

Lynne G Hood

Animation Production and Design

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Education

Creative Production Course	A &O Studios 2015, Cardiff	2015
Visual Storyboarding for Animation	Frank Gladstone, Lupus Studios	2014
Cel Action Training Course	Tony Collingswood	2007
Alias MAYA Intensive	Van Arts Vancouver, Canada	2005
PG Diploma Character Animation/Softimage	Central Saint Martins	2002
BA (Hons) Theatre Studies/Design (2:1)	Central School of Speech & Drama	1996
Foundation Art & Design (Distinction)	Coleg Menai, Bangor	1993
A Level's in Art & Design & English	Holyhead High School	1992

Software

Animate CC 2018	Adobe Photoshop CC 2018	Adobe Illustrator CC 2014	Cel Action 2D 3.7
Adobe Premier CC 2014	Adobe Flash MX- CC 2014	Final Cut Pro 10	Storyboard Pro 4

Employment Summary

Concept art, Animation, Storyboarding & Design	For over a decade I have enjoyed working in animation in the dual roles of designer and character animator; being involved within the concept art, storyboarding pre-production development stage, before proceeding to design the final characters, props, backgrounds for series production and undertaking part of the animation once the project is underway. I have a wide portfolio ranging from broadcast TV, (BBC, CITV, Cbeebies, Channel 4 & 5), adverts for international campaigns, designing concepts environments and interactive games for web, Ipad, & iPhone.
Direction & Production	Since working as a production assistant early in my career I have undertaken a number of production roles, including art directing adverts and animated shorts, designing characters and backgrounds, coordinating animation series and liaising between clients and the production team.
Books	While studying at Van Arts (Canada) I was asked to contribute a chapter for The Art of Stopmotion by Ken Priebe. In 2009 I contributed stills to Barry Purves book "Stopmotion".
Exhibitions	In November 2015 I exhibited a selection of my designs at The Framers Gallery, London and at Two Art TV in New York, an exhibition for international animators in February of 2011.
Teaching	For three years I acted as external examiner for Westminster University's Animation B.A course. In 2012 I became an associate lecturer for St Martins Animation M.A and co devised a yearlong course in experimental animation at City Lit.
Animation Awards & Jury	I represent the animation category at the Royal Television Student Awards and in 2014 I was a member of the Pre-school panel at the British Animation Awards.

Animation, Design and Production

M.A. Animation Guest Lecturer
Central St Martins (Short courses)
March 2019 – ongoing

Returning to my old alumni to teach, I have devised a short, concise workshop condensing my knowledge of storyboarding for filmmaking. The course is also extended for evening and weekend courses, which are run several times a year and attract students from around the world.

M.A. Illustration and Animation Lecturer
Cambridge School of Performing and Visual Arts
September - March 2019

I was invited by CSPVA to devise and teach a module on animation and illustration for M.A. students, this included passing on my experiences of both designing characters and backgrounds for animation, creating sequential narratives, both for story boarding, graphic novels and picture books.

Animator
Slinky Films
February - June 2018

As part of a small team, I worked as a 2D animator on the satirical film “Brexiteered”, which despite being too contentious to be shown on U.K. TV has been screened at several animation festivals across Europe, including the BFI London Film Festival and has won Best Animated Film at the UK Film Review Awards.

Animator and Designer
Picasso Pictures
January - September 2017

Returning to the award winning Soho agency, I animated several stings for the Nickelodeon Children's Choice Awards ceremony, which can be seen on their website, followed by the film short “Sandiness”. I created concept artwork and animated on an advert for an American medicine company.

Animator
Scholastic and Bloomsbury Publishing
February 2017

February was a very book centric month. I animated the book launch trailer for “I Don't Want Curly Hair”, Laura Ellen Anderson's children's book published by Bloomsbury and created Gif animations for Scholastic featuring the illusive Panda from “Let's Find Fred’.

Concept Artist, BBC Bitesize
Glashead
November - December 2016

Commissioned by Glashead, the BAFTA nominated documentary film company; I created concept art work for a pitch for BBC Bitesize Physics and Maths online learning resource for teenagers.

Animator
Nosy Crow
June - July 2016

I animated the book launch trailer for the third installment of the popular canine crime fighting /cake making duo Shifty McGifty and Slippery Sam.

**Animator and Designer, Footy Pups
Dot to Dot Productions for Cbeebies.
April - June 2016**

Using Cel Action, and Illustrator I designed, rigged props and backgrounds for this action kids show.

**Designer and Writer
Mary's Ghost in Association with A&O Studios. Skillset and S4C
December 2015 – March 2016**

Based on a 19th century gothic poem about body snatching I loved a child, I invented the world of Mary's Ghost and converted my idea from what was originally intended to be a stopmotion short film to comic book format. Later it will be adapted to an augmented animated ipad version, when funding is complete.

**Animator and Designer
Picasso Pictures
September 2015 - November 2015**

I worked as a lead animator for "Spring Chicken" advert, imitating a hand drawn black line style and for the latest "Kentucky Healthcare" advert rendered in glorious technicolour.

**Director, Storyboard artist & Animator
Tilt A Whirl for Piney Gir
July 2015 - August 2015**

I directed, designed and animated a kooky black and white, cut out style, music video based on "The Game of Life" board game, if it were based in a kooky fairground and had spooky Ghost Trains, for Piney Gir's latest album for her forthcoming American tour.

**Animator
Picasso Pictures
April - June 2015**

As part of a small team I worked on the promotional animation for the Baku European Games and the beautifully designed First Source Advert.

**Director, Storyboard artist & Animator
Epsay
February - May 2015**

I directed and produced an animated film promoting the new online booking company Epsay, specialising in making group booking a breeze. Lots of cats bouncing around the screen as a metaphor for herding your friends together for an event.

**Creative Producer & Storyboard artist, Llon Ceg for S4C
A & O Studios
December 2014 – January 2014**

As part of the Creative Production, I worked as part of a team producing short animation based around the concerns facing today's teenagers. My role included helping to translate scripts from Welsh to English (for the benefit of some of the non Welsh speaking crew), storyboarding, liaising with the designer and animating on the final animation.

**Animator, Inklings for MacMillan Ipad game,
Milo Creative and Macmillan Books
September 2014 – November 2014**

Returning to work with London based Milo Creative, using Flash CC and CCW I created the animated content for my second children's Ipad game commissioned by Macmillan Books. Teaching children how to learn Japanese with the help of cute, game characters, lots of silly sound effects.

**Layout, Design and Rigger Nelly and Nora
Geronimo for CBBC
May - July 2014**

Continuing my Irish animation adventure, I joined the team at Geronimo to develop the art department for the Cbeebies series Nelly and Nora. Using Cel Action, my responsibilities are liaising between the animators and the art department, problem solving and making sure all the artwork is prepared thoroughly for the animators, including layout, rigging characters, backgrounds and props.

**Designer and Rigger, Lily's Driftwood Bay
Sixteen South for Nickelodeon
February 2014 – May 2014**

Using Photoshop to design props and rigging them in preparation for layout using Cel Action. Driftwood Bay was a particularly interesting series to work on as all the props needed to be created out of flotsam and jetsam found on the sea shore, yet maintain a high level of hand crafted detail using photography of 3D found objects and digital manipulation.

**Concept Artist, Frankie's Magic Football
Endemol UK Ltd
January 2014**

Based on the popular series of children's books Frankie's Magic Football, I designed several versions of the main characters for the pitch to develop a the books into a n animated series. Within this role I enjoy being given full reign to explore different characters traits and experiment with design styles.

**Animator and Designer, Cyber Streetwise and Kentucky Healthcare
Passion Pictures
November 2013 – January 2013**

Returning to one of Soho's most vibrant advertising agencies I worked on dual projects of animating characters frame by frame using Flash, followed by adding texture and colour in Photoshop to create a beautifully designed advert directed by Jens and Anna, to be shown on American television advising the population on how to sign up for the new Health care scheme. Followed by animating several scenes for Cyber Streetwise, a UK short comic book style film advising the population on how to keep information secure while using the internet, which has been shown extensively in cinema and on the internet

**Lead Animator and Supervisor Henri le Worm and Bebop Ipad Interactive Games
Milo Creative and Macmillan Books
November 2012 - November 2013**

Joining the vibrant East London based company Milo, I created character concepts for the interactive Ipad game Henri le Worm, voiced by Simon Pegg, before developing the animated characters, backgrounds and props using Photoshop, Flash and Cocos Builder. My role included project management and working closely with the developers to create an innovative product for children. Followed this project, I created the animation for Bebop, an interactive book published by Macmillan.

**Animator, Holland and Barrett Adverts and UNICEF
Passion Pictures
September 2012 – October 2012 and April 2012 – May 2012**

Working as part of a small team liaising closely with the director, we produced an innovative beautifully frame by frame animated sequences for UNICEF's clean water campaign, later that year I returned to work on a pitch which became successful in winning the campaign to produce a series of adverts for high street health food shop Holland and Barrett's re branding.

**Art Director, Design and Animation Juniper Network Adverts
Juniper Network and DDB
March 2012 – September 2012**

Working in the dual roles of both designer and animator I produced two, three and a half minute long animated viral adverts for Juniper Network, to give a friendly, innovated face and explain their computer software company procedures to their clients in a simple, effective manner.

**Director, Lead Design and Animation, BBC Webwise and Times Literary Supplement
Glasshead
January - May 2011 and September - November 2011**

Directing a team of 12 offsite animators, an assistant designer and working closely with the scriptwriter I worked in the dual roles of both leader designer and producer to create 17 animated titles sequences for BBC's educational program Webwise. Each title had to explain a different concept to the audience. As we had less than 3 months to devise concept, scripts, artwork, animatics and deliver the final animation this project was a successful feat of organisation. Later that year Glasshead commissioned me to create a series of pop art style viral animated shorts for Times Literary Supplement.

**Concept Artist, Canine Five (Herogriffix)
Silver Fang and Glasshead
November 2010 – January 2010**

Liaising closely with the scriptwriter, I designed characters and background for the Canine Five Style Bible to pitch to CITV, which was later, picked up by Cosgrove Hall Fitzpatrick and was developed into the series HeroGriffix. This was an amazing opportunity to use my imagination to its full extent and expand my drawing and Illustrator style and be involved within the process of commissioning.

**Lead Design, Layout and Game Development, Binweevils (BAFTA winner)
Prism Entertainment
January 2010 – September 2010**

I was commissioned by Prism entertainment to join their design team for the rebranding of the children's social networking website Binweevils as they wanted to make their world more fun, inventive and inviting. I was given free reign to use my imagination to the fullest extent and design new areas of the website, inventing games and creating quests. I worked closely with the developers to ensure my ideas translated from my initial pencil sketches to Flash animation and into interactive game playing.

**Animator and Designer, Wee Wise Words
Flickerpix for BBC Ireland
June - December 2009**

Using a mixture of Photoshop, Flash to imitate a 1950's style of Illustration I designed characters, props and animated several scenes for the "Families" episode of Wee Wise Words animated series.

**Co-producer, storyboard artist, Character Designer and Animator Vitus Pharmacy Adverts
Wirkola
January – May 2009**

Working for a Norwegian agency I designed a family of retro themed characters, which I subsequently animated for a series of humorous web commercials teaching people how to use a variety of medical products. The client was Vitus, the Norwegian Pharmaceutical company.

**Director, Designer and Animator, Butterfly Lovers and Darwin Stories BAFTA nominated
Glashead for CBBC and BBC Learning
June - December 2008**

I directed and animated a 5-minute film based on an ancient Chinese legend. This involved researching and designing period characters and backgrounds, storyboarding, animatics, prepping characters and animating. As the design of the film was open to my interpretation I appreciated the opportunity to experiment with traditional cut out methods within a digital format. Afterwards I progressed onto working on the Flash animated children's series "Darwin Stories" loosely based on Kipling's "Just so Stories" explaining in a humorous way that different animals inherit certain characteristics.

**Lead Animator & Designer, Tommy Zoom
Alternative View Studios for CBBC
September 2006 - December 2007**

As part of the in-house animation team I designed costumes for the main characters, drew hundreds of props, created backgrounds and special effects for the popular environmentally friendly themed series for children's television, as well as animating the principal characters. Within this dual role of designer and animator I became very proficient using Flash as a creative tool for both design and animation, creating costume turnarounds within a day and co-ordinating between the director and the remote animator team.

**Designer, Little Princess
Illuminated Films
March 2006 – August 2006**

Using Cel Action and Photoshop I assisted the art director and created props and special effects for several episodes of Little Princess based on the popular series of children's book. I enjoyed using the Photoshop watercolour brushes to emulate Tony Ross's beautiful original art work.

**Animation Director, Storyboard artist Character Designer & Stopmotion Animator, BBC Jam
BBC Digital Curriculum
September 2005 - January 2006**

I was commissioned by the BBC to design a Claymation character and leading a small team of animators to produce four Stopmotion films to introduce users to the new World of Science BBC Jam educational website. As the animation was shot against green screen this project was an excellent opportunity to learn After Effects post-production skills.

**Flash Animator, Design & Coordinator, The Blue Dragon,
Channel 4
January 2003 - March 2004 BAFTA nominated**

As part of the in-house production team, I designed the characters and layouts, before proceeding to being a lead character animator throughout the series. This role led to me mediating between the external animators and director, compositing the animation to and being responsible for continuity.

Biography

As a teenager I spent my spare time volunteering as a general technician at the local theatre. Won a scholarship to National Youth Theatre with a view to becoming a set designer. While attending Central School of Speech and Drama I studied puppetry as a module, which led to becoming smitten with stopmotion. I bought my own camera and persuading my tutors to let me create animated films for my degree, arguing that the medium would include narrative, set, character design sound and lighting which has fed into my environment design and story telling narrative. Since then I haven't looked back, spending summers whilst still a student and after graduating, working at a number of animation studios (Ealing Animation, Animus, Griffilms) developing my skills in stopmotion, puppetry and prop making, Ink and paint, traditional 2D animation and production assistant skills before returning to study digital animation at Central St Martins and Van Arts. Since 2003 I have worked as a freelance animator and designer and in 2009 became a member of the Soho based creative collective "A Few of Us".

When I am not animating or thinking about animation, I enjoy walking in Snowdonia, camping, listening to live music, attending festivals and traveling around the world. In 2013 I spent some months working in Sri Lanka teaching children English and Art and working on a turtle sanctuary. I made many friends during this trip and studied woodcarving with a local crafts person. I followed this journey with a further trip to India, where I was inspired by the beauty that surrounded me and begun a sketchbook of my travels.

For the past two years I have been concentrating on writing scripts and illustrating children's books.