

**U-tad and Zinkia developing the first animated YouTube series made by university students**

* *U-tad’s final year Animation Degree students will have the opportunity to learn about and participate in the development of a project designed exclusively for YouTube.*
* *Zinkia, producer of the well-known series Pocoyo, will supervise, coordinate, and mentor the student participants.*

**Madrid, June 22nd, 2021.-** [U-tad](https://u-tad.com), University Center of Technology and Digital Art, and Zinkia, the Spanish production company responsible for the creation of famous brands such as Pocoyó, have joined forces to create **'U-Zink', the first Creative Lab   
Involving university students in the development of an animated YouTube-exclusive production.** This is a pilot project in Spain, jointly carried out by a university and a globally renowned animation and content development company in the YouTube market.

This production will consist of **26 yearly installments.** From start to finish, it will be conceived and animated in **2D and 3D** by students in the final years of the Animation Degree at U-tad University Centre. Zinkia's team of professionals and the university's academic staff will also supervise, coordinate, and advise the students.

Students will be in charge of launching this audiovisual project from the ground up, from IP creation and content development for a monetized YouTube channel, to learning the working dynamics with publishers and the different departments involved in the execution of an animation project.

According to Marta Izquierdo, Director of the Professional Development Service at U-tad University Center, *“This alliance with our country’s business community is indicative of U-tad’s industry relationships and teaching methodologies, encouraging the development of real projects*. *This ambitious initiative is a great opportunity for our students. Not only will they develop a complete animation series and learn how to produce and distribute content on a network like YouTube, but they will do so under the guidance of world-class experts.”*

*"U-Zink is an opportunity for Zinkia to engage with future generations and promote an environment of innovation in a growing industry. We believe that Spain will be a world leader in the future of animation and for this reason, we must support local talent,”* says Jonás Ojeda, Head of Digital & Interactive Departments at Zinkia.

The collaboration between U-tad and Zinkia will start **with IP creation in July,** followed by a **pre-production** phase **and pilot episode work (from October to January).** It will conclude **with a recurring production of content from February next year**.

**A highly specialized Degree in Animation for optimal employability**

**U-tad was established as a result of the industry's need for professionals specialized in digital skills.** In fact, it was the first to launch an official degree in 'Animation'.

U-tad offers an **educational model that focuses on practical, hands-on project development** similar to situations students will face in the professional world, as well as **a faculty made up of 80% industry professionals and area-specialized Doctors.** U-tad’s excellent and practical education is pertinent to its students, making it a trailblazer in Spanish higher education.

U-tad currently offers an **official bachelor’s degree in animation, available in both Spanish and English,** allowing students the **choice of participating in one of three specialized tracks**: **2D Animation, 3D Visual Effects or Art for Video Games.** These exclusive three tracks differentiate U-tad in response to the specific need of the industry in hiring increasingly specialized professionals.

Numerous animation students have personally won important **awards and nominations in accredited competitions such as the recent Annie Awards** (awards given by the International Animated Film Association based in Los Angeles, considered the Oscars of animation), and have also participated in **productions awarded at the Oscars and Goya Awards**.

The American magazine, *Animation Magazine*, accredited U-tad as one of the **Top 25 global centers to study Animation.** U-tad was one of four European centers and the only Spanish University to be selected.

About U-tad, University Center for Technology and Digital Art:

U-tad is the first University Center specialized in training in key areas associated with the digital economy value chain: Software Engineering, Digital Design, Animation, Interactive Product Design and Video Games, Mathematics, Computational Physics, Virtual Reality, Big Data, Cybersecurity, etc. It is a unique Spanish institution, now celebrating its tenth anniversary, dedicated to training the current and future leaders of the digital industry, with professors from the best companies in the sector. As a first-class international center based on excellence, innovation, and technology, it fosters talent development and prepares its students for digital professions [www.u-tad.com](http://www.u-tad.com)

**About Zinkia and Pocoyo:**

Pocoyó is one of the most internationally successful children's brands with a large audience. Having been on the air for 15 years, it has been broadcast in 150 countries worldwide. It is also available on more than 40 VOD platforms, including YouTube, Netflix, HBO and Amazon. Moreover, its license has been produced into over 53 apps with more than 67 million downloads, as well as millions of toys, books, textiles, and many other products.

This trajectory has resulted in more than 38 awards, among them the Cristal de Annecy and the BAFTA award, granted by the British Academy, both for Best Animated Series; and the Kidscreen Award that distinguished "POCOYÓ Playset: Let's Move" as the best Educational Preschool App.

The Pocoyó catalogue consists of four seasons of 52 7-minute episodes. It also boasts a 25-minute short film "Pocoyó y el Circo Espacial,” a film production "Pocoyó: tu primera película,” special contents, derivative products, and special themed promos for Annecy and the BAFTA award, granted by the British Academy, both for Best Animated Series, as well as the Kidscreen Award, which distinguished “POCOYÓ Playset: Let's Move" as the best Educational Preschool App.

For more information or to arrange interviews:

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