



ANIMATION MENTOR PRESENTS “STUDENT SHOWCASE 2012: THE POWER OF INSPIRATION”
Creative Reel Spotlights Inspirational Animation from Animation Mentor Students Around the World

Emeryville, Calif., July 16, 2012 – [Animation Mentor](#), the state-of-the-art online animation school founded by animators for animators, has released *Student Showcase 2012: The Power of Inspiration*. The annual Showcase spotlights the year’s best work from Animation Mentor students around the world. This year’s theme focuses on inspiration, including its many sources and collective ability to spark creativity and evoke emotion in others. These students have embraced and channeled their passions squarely into their animation — and together, they embody the Power of Inspiration.

Showcase is a well-respected honor for Animation Mentor students. In addition, studios highly anticipate the Showcase release because it has proven to be an annual and trusted source of new talent. Many graduates have used their Showcase recognition as a springboard to work on a range of feature films, television, and video games.

“We started the school because we wanted to teach animation the way *we* would want to learn,” says Bobby Beck, Animation Mentor’s CEO and cofounder. “So it is incredibly rewarding to watch our passion for animation and education come together for our students. I love watching them progress from our workshops to our Character Animation Program and even [to] our [Animals & Creatures:] Master Class! Seeing the best work in Showcase reminds us that we are really helping our students pursue *their* dreams. It inspires me!”

Student Showcase Contest

To further celebrate the Power of Inspiration, Animation Mentor is hosting a contest where students can become eligible to win reduced tuition into either the Character Animation Program or Animals & Creatures: Master Class. To enter, students must submit an essay of no more than 150 words and compellingly explain why they deserve to win and why they are passionate about animation. **For more information on the contest and to view Student Showcase 2012, please visit <http://www.animationmentor.com/campaign/showcase-2012>.**

About Animation Mentor

Animation Mentor is a state-of-the-art online animation school focused on teaching the art and craft of animation. The school catalogue includes a workshop ([Maya Workshop: Animation Basics](#)) and programs ([Character Animation Program](#) and [Animals & Creatures: Master Class](#)). Students learn face-to-face from the same professionals who are animating their favorite characters on the big screen ... not to mention on TV and in the video games they love. Mentors conduct classes online and use the school’s proprietary eCritique® tool to hold one-on-one sessions with students where they can draw directly on the work and offer support, guidance, and feedback. From these comments, students refine their shots for the next review — just like the professionals do in the studios. This real-world approach teaches students to focus on each of the important aspects of animation within the framework of a production environment. By learning to receive and integrate feedback, Animation Mentor students graduate ready to contribute on their first day on the job as real professional animators. For more information, visit www.animationmentor.com.