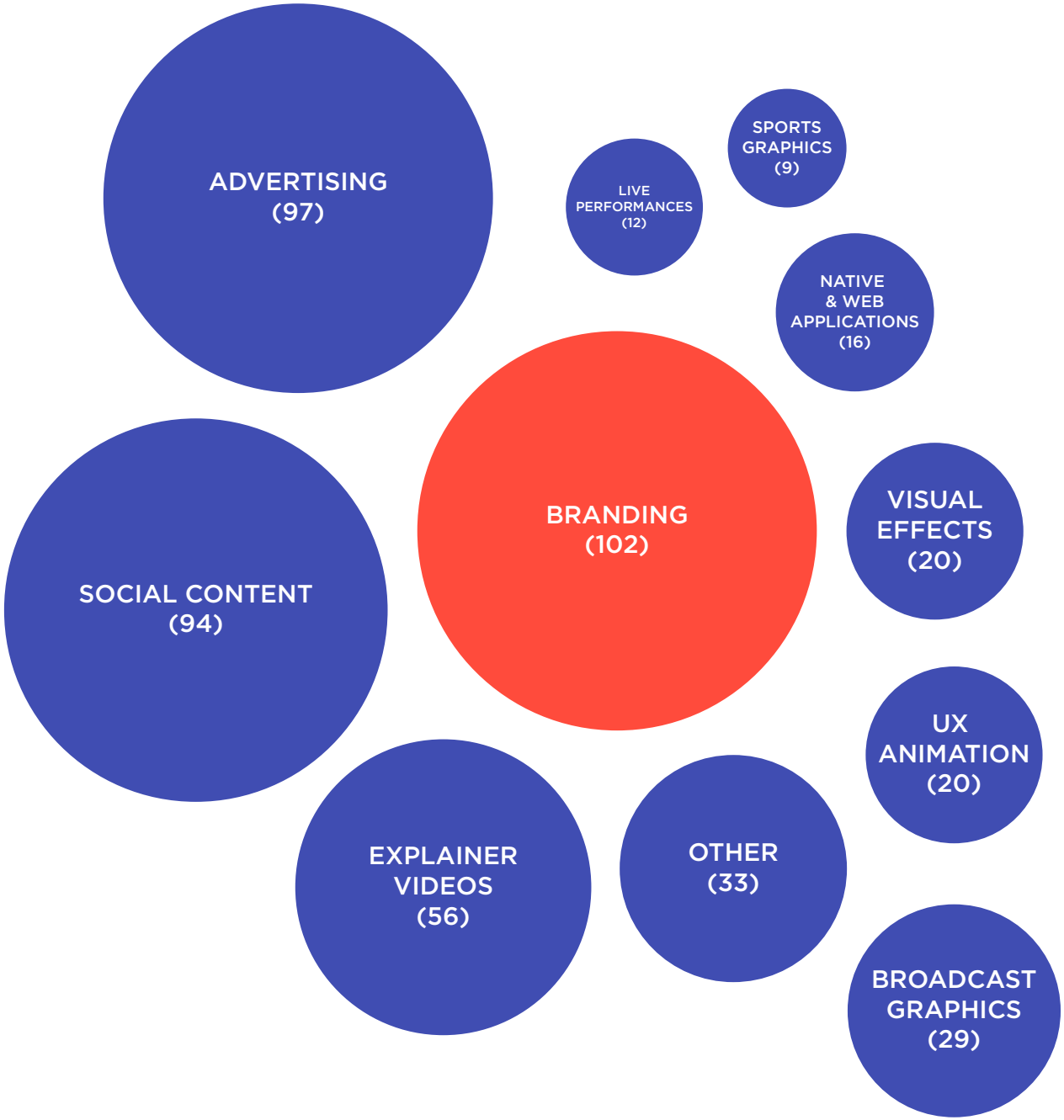
This is a breakdown of common project types described by respondents that identified as Motion Designers.



2.9

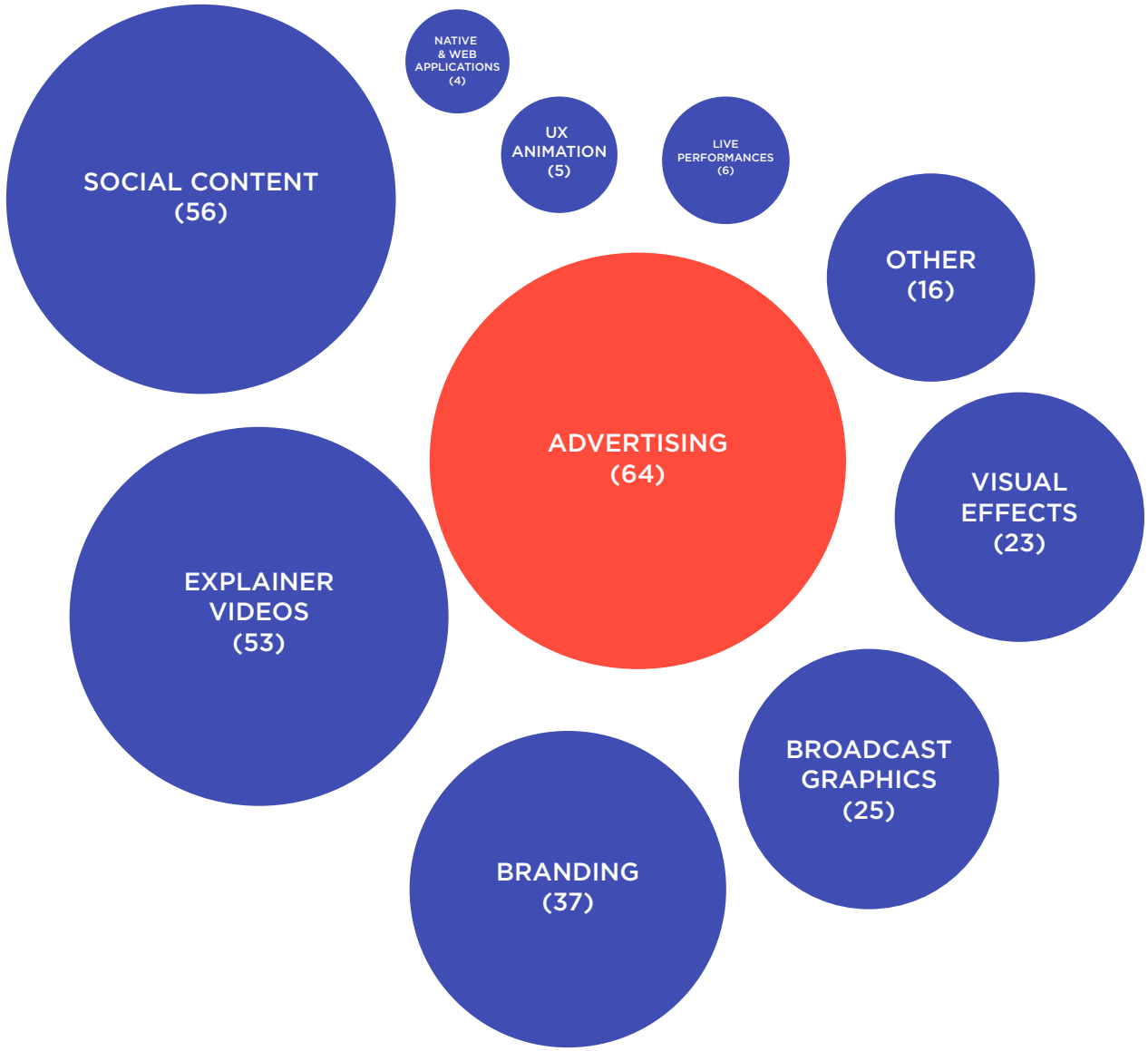
Projects assigned to Graphic Designers

This is a breakdown of common project types described by respondents that identified as Graphic Designers.



2.10
Projects assigned to Video Editors

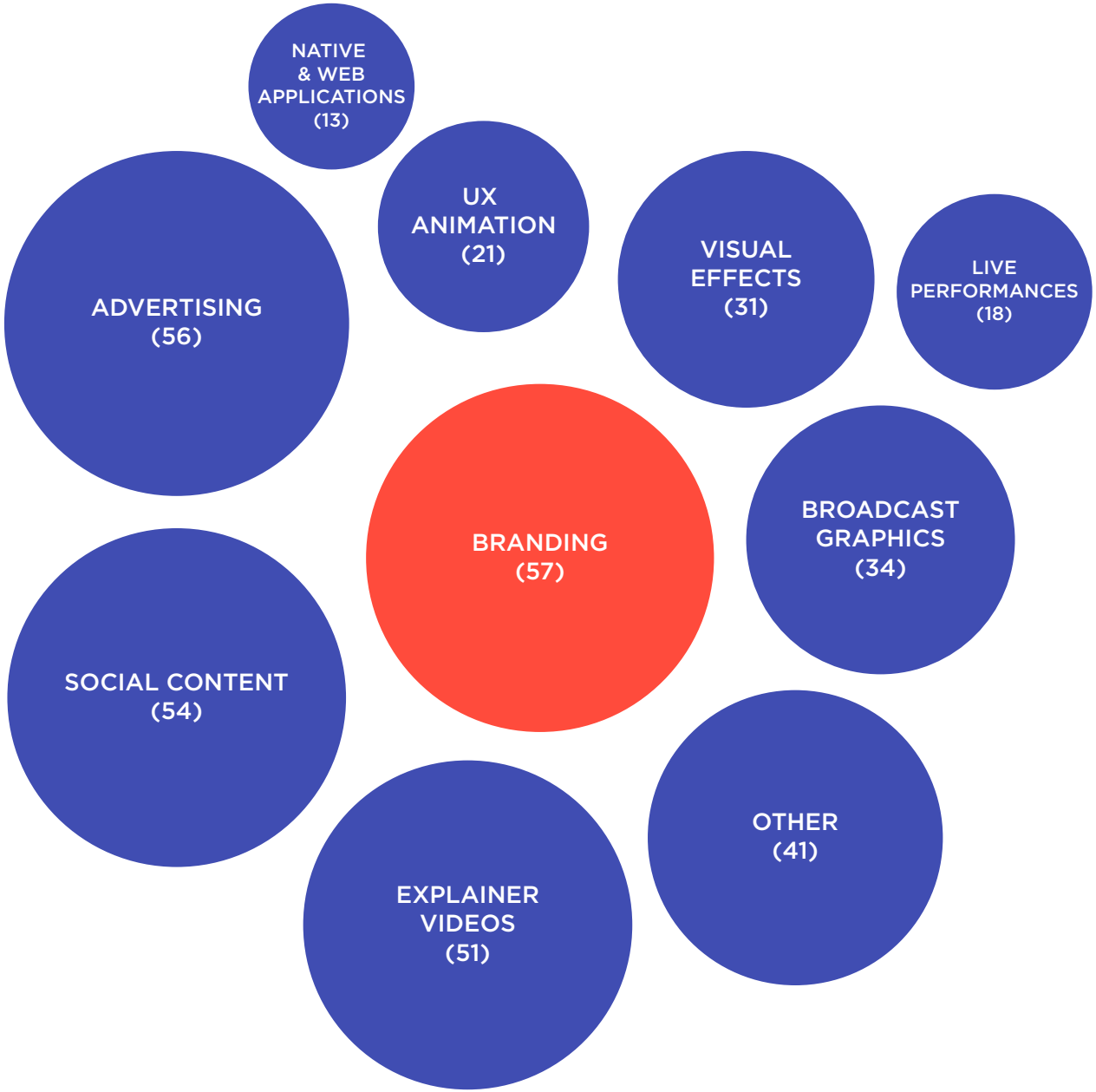
This is a breakdown of common project types described by respondents that identified as Video Editors.



2.11

Projects assigned to Creative Directors

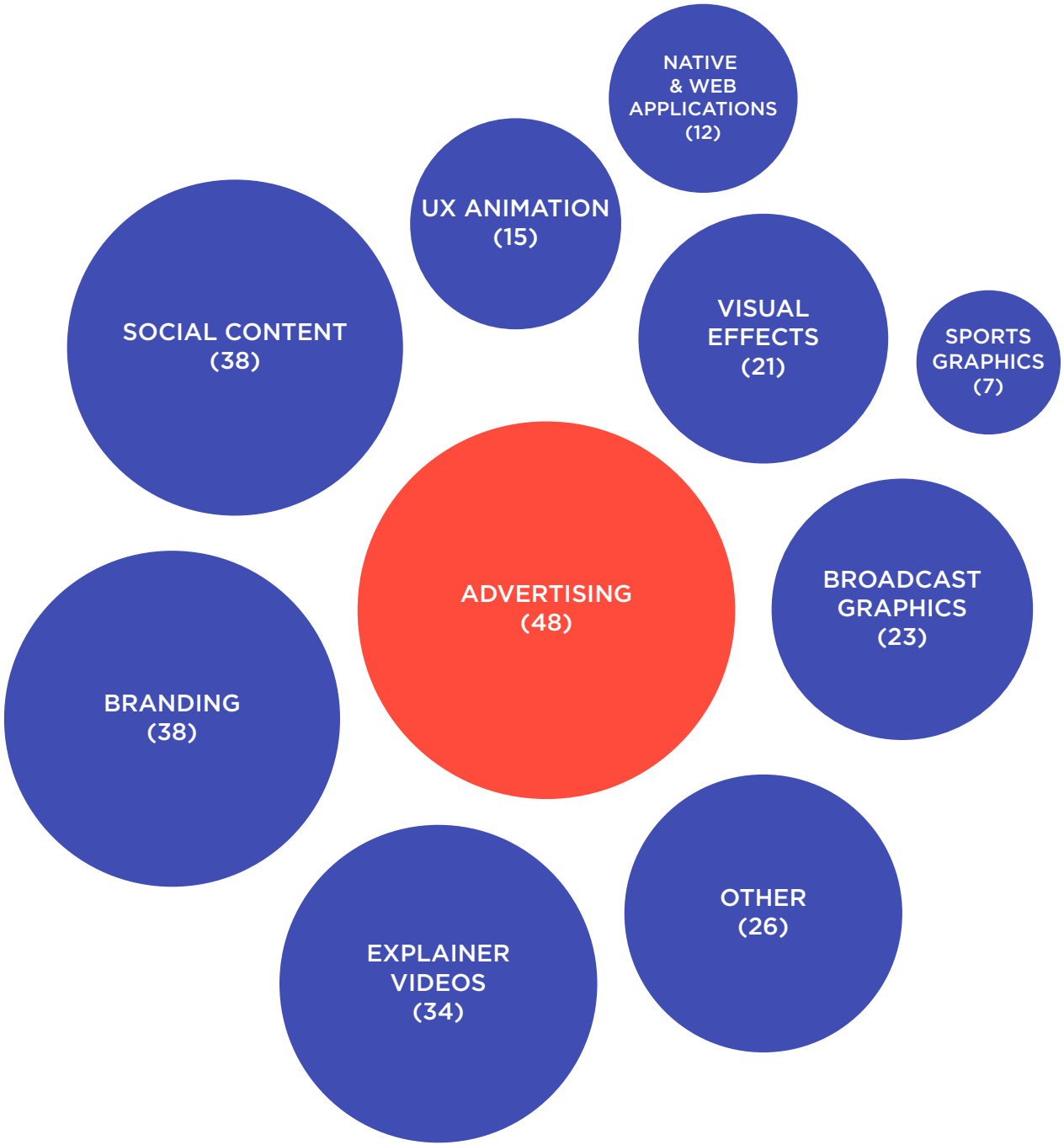
This is a breakdown of common project types described by respondents that identified as Creative Directors.



2.12

Projects assigned to Art Directors

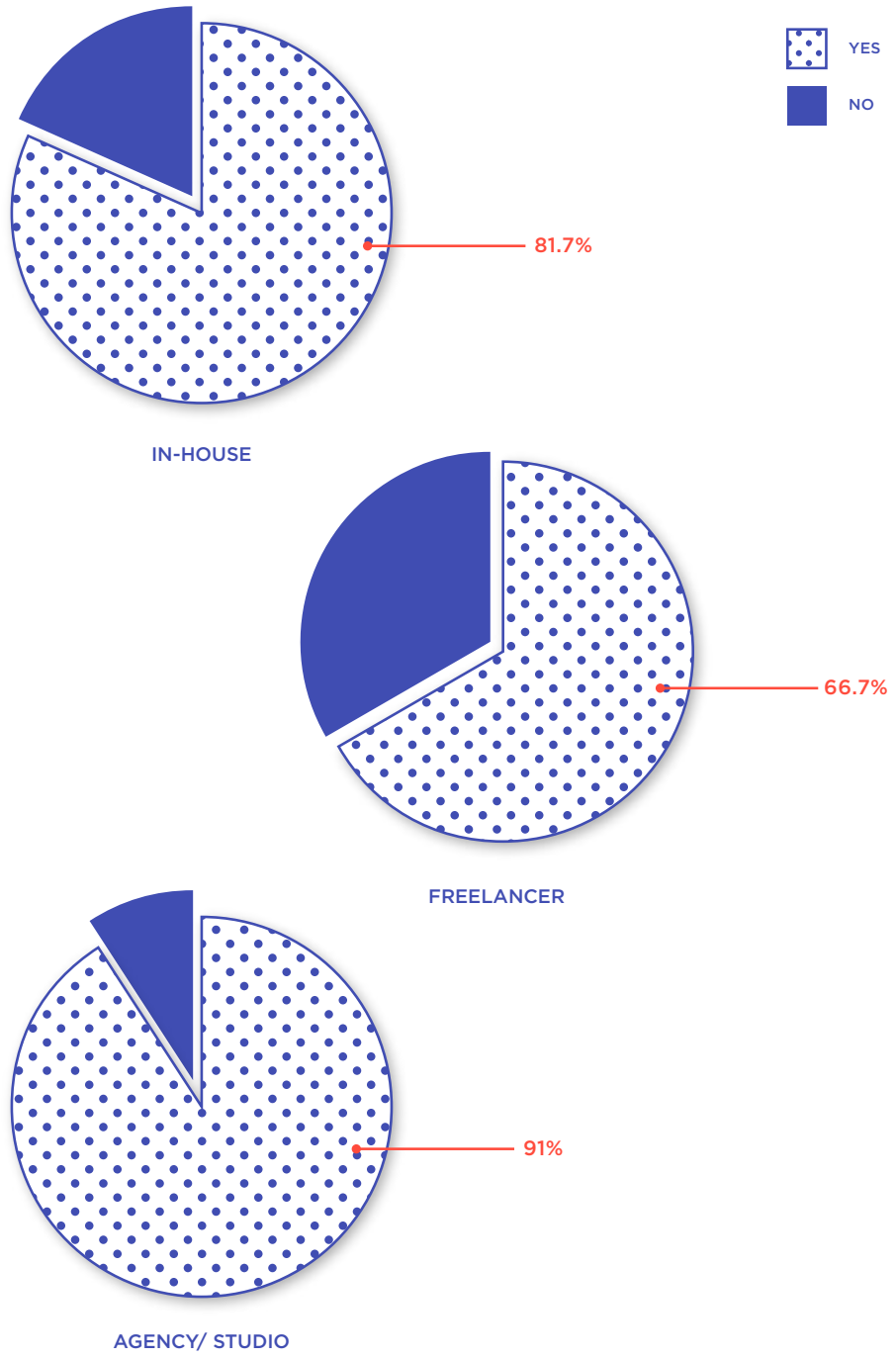
This is a breakdown of common project types described by respondents that identified as Art Directors.



2.13

Percentage of Motion Designers who collaborate with others

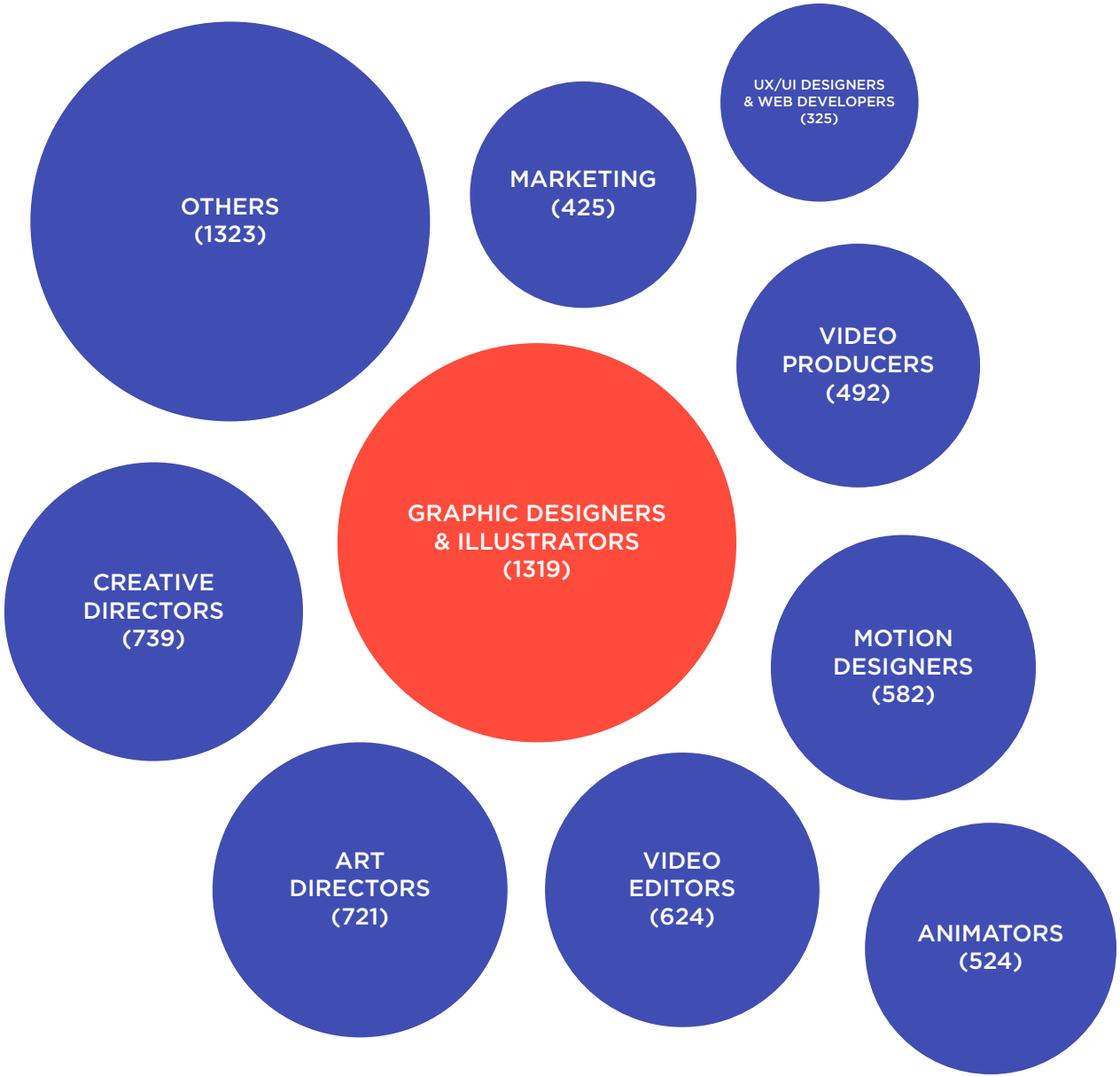
Collaboration can lead to some incredible projects. Here you can see the percentage of creators throughout the industry that collaborate with other artists.



2.14

Breakdown of collaboration partners of Motion Designers

When collaborating with another artist, it's important to find professionals that complement your own design skills. Here is a breakdown of the most common collaborative partners for Motion Designers.



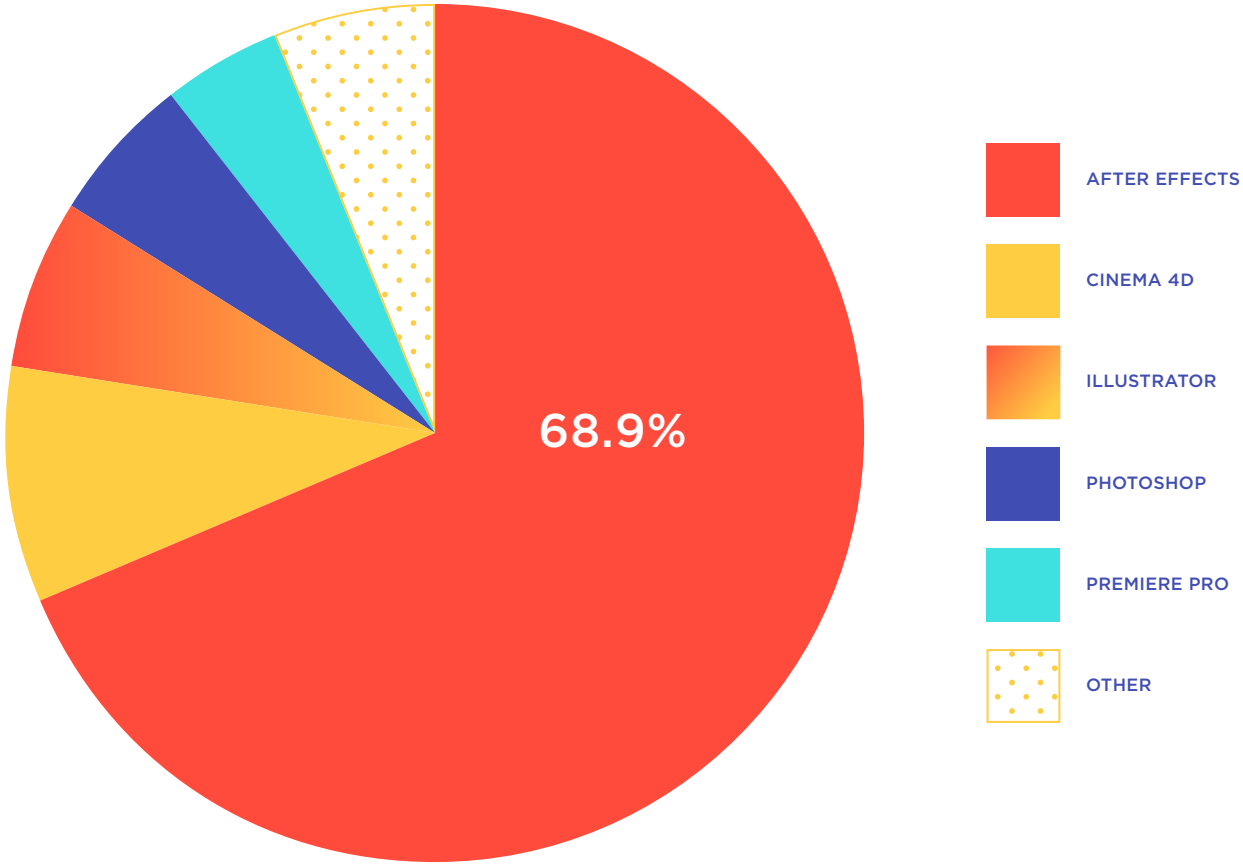
3.0

Software

3.1

Breakdown of most used software by all respondents

There are many programs available for designers and animators, but here is a breakdown of the most commonly used software across all respondents.



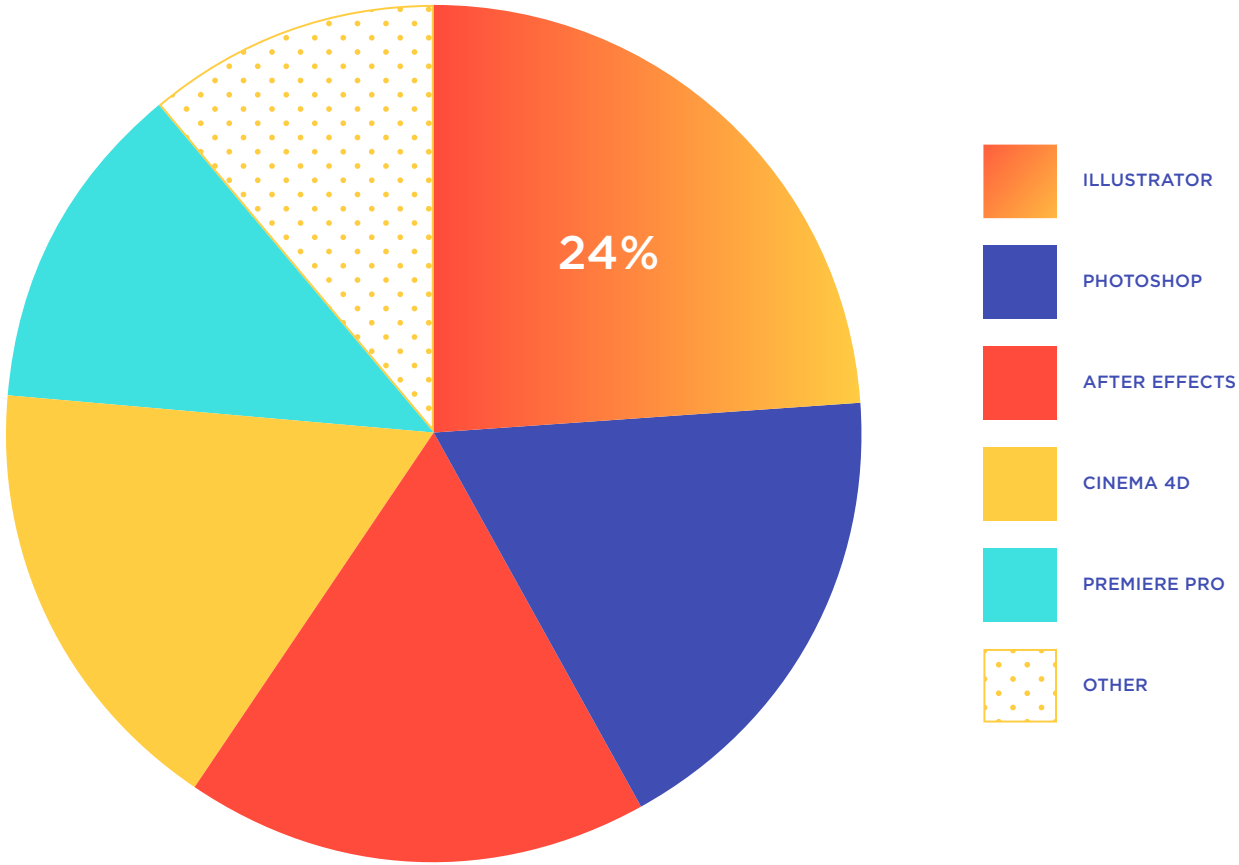
3.2

Second most used software by all respondents

Here we asked respondents what was their second most commonly used software, and the results weren't too surprising.

No matter what you have as a go-to program, most artists are working with Photoshop and Illustrator as a powerful secondary tool.

A growing trend, as you'll see, is the use of 3D software such as Cinema 4D.

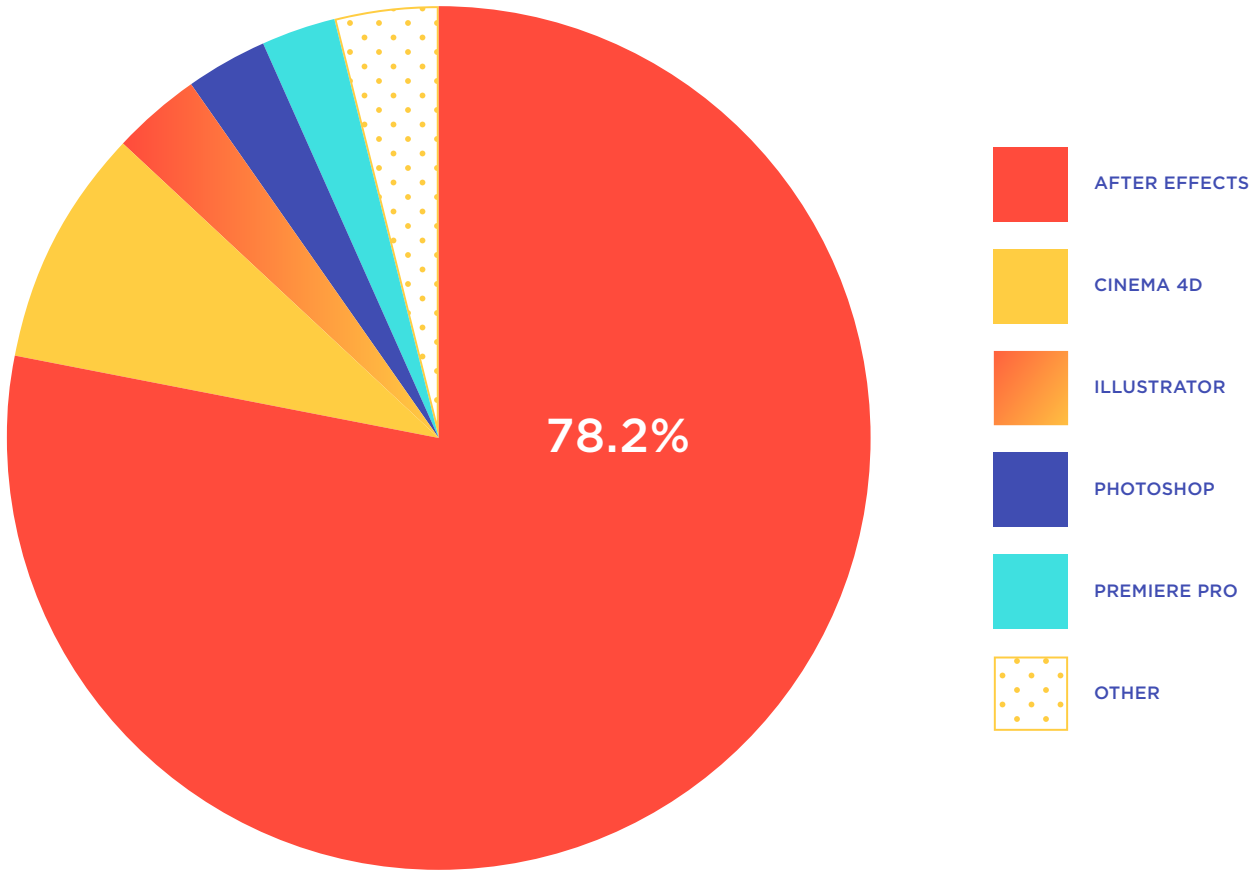


3.3

Most used software by self-identified Motion Designers

For those respondents identifying as Motion Designers, the choice of software is overwhelmingly clear.

After Effects remains the tool of choice going into 2022.

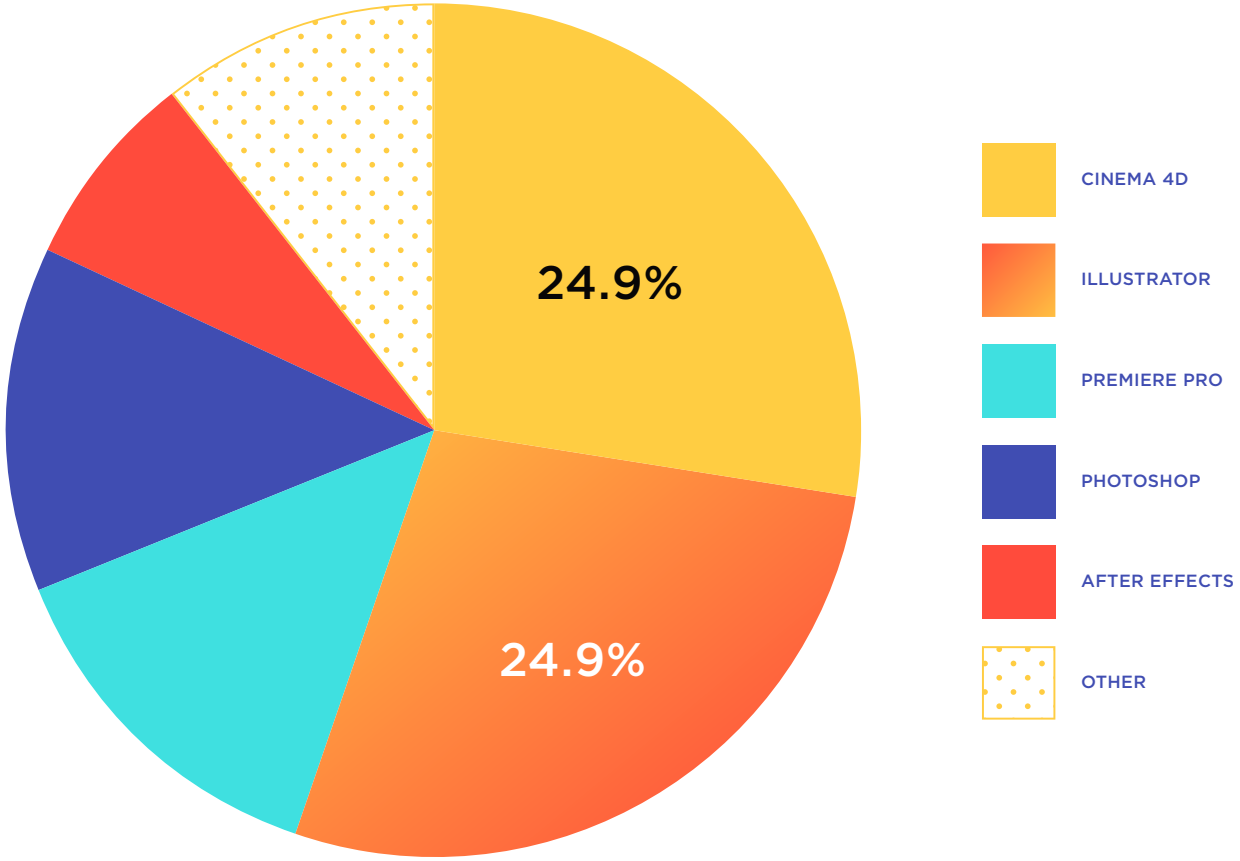


3.4

Second most used software by self-identified Motion Designers

Another growing trend to consider is how many Motion Designers are adding 3D tools to their belts.

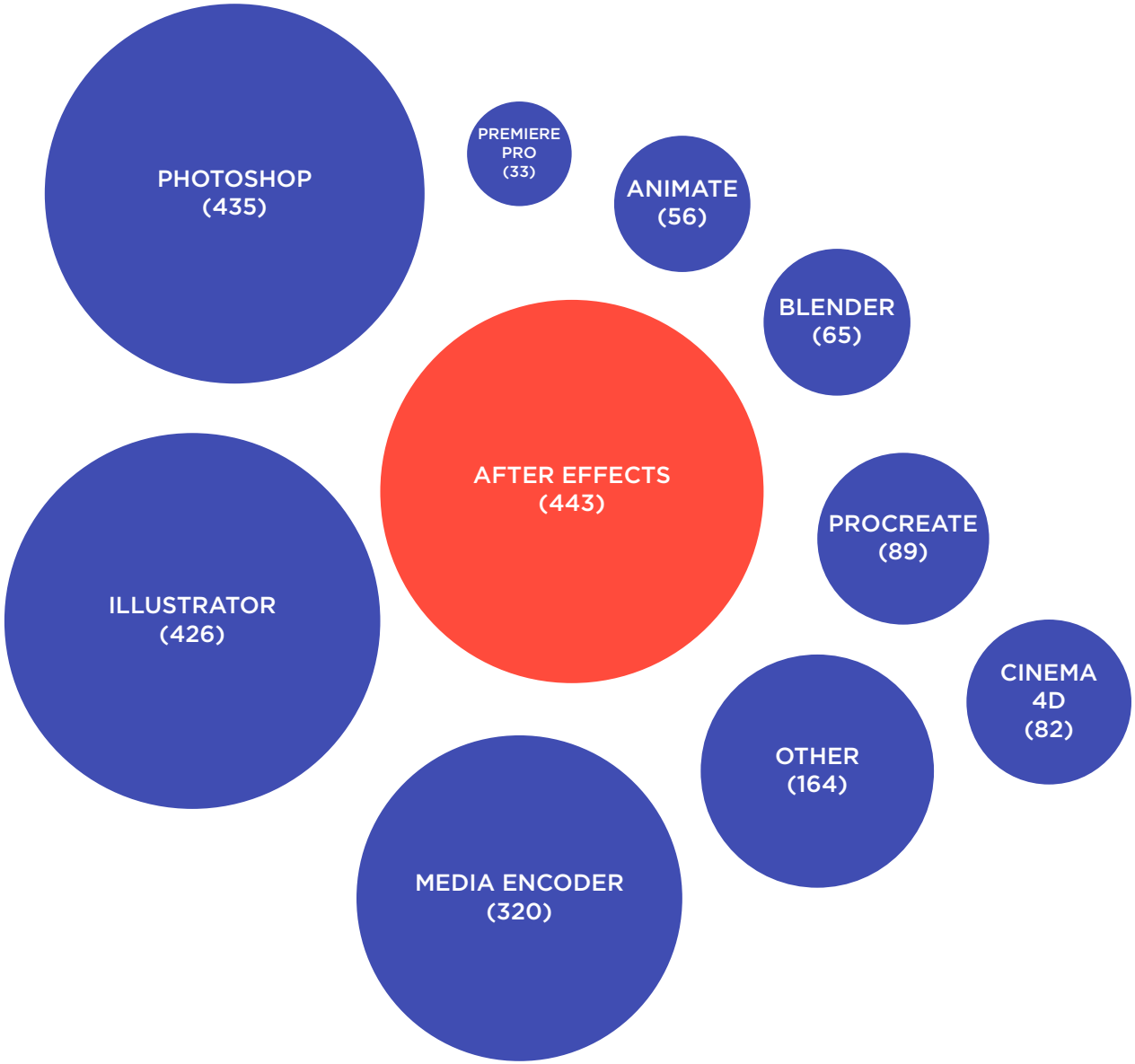
Cinema 4D has become one of the most popular programs for artists looking to expand their abilities.



3.5

Regularly used software by all respondents

Here is a simple breakdown of all the software currently used by the respondents.

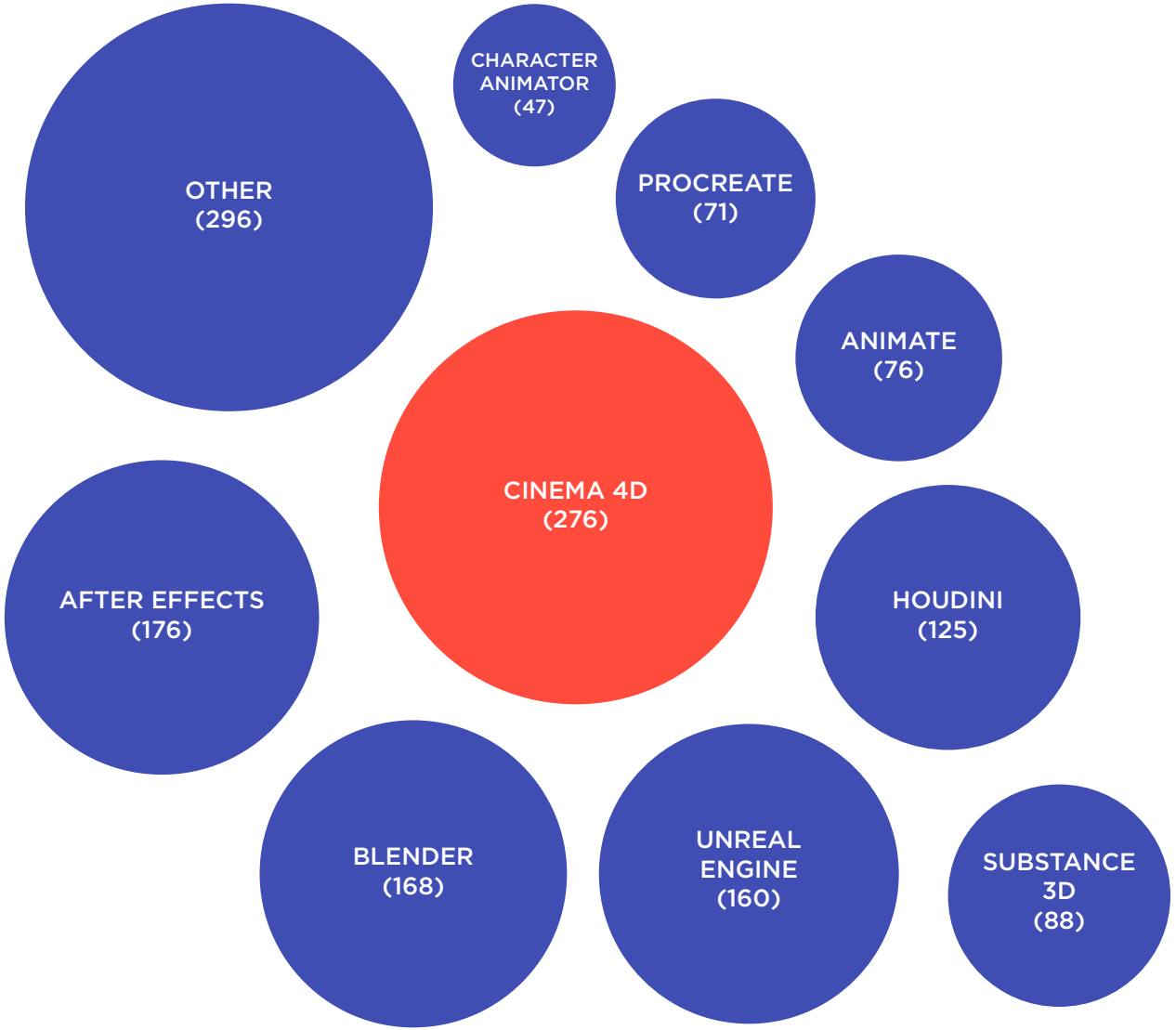


3.6

Breakdown of which software most respondents are learning or plan to use

The biggest question we have going into 2022 is what software to learn next.

Respondents overwhelmingly pointed toward 3D programs such as Cinema 4D, Unreal Engine, and Blender.



Thank You

GROW YOUR DESIGN & ANIMATION SKILLS
AT SCHOOL OF MOTION

