Career Readiness Indicator Questionnaire

This questionnaire is designed to help guide the process for review of a Career Readiness Indicator (CRI). It is the responsibility of the local education agency proposing the addition of the CRI to gather the information and submit it to Josh Laney, Assistant Director for Workforce Development. Answers should be as concise as possible. Information should be submitted as a completed packet, not piecemeal. Additional information may be included at the discretion of the applying agency if it might be pertinent to the evaluation process.

Contact information for person filling out questionnaire

Full Name of the Proposed Career Readiness Indicator: Smith Micro Software: Anime Studio Pro/Moho
Submittting Agency: Birmingham City Schools
Email: ecox@bhm.k12.al.us
Phone number: (205)-231-5636
Date of submittal: November 4, 2016

Why do we want this CRI?

1. What school system(s) are partnering with industry to request the CRI?
   Birmingham City Schools

2. What industry is asking for the CRI? (List multiple if applicable.)
   Arts and AV – Professional Video Production, TV production, Advertising

3. What companies within the in industry are requesting this CRI? (Attach letters of request on company letterhead.)
   Vulcan Media and 3 Echoes Productions

4. What entity, company, or testing agency is the “owner” of the CRI? (Who determines what it takes to earn the CRI?) Provide contact numbers, names, websites, or other info for inquiries.
   Smith Micro Software, Inc.
   Steven R. Martinez | Graphics Channel Manager
   51 Columbia, Aliso Viejo, CA 92656 | my.smithmicro.com
   office: +1 949 362-2351 | email: smartinez@smithmicro.com

5. For what career technical program(s) is the CRI being requested?
   Animation

6. Provide any Alabama specific employment data available which directly relates to this CRI. NA

How does one actually get the CRI?

7. How long does it take for a student to earn this CRI? (Answer in approximate hours of instruction, not school years or terms. Give an average or best estimate.)
   Getting started with Anime Studio is a quick process and the users can start animating right away. The company reports that dedicated and motivated individuals with some experience in

Rev: 5/9/16
similar software can learn the basics in Anime Studio in as little as 15 hours of intensive and focused training (usually in training sessions that last for five days, three hours each.) They report that mastery of the software by this same group can take between 30 to 45 hours of training. This training time does not include the time needed to create the required portfolio component of the credential. The estimated time for the required portfolio piece is an additional 30-50 hours. Students with no prior experience will require longer to learn the software in preparation for credentialing.

8. How does the student earn the CRI? (Does the student have to take a written exam, log a certain number of hours, complete a skills demonstration, some combination of these, etc?)
   - Combination. The student is provided with written curriculum materials, exercises and chapter quizzes.
   - The certification is awarded with the completion of:
     1. receiving a passing score on certification test of approximately 50 questions consisting of multiple-choice and T/F.
     2. submitting a short animation portfolio piece created with the software, accompanied with a brief, 1-2 paragraph description of how the piece was created.
   - Animation and product experts will review the results and determine if the student has met the certification standard based on matrix score results.
   - The Student also has access to other learning materials, such as:
     * Built-in tutorials
     * Highly detailed User Guide
     * Video tutorials on the Moho website
     * Webinars
     * The Lost Marble Forums knowledge base
     * A very active and helpful community in Forums, Facebook groups and other social networks

9. Is there a minimum age requirement for gaining the CRI?
   No

10. Are students required to be graduates before earning the CRI?
    No

11. Are there minimum pre-requisite course requirements for earning the CRI?
    Because of the portfolio project component of this CRI, students who wish to earn the CRI should be in the level III and IV classes, Character Animation and/or Advanced Animation Portfolio. The prerequisites for these courses are level I - Introduction to Animation and level II - Visual Communication and Storyboarding.

12. What equipment is required to train for this CRI? (Only list items which are different than what would be found on the standard equipment list for the program.)
    N/A – all standard equipment

13. Does the earning of the CRI require the student to have computer access for the testing?
The actual exam can be administered without a computer but the required portfolio piece and accompanying explanation must be submitted electronically with a computer.

How much does it cost and what resources are required?

14. What is the cost of the exam for earning this CRI?
Smith Micro offers a special price structure for secondary and post-secondary classrooms. Assuming the software has already been purchased, the credentialing exam and all training materials, including practice exams is $250 for the teacher and $99 per student.

15. Is there a practice test available from the CRI issuer or from other parties?
Yes
   a. If yes, does the practice test have a cost in addition to the actual exam and if so, how much?
      Practice materials are included with the $99 student/$250 instructor’s fee.
   b. Can rights to the practice material be purchased once or is there a recurring fee?
      No, they are provided each year as part of the student’s/instructor’s fee.

16. Who can administer the exam? (Some CRIs prohibit the person who trained the student from administering the exam.)
The instructor may administer the exam in the classroom.

17. Is special certification or licensure required for a teacher to administer the CRI?
The instructor can administer the written test in the classroom.
   a. If yes, what is the cost for gaining the appropriate licensure?
   b. Is this a one-time or recurring fee?
      There is no recurring fee

18. Is site, facility, or equipment certification required for administering the CRI?
See question 14.
   a. If yes, what costs are included?
   b. Is this a one-time or recurring fee?
      There is no additional recurring fee
September 26, 2016

To the CRI Committee:

On behalf of the management team at Vulcan Media, I am writing to highly endorse the Career Technical Animation program and to encourage certification of course work using the Anime Studio Pro/Moho software, at Birmingham’s Carver High School.

Let me briefly tell you about our organization and our findings about the Anime Studio Pro/Moho software suite.

Vulcan Media is one of the largest video production companies in the Southeast, serving regional, national and international clients. Based in Birmingham, we also have staff in Atlanta, Charlotte and Dallas. Our work centers on corporate marketing video, video animation in 2-D and 3-D, graphics design for video, print and the Internet. I am the Executive Producer/Director, Owner as well as an Emmy Award winner. My management team includes highly qualified, multi-award winners in the fields of graphics art, video production and print design.

My Chief Graphics Designer and I have discussed and researched the Anime Studio Pro/Moho software, we have watched many of its on-line tutorials and seen work produced by using the software. We both believe it is a robust, professional-level application, which can offer proficient and certified users a significant college entry advantage in related course-work and a strong benefit for career entry.

We highly recommend the certification of Anime Studio Pro/Moho as a component in Carver High School’s outstanding animation program. Certified experience using such software would put career applicants in a top tier of consideration for employment here at Vulcan Media, and in many organizations within our industry.

In our employee hiring process, and in our selection of qualified high school and college interns, we evaluate many aspects of experience with creative arts. Job applicants with proven experience, and with certification using various software, are considered above applicants who have similar experience without credential backing. The reason is simple. Completion of a certificate-style program proves proficiency and it signals a strong desire to learn.

Through our high school internship program, we see a dramatic drive of curiosity plus a higher level of performance and engagement from students whose schools provide aggressive graphic design programs, video production programs and similar course work aimed at the creative industry. A majority of these students in our intern program hold higher education goals -- even seeking advice from our team about course work they should pursue in college.

Qualified and credentialed programs in Alabama schools make a difference. In the past year, we have hired three fresh high school graduates onto our team. One has since enrolled at the University of Alabama, while the other two are working to earn money for college enrollment. Each of these young people are from different parts of our state, and they were well qualified for their work tasks right out of Alabama’s public school system, specifically because each one came from schools with strong programs geared towards our industry.

In conclusion, we hope that our professional views and recommendation for a certified program can go a long way to empower students with real-world educational experience plus strong tools for continued education and career entry.

Respectfully Submitted,

Scott Mauldin
Executive Producer & Director, Owner
Vulcan Media
October 17, 2016

To whom it may concern,

I recently reviewed Moho Pro 12, previously Anime Studio, 2D Animation Software and feel this software would be a huge benefit to any high school teaching animation or video production, and to the students who would receive hands-on training on such a sophisticated animation system.

3 Echoes Productions is a full-service video production company serving national clients throughout the country. When I recruit new employees, I look for applicants who are not only familiar with the technology and software that we use in our production process, but who are, in fact, experienced and fluent in that technology. As a busy production company with many projects always in the works, we do not have time to train new employees on necessary software. It is paramount that our new hires be proficient in the software we use.

If I were recruiting an animator, I would expect applicants to be knowledgeable of the skills covered in Moho Pro 12, such as basics drawing tools; animation of multiple layers; and linear and Bezier interpolation. Proficiency — or even certification — in Moho Pro 12 would be an even greater benefit for the applicant, because I would then be confident they can handle our 2D animation needs.

Because it teaches the skills needed for a job in animation and provides extensive hands-on training, I endorse Moho Pro 12 for our schools and would give additional consideration to any applicant proficient or certified in this software.

Sincerely,

Chad Kirtland
VP of Production
3 Echoes Productions
chad@3echoes.com
251-478-3345 x113

75 Midtown Park East, Mobile, Alabama 36606
251.478.3345  www.3echoes.com
From: Dr. Margie Hyatt, NBCT
Animation teacher
George Washington Carver High School, BCS
3900 24th Street, North
Birmingham, Alabama 35207

To: CRI Review Committee
Department of Work Force Development
Career and Technical Education
Alabama State Department of Education

Re: Potential CRI for Animation

Dear CRI Review Committee members,

Please allow me to provide you with some additional information about the software we are asking to be added as a Career Readiness Indicator for animation. I would like for you to know how I chose this software and why. We are requesting that a 2-D animation program be added to our CRI list because currently there are not any animation software programs on the list in which my animation students can seek credentials. The programs on our current CRI list can be used as assistive software to work with industry standard animation software, but from all the research I have done, none of them have the features and operation of proprietary software nor are they used exclusively in the industry for animating.

In the animation industry there are several software programs that are used; most of them are very similar when it comes to their basic use. Unlike the basic or beginning level software programs, including several free-ware options, Pro level software programs have many more high end, complex features and capabilities used in industry. Mega studios like Pixar and Studio Ghibli even have proprietary software developed specifically for them. Industry standard software like that we are proposing as a CRI tends to be used in smaller and independent production companies. Certification and experience in these non-proprietary animation programs is a huge advantage when an animator moves into new employment, including the large studios that have their own software, because it requires little training to adapt to using whatever animation software is being used by the new company. Everyone I spoke with said that having certification in our proposed CRI would be a huge advantage for a potential employee regardless of whatever software the company was using at the time because of the similarities across programs.

So why this particular software? While there are several 2-D animation software options few of them are considered industry standard and even fewer offer certification at any level, much less at different levels of expertise. I found two strong options, which are very similar in their features and operation that fit what we need as a CRI; both Toon Boom's Harmony and Smith Micro Moho (Anime Studio) Pro are considered industry standard and offer certification. Of these two I chose Moho (Anime Studio) Pro over Harmony for several reasons.

The first reason I chose Moho (Anime Studio) Pro was the educational resources. Smith Micro offers a full curriculum with a curriculum guide and step-by-step instructions and videos for each lesson;
the lessons are each built around and enforce one of the 12 principles of animation. They also have additional, more in-depth tutorials, an impressive manual, and additional video tutorials including ones that are easily accessible on YouTube. This large variety of resources facilitates both teaching and learning for all types of learners.

The second reason I chose *Moho (Anime Studio) Pro* over *Harmony* is the actual certification process. I have basic certification for Toon Boom, which I earned by passing a multiple choice test. While this type of assessment shows my knowledge of the operation of the software it does not show my ability to actually create an animation with the software. It is not an authentic assessment. Smith Micro’s certification process requires the applicant to take a shorter test and then provide a portfolio piece of animation with a written explanation of how they created it. Employers in any arts related field want to see not only that the applicant is knowledgeable but they also want to see a portfolio as evidence of the talent of the applicant and what they can do.

The final reason I chose to apply for *Moho (Anime Studio) Pro* to be added as a CRI over *Harmony* is the cost. The most recent quotes I got from both companies had Toon Boom quoting a cost of almost four times that of Smith Micro (Permanent download for 20 computers for Anime Studio Pro was @ $3,500. Toon Boom quoted a price of over $13,000.)

In closing I would like to draw your attention to the additional information I’ve provided about *Moho (Anime Studio) Pro*. There is information about the features of the pro level software, their educational partners, and some reviews, including one from the EFX Supervisor of the Academy Award nominated animated film, *Song of the Sea*, which was partially created with *Moho (Anime Studio) Pro*. I hope you find it useful in determining the suitability for this software as a CRI.

Thank you for your consideration.

Sincerely,

Margie Hyatt
Moho (Anime Studio) Pro 12 – Best 2D Animation Software for Professionals

Moho (Anime Studio) Pro 12
The all-in-one animation tool for professional and digital artists.

Choose a delivery format
- Digital Copy $399.99
- Physical Copy $399.99
- Upgrade

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Complete 2D Animation Software for Professionals
Everything you need to make amazing professional animation! Moho™ Pro 12 (formerly Anime Studio Pro) offers the most powerful 2D rigging system of the market and mixed with traditional animation tools allowing you to get professional results faster and easier.

Moho™ Pro 12 is perfect for professionals looking for a more efficient alternative to traditional animation with an intuitive interface and robust features such as Smart Bone™, Smart Warp, Bezier handles optimized for animation, frame-by-frame tools, a professional Timeline, physics, motion tracking, motion graphs, 64-bit architecture and much more. Moho™ Pro 12 delivers advanced animation tools to speed up your workflow and combines cutting-edge features with powerful technology for the most unique animation program for digital artists.

NEW Moho Pro 12 Features
Check out the awesome new features Moho™ Pro 12 has to offer.

- NEW! Enhanced Freehand Drawing Tools
- NEW! Bezier Handles
- NEW! Smart Warp
Reckless, Realistic Motion Blur

A new setting allows for true motion blur. Control the amount of frames and length. Apply to any layer or set entire sequences to instant replays!

NEW! Animate Multiple Layers at the Same Time

Get MORE-done by setting multiple layers on the timeline in Moho™ 12! 10 more jumping back and forth between layers for complex tasks.

NEW! Pin Bones

Add one, or more, pin bones to alter, move, and resize objects in fun new ways. Combine with traditional bones for more complex animations and object with both bones and pin bones.

NEW! Updated GUI

Icons are bold, the timeline and layers panels are more compact and a new background panel allows for easy color and brightness customization.

NEW! Export/import Actions

Share actions with other artists! Export an action to use later or import it into another project. As long as the rig has a similar structure, your actions will work.

AND MUCH MORE!

And much more! Moho™ offers the most powerful 2D rigging system and brings it with frame by frame, particle, physics, particles, and many more features. Get professional results for animation or games easier and faster.

Revolutionary Smart Bones™

Smart Bones is an incredible feature that reduces or entirely removes distortion around your character's joints - specifically around knees and elbows. Group a set of points and use the Smart Bones control layers to create 3D looking motion that you can easily repeat with the turn of a dial. For example, with Smart Bones you can control facial expressions and head turning on your character with simple movements instead of having to touch each bone point. Smart Bones not only steps up the quality and realism of the bone actions, but makes it MUCH easier to repeat complex movements and control your rigged elements. Smart Bones also allow the ability to control Switch layers, layer sides, layer visibility, Follow path, Flip layer horizontally/vertically, Stroke direction. Select effect parameters (like gradient colors), 3D thickness of vector shapes that have been converted to 3D and even more smart bone controls Watch Video

Bone Constraints

Several major enhancements have been made to Moho's bone features. The new bone constraints feature will include new options that will help set up characters that are more complex and powerful. The independent angle constraint allows a bone to maintain its global angle, similar to a camera angle, and is not affected by inverse kinematics or its bone parents. Ideal uses for bone constraints include robotic arms or fourth characters that maintain positions when the rest of the rig is moving. The squash and stretch bone scaling enhancement allows bones to squash and stretch objects. The elbow bending feature helps improve otherwise abnormal bending and squashing issues. New target bones for bones points in the right direction rather than having the need to constantly set angles. Other improvements include an updated inverse kinematics solver and a dynamic bone scaling. Watch Video
FBX Support for Unity™ Game Developers

Unity™ game developers and users will now be able to use FBX support of animated 3D content in Moho Pro, eliminating the need to create rigged sprites for game development and providing the ability to get the exact look and feel that they want. FBX is the adaptable file format for 3D animation from Autodesk® and is the most common method for integrating animated 3D and 2D assets in Unity. Watch Video

Import Photoshop Files

Import your existing Photoshop files with all layers intact. Changes made in Photoshop instantly appear in the imported file in Moho Studio, allowing you to continually refine your Photoshop document. Many Photoshop features are supported in the imported PSD files, including blending modes, layer opacity, smart objects and smart filters. Groups are also supported and can be set up in Photoshop to automatically get imported into Moho Pro as switch layers for quick animating. Watch Video

Bounce, Elastic and Stagger Interpolation

By applying the Bounce keyframe type to the timeline, any object interpolated will appear to bounce, all within two keyframes. Elastic provides a rubber band effect, making objects spring back and forth before reaching their end point. Settings can be adjusted for each of these interpolation types to change the amount of bounces the object makes, the intensity and more. Stagger creates the effect that the animation is stuttering or staggering between two keyframes. No additional keyframes are created for this effect. This is great if you want to create the effect a character is having issue lifting a heavy object, as an example. Watch Video

Real Time Media Connection

The new Real Time Media Connection in Moho Pro automatically updates image, movie and audio files in your imported Anime Studio files when edited in an external program. This is a great workflow enhancement for individuals and production studios alike. Watch Video

Separate Render Process

The Batch Exporter and Renderers are now performed as a separate process. Even if you quit from Anime Studio Pro, the render process continues until the job is completed. Watch Video

Preview Animation

You can now preview animations before committing to rendering. By using the Play > Preview Animation, a small video file will be created allowing you to view the animation with no dropped frames as it appears in workspace mode. While this method should not be used for final exports, you can take these files and save them elsewhere on your computer or even share them with others if needed. This can cut down tremendously on trial and error when animating and save lots of time, which is invaluable for creative projects. Watch Video

Depth Shifting

When moving an object forward and back in Z, Depth Shifting is an option to preserve its apparent size. Moho Pro does this by automatically applying the proper amount of scale. This can be used to arrange landscapes, for example placing mountains far away without forcing them to become tiny. Watch Video

Media foundation

The 64-bit Windows version of Moho Pro now uses Media Foundation. It is no longer necessary to install QuickTime to import popular audio and video formats like MP3, AAC, M4A, and QuickTime. When exporting animations on Windows 7 and higher, the application can create movies using the Windows Media Foundation media library. When exporting animations on Windows XP and higher, the application can create movies using the DirectShow media library. Watch Video

GPU Acceleration

Graphics Processing Unit (GPU) Acceleration takes advantage of your computer's hardware, boosting performance and quality for several layer types while allowing you to see exactly what the tools are doing as you apply a stroke or shape to the workspace. The performance boost will help reduce pixilation and artifacts when working with certain graphical elements such as Vector and Image layers. Watch Video

Random Line Width Refined

In previous versions of Moho, random line width could prove to be a bit jarring from point to point. Version 10 introduces a refinement to this feature by making the thickness between neighboring polygons more consistent when using random line width. More consistency means a more polished drawing. Watch Video

Nested Layer Controls

Previously, layers could only control their direct children. Now, layers can control the children of their children. If you have a group inside a bone layer and then another layer inside that group, the bone layer can manipulate the artwork in that layer layer if nested layer control is turned on. This allows for more powerful rigging options, while simultaneously simplifying and allowing more organization in the layer hierarchy. Watch Video

Flexi-Binding

Flexi-Binding allows you to define the influence of a set of bones from the rest of the skeleton. For example, only the right arm bones should affect the arm for the right arm. This allows for detailed hand and foot movements without having to worry about the entire body, while maintaining the ability to control the entire pose at the same time. Watch Video
Adjustable Particle Source

With Particle Layers, you can now use any shape, even ones that contain gaps, as an origin point for your particles. To do this, simply put your reference layer on the bottom of the Particle Layer folder. Turn on "Use base layer as source" in your Layer Settings and you've got Watch Video.

Enhanced Depth of Field

Now when you create a Depth of Field effect through the Project Settings, you will get a visual representation of where your focus will be on the workspace by using the Orbit Tool. This is a great addition if you have a hard time remembering what the settings for Depth of Field will do to change the effect. Placing the focus line closer to the lens will ensure they are in focus, while everything else is blurry, depending on your focus range. Watch Video.

Scripting

More scripting access and control Moho Pro offers advanced scripting support and updates. More functions and data structures of the program have been exposed through the scripting API allowing advanced technical users to create more personalized tools and add-ons. Watch Video.

Layer Comps

Export multiple layers individually with one click. Layer comps are useful if you want to export only selected items in your scene so that you can composite them externally in third-party software. For example, you can create a layer comp that relates to background elements, another that relates to characters, and another that relates to foreground elements or titles. Turn groups on and off until you get elements that logically belong together. Then create a new layer comp from that group. At render time, you can then choose to render specific layer comps as a movie file.

Flexible Import and HD Export Capabilities

Animation Studio can import several kinds of other media files into an animation project: QuickTime, AVI or MPEG-4 video or even 3D scenes from iTunes. Image Based Modeling allows you to create 3D objects from 2D vector layers. And the included Content Library contains hundreds of ready-to-use characters, props and more.

Patch Layers

Patch Layers were designed for animating characters and are similar to masks by allowing you to hide certain parts of a layer. Create each body part separately and then hide the overlapping lines. Adjust the size of the patch to perfectly blend the layers to get the desired style. Watch Video.

64-Bit Architecture

Moho Pro is a 64-bit application. Improvements in speed and memory will be noticed by all those who use 64-bit machines. Improve rendering speeds and preview performance. Watch Video.

Timeline Markers

Take notes and make comments on the timeline for future reference. Watch Video.

Shy Bones

Hide and see only the bones that you currently need.

Image Cropping Tool

Crop your images easily and directly in Animation Studio.

Copying Content

Easily copy layers and content from one document to another.

Copy and Paste Keyframes

Copy and paste keyframes and animations from one layer to another or even to another document.
Moho (Anime Studio) Pro 12 - Best 2D Animation Software for Professionals

Features | Compare | Free Content | Reviews | Add-ons | System Requirements | Upgrade | Trial

Moho Animation Software Reviews

Jeremy Purcell
Director at Cartoon Saloon

"Moho 12 will always be a part of the Cartoon Saloon arsenal of animation software. With Smart Wrap, Pin Bones and Bezier Drawing, it is only getting better and better."

Written by Jeremy Purcell
Moho
Date published: 8/10/2016
5 / 5 stars

Mike Morris
Director, Disney Television Animation

"Moho 12 is a landmark release of this software. The folks at Smith Micro have really upped their game on this one!"

Written by Mike Morris
Moho
Date published: 8/8/2016
5 / 5 stars

Danny Sugar
Sugarstudio Studios founder

"Moho is back with a bang! With Bezier Path Control, split channel animation, precise deformation maps, improved..."
Moho (Anime Studio) Pro 12 – Best 2D Animation Software for Professionals

Written by Danny Sugar
Moho
Date published: 8/8/2016
5 / 5 stars

Tom Roth
Tom Roth has worked at Disney and Walt Disney Studios and his credits included Trainspotting, Lilo & Stitch, Monsters University, The Rescuers Down Under, The Princess and the Frog, Mice and Mystics, and Rango. He is a supervising character animator on Disney's Frozen.

"I believe that Anime Studio has great untapped potential and one day may be the dominant software of the animation industry. I am busy exploring these possibilities and hope to pass them on to a new generation of animators."

Written by Tom Roth
Anime Studio
Date published: 11/12/2016
5 / 5 stars
2D Animation Software for Beginners to Professionals – Moho (Anime)...


Bringing your imagination to life! Formerly known as Anime Studio, Moho™ offers an affordable tool to create animation from start to finish. It brings the most powerful 2D rigging system of the market and mix with traditional animation tools. Moho™ has everything you need to make amazing professional animations.

**SONG of the SEA**

Moho Files and throughout Song of the Sea, we encountered a lot of environmental elements, especially underwater scenes. Where we used a tool called finding in Moho. This tool gives us the ability to animate the underwater scene completely in Moho. For it I found a very affordable animation tool which helped us achieve the final product.

**Jeremy Dwyer**

EPY Supervisor / Song of the Sea

Carbon Studios

**PRODUCTS**

Poster
CLIP STUDIO
Moho (Anime Studio)
MotionArtist
Stufflit

**RESOURCES**

Educators
Students
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Graphics Forum
Sales Partners
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Song of the Sea

Brilliant screen. Big thrills.

Galaxy Tab S2