Professional Practices

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https://jleeanim2.myblog.arts.ac.uk/

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Industry Skills Pack: Current Skillset (+ how to improve)

c7a9dd: Hat(left), dress, tights
6c547c: Hat(right), collar
33284b: Hair, shoes, dress band
ffdcad: Ribbon, pom-poms,stars*
edc8ac: Skin
a1d1f3: Tears

Further notes:
* Stars refers to both the star that will appear on her makeup due to narrative reasons**, and also the stars currently shown in the reference (with the "add" adjustment layer used.)

**"When a person cries, if the first drop of the tears come from the right eye, it's happiness. But when it comes from the left eye, it's pain." (If its both, it's frustration) Proven false but it's useful for narrative: https://torontoneurofeedback.ca/a-theory-what-side-do-your-tears-fall-on/

Beginning of narrative: Two tears

Middle: Two stars, but then they dim in glow when she is struggling

End: Tear on the right and star on the left to indicate that hardship is still there but she is happier.

Texture used: "Blotchy" procreate brush, draw one layer of it and then duplicate and merge to make it less transparent.

Brush: TGTS - Sketchbook pencil HB

2a2338: Hair
eed4c1: Skin
fefefe : Night gown + shoes

Further notes:
Desaturated all colours to make this version of Meryl look more dreary.

Gown was designed with the transformation in mind. The bunting from her room can turn into the hat+ collar+top skirt, the small ribbon can become larger, the sleeves and dress can become shorter.

Texture used: "Blotchy" procreate brush, draw one layer of it and then duplicate and merge to make it less transparent.

Brush: TGTS - Sketchbook pencil HB

Currently I primarily use Adobe Premiere Pro and Toon Boom Harmony to create my animations. I am continuing to expand my knowledge on how to use Harmony by using Su-Lynn's YouTube tutorials to learn how to use the node view/rigging tools since I mainly use it for hand drawn animation and I would like to use it for other things in order to use the software to it's full potential.

I am also slowly migrating to using Storyboard Pro and plan to attend a recommended workshop with Temple Clark that goes into how to become better at storyboarding in order to improve my abilities to tell a story visually.

By using software such as Procreate, Photoshop and Clip Studio Paint (industry standard in Japan), I have managed to create turnarounds and character design work for my portfolio and I fully intend to keep using these three to create more work in the future.
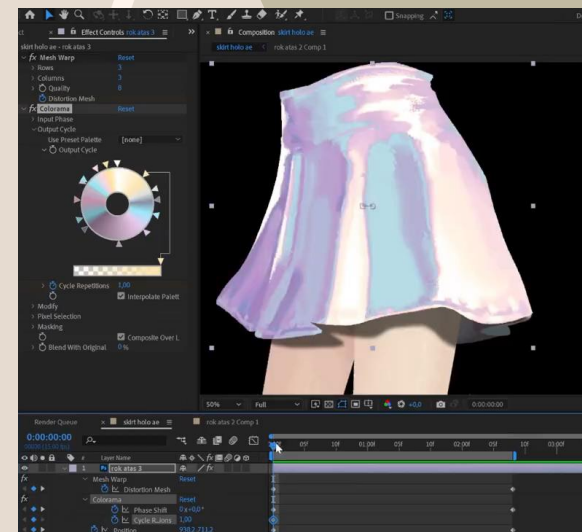
Industry Skills Pack: Desired Skillset (+ plan on how to obtain)

Over summer, I will try to make a full animation using TV Paint and After Effects since they are both useful industry standard software that I would like to fully familiarise myself with. It will also give me practice on how to tell an effective story, which is a valuable skill I would like to continue strengthening

The films that Gobelins students have produced is my benchmark for what skill level I aspire to reach in terms of both animation skills and more specifically, using TV Paint since that is their primary software of choice. The stories in each of their films are extremely effective and I would love to be able to construct a narrative as engaging as the ones in each of the examples I listed below.

Examples of films from Gobelins I look up to (both as a technical benchmark and in general) are:

Sundown: https://youtu.be/jKh-DP89FPY
Last Summer: https://youtu.be/HPOcLm0fMws
Louise: https://youtu.be/7GjJef2QkQU

I started learning more about After Effects by attending workshops at The Digital Space so I know the basics now, but I would like to be even more comfortable using it since it is a powerful tool for animation. (Examples of tests I created in AE can be seen on slide 11.)

An artist/animator that continues to inspire me to expand my knowledge on how to use AE is Miu Akatsuki. She uses After Effects to create 2.5D animations for both objects and characters which is something I would like to learn how to do in order to create a sense of depth in my work as well as animate quicker.

More of her work can be seen here:
https://www.instagram.com/miu_akatsuki/?hl=en

Industry Skills Pack: Companies of particular interest and areas of the industry I am aiming towards.

Tonko House http://www.tonkohouse.com/

Science Saru https://www.sciencesaru.com/en

Areas of the industry I am aiming towards are:

Character designer
Head of Story/ Script writer
Visual development/ Art director
Colour Keying/ Colourist

These two animation studios have produced work that I'm interested in doing in the future, I think the direction that my visual style and interests are headed is in line with what projects they have put out so far. For example, Oni: Thunder God's tale tells a story that would've definitely resonated with my younger self since I felt like an outsider much like the children in that story. I think I would like to contribute to making media that resonates similarly to an audience despite their age because I still really enjoyed it even though it's technically for kids.
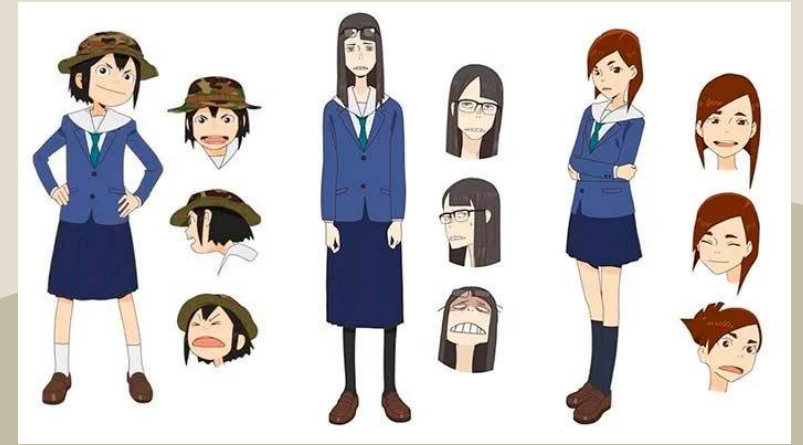
Science Saru's unique take on the anime style (which can be seen in their character designs that effectively use shape language) had a hand in influencing me to take a degree in animation, especially their show 'Keep your hands off Eizouken' which follows the lives of 3 girls who are in an animation club.

The story continues to be very relevant to my practice and it made me think that I too want to create a work that inspires both beginner artists and professionals in the industry to keep going.
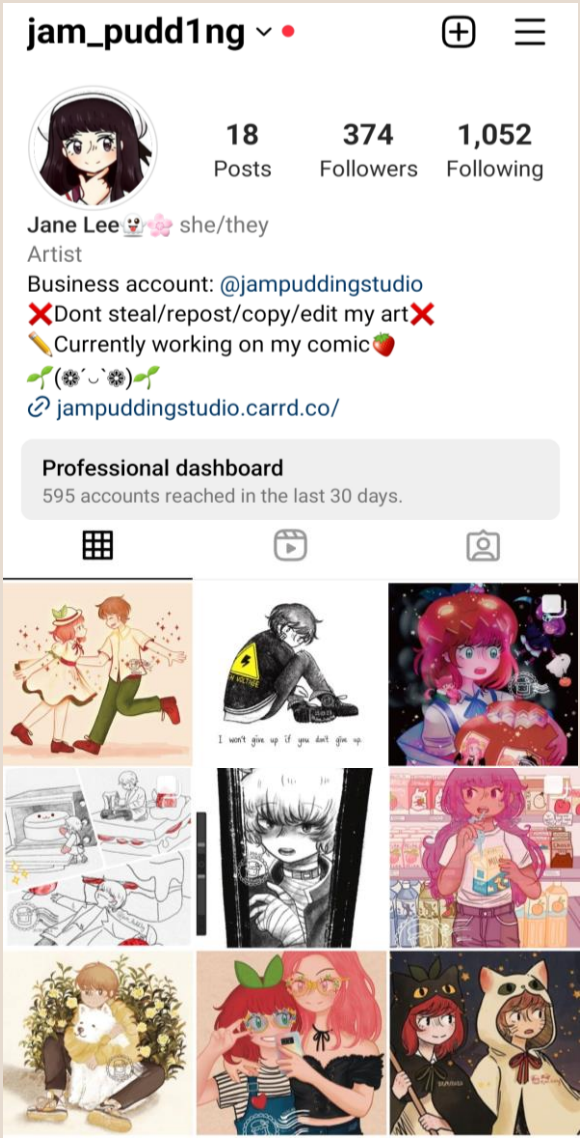
Personal Professional Presentation Pack: Developing Online Prescence

I decided to begin branding myself as a studio online since I think that branding myself as an individual for the following reasons:

When people message a brand/studio, replying with "I'll see to it in 3-5 working days" is reasonable and to be expected. Whereas when messaging an individual, people tend to expect a near immediate reply.
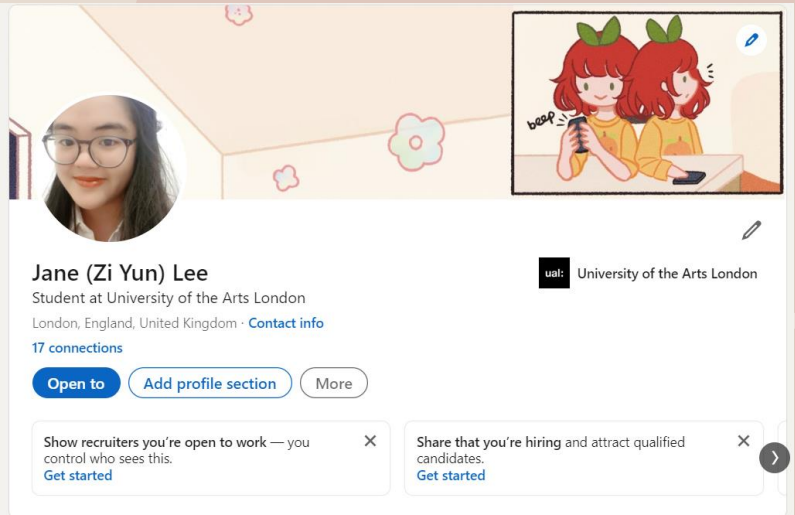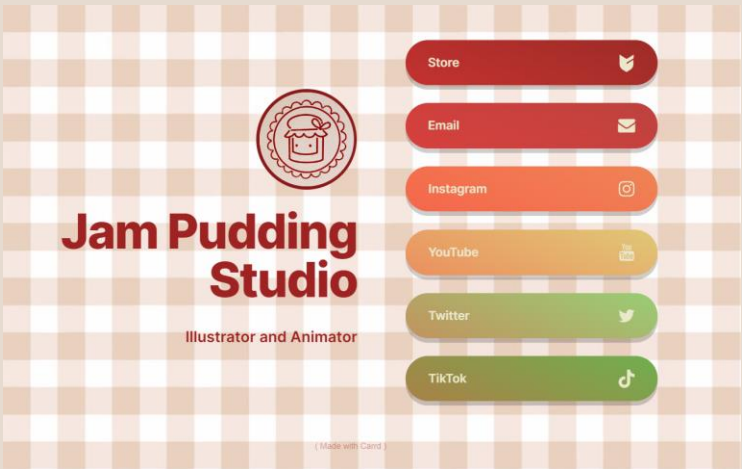
Having a strong distinction between work and my personal identity is important to me.

jam_pudd1ng

18	374	1,052
Posts	Followers	Following

Jane Lee 🌷🌸 she/they
Artist
Business account: @jampuddingstudio
❌Dont steal/repost/copy/edit my art❌
✏️Currently working on my comic🍓
🌱(☉˘◡˘☉)🌱
🔗 jampuddingstudio.carrd.co/

Professional dashboard
595 accounts reached in the last 30 days.

This is my main art Instagram page, it is a space specifically for showcasing both my sketches and my final pieces for projects.

Visit my profile here:
https://www.instagram.com/jam_pudd1ng/

Currently I am working towards posting more often in order to cater to the algorithm to continue building my online presence.

Jam Pudding Studio
Illustrator and Animator

Jane (Zi Yun) Lee
Student at University of the Arts London
London, England, United Kingdom · Contact info
17 connections

ual: University of the Arts London

Open to   Add profile section   More

Show recruiters you're open to work — you control who sees this.
Get started

Share that you're hiring and attract qualified candidates.
Get started

I started using LinkedIn (ensuring I keep everything on there up to date) in order to begin building a network of both my peers and people I meet at industry talks to help assist with finding jobs when I graduate.

I have also constructed a landing page that consists of the rest of the social media platforms that I'm on.
https://jampuddingstudio.carrd.co/

Even if I'm not yet active on other social media sites yet, I made the effort to make an account with my studio username on it in order to maintain consistency so I can begin posting on those in the near future.

Personal Professional Presentation Pack: Online Portfolio and Showreel

Link to my Portfolio Website, Below is a screenshot of what the Home Page consists of:
https://jampuddingstudio.wixsite.com/portfolio
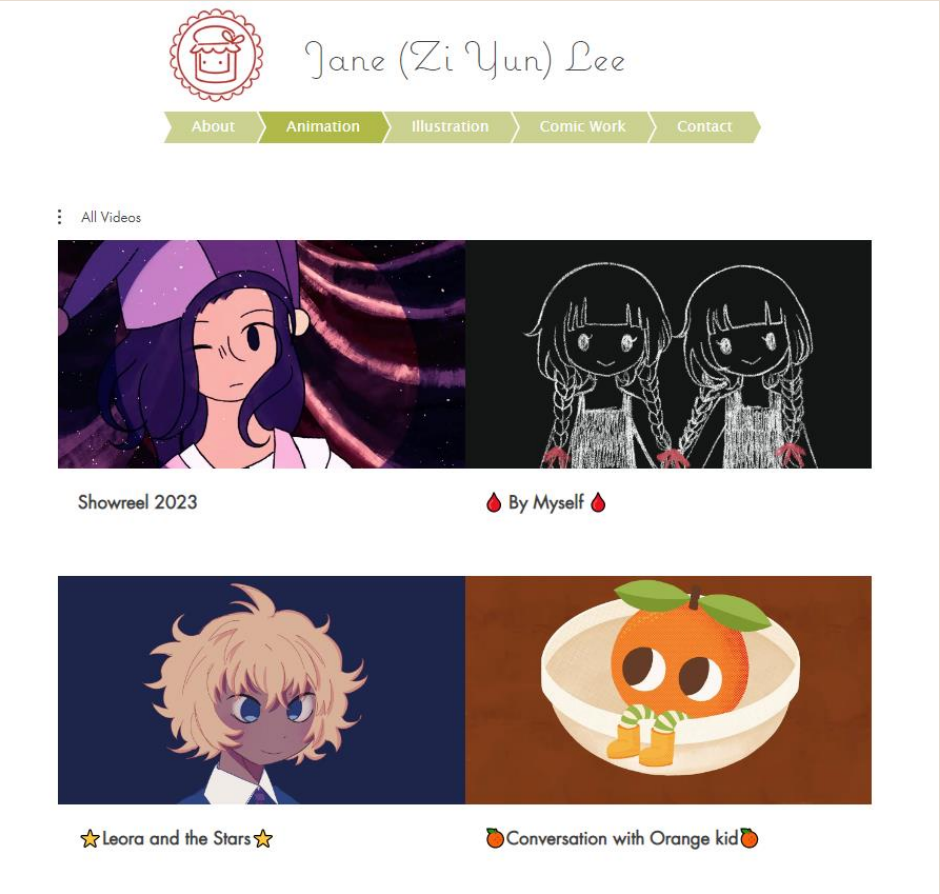
Showreel 2023, with relevant annotations detailing what I made in each project featured:
https://youtu.be/FGF2fpgOupk

Additional Content from my website.
I made sure to present up to date work that best reflects my current skill level in an easy to navigate layout.

Jane (Zi Yun) Lee

Animator/Illustrator

jampuddingstudio@gmail.com
https://jampuddingstudio.wixsite.com/portfolio

Experience

Animator/Character Designer/Script Writer on 'Tears of a Clown'
Student film at the London College of Communication.
Februrary - June 2023

Freelance Script Writer on 'The Cards'
Graduate film at the University of Westminster.
April 2023

Animator/Colourist on 'NHS Prostate Cancer Awareness Animation'
Company: National Health Service
October 2022 - Februrary 2023

FX Animator/Character Designer/Colourist on 'Leora and the Stars'
Student film at the London College of Communication.
September - January 2022

Education

BA (Hons) Animation from London College of communication
2021 - 2024

Foundation Diploma in Illustration
2020 - 2021

Skills

Adobe Premiere Pro, After Effects, InDesign, Photoshop, Illustrator

Toon Boom Harmony

TV Paint

Storyboard Pro

Clip Studio Paint

Procreate

Hand-drawn Animation

Comic Book Illustration

To whom it may concern,

Congratulations on your series 'Oni: Thunder God's Tale' winning an Annie. The story really resonated with me and I found the character designs extremely effective in eliciting feelings of joy. The work that your company has created has continually inspired me to be better and I hope to one day reach the level of expertise that you exhibit in your work too.

I'm contacting you in regard to your call for interns. Having recently graduated from LCC with a BA in Animation, I am eager to continue learning in a professional environment. My particular passions lie in telling heartfelt stories as well as character design and worldbuilding. I feel my skillset may compliment the style you use in your work and that I would fit in well with the team.

Please find attached to this email a copy of my CV:

Here is a link to my Portfolio:
https://jampuddingstudio.wixsite.com/portfolio
And to my Showreel:
https://youtu.be/FGF2fpgOupk

Thank you for your consideration,
Jane (Zi Yun) Lee

Fictitious cover letter written to Tonko House.

Project Work: Les Nuits de Bassins – Projection mapping festival Project Proposal.

The goal for this project was to develop a collaborative proposal for a Projection Mapping Festival in Arras, France. My partner for this project was Lucy Moles (18045074).

The main goals were the following:

• Respond appropriately to a client brief to develop a professional pitch proposal for a creative output of a professional standard

• Create a thematic design for a projected animation that engages with the audience through interaction at the les Nuits des Bassins 2023

We had 2 choices for slots at the festival.
Option 1 included a life size model of a cow alongside with multiple screens of different shapes and sizes.
Option 2 included a large interactive projection on the floor or on a wall.

Lucy and I decided to pick Option 1 for our proposal.
The core idea we had was centred around the connection that living organisms share with stars and the universe, using the cow and it's four stomachs to create an immersive animation loop to show this connection.
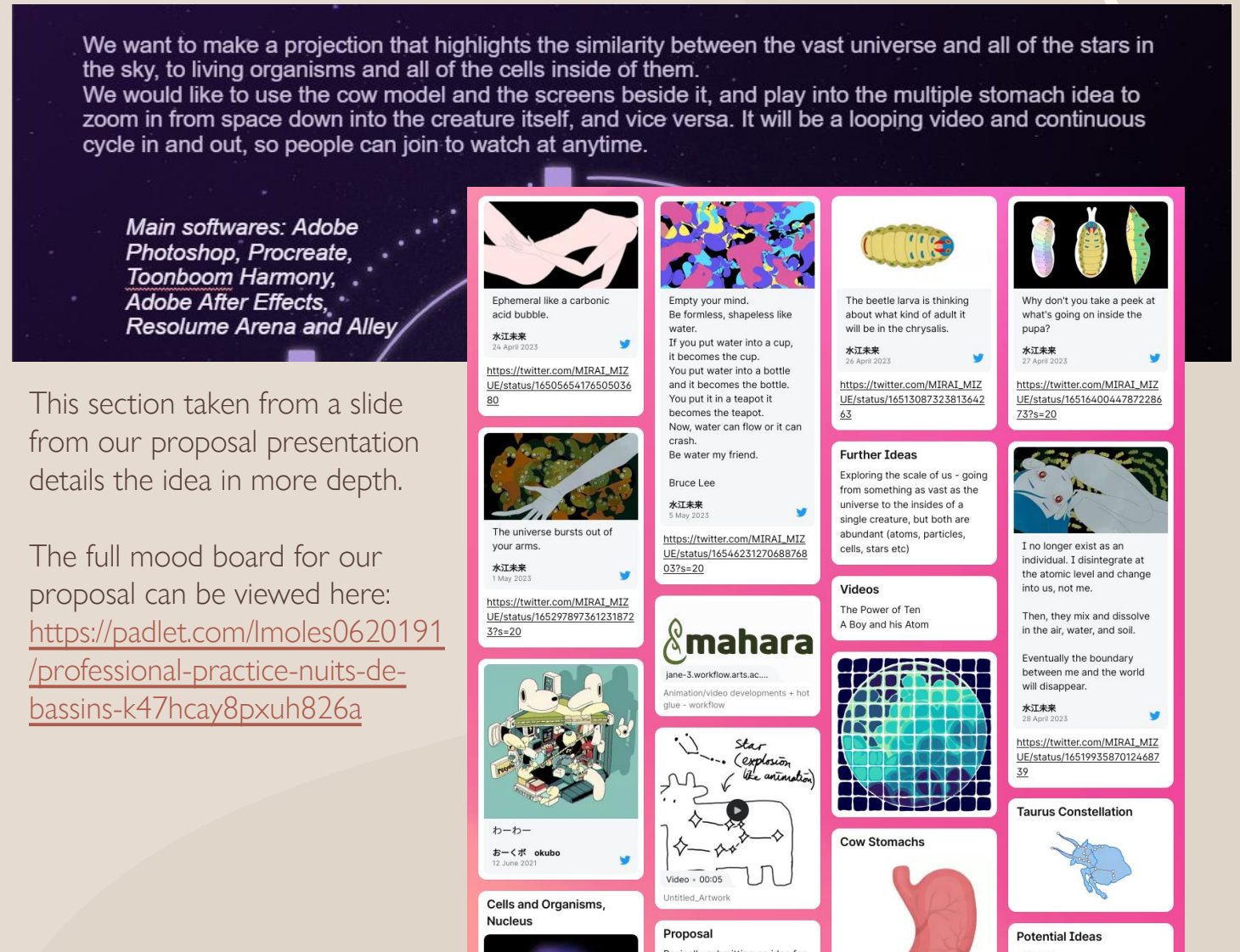
This section taken from a slide from our proposal presentation details the idea in more depth.

The full mood board for our proposal can be viewed here:
https://padlet.com/lmoles0620191/professional-practice-nuits-de-bassins-k47hcay8pxuh826a

Project Work: Les Nuits de Bassins – Projection mapping festival Project Proposal.

This slide details the research that went into the idea and our inspirations for the proposal idea. For the full presentation check my blog:
https://jleeanim2.myblog.arts.ac.uk/2023/05/17/nuit-de-bassins-presentation/

We are greatly inspired by the 1977 film *Powers of Ten*, which zooms out from a Chicago lakeside up to the very edges of the Universe, passing nebulas and whole galaxies, before quickly returning to Earth and taking us into the hand of a picnicker at the lake, through carbon atoms and DNA molecules, with "ten times more magnification every ten seconds."
It leaves the viewer quietly pondering on the finite scale of us versus the infinity of what's out there.
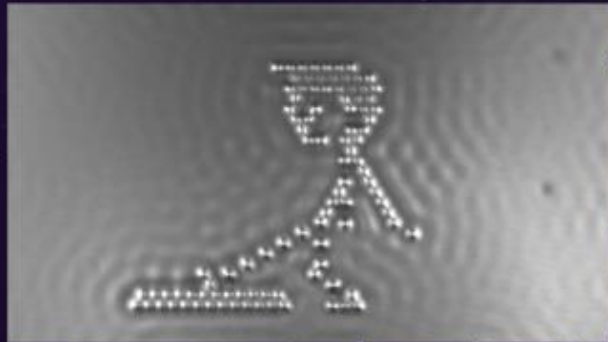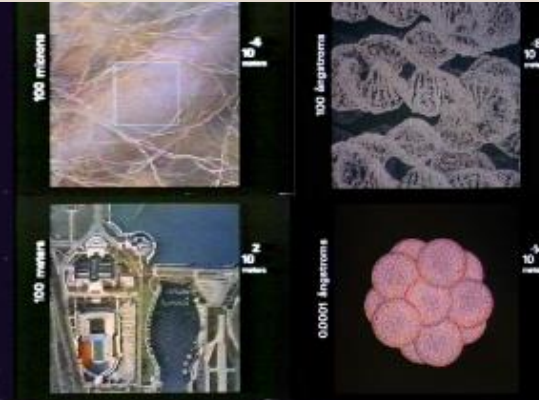
The short film *A Boy and his Atom*, known as "The World's Smallest Movie," also comes to mind. It's a stop motion piece made by nanophysicists at IBM Research, who used a scanning tunneling microscope to move thousands of carbon monoxide molecules in the shape of a little human, only visible when magnified by 100 million times.
The fact alone that this is possible is incredibly extraordinary.

We were also really touched by the Richard Feynman quote - *"The world is so wonderful in the sense that stars are made of the same atoms as the cows and as ourselves, and as stones"* (p 101 of The Pleasure of Finding things Out). We found it to be very apt.

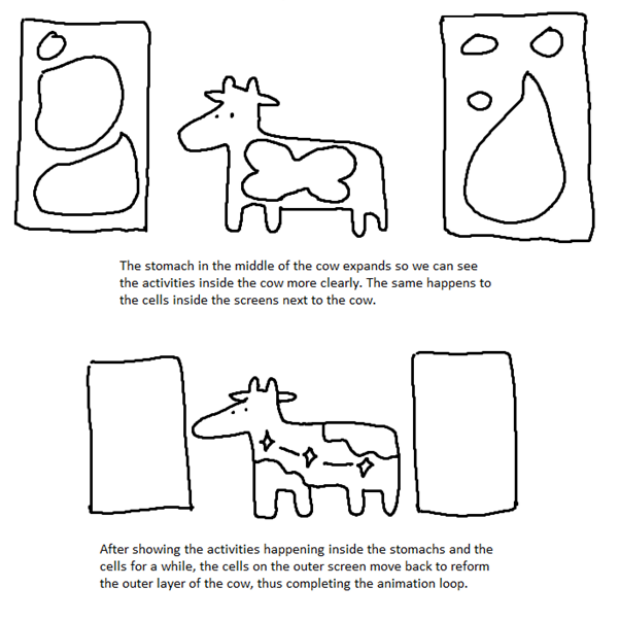# Project Work: Les Nuits de Bassins – Projection mapping festival Project Proposal.
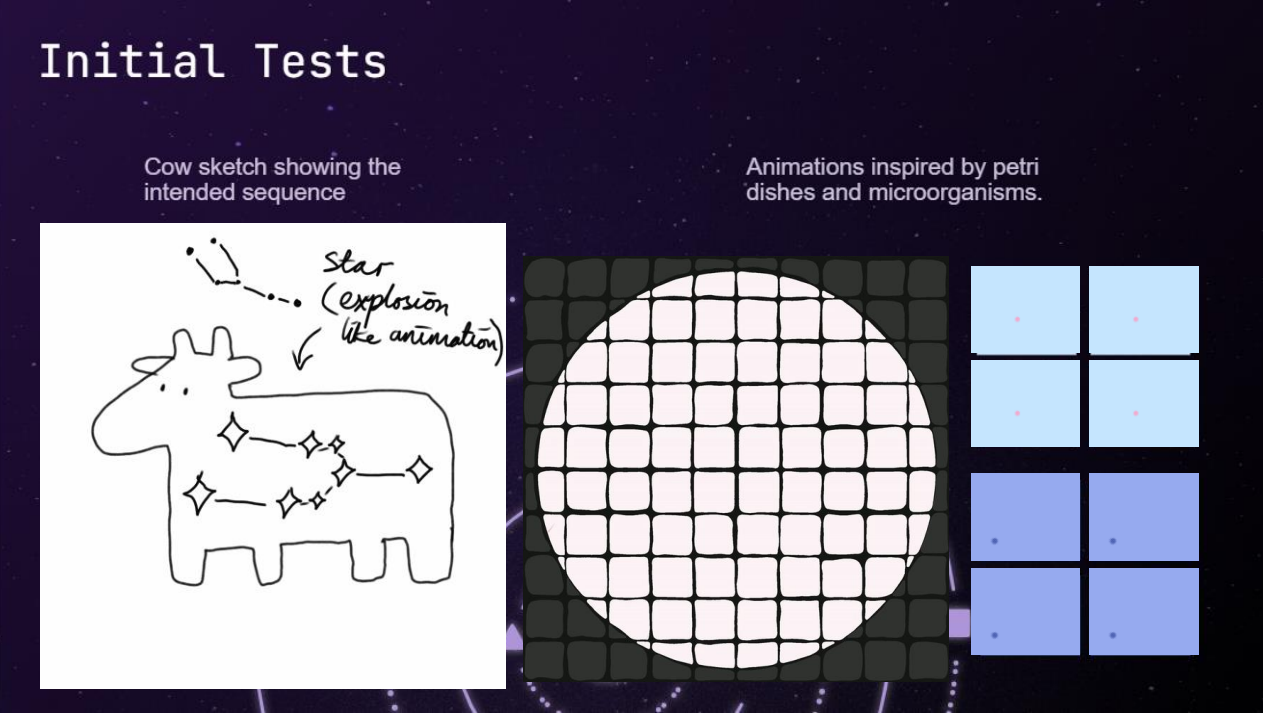
This slide from our proposal consists of experimental animation tests that I made to help show the festival curator what our idea is.

When creating these, I was inspired by petri dishes and the microorganisms found within bacteria cultures.
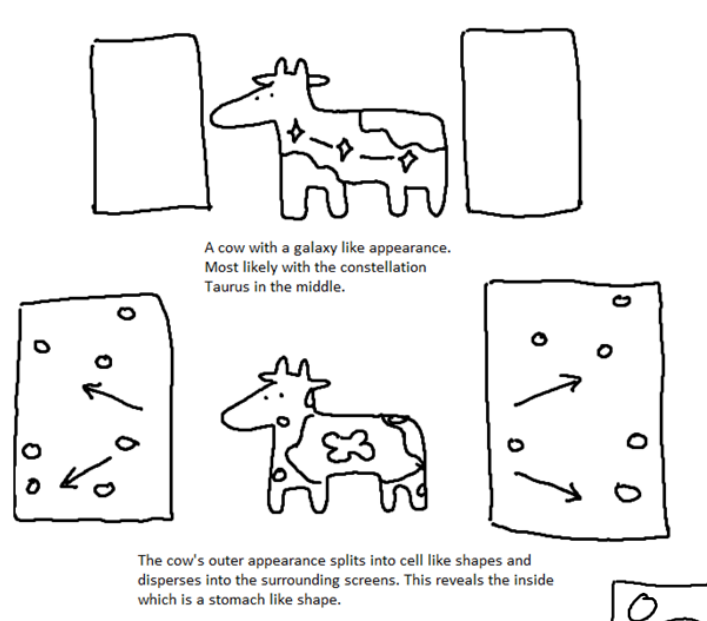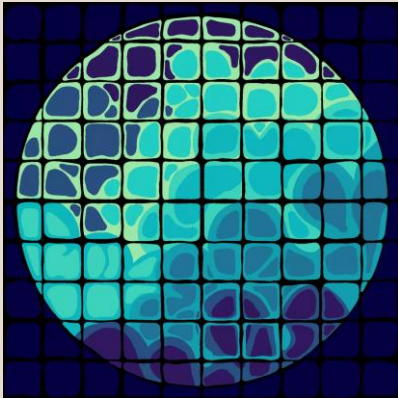
I also made this storyboard to help assist in conceptualising our idea. Because we were unsure of what the actual scale of the cow statue and the available screens were, we were told that the idea pictured in these storyboards were not feasible to accomplish.

However, the curators of the festival told us that the problem can be solved quite easily if we placed the cow statue in another location.
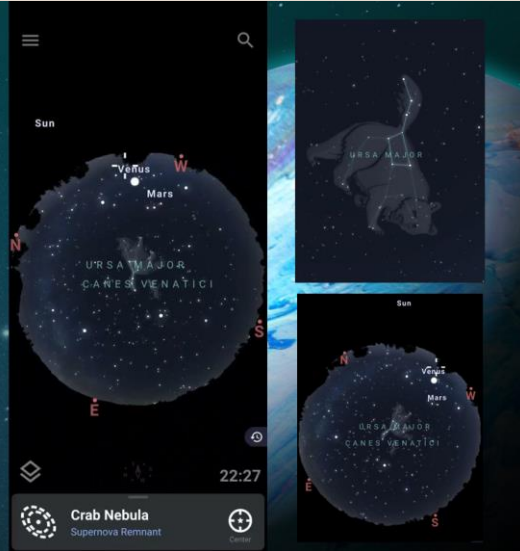
Project Work: Les Nuits de Bassins – Projection mapping festival Project Proposal.

The festival curators really liked the idea that we had to incorporate the constellations currently above the venue to the projection that would appear on the cow statue and the surrounding screens due to the extra level of interactivity it would add, thus making the animation shown more relevant to the audience present at the festival.
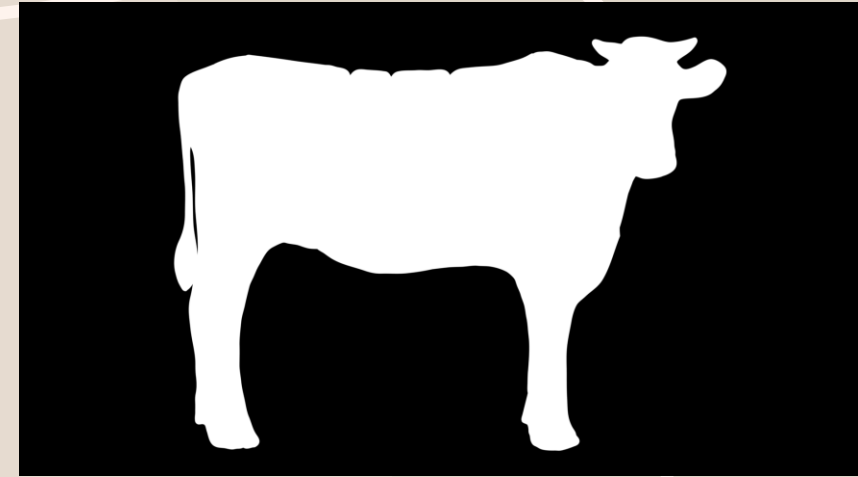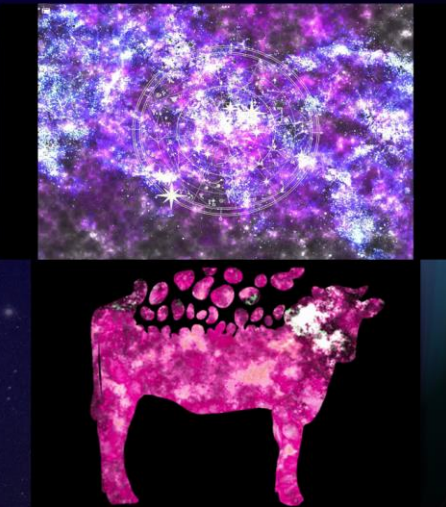
The gifs on the right are the final main mock ups I created using both Adobe After Effects and Toon Boom Harmony.

Links to video outcomes provided below:
https://jleeanim2.myblog.arts.ac.uk/2023/05/17/nuits-de-bassins-video-outcomes/
https://youtu.be/BhJzVXLOh0Y
https://youtu.be/4i3ZkpihakA
https://youtu.be/rSqvPhyRk2U

Critical Appraisal / Final Reflection on each section.

Industry Skills Pack

When thinking about what skills I would like to obtain to help my creative process, I decided that it would be wise to focus on learning 2 (TV Paint and After Effects) for now since it allows me to put my effort into learning each properly without splitting my focus between too many different pieces of software at once.

This is also due to the fact that I am continuing to further my knowledge on software I'm more familiar with such as ToonBoom Harmony, so I think the wisest decision is to not take on too much to ensure that I retain the new information that I am giving myself to help with my practice.

Project Work: Les Nuits de Bassins – Projection mapping festival Project Proposal.

This particular brief helped me to think about the medium of animation and how it can be used outside the conventional screen format. It was a valuable experience and opportunity to experiment with the medium and think bigger in terms of physical scale as well as how it would look in a real physical space.

New obstacles come with presenting your animation in an installation/festival setting as me and my partner for the project Lucy Moles discovered since we had much technical difficulty setting up projectors to get test footage recorded, and also having video links being finicky on presentation day. To mitigate errors like this in the future, we will prepare more back ups and alternative links, test existing ones prior even more vigorously and practice presenting to our peers before actually presenting our proposal to the clients.

Personal Professional Presentation Pack

The most valuable thing that I have learnt when creating my showreel, website and portfolio is that it is integral to curate it so that your best work is presented first so that any potential recruiters see it immediately. My current showreel has a few pieces of animation that are placeholders until my final second year film is complete, but even then I kept this lesson in mind and only chose work I was happy with to have as a placeholder for the better work to come in my next iteration.

Feedback from industry professionals helped me to narrow down what I include in the portfolio and showreel so that it is not cluttered with any work deemed unprofessional. For example, these development sketches (depicted above) were called 'doodles' so I eradicated them from my website to maintain professionalism.

Overall, I think this unit helped me to successfully begin setting up all the tools I need when I become a professional in the industry in the future. Now that the framework for my portfolio, showreel etc. now exists, I make sure to keep it up to date so it can continue being an accurate representation of who I am as a creative.