



Old Lodge Farm, Coningsby Lane
Fifield, Berks, SL6 2PF

rod@rodlord.com
01628 627032

Resumé I'm a designer and animator specialising in the design and production of 2D and 3D animation sequences for corporate, educational, training, commercial and broadcast.

- 1965-1969 St Martins School of Art** (now Central St Martins)
DipAD in graphic design and illustration (equivalent to BA)
- 1969-1970** Freelance Illustration and Book jackets
- 1970-1971** Animator at ICEM (MacMillan's Educational Film Unit)
Many 3-minute projects ranging from Biology to Oceanography to Mathematics
- 1971-1985** Designer, art director, animator, and MD of Pearce Studios Ltd.
Many corporate, commercial, training and educational projects.
Large amount of MOD training, some Pharmaceutical, some BBC.
- 1981** **BAFTA and D&AD** award winning animated graphic sequences for the BBC's "Hitch Hikers Guide to the Galaxy" TV series.
- 1982** Introduction of one of the first commercially available 3D animation computer systems in the UK.
- 1985** **BAFTA** award winning 3D animated computer graphics direct to 35mm film for the 50 minute Channel 4 feature "Max Headroom - the movie".
- 1985-2009** I now work on my own from a studio in the Windsor and Maidenhead area of Berkshire. Much of my output these days is uploaded to clients' FTP sites or supplied as digital files on DVD. Some projects are produced completely in-house including involvement in scripting, hosting client meetings, storyboarding, 3D modelling, 2D and 3D animation, compositing, video and audio editing, and DVD authoring.
- 1996-2009** **More awards ...** One **ETMA**, another **BAFTA**, and four **IVCA** nominations-awards.
2005 BAFTA Interactive - interface design and graphics as part of Radio4 team that updated Douglas Adams' web game of "Hitch Hikers Guide to the Galaxy" which briefly displaced the Archers as the top Radio4 web hit spot.
2009 IVCA Bronze - Internal Interactive Media - "BP Atlantis" - Myriad Global Media for BP. This also received a Highly Commended for Best Animation and Graphics.

www.rodlord.com for full information and examples of work..

A Google search for "rod lord" will provide more information and links.

Skills

Photoshop	Image origination and editing	FormZ	3D modelling
AfterEffects	2D animation and compositing	ElectricImage	3D animation
Final Cut Pro	Video and audio editing	Dreamweaver	Web authoring
DVD Studio Pro	DVD authoring	Fireworks	Image processing
InDesign	Layout and graphics	Flash	Web