www.rodlord.com

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Resumé

Designer-animator specialising in 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 ➜ 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 ➜ Working alone from a studio in the Windsor and Maidenhead area of Berkshire. Much output uploaded to clients' FTP sites or made available for download from web site or supplied as digital files on DVD or hard drives. Some projects produced entirely 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 ➜ **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.

Skills

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