

Karl Hammond Animator / Motion Graphics Designer

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Objective

I am capable at any level of a production team, and can see through a project from generating ideas and brainstorming, initial sketches, production, animation and post-production.

Skills

As a freelance animator, I am equally adept at designing and developing ideas for film and TV, as I am creating and compositing motion graphics. With the ability to combine 3D and 2D techniques, I can create unique designs offering fresh solutions to clients and I am proficient working to tight pitch and production deadlines. I have 2 years experience in the music industry with over 30 televised commercials. My most recent jobs have included graphic title sequences for Channel 4, and BBC Three. And a character design and animation title sequence for a prime time Sky One show.

Software Interaction

Adobe Photoshop; Adobe Illustrator; Adobe After Effects; DVD Studio Pro; Final Cut and Macromedia Flash; Maya and Cinema 4D.

Experience

July - August 2009, Archibald the Bald, E4 Sting

I took 4 weeks out of my freelance schedule to co-direct, animate and design an E4 ident for their E Sting competition. It involved working on a narrative and coming up with a fresh design solution embodying E4's identity. This was a chance to learn new skills in Maya; modelling, UV mapping, animating and rendering.

March – July 2009, Addiction Entertainment London

Over this period I spent most of my time freelancing at Addiction. There I was pitching on some of their largest TV ad campaigns for the music industry for example Michael Jackson and Kasabian. More importantly I also had the chance to work on their B&Q campaign. During this time at Addiction I was constantly storyboarding, I see this is now being one of my key skills that I can bring to a project.

October – February 2009, Bedroom London – Oops TV, Sky One

I was character designer and lead animator for Sky One's new comedy blooper show featuring accident prone animated family of 5. From initial character sketches and boards, animating in Flash, and compositing in After Effects I was the key contributor in the branding of the show. The 50 episodes will feature over 30 short stings of the family in all sorts of disastrous situations appealing to a prime time audience.

August 2008, Bedroom London – The Home Show Titles, Channel 4

With a quick turn over I aided in the design of and animated very stylish titles for The Home Show recently aired on Channel 4. It involved compositing live action footage and 3D type.

www.bedroomlondon.com/showcase/the_home_show.html

July 2008, Bedroom London – Grow Your Own Drugs Titles, BBC 3

I animated and aided the design of the title sequence for the Grow Your Own Drugs show airing on BBC 3 spring 2009. It involved compositing high res photos and 3d type from Cinema 4D in After Effects.

May 2008, Director: James Hughes – The Velvet Abstract

I completed a 20 second sequence for director James Hughes' short film, The Velvet Abstract, which is set to be released in 2009 (www.thevelvetabstract.com). The only brief was to keep to the script and use my own visual style.

March 2008, Tandem Films – Spec Savers Thunderbirds TVC

Working as a compositor at Tandem Films I keyed and composited scenes for Spec Savers Thunderbirds TVC. We used After Effects and Keylight.

January 2008, Betternest.co.uk – Corporate Film and Identity

Working with a young and expanding Internet based company I created a minute long corporate video combining live action, roto-scoping, 2D and 3D techniques. The style of the animation incorporates and expands on the company's original identity and logo. The 2D Flash and 3D Max elements were composited in After Effects.

January 2007, JJ Stereo – Motion Graphics Designer

For a year I worked as a designer at JJ Stereo, a production house, specializing in music advertisement. During this time I had thirty adverts televised on MTV2 and during prime-time on terrestrial channels. The fast

paced demands of the music industry meant implementing ideas and meeting unpredictable and tight deadlines quickly and efficiently. For an advert to make it on air, I frequently had to assume several roles as director, designer and producer.

October 2005, RoughCut Film Festival - Animated Logo

I directed a small group of people in creating an animated logo for a small independent Film Festival called Roughcut. Using a mixture of 2D and 3D techniques, the 50-second animation gave the festival its own identity and branding, receiving much praise from the organizers. This experience gave me the chance to make authoritative decisions for the group, manage our time and delegate production tasks to increase efficiency and meet the deadline.