

Premiere at the animago CONFERENCE: Sebastian Dosch presents the DOSCH Career Guide – an Internet Portal for Creative Minds in the CG Field

(24th November 2010) The international renowned animago CONFERENCE in Berlin at the end of October was the perfect environment to start the DOSCH Career Guide. Sebastian Dosch, Ceo of DOSCH DESIGN presented there the new and international educational and career portal for the creative professions in the 3D, VFX or animations field for instance. Target groups are students who are searching for an appropriate study program and/or Edu-provider, an internship or “first job”, as well as professionals who want to grow or alter their career path by finding a CG-job of the specific type.

Although the collaboration and exchange of ideas of the Creative Industry in the Internet is huge, there was missing a comprehensive, industry-encompassing medium which brings together the different segments, and which is maintained as an up-to-date and current system. Students and employed professionals (searching for opportunities) can benefit from this as much as educational providers and employers (offering opportunities). This concept has been evolving Sebastian Dosch’s mind for some time ... to provide the connecting piece between education/training and the professional application of these skills. As owner and Managing Director of DOSCH DESIGN he knows the industry “inside and out”. The company, which was founded in 1995, develops computer graphic products for professional use in the areas of 3D-design, visualization and animation and it operates worldwide. Over the years he has had contact with a multitude of players from all segments of the CG-industry, whom he now brings together in order to grow the DCG into an indispensable tool.

„It is critical that this will be a neutral network with no banner-ads or promotions skewing the website’s objectivity, and that the searching public can use it free of charge. That’s the only way to be credible” says the DCG-creator. “But we don’t pretend this to be a totally charitable effort – since we understand how difficult it is to find well-trained, skilled specialists, and we hope to facilitate the emergence of a well-educated new generation of CG-participants. Under no circumstances will we use the DCG to market our products, or court customers. A big motivation for us is a significant dose of idealism; we simply enjoy being proponents of the CG-cause over the coming years.”

At the heart of the DCG is a comprehensive database with contact-data of pertinent universities/colleges, schools and other institutions of continuing education – worldwide. Users receive detailed information on degrees as well as specific courses and/or links to such information on the institutions’ websites. A customizable search function allows assembly of a personalized job or Edu-profile and will result in leads that can be pursued quickly and easily.

In addition The DCG’s Jobs-segment gives employers from the digital-content industry the opportunity to present their respective job-offers and internship openings. Freelancer and employees can present their personal profile to potential employers at the level of detail they feel comfortable.

An Advisory Board will comment on certain topics, providing tips in their respective fields , incl. Pointers regarding emerging relevant qualifications. The Board is a committee of distinguished and well-known personalities from the creative industries, media sector or politics. Several renowned experts have already committed to being on the DCG-Advisory Board during the important first months of its launch. Matthias Lange (independent journalist and blogger), Dirk Beichert (Managing Director of Maxon GmbH) or Akira Endo and Robert Hranitzky (both Digital Artists) will be joined by a.o.

Individual users can use the DOSCH Career Guides for free. All they need to do is register, and they can use all the features of the DCG for study information, job search etc. Up to the 31st March, 2011 the entry of partners, schools and job offers is also free. Then a fee which is depending on the amount of the published information is required.

Obviously the kick-off is only a first, important step. Regular optimization and modifications will be made by the DCG-team. "With this project we are creating something new, and in doing so we need the continuous participation of users and partners who bring the evolving DCG-structure to life by entering their respective data into this 'living network'" says Gisela Reger, Marketing Director at DOSCH DESIGN. Participation in the DCG offers all involved great opportunities, which can only be maximized through interaction, contribution and ongoing maintenance of data provided by each participant.

"The journey of the DOSCH Career Guide has just begun –growing and developing it together into a true guidance tool for the creative industry will have to be a joint effort. We appreciate everybody who helps this project to succeed, and thereby advance the whole CG-field." *Sebastian Dosch*

www.doschcareerguide.com

About DOSCH DESIGN

DOSCH DESIGN develops demand-inspired computer graphics products for professional use in the areas of 3D-design, visualization, animation, movies/TV and desktop publishing. In this endeavor Dosch Design translates its high quality-standards on the development side into equally high-quality products with an attractive price-performance ratio. When used in compliance with the license agreement, Dosch Design products are always license-free, therefore not causing any

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