



## Artists – PXO’s Virtual Production program starts Monday. Upgrade your skills for a growing industry!

The Virtual Production industry needs Virtual Art Department Artists NOW! In just 12 weeks, you can master a rare skillset, unlock new career opportunities, and become an in-demand artist.

VFS has partnered with Sony’s Oscar-winning Pixomondo to offer a 12-week, online certificate program for experienced artists to master the fundamentals of content creation for virtual production. **Classes start September 29!**

Watch Global BC Curious Minds’ deep dive into PXO’s cutting-edge program:



Registration closes Friday at 11:59 p.m. - TOMORROW!

Register Now
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### What is Virtual Art Department?

The Virtual Art Department (VAD) is where a production’s imagined settings and characters come to life. Using the latest design tools, artists craft the visual elements of a new world. The VAD team helps all departments go from the concept art to the final pixel. In this department, the production decides which assets are built for the LED volume and which are physically constructed.

### The Future of Virtual Production

- The current global value of the Virtual Production market is estimated at \$3.21 billion and is forecasted to reach \$11.02 billion by 2034.
- In Canada, this industry has also seen growth, particularly in creative hubs like Vancouver, leading to increased demand for skilled artists and technicians.
- There are a variety of careers for artists who specialize in VAD, including VAD Technical Artist, VAD Generalist, UE Technical Artist, VAD Concept Artist, UE Generalist, or UE Lighter.

### About Sony’s Pixomondo

Sony’s Pixomondo (PXO) is an Oscar, BAFTA, and Emmy-winning creative, innovation, and technology company which delivers Visualization, Virtual Production, VFX, and Engineering for top tier film and episodic projects. Their work can be seen in *Hugo*, *Game of Thrones*, *The Boys*, *House of the Dragon*, *Netflix’s Avatar: The Last Airbender*, and more. Through their 23-year history, PXO has been a creative and technology partner for industry-leading storytellers working in feature films and episodic production.

## Program Details:

**Dates:** September 29 – December 19, 2025  
**Duration:** 12-week online program, Mondays to Fridays  
**Time:** 11 a.m. – 1 p.m. PDT  
**Cost:** \$9,475

Register Now
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