

MEDIA RELEASE**30 March 2021**

Software engineer reboots career at award-winning film studio

Joal Taylor is a former software engineer who spent 14 years at Canon. He shares what sparked his transition into the film industry, and how he's living his dream as a technical director at Australia's award-winning animation studio, [Animal Logic](#).

Following a voluntary redundancy from Canon, Joal took the opportunity to take a step back and find out what he wanted to do with his life. "For a while I'd wanted to pursue more creative options with my career, and I figured if I didn't take the opportunity at that moment, I probably wouldn't ever," Joal said.

"I met with a careers advisor, and she asked me what my dream job was. That is what sparked me to study film at [SAE Creative Media Institute](#)."

At [SAE Sydney](#) Joal studied a [Bachelor of Film](#). "My education at SAE was so diverse - it allowed me to explore the different elements of filmmaking."

After graduating, Joal pursued a career at award-winning film studio, Animal Logic - one of the world's leading independent creative digital studios that has been producing design, visual effects and animation for 30 years. With animation studios in Sydney and Vancouver, Animal Logic has worked on Hollywood blockbusters including *Peter Rabbit 1 and 2*, *The LEGO Movie* franchise and *Happy Feet*.

"I had always wanted to work at Animal Logic, given their reputation in the film industry. It's been a great experience so far. Everyone comes from a different background and brings something different to all the projects we work on. It's been exciting to use my previous skillset as a software engineer in my new role as a Technical Director.



ANIMATION

AUDIO
& MUSICCREATIVE
INDUSTRIES

DESIGN



FILM



GAMES

WEB &
MOBILE

“I love working at Animal Logic and I hope to stay here for some time. At SAE, I enjoyed having the chance to work in post production - I hope to utilise some of those skills again in the future.”

Animal Logic’s Sydney and Vancouver studios are currently working on a slate of animated features with a number of studios internationally.

Dr Magali McDuffie, Film Program Committee Chair at SAE believes this is an excellent period for newcomers to the sector. “With the Federal Government investing more than \$400 million in the film industry, studios are requesting professionals with the necessary industry skills, so they’re ready from the first day on set. Our experienced faculty and the knowledge gained from placements in the film sector give our graduates the head start they need to be real world ready.”

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Imagery



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About SAE

SAE Creative Media Institute is the place for creatives and innovators. Since 1976 we've been the leaders in creative media education across animation, audio, creative industries, design, film, games, web and mobile. Every year, we support more than 10,000 students globally to develop the skills and experience needed to carve successful careers. Students enjoy access to the latest technology and are taught by industry-experienced faculty, while putting their skills to the test in small class environments. Our graduates become part of a highly-respected global community of creatives that's been around for over 40 years. We pride ourselves on being technically explorative, transformative and brave through our range of creative media programs, from short courses and professional training through to bachelor and postgraduate degrees. In Australia, our programs are delivered at campuses in Sydney, Brisbane, Byron Bay, Melbourne, Perth and Adelaide. SAE is a part of Navitas Pty Ltd. More information about SAE is available at sae.edu.au.

About Navitas

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