



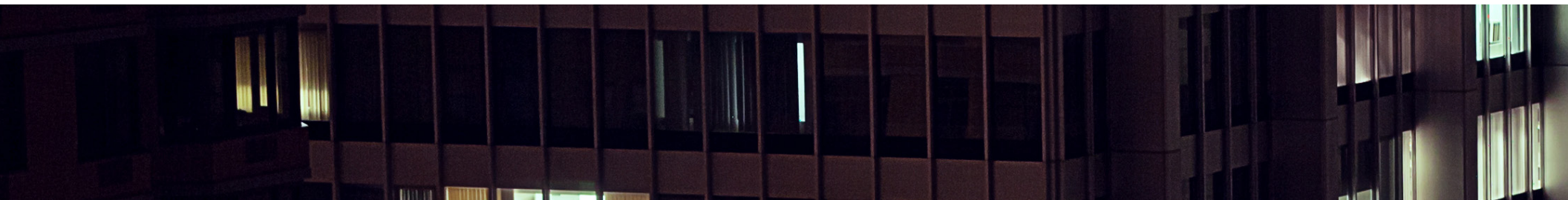
Design/Digital Portfolio
Q2 2014

ART DIRECTION

COMPOSITING

3D GENERALIST

PROJECT MANAGEMENT



DAVID HILL

646.620.8414

dh@itscoldout.com
www.itscoldout.com

EMPLOYMENT

SANTA MARIA PROD. INC., NEW YORK, NY
Partner/Creative Director
July 2008 - November 2012

HORNET INC., NEW YORK, NY
Freelance Compositor/Designer/CG Artist
August 2008, December 2012 - current

SHILO DESIGN, NEW YORK, NY
CG Artist/Compositor/Art Director
September 2007 - May 2008

GRETEL INC./SHILO/FREESTYLE COLLECTIVE,
NEW YORK, NY
Freelance Designer/CG Artist May 2006 - August
2007

THE EBELING GROUP
CONVERT - MATT TRAGESSER, NEW YORK, NY
Designer/CG Artist
October 2005 - May 2006

4FRONT STUDIOS/WTGS TV, SAVANNAH, GA
Designer/CG Artist
September 2004 - October 2005

EDUCATION

Savannah College of Art and Design
BFA, Computer Arts - 2004

SKILLS

Creative Direction
Art Direction
Design
Leadership and Multitasking
Concept Development
Media/Digital Production
Integrated Marketing Strategy
Production Pipeline Management

SOFTWARE

Autodesk Maya, V-Ray, Mental Ray,
Foundry Nuke, Apple Shake, Pipeline FX
Cube, Adobe Creative Suite (including
After Effects, Photoshop, Illustrator, and
InDesign), Apple Final Cut Pro, Microsoft
Office, Google Docs, Basecamp, Asana

I also have general knowledge of Adobe
Flash and HTML/CSS scripting.

AWARDS

RONALD MCDONALD HOUSE CHARITIES:
Cannes Film Festival "Official Selection"
BURMA RELIEF:
Cannes Film Festival "Official Selection"
DENTYNE BLOG SMOG:
Annecy Animation Festival "Official
Selection"
Maria Effing Scholarship during college

PUBLISHING:
'Here Come the Waves: The Hazards of Love
Visualized' : The Decemberists - Multimedia
Content

Pictoplasma 2

I have also been interviewed and/or
published in various publications and online
including IdN Magazine, Motionographer,
StashTV, Shots Magazine, DigUp TV,
Creativity Magazine, Boards Magazine, and
Stereogum.

INTRODUCTION

I am an american born designer/director. After completing a Computer Arts degree at Savannah College of Art and Design, I traveled to New York, where I currently live. I enjoy being creative and really take pride in what I do. Son of a human factors engineer and a computer technician, my goal is to engage people through the use of technology.

I have roughly 10 years of experience working in advertising and production. In that time, my job titles have ranged from designer to compositor to technical director to creative director. I am one half of the directing team called Santa Maria and have worked closely with my good friend Josh Goodrich for 6 years. At Santa Maria, I was responsible for everything between ideation to pitching to the final creation at one point or another. On the management side, I handled our budgets and functioned as a producer on occasion. In fact, many of the pieces shown here were made while I was working with Josh.

The pieces shown are my favorites out of my body of work and I'll let these next pages be representative of where I've been.

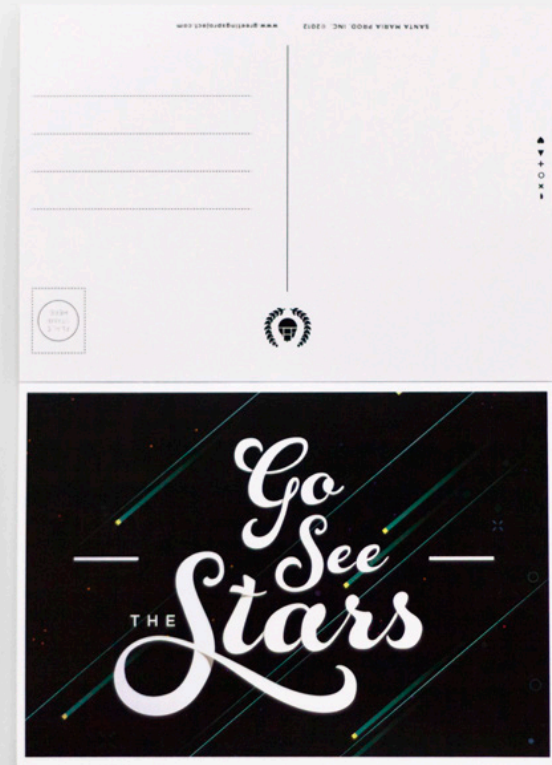
Thanks for taking time,
David Hill

The Greetings Project

The Greetings Project is a sequence of postcards that tell a poem. The story is told as a person flips through each postcard. A big part of this project was the typography in each section, which was designed individually on each postcard. The overall message is positive and uplifting with the idea to inspire. As a personal piece, The Greetings Project was designed as a campaign that consisted of video, web and print.

We created a digital home for the Greetings Project. The site appears basic in nature and it served as a space to view the film, share the project, and buy the book.





Above, are images from the book. Each Postcard was custom made to fit with the poem and have its own flair as well. After designing the cards, we shot and animated a short film as a part of the project. Following the film, we printed all 23 postcards in an A6 formatted gum bound book.

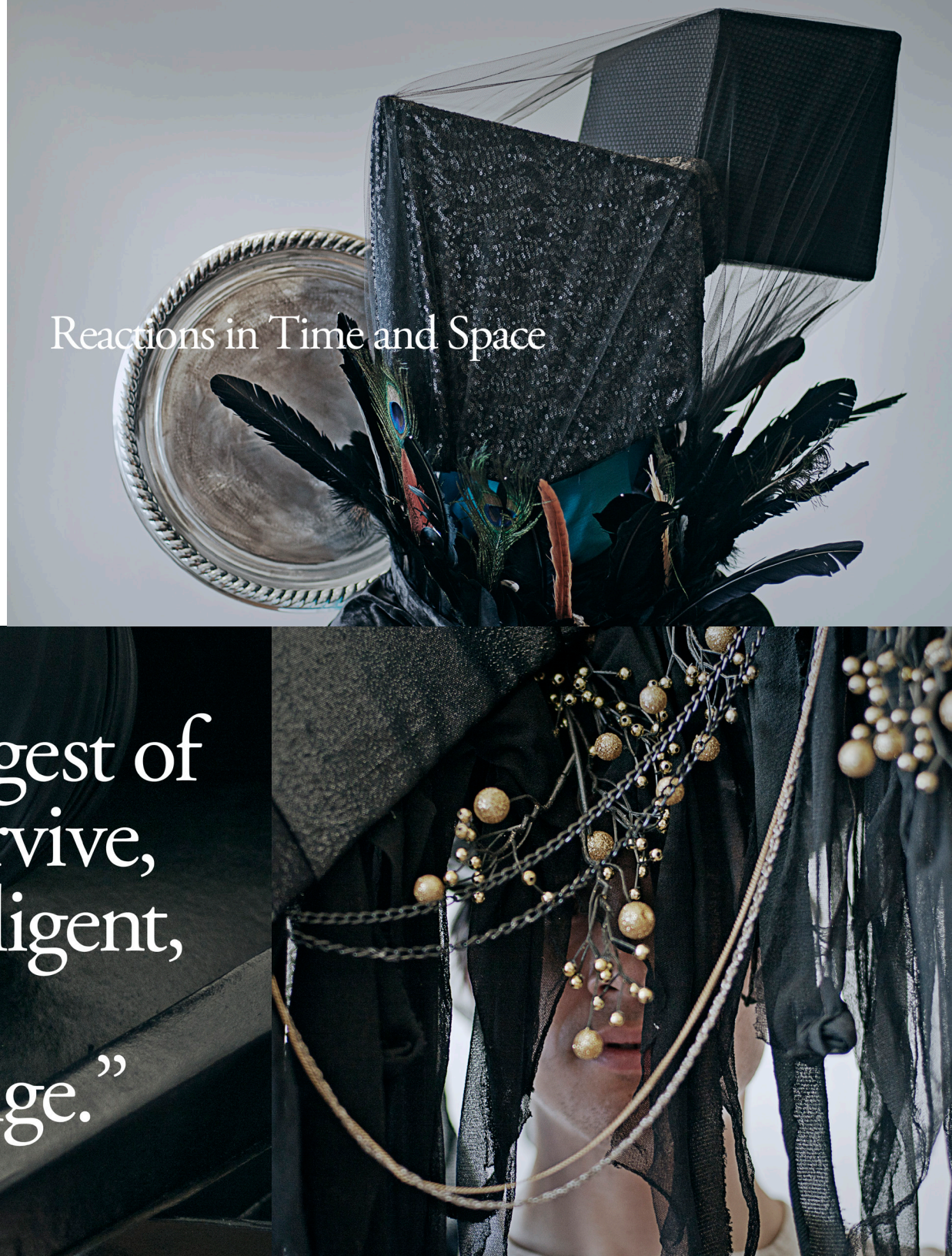
Reactions in Time and Space

Created as a music video for Now, Now/short film, *Reactions in Time and Space* seems like a graceful dance. Our process included developing the idea for the piece, creating the film, and releasing it on the web.

Reactions in Time and Space

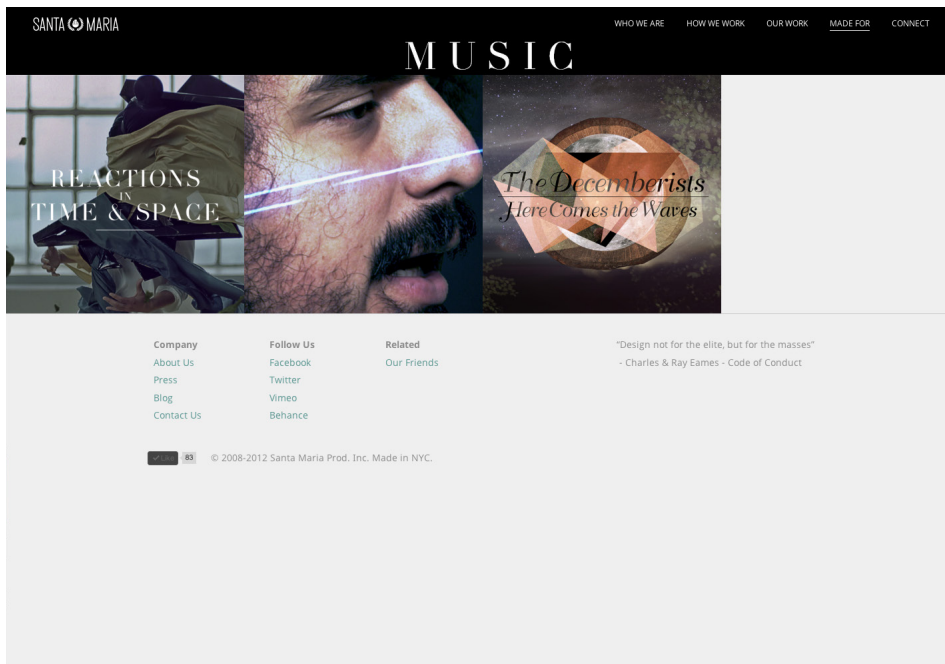
“It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change.”

- Charles Darwin



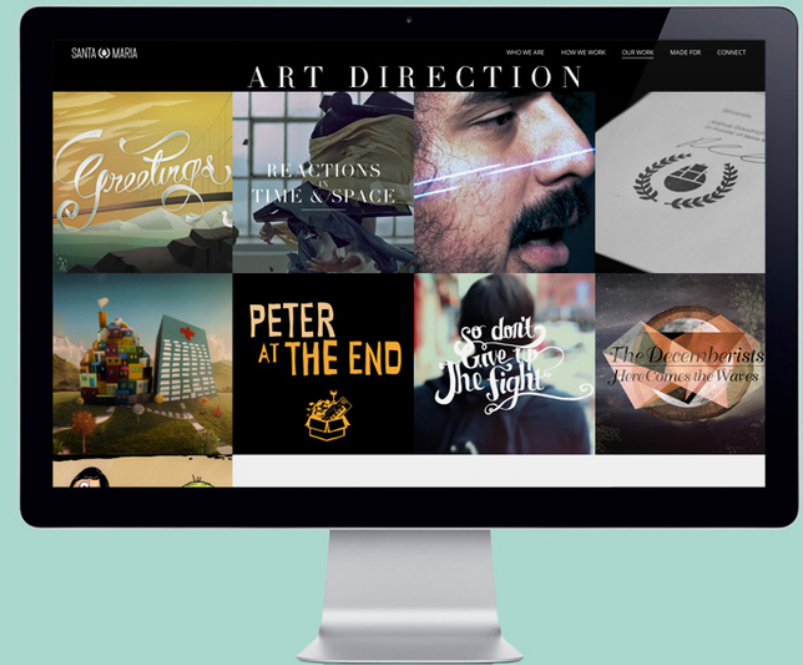
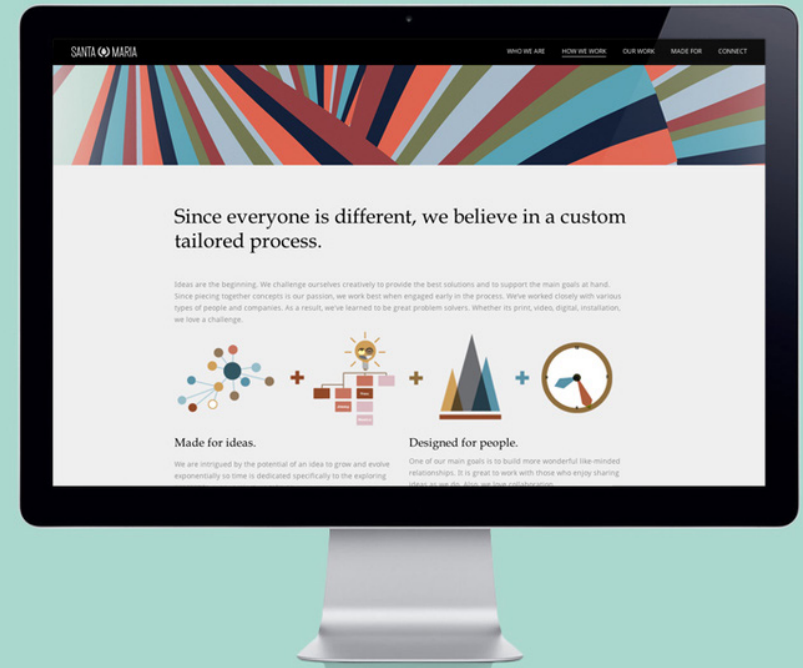
Three headdresses symbolize three different emotions that are affected by a growing storm. Captured in slow motion, the film flows in an elegant nature. The actors respond in different ways as the wind blows them. The overall result is an emotionally driven piece that finds beauty in the changing state of things.





Santa Maria Branding/Web

Branding Santa Maria was a process that was continuously evolving. Eventually we settled with a logo representing us as designers and film makers. Further, Santa Maria's website served as our home. It was designed to be not only a portfolio site, but a place where we could tell our story and how it connects to our work. Like the branding process, we went through many stages and layouts of the site. The elements that stuck around were a bold styled header and tiles that each hold its own project.





Santa Maria Brand Animation

Becks Greenbox Project

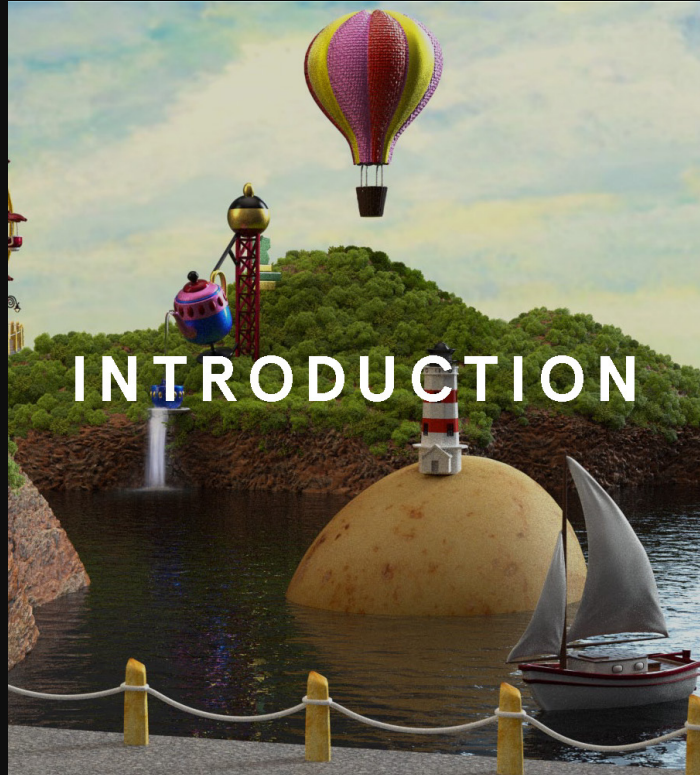
I worked with Mother and Bijules aka Jules Kim to create a new interactive piece for Beck's Green Box Project. Bijules, a New York City based jewelry designer known for her imaginative, edgy work, was chosen as one of the artists to contribute a piece.

Jules Kim approached Santa Maria (Josh and I) to make a piece that would match the spirit of her line. Starring the designer herself, Jules is seen bathed in gold-add to it a liberal sprinkling of gold dust and dancing gold fingers adorned with the designer's jewelry for a magical mood setting piece. To view pieces commissioned by Beck's Green Box Project you need the app and a smartphone or tablet. Once you track down a Beck's Green Box you can access the artworks that have been made by artists from around the world with the Green Box app. The Bijules Green Box Project is located at 6801 Hollywood Boulevard, Hollywood, CA.



Hornet Pitchbook Template Re-Design

Hornet asked me to update their layouts for the pitch process. Overall, the information was to be organized in clear way while presenting the content with a clean flow. They wanted something more modern and bold than they currently had. They also liked the idea of having type and imagery interact.



Envisioning a comprehensive world is always a rewarding creative challenge full of potential. Thanks for sharing these scripts and the opportunity to pitch on what promises to be a great campaign.

- Peter Sluszk

A black and white photograph of a studio set. Two spotlights on tripods are positioned on the floor, casting beams of light onto a large, white, rectangular object in the center. The background is dark, and the ceiling has some structural elements visible.

**"LET'S TAKE A BRICK
AND MORTAR APPROACH,
AND BUILD A VERY LARGE
SET THAT ESTABLISHES
OUR ACTION IN AN
UNMISTAKABLY TACTILE
WORLD."**

3 DIRECTIONS

"Because the scripts are so visually rich, we are presenting three different design approaches. Keep in mind that while aesthetically distinct, all three options can be executed with the concrete, fabrication based approach just described. In addition to our original concept art, we are including texture references to show how these designs can really come to life."

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DESIGN OPTION A

Option A keeps one foot in the real world so to speak, and is our recommend. The terrain, while stylized, is layered with dense foliage integrating the hills, roadways, and clusters of architecture. We even embedded some large potato textures and forms, which are simultaneously whimsical but earthy.

Overall, everything is recognizable but pushed towards a Terry Gilliam sensibility (with a dose of trippy, Yellow Submarine color). Waterfalls emanate from giant

teapots, architecture is based on realistic forms but with a simple and saturated palette, and land masses are connected by bus, suspended cable car, and hot air balloons that lift vehicles from a giant Ferris wheel.

It's the rural and urban mashed up into the best of both worlds, with an incredibly diverse, integrated, and efficient transit system. It's the world of dreams so tangible in many regards but impossibly utopian at the same time.



DESIGN OPTION B

Because this world can be unlike any other, we thought it would be interesting to develop an alternate look, at the very least as a counterpoint to the other designs, but also as another unique possibility.

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The styleframe above is the goal for design option B. For this design, we focused on an illustrative feel, delving into a world of paper, watercolor, and graphic lines. What's fascinating about this approach is that

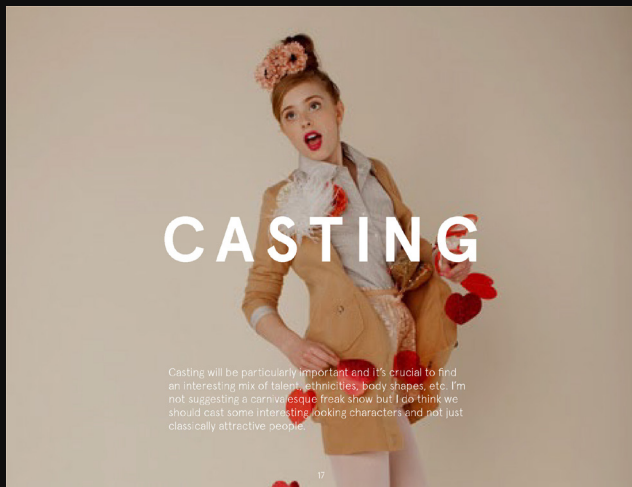
it too can be constructed and made real. Imagine an environment where washes of ink, hand drawn lines, and paper textures are as tangible as stone and steel.

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CASTING

Casting will be particularly important and it's crucial to find an interesting mix of talent, ethnicities, body shapes, etc. I'm not suggesting a carnivalesque freak show but I do think we should cast some interesting looking characters and not just classically attractive people.

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PEOPLE

It's one thing to create a magical world, but convincingly populating it is its own challenge and for the integrity of the film, we need to believe our actors really inhabit this place. While design options A, B, and C present different atmospheres, our shooting technique would be much the same for all three looks. As mentioned in the Overview, rather than just composite actors on green screen into these worlds, let's build large foreground set pieces and film the talent within it.

All three designs can be partially built in real dimensions that would put the actors into contact with one another and their surroundings. Additionally, we will source or build a life-sized bus to shoot the talent in. The "Simpsons" is mentioned in the script as a reference point for the widening landscape and it's not a bad reference for the bus shots as well. Not in its cartooniness, but for the diversity shown inside the school bus. I love how the poem establishes the bus as an inclusive microcosm of the world with a harmonious cross-section of society:

*Happy plumbers, eager twins, people
who make violins, chip fans short and
chip fans tall, chip fans one and chip
fans all.*

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Since the artwork will vary greatly from pitch to pitch, I designed sections so they could be used modularly. Type displayed on images was a specific highlight of the layout designed to integrate the elements of the pitch. A challenge was fitting the white type on top of various different imageries.

Sidenote: I do not own the images presented in this pitchbook layout. I just created the skeleton here.



Design Community Project

This project is in the process of development. The interface shown is a community for designers to get advice on their work. In concept, every member would have a profile that would allow submissions, posts, and comments. The main page design involves the image and explanation as the central focus as well as a comment thread and a voting system. The poster would be allowed to choose what they want commented on and which category their work belongs in.

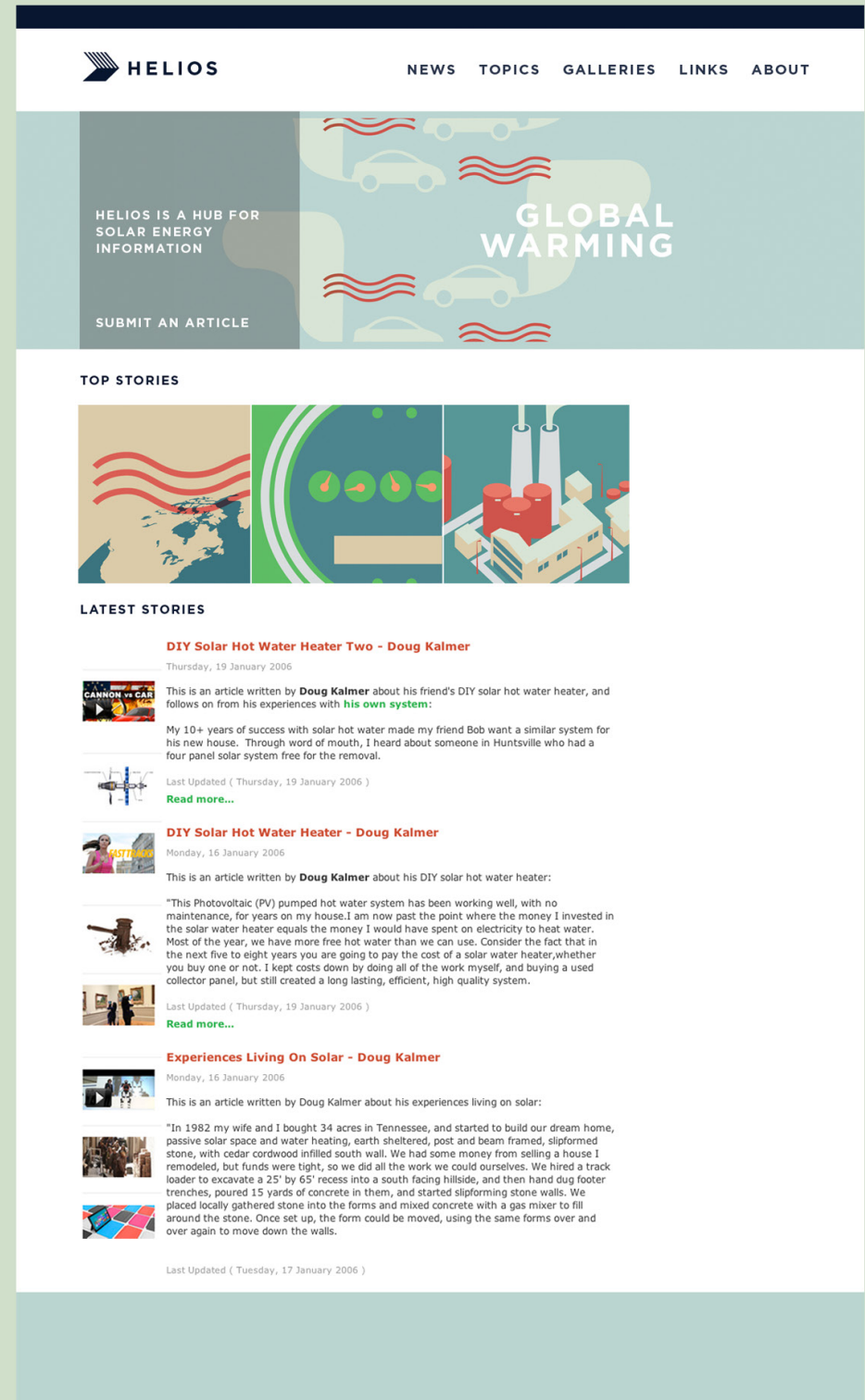


Helios.info

Helios is a digital project created to raise awareness of solar energy. The project incorporates a website complete with Helios' branding, a few short animations to promote solar energy, and a print element to further get the word out. The project is still in the works at the moment. However, the main branding and designwork is complete.

Helios means sun in greek. The logo was designed to represent the sun's rays being absorbed by a solar photovoltaic cell. The rest of the designwork followed suit.

To the right is a mock up of the website. It will be a hub for solar energy news in a blog style format. It will allow members to submit articles or any information they deem important to the matters of solar energy as well as provide a space to chat about happenings.





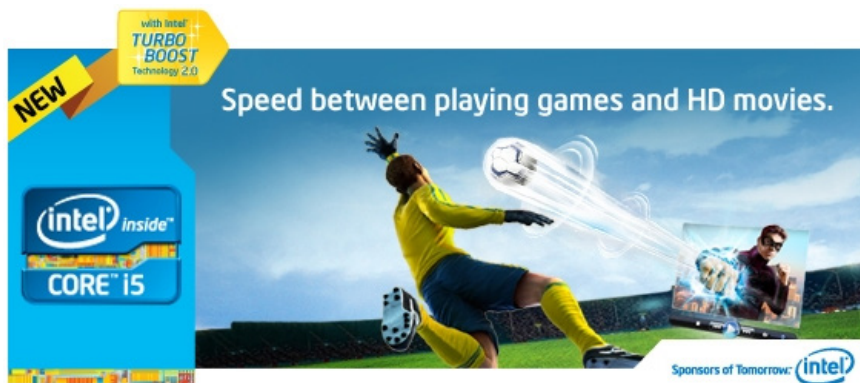
Above, is a series of thumbnails designed for one of Helios' animated films. Style-wise, I chose to use a very flat infographic aesthetic to paint the sun's energy as both clean and simple.

Rav4 Outmaneuver Print

The image to the right was created for Toyota's print campaign. Labyrinth had a wide circulation, running in over 14 magazines including Rolling Stone and People. One of the major challenges was making sure the maze was more obvious than the individual city buildings.

Sidenote: I did not create the concept for this piece

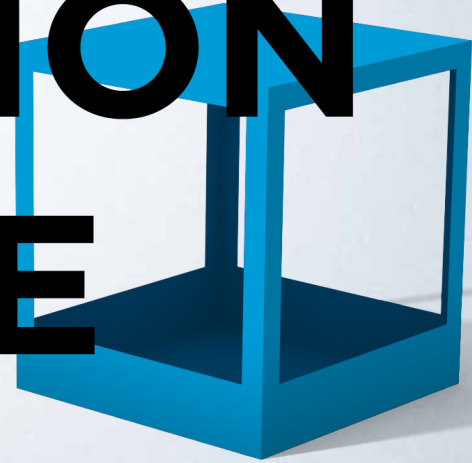




Intel Core Print

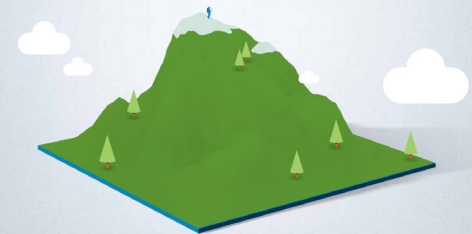
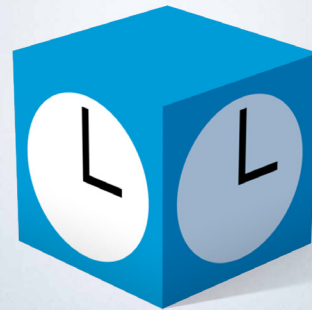
I directed several posters, set top elements and web banners for Intel's Smart campaign. They all involve elements emerging from the computer's screen. The elements represent various tasks you can accomplish with an Intel chip. Among the many goals, one was to make the elements feel as if they were in the same world as the computer.

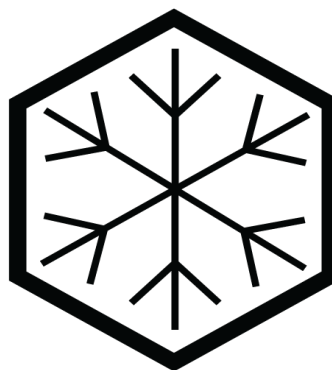
ACTION ABLE



Nationwide Insurance Pitch

These designs are frames from a pitch for Nationwide Insurance short films. "Action Able" is their tag line as they are explaining how, as a company, they act on their customer's behalfs. The frames are created to be simple and graphic so each frame relates back to their blue and white, rectangular logo. The main idea is that each element we see lives in the logo's space .





Design/Digital Portfolio
Q2 2014

Thanks for having a look though my work. I hope you thoroughly enjoyed it. Feel free to let me know what you think or even reach out to say hello. Cheers!

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