joel eckert dvd portfolio

reel companion

Last Edited: 01-12-06

1. 3D Reel

    a. GE: GEnx Turbine Engine
- i. *Date*: 2005
- ii. *Project Description*: Slated to be physically built in 2008, GE was looking for digital video, print, and interactive material of a virtual model of help promotional and marketing efforts for this new optimized turbine engine. Over twenty minutes of educational video were produced for this engine.
- iii. *Responsibilities*: Modeling 30%, Animation 100%, Rigging 100%, Scripting 100%, Rendering 100%, Post 100%

    b. GE*:* F136 Turbine Engine
- i. *Date*: 2005
- ii. *Project Description*: Created using Alias Maya 6.0, this video of a turbine engine was created to visualize the GE-Rolls Royce joint venture military program for GE. An overview video, prints, and even chocolate bars were created from our model.
- iii. *Responsibilities*: Modeling 30%, Animation 100%, Rigging 100%, Scripting 100%, Rendering 100%, Post 100%

    c. Eskimo Girl
- i. *Date*: 2005
- ii. *Project Description*: Kenu the Eskimo girl was originally created in Alias Maya 3.0 as a character to practice different techniques with, including UV Mapping and Rigging. I continue to use this character to test updates to Maya software and newly developed techniques, these are some video clips of those tests.
- iii. *Responsibilities*: Modeling 100%, Animation 100%, Rigging 100%

    d. Toy Top and Tricycle
- i. *Date:* 2005
- ii. *Project Description:* The toy top and tricycle were created for the Viewpoint animated short titled, "Roundular". The toy top rendering is a dynamics and Mental Ray test scene that was used to determine the quality standard for the short. The tricycle turnaround was a material quality test.
- iii. *Responsibilities:* Modeling 100%, Animation 100%, Rendering 100%

    e. Pampers: Spiderman
- i. *Date*: 2005
- ii. *Project Description*: Modeled from a sample Pamper while at Viewpoint, the model was originally used in an online interactive tour. Using 3D Studio Max, the low-resolution geometry and texture size were increased, and lit for print purposes. This is a turn-around of that scene.
- iii. *Responsibilities*: Modeling 100%, Animation 100%, Rigging 100%, Scripting 100%, Rendering 100%, Post 100%

    f. Acco Paper Clips
- i. *Date*: 2005
- ii. *Project Description*: To utilize downtime effectively while at Viewpoint, this faux-commercial was created as an exercise in rendering with Mental Ray within Alias Maya 6.0.
- iii. *Responsibilities*: Modeling 100%, Animation 100%, Rigging 100%, Scripting 100%, Rendering 100%, Post 100%

    g. Math Expression Scene
- i. *Date:* 2005
- ii. *Project Description:* This scene was created an exercise to learn more about expression math. The geometry and animation in the scene are all created dynamically through an expression and the material and lighting were created manually.
- iii. *Responsibilities*: Scripting 100%, Rendering 100%

2. Web Reel
    a. Canon: EIFx Lens
        i. *Date*: 2003
        ii. *Project Description*: At Viewpoint, I was part of a small team that created this interactive tour for Canon to showcase its latest video lens.
        iii. *Responsibilities*: Modeling 10%, Page Integration %50, XML Animation %50, Flash Development %50
    b. Sony and Citibank: Aibo and Citicard
        i. *Date*: 2000
        ii. *Project Description*: At the time, this content was created to showcase the use of Viewpoints new Hyperview Technology, which enables content being played through the Viewpoint Media Player to expand outside the boundaries of the browser window.
        iii. *Responsibilities*: Modeling %25, Animation %100, Page Integration 100%
    c. Compaq: TC1000 Tablet PC
        i. *Date*: 2002
        ii. *Project Description*: Compaq hired Viewpoint to build and animated hundreds of models for interactive tours. I created the template for the team to improve the consistency of our workflow for this enormous job. This is the first model in the series within the first version of the template, and is also the first project I have ever done Flash development on.
        iii. *Responsibilities*: Flash %50, Modeling %25, Animation %100, Page Integration 50%
    d. Ford: Expedition
        i. *Date*: 2002
        ii. *Project Description*: This content set the standard for future automotive projects and helped realize the capability of complicated Viewpoint Technologies product tours. We spent a lot of time researching best practices in order to fulfill the client requests. The car and environments were built and partially animated in 3D Studio Max 3.1. The rest of the animation and interaction was all handled within an XML file.
        iii. *Responsibilities*: Flash %50, Modeling %25, Animation %100, Page Integration 50%
    e. Ford: Freestar
        i. *Date*: 2003
        ii. *Project Description*: The Ford Freestar model was digitized and photo textured in the Viewpoint LA office. It was then cleaned up, optimized, and animated in the Viewpoint NY office. I was responsible for many of the animations, the stylized environment, Flash, as well as the XML coding needed for the interface and animation control.
        iii. *Responsibilities*: Flash %50, Modeling %25, Animation %100, Page Integration 50%
    f. Nintendo: Gameboy Advance SP
        i. *Date*: 2003
        ii. *Project Description*: This Nintendo mini-campaign was launched on Maxim.com. I was given five days to model, texture, convert, and animate them. Conforming to the tiny 20KB file size limit and being given such wide aspect ratio's to animate within made the project increasingly difficult.
        iii. *Responsibilities*: Flash %50, Modeling %25, Animation %100, Page Integration 50%
    g. Edulink Training: Microscope
        i. *Date*: 2002

       ii. *Project Description*: Thos online training demo was created for our Viewpoint sales team to pitch an idea to Edulink Training. The 3D background and the interactive microscope were created in only a few hours using 3DMax 4.2. The demo's completion was then adorned with additional Flash and JavaScript functionality to solidify the project pitch.
      iii. *Responsibilities*: Modeling %100, Animation %100, Interactivity 100%, Page Integration 100%

h. Godiva: Chocolate Box
       i. *Date*: 2000
      ii. *Project Description*: Godiva Chocolates, December 2000. At Viewpoint I did this Ad as a pitch to obtain Godiva as a future client. The pitch was successful and we later did several larger jobs for Godiva.
      iii. *Responsibilities*: Modeling %100, Animation %100, Page Integration 100%

i. Sharper Image: Ionic Breeze
       i. *Date*: 2001
      ii. *Project Description*: Sharper Image Ionic Breeze, March 2001. This is the first page I had done that allowed the user to control the model with buttons right in the VET window using XML. Since there is no Focal Length or Field Of View with VET cameras, an interesting trick I used on this was to animate the camera Z scale to minimize the cameras perspective distortion of the scene as it switched images of room to room.
      iii. *Responsibilities*: Modeling %50, Animation %100, Page Integration 80%

j. Ovo: Alpha Series Helmets
       i. *Date*: 2003
      ii. *Project Description*: As freelance work done for Collaborative Genius, I had to illustrate all the features of this Ovo helmet using Viewpoint Technology. The model was created in 3D Studio Max and handed off to me where I applied the UV's, animated the UV's, integration, animations, Flash and JavaScript work. Creating the lighting for this was difficult because I had to match the studio lighting and specularity of their catalog without any actual light sources.
      iii. *Responsibilities*: Flash %50, Modeling %25, Animation %100, Page Integration 50%

k. National Geographic: National Geographic Today
       i. *Date*: 2002
      ii. *Project Description*: Created in 3D Max and animated in XML, this Ad content had a small 45KB Total File size limit. I was able to keep the model and textures down to only 24KB with all the animation under 10KB.
      iii. *Responsibilities*: Flash %100, Modeling %100, Animation %100, Page Integration 100%

l. Canon: i70 Printer
       i. *Date*: 2003
      ii. *Project Description*: Canon i70 printer, March 2003. Compatibility factors such as browser type, browser version, operating system, installation history, VET player version, and flash player version all are part of what makes it difficult to build VET content. This content was created so that everything resided in the VET window to avoid unresolved bugs across MAC and PC platforms.
      iii. *Responsibilities*: Flash %50, Modeling %40, Animation %100, Page Integration 100%

m. Ovo: V Helmets
       i. *Date*: 2004

      ii. *Project Description*: Created for the company Collaborative Genius, this project incorporated many new techniques developed for the Viewpoint Media Player. Using Flash Action Scripting, I was able to cut the animation and other MTX code down significantly. Similar to the Ovo Alpha series completed earlier, this one is far more complicated and less than half the size due to these optimizations. The 3D VET preparations, lighting, animation, code, Flash, and integration were my responsibilities.
      iii. *Responsibilities*: Flash %100, Modeling %10, Animation %100, Page Integration 100%

n. Pampers: Feel & Learn
      i. *Date*: 2003
      ii. *Project Description*: This content is fully presented in a Viewpoint layer. My responsibilities on this project were the functionality of the Flash UI, animations, 3D model, and textures. The model was completed using 3D Studio Max 5.0 and was created from scratch.
      iii. *Responsibilities:* Flash %100, Modeling %100, Animation %100, Page Integration 100%

o. Sharp: Theago
      i. *Date*: 2003
      ii. *Project Description*: With this content, all of the Flash, UI, and 3D are all handled using XML, making it flexible for any system with the Viewpoint Media Player. My job was to take the elements from the client, and our designers and put them together with the 3D projector, add all of the animations, annotations, and then make it all function with the UI.
      iii. *Responsibilities:* Flash %50, Modeling %20, Animation %100, Page Integration 100%

p. Buick: Rainier
      i. *Date*: 2003
      ii. *Project Description*: Utilizing knowledge from all previous automotive projects we were able to cut our standard timeline in half with this deliverable. Working with a small team, we were asked to create a new stylized environment
      iii. *Responsibilities*: Flash %50, Modeling %20, Animation %100, Page Integration 50%

3. Image Gallery

a. GE: GEnx Turbine Engine
      i. *Date*: 2005
      ii. *Project Description*: These two images are known as the GEnx Trimetric views and are the most widely used images from a whole digital image library Viewpoint created for GE. The style and art direction was handled by GE and was intended created to replace traditional airbrush art. All standard Maya 6.0 tools were used to create the images and they were rendered using the Maya Software renderer. The model resolution and renders were done at a very high resolution and were printed to magazines, newspapers, 300dpi posters, and even billboards.
      iii. *Responsibilities*: Modeling 30%, Lighting 100%, Rigging 100%, Materials 100%

b. Printing Press
      i. *Date*: 1998
      ii. *Project Description*: While at the Art Institute of Philadelphia, I created this image a week before our class portfolios were due for review. After seeing the original line drawing of Robert Hoe's double-cylinder, steam-driven printing press in an encyclopedia, I created it using 3D Studio Max

R2. I then added other rustic elements and constructed a warehouse environment around it all to complete the scene.
- iii. *Responsibilities*: Modeling 100%, Lighting 100%, Materials 100%, Rendering 100%
- c. Might & Magic 8: Underground Troll Hut
    - i. *Date*: 1999
    - ii. *Project Description*: While at Hypnotix Inc. this was created for "Might & Magic 8" as an in-game cinematic using 3D Max 3. As part of a small group of artists that were given only a sketch and two days each to model and texture drawings of different game scenes. This one was a troll's underground hut, where "magic" vines and mushrooms were the light source of the room.
    - iii. *Responsibilities*: Modeling 70%, Lighting 100%, Materials 80%, Rendering 100%
- d. Might & Magic 8: Dragon Guard
    - i. *Date*: 1999
    - ii. *Project Description*: While at Hypnotix Inc. this was created for "Might & Magic 8" as an in-game cinematic using 3D Max 3. As part of a small group of artists that were given only a sketch and two days each to model and texture drawings of different game scenes. This image is of a dragon guard surrounding piles of gold was also rendered as a 30 second loop for the game.
    - iii. *Responsibilities*: Modeling 50%, Lighting 100%, Materials 80%, Rendering 100%
- e. Might & Magic 8: Lizard-man Household
    - i. *Date*: 1999
    - ii. *Project Description*: While at Hypnotix Inc. this was created for "Might & Magic 8" as an in-game cinematic using 3D Max 3. As part of a small group of artists that were given only a sketch and two days each to model and texture drawings of different game scenes. This image of a lizard-man household was also rendered as a 30 second loop for the game.
    - iii. *Responsibilities*: Modeling 50%, Lighting 100%, Materials 50%, Rendering 100%
- f. GE: GEnx Eco-Imagination Print Campaign
    - i. *Date*: 2004
    - ii. *Project Description*: This render was featured in the Wall Street Journal, Wired, Time, The Financial Times, The New York Times and the Washington Post as full page ads. Rendered using Mental Ray within Maya 6.0, we were able to create a more realistic deliverable for GE than the standard engineering approach for this print campaign.
    - iii. *Responsibilities*: Modeling 50%, Lighting 100%, Materials 100%, Rendering 100%
- g. GE: F136
    - i. *Date*: 2005
    - ii. *Project Description*: Created using Alias Maya 6.0, this image of a turbine engine was created to visualize the GE-Rolls Royce joint venture military program for GE.
    - iii. *Responsibilities*: Modeling 20%, Lighting 100%, Materials 100%, Rendering 100%
- h. Hypnotix: Bathroom Scenes
    - i. *Date*: 1999
    - ii. *Project Description*: Created as one of several stills made for an internal Hypnotix Inc. short film project referred to as, "Free Beer." These shots of a filthy gas station bathroom were intended for part of a drug-induced hallucination scene. This was done as a progress render during the

active period of the project, which was eventually abandoned. This was one of he first projects I have been a part of that was entirely done in Maya.
- iii. *Responsibilities*: Modeling 100%, Lighting 100%, Materials 100%, Rendering 100%

i. Acco Paper Clip
- i. *Date*: 2005
- ii. *Project Description*: This is frame from a faux-commercial created simply to utilize downtime effectively while at Viewpoint. It was created with Alias Maya 6.0 with Mental Ray.
- iii. *Responsibilities*: Modeling 100%, Lighting 100%, Materials 100%, Rendering 100%

j. Eskimo Girl
- i. *Date*: 2003
- ii. *Project Description*: Kenu the Eskimo girl was originally created in Alias Maya 3.0 as a character to practice different techniques with including UV Mapping and Rigging. I continue to use this character to test updates to Maya software and newly developed techniques.
- iii. *Responsibilities*: Modeling 100%, Lighting 100%, Materials 100%, Rendering 100%

k. Pampers: Pull Ups
- i. *Date*: 2004
- ii. *Project Description*: Modeled from a sample Pamper while at Viewpoint, the model was originally used in an online interactive tour. Using 3D Studio Max 5.1, the low-resolution geometry and texture size were increased, and lit for print purposes.
- iii. *Responsibilities*: Modeling 100%, Lighting 100%, Materials 100%, Rendering 100%

l. Charles Tyrwhitt: Shirts
- i. *Date*: 2001
- ii. *Project Description*: This shirt was modeled and textured for Charles Tyrwhitt Shirts while at Viewpoint. Used in an interactive piece that allowed each shirt and tie to swap between several different textures using a custom user interface. UV layout and mapping both proved to be difficult challenges for this client, who wanted all of the stitch seams and fabrics to flow realistically. I had modeled 3 of 8 different shirts and had cleaned up the UV layouts on the remaining 5 before delivery to the client. The client stressed that the models were to show no signs of stretching when switching from fabric to fabric, which proved to be difficult because each shirt had up to 30 interchangeable textures and several tie options.
- iii. *Responsibilities*: Modeling 100%, Lighting 100%, Materials 100%, Rendering 100%

m. Blue Claw Crab
- i. *Date*: 2002
- ii. *Project Description*: This model was used as a practice object for modeling and texturing in Maya 5.0. The model is intended to be further refined for true photo-realism and also for a few comical animations.
- iii. *Responsibilities*: Modeling 100%, Lighting 100%, Materials 100%, Rendering 100%

4. DVD-ROM Files

 a. PDF Cover Letter
 b. PDF Resume
 c. PDF Reel Companion
 d. Web Links
 e. jeStuff Mel Scripts and Documentation
 f. Music: All music was created and mastered by me under the music pseudonym *°A Light Beacon*. For more information on the music, go to http://www.alightbeacon.com or to buy the CD search for "*A Light Beacon*" at http://www.amazon.com or http://www.cdbaby.com Full versions of the songs on the menus and reels are also on the DVD-ROM as MP3 format.

  i. Main Menu – "An Embryonic Warmth" from Music for the Patient
  ii. Information Menu – "Losing Passion" from Music for the Patient
  iii. 3D Reel - "You're Here Now" from Music for the Patient
  iv. Scripting Reel – "Earlier" from Music for the Patient
  v. Web Reel – "Do You Remember The Day" – Not Yet Unreleased