JOANNA NEWMAN | REEL BREAKDOWN

1. Miss Universe Logo, Miss Universe
» Modeled and animated in Cinema 4D; Setup camera and nulls for exporting
» Composited in After Effects
» Used Trapcode Particular & Optical Flares with 3D camera to create sparkle and shine effects

2. Stouffer's Previs Commercial, Launch
» Composited 3D animation passes in After Effects
» Built backplate in AE using cameras and nulls from 3D
» Added various glass and rain textures to the window

3. Friskies Previs Commercial, Launch
» Composited 3D animation passes in After Effects
» Built backplate in AE using cameras and nulls from 3D
» Created cat light effect using Trapcode Particular and other effects, then attached to a 3D null on the cat

4. Resolve Previs Commercial, Launch
» Built backplate in After Effects using cameras and nulls from 3D
» Made carpet using Trapcode Form
» Used Element (by Video Copilot) to create 3D products in AE and light them

4. Coca Cola Previs "Photomatic" Commercial, Launch
» Keyed photos using PriMatte
» Created camera and set up various backplate elements in 3D space
» Composited in AE

5. Diet Coke Commercial, Launch
» Composited 3D animation passes in After Effects
» Built backplate in AE using cameras and nulls from 3D
» Added various water and bubble footage

**6. Budweiser Commercial,** Launch
» Composited 3D animation passes in After Effects
» Built backplate in AE using cameras and nulls from 3D
» Added various ice textures and steam footage

7. Nordstrom Rack Commercial, Hornet
» Composited green screen footage onto 3D backgrounds, and layered 3d passes of doors, lockers, etc.
» Composited addition 2D hybrid animation
» Led all stages of post-production, including keying, clean-up, and color correcting
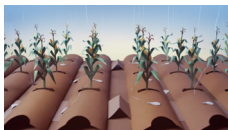
8. Kellogg's Commercial, Hornet
» Keyed and rotoed hand footage
» Used a combination of the 3D camera tracker and 2D tracker to clean up book dents, corn holes, and track on the hand.
» Keyed and rotoed hand footage

9. "The Brian Boitano Project," 4 episodes, Concentric Entertainment
» Created textured floor plans using Illustrator & Photoshop, & prepped layers for After Effects
» Composited elements
» Set up 3D camera move with depth of field

10. "The Brian Boitano Project," 4 episodes, Concentric Entertainment
» Set up camera projection in After Effects to project original still image and create a camera move
» Built 3D set in After Effects
» Textured all layers in Photoshop