

# Matthew Redding

3D, Motion Graphics & VFX Artist

## 2013 Showreel - Shotlist Breakdown

- 3D cityscape for the **Samsung Galaxy** Micro site. The 3d cityscape was purchased for this project and then the models and textures were adapted for this project. The lighting was worked on by a colleague, I did all the camera animation for this campaign. I also created and composited all the glow effects down at street level.
- CG cars used for a **Mercedes-Benz** UK advertising campaign. The client provided the high quality 3d car models which I textured, lit, composited and retouched with the photographic warehouse back-plate. I had to make modeling amends to each car based on the different car model specs (alloys, license plates, body-kits, etc). I used HDRI lighting for this ad and used HDR Light Studio also.
- **Vodafone** domino advert. I created the domino animation using 3ds Max's Reactor dynamic system. It was then composited in After Effects. This ad was used for online and outdoor advertising.
- **Mamma Mia** film title sequence. Myself and a colleague worked on these together. They are made up of 3d text and 3d particles created in 3ds Max and then composited in After Effects.
- CG car animation for a **Renault UK** TVC. I modeled the Renault Clio from scratch using blueprints, rendered out all the animation layers and composited them in After Effects.
- 3D phone animation for the **Samsung Galaxy** Micro site. I accurately modeled and textured the phone from blueprints and then created the animation which was composited with the blurred 3d cityscape.
- VFX on the British horror film **Outpost**. I created and composited muzzle flash for all the battle sequences in this movie. I also composited dust hits on the approaching zombies.
- 3D animation for **Later Live... with Jools Holland** album release TVC. Myself and a colleague created the 3d studio and 3d text for this advert. I did all the camera animation for this advert. It was composited in After Effects.
- 3D animation for **Evian** outdoor advertising. I modeled and textured the Evian water bottle for this project. A colleague worked on the 3d fluids and I assisted with the composition.
- 3D animation for **The National Lottery** Scrabble scratch card advert. I did all the 3d modeling and animation for this ad. I assisted with the composition for this ad.
- 3D animation and VFX for **Jay Sean's All or Nothing** album release TVC. I conceptually designed and created this advert on my own. All the modeling and animation was done in 3ds Max using V-Ray. I also created the 3d swirls in 3ds Max. I composited all the 3d and 2d elements such as smoke in After Effects.
- VFX for **Jay Sean's** music video **Down** featuring **Lil' Wayne**. In this shot I composited the red glow effect on the inside of Jay Sean's jacket.
- 2D animation online advert for the Disney Pixar movie '**Ratatouille**'. I animated the 2d knives flying in and sticking into the wall and logo.
- CG cars used for **Mercedes-Benz** UK advertising campaigns. The client provided the high quality 3d car models which I textured, lit, composited and retouched. I worked on these ads with a team of 2 other artists. We had to make modeling amends to each car based on the different car model specs (alloys, license plates, body-kits, etc). I used HDRI lighting for these ads and used HDR Light Studio also.
- **Setanta Sports** logo ident. I worked with a colleague on this project. It was created with a 3ds Max particle system with video clips randomly mapped onto each particle and then the Setanta logo mapped to the reverse side of particles which flip and reveal. The compositing was done in After Effects.
- 3D animation for **The National Lottery** Super Draw advert. I did all the 3d modeling and animation for this ad in 3ds Max using it's built in Reactor dynamics for the balloons. I worked with one other artist on this and he did the composition.
- 3D animation for a **London Aquarium** outdoor advertising campaign. I modeled and textured the Catfish and another artist rigged and animated it.
- 2D animation for a **Players** branding video. Myself and two other artists edited and created a branding stop motion video for Players. In this shot I animated the Play Hard asset appearing on screen.
- 3D animation for a **Money Debt & Credit** TVC. I assisted in the creation of the 3d environment and props for this commercial.
- 3D animation advertising **CBS's** new outdoor advertising screens. I assisted in the creation of the 3d environment. I also created and animated the volumetric lighting for screens coming on.
- 2D/3D animation for a **Reebok** trainer advert. I used paint-on tools in After Effects to draw on parts of this original hand drawn Reebok high-top trainer. A 3d camera was then used to follow these effects.
- 3D animation for **Kool** branding. I assisted in the 3d creation of the text and parts used in this branding animation.

- 2D/3D animation for **The National Lottery** Rollover advert. I created all the 3d modeling, texturing and animation for this ad. I animated the 2d text and comped it all together in After Effects.
- 3D animated segment from the **Mother Comics series - 4 Feet From A Rat**. I mapped the pages from the comic onto a 3d comic book and created this 3d camera move.
- 3D cityscape for the **Samsung Galaxy** Micro site. The 3d cityscape was purchased for this project and then the models and textures were adapted for this project. The lighting was worked on by a colleague, I did all the camera animation for this campaign.
- VFX for the BBC Children's TV series **MI High**. I created the glass freezing effect for this shot.
- VFX on the British horror film **Outpost**. I created and composited muzzle flash for all the battle sequences in this movie. I also composited dust hits on the corridor walls.
- 3D animation for a **Samsung** mobile phone ad. I 3d modeled and textured this phone and also created the 3d movement of the phone.
- 2D motion graphics for an online **Revo** advert. I created all the 2d animation for this ad.
- 3D/VFX for **The National Lottery** Battleships scratch card advert. I created the 3d model of the Battleship for this ad.
- 3D animation for **The National Lottery** Football Fortunes scratch card advert. I created all the 3d footballs flying in and interacting with the goal posts and net. The 3d footballs and net were animated using 3ds Max's Reactor dynamics. The back-plate is a photograph we took and used in the composite.
- 2D animation for the **Disney Store**. For this project I had to do lots of rotoscoping of original Disney character animation sequences. We then used the sequences as white silhouettes on gradient backgrounds. These animations were then used in Disney Stores all around the world.
- 3D title sequence I created for a **Rock n' Roll is Born** album advert TVC.
- 3D animation for **The Discovery Channel's Deadliest Catch** outdoor advertising advert. This is the top segment from the ad displayed on one of CBS's outdoor portrait screens (see my Portfolio page for an example of how they look full-screen). I assisted in the 3d modeling, texturing and animation of the wires, chains and text. Another artist created the 3d Maya water for this project.
- 3D animation advertising **CBS's** new outdoor advertising used in the London Underground. I did most of the 3d modeling, assisted with the texturing and did all the 3d camera animation for this project. The entire animation is approximately a 3 minute flythrough of London's Holborn tube station.
- 2D/3D animation for **du Maurier** branding. I 3d modeled, textured and animated the red shape and assisted with the 2D text animations and screen wipes.
- CG electric car by **Renault**. I 3d modeled, textured, lit, rendered, composited and retouched this electric car. I actually did not have the official blueprints for this car so I had to do a lot of the modeling by eye with the use of images from the internet.
- CG **Renault** Clio Sport. I 3d modeled, textured, lit, rendered, and composited this car. Another artist did the retouch on this image.
- 3D animation for the **Camelot** Terminal advert. I assisted in the 3d modeling and texturing of the parts used in this animation.
- VFX for **Jay Sean's** music video **Down** featuring **Lil' Wayne**. In this shot I composited some glow effects lighting up Lil' Wayne as he spreads his hands apart off screen.
- 3D animation for the **Camelot** Terminal advert. I assisted in the 3d modeling and texturing of the parts used in this animation. I also created the 3d camera move.
- 3D animation for the **Pure Funky House** album release TVC. I 3d modeled, textured and animated the 3d text for this ad. Another artist worked on the backgrounds and composition.
- 2D animation for an online **Sony Ericsson** advertising campaign. The phone and hands were shot on green screen, keyed and we replaced the backgrounds. I also created the 2d screen animation using 2d assets and icons and these were comped on as screen replacements.
- 2D animation for a **Stella Artois** ad campaign. I animated the yellow painting in on two of the letters.
- 3D animation and VFX for **Jay Sean's All or Nothing** album release TVC. I conceptually designed and created this advert on my own. All the modeling and animation was done in 3ds Max using V-Ray. I also created the 3d swirls in 3ds Max. I composited all the 3d and 2d elements such as smoke in After Effects. Shots from his music video 'Down' that I also worked on are mapped onto the boxes.
- 3D cityscape for the **Samsung Galaxy** Micro site. The 3d cityscape was purchased for this project and then the models and textures were adapted for this project. The lighting was worked on by a colleague, I did all the camera animation for this campaign.
- 3D animation for a **Samsung** mobile phone outdoor advertising advert. I 3d modeled and textured this phone and also created the 3d movement of the phone. Another artist created the backgrounds and swirl effect.

- 3D animation of an ident for a segment called **O-News** from a British comedy sketch show by **Peter Serafinowicz**. I 3d modeled, textured and animated the cubes. A colleague did all the compositing on this project.
- 3D animation for a **Money Debt & Credit** TVC. I assisted in the creation of the 3d environment, props and secondary characters for this commercial.
- 3D animation for the **R&B Love Classics** album release TVC. I 3d modeled, textured and animated the 3d text and backgrounds for this ad. I also added the glow effects to the text.
- 2D animation for a **Players** branding video. Myself and two other artists edited and created a branding stop motion video for Players. In this shot I animated/edited the stills and text changing with the audio track.
- VFX for the BBC Children's TV series **MI High**. The people and cardboard boxes were shot on green screen and I keyed this shot. I 3d modeled, textured, lit, rendered and composited the warehouse background. I also used volumetric lighting inside the warehouse.
- VFX for **Jay Sean's** music video **Down** featuring **Lil' Wayne**. In these shots I composited 3d glow effects following the hand movements of Jay Sean and the dancers. I also composited beams of light shining up from the white tiles on the checkerboard dance floor as the people step on them.
- 2D animation for a **Lastminute.com** outdoor advertising campaign. I assisted in the animation of 2d assets and text on both screens of this ad.
- 2D/3D animation for **Camel** branding. I created and animated the snowflakes falling using 3ds Max's particle system. I animated the text effects in After Effects.
- CG car used for a **Mercedes-Benz** UK advertising campaign. The client provided the high quality 3d car model which I textured, lit, composited and retouched with the photographic warehouse back-plate. I had to make modeling amends to the car based on the different car model specs (alloys, license plates, body-kits, etc). I used HDRI lighting for this ad and used HDR Light Studio also.
- CG meeting area for a **Mercedes-Benz** pitch. I 3d modeled, textured, lit, composited and retouched this shot. Some of the secondary objects such as the lamps, tables, and laptop were free models I quickly used to populate this shot.
- 2D animation for an online **Highland Spring** advert. I animated and masked in the progression of castle painting.
- CG cars used for **Renault UK** advertising campaigns. I 3d modeled, textured, lit and composited these cars. Some of them I modeled from scratch using blueprints and some of them were purchased and the models were amended to match car specs. I used HDRI lighting for these ads and I assisted another artist with the retouching.
- 3D animation and VFX for **Jay Sean's All or Nothing** album release TVC. I conceptually designed and created this advert on my own. All the modeling and animation was done in 3ds Max using V-Ray. I also created the 3d swirls in 3ds Max. I composited all the 3d and 2d elements such as smoke in After Effects. Shots from his music video 'Down' that I also worked on are mapped onto the boxes.
- CG car animation for a **Renault UK** TVC. I modeled the Renault Megane from scratch using blueprints, rendered out all the animation layers and composited them in After Effects.
- VFX for **Jay Sean's** music video **Down** featuring **Lil' Wayne**. In this shot I composited a transparent delay of Jay Sean with the original video.
- **Vodafone** domino advert. I created the domino animation using 3ds Max's Reactor dynamic system. It was then composited in After Effects. I 3d modeled, textured and animated the Nokia phone and then another artist masked this on with the domino's. This ad was used for online and outdoor advertising.