



// Apprenticeship & Work Experience

// Jade Cox

// Digital Artist Apprentice

// Bio

I am a young, puzzle obsessed artist who specialises in character illustration. My position in Bloc is oriented around asset and animation creation, usually in vector-based mediums, and I am currently taking a Junior Content Producer apprenticeship.

// Tell us about your role

The tasks I usually complete are creating animations to be used internally or by clients for a myriad of reasons, from marketing to training.

I also usually make said assets for these animations, either from a previously established base we have or from scratch. On occasion I have also been tasked with photo manipulation or document layout creation.

// Why did you choose the industry?

I have always been a creative at heart, and so being an artist has always been my goal, be it digital or traditional.

Although my job rarely requires my speciality, it certainly helps develop many key skills far beyond what I could achieve previously, which I hope to take advantage of within personal projects too.

// How did you get into this industry?

I have always had a close relationship with Bloc, taking every opportunity to spend time there and taking both my work shadowing and work placement opportunities

at Bloc. Before Bloc, I took a foundation level course in graphic design while working part-time in retail, using my spare time to build my portfolio of work to help secure my position and apprenticeship.

// How could others follow your route to industry?

Go to college or post-16 and study something specific to your area, be it animation or graphic design, and make sure you work in your free time. If it's something you genuinely enjoy, practice won't be that much of a drag, just make sure your best work goes into a portfolio.

// Top Tip

Have a passion linked to the career you're aiming for. For example, I wish to make my own animated series one day, and so learning as much as I can comes naturally as a result.

// Are there any sources of information you would recommend?

The best way to learn is through getting experience in the industry you desire or studying formally somewhere like College or University.

