

Résumé ROWAN VAN TONDER

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PERSONAL PROFILE

I have been working in the digital design, animation and education fields for the past 16 years. I have been using computers as a digital medium to create engaging digital art for almost 18 years and gained expertise in most areas of digital design and computer art. My strengths include excellent teamwork, communication and problem solving skills, attention to detail, an always positive attitude and a versatile desire to intuitively adapt to new technology and evolve in my field. I enjoy the variety of projects that the creative field offers. I am adaptable to the nature of the project and handle diverse tasks and ensure brand and creative continuity, be it print, web, multimedia, animation or art.

SKILLS OVERVIEW

Bachelor's (Honours) degree in Fine Art
Expertise in creating children's animation
Extensive experience in animation and creative media
Extensive experience using Flash as a design tool
Expertise in Maya and knowledge of 3D Studio Max software
Extensive industry experience and education
Excellent creative skills
Extensive experience working with clients who are involved in education and communicating to students and children
Versatility and Adaptability

SOFTWARE and TECHNICAL PROFICIENCY

Expert:

Autodesk Maya, Adobe Photoshop and Flash, Macromedia Freehand, Adobe Dreamweaver, Adobe Fireworks

Proficient:

Maxon Body Paint, Adobe After Effects & Premiere, Autodesk Studio Max, Corel Painter, Director, XHTML

Intermediate:

Adobe Illustrator, Adobe Indesign, MS Office

Beginner:

Autodesk Mudbox, Pixelogic ZBrush, Autodesk Combustion, CSS, Flash Actionscript, MEL Script (for Maya)

– Accomplishments

- *Helped implement a visual style for An African Tale, a feature film being created at the moment, in which there was visual discord in the overall art direction for Sunrise Productions.*
- *Implemented a visual style and improved the look for The Rise and Fall of Tony the Frog, a US production, in which it led to a much improved look and finish over the original Life at the Pond series for Ambient Animation Studios.*
- *Implemented a visual style and improved the look for the Jungle Beat animated short franchise, an SA production, in which it led to vastly improved and professional overall visual style over the original Jungle Beat series for Sunrise Productions.*
- *Assisted in improving the Texas Instruments brand through improving the print and web visual style of their Marcom division in UK and Europe involved with educational hardware.*
- *Developed and implemented the Visual Studies module to bring together the Animation and Art Departments for the first year of training in order to improve students fundamental creative and visual literacy skills as well as inter-departmental interaction and cooperation at CityVarsity.*
- *Created and submitted the course structure, curriculum and content of Animation 3rd year Advanced Diploma course at CityVarsity to the Council for Higher Education for accreditation after continuous unsuccessful attempts by the previous Animation HOD to obtain accreditation. The course was accredited on first submission with only a few minor conditions which were then met and the course received full accreditation.*
- *At the time of leaving CityVarsity I was in the process of planning a Visual Effects and Compositing Department which would include a professional Post-Production facility for the school. I was consequently offered a position as Head of VFX by AFDA Film School to start and implement a Visual Effects department.*
- *Brought a more substantial academic aspect to the course which included traditional film theory for CG into the Animation*

Department and especially the Advanced 3rd year so as to improve academic standard and value as well as bring it on line with competing Higher Education Training tertiary institutions with the objective of moving towards degree status.

- Started entering animation work into festivals and networking worldwide which was not done effectively before in the Animation Department.
- Invited to guest lecture at Media Design School in Auckland New Zealand, Swinburne University in Melbourne, Australia and Edinboro University in Pennsylvania, USA (by Mike Genz, head of animation and ex-Disney animator).
- Brought Maya, industry standard 3D software, into the animation course to bring the department in line with international schools and industry.

CAREER HISTORY

The Mind Studio CC. CK no. 95.25566/23 – JANUARY 1995 to PRESENT

Company Founder / Owner / Creative Director

Established and successfully managed The Mind Studio since 1995 which has operated continuously for 16 years and specialised in Creative Computer Graphic services and covered areas such as conceptual art & design, 3D visualisation, production design, animation, multimedia/new media, Flash, web design, graphic design, CD-ROM design and illustration. It was important to maintain a high level of professionalism and deliver the expected high quality of work for our European, Canadian and UK clients. My roles within the company ranged between creative & art direction, project management, team collaboration, client liaison, creative strategising and planning. In conjunction to this role I successfully held the educational roles of lecturer in Multimedia Design, 3D Animation and Visual FX as well as Head of Animation. (www.themindstudio.com)

– Areas of Expertise –

Creative Direction of all creative projects
Production Design and Art Direction for Animation
Cinematography and Layout for Animation
3D Visualisation, Modelling and Animation
Flash 2D and 3D Animation
Digital Art and Illustration, Conceptual Art & Design
Website Design including Interface Design for Web and CD-ROM
Cutting Edge Graphic Design and Interface Design
CD-ROM Design and Authoring
Brand Building, Identity & Continuity and Corporate Identity Design

AFDA Film School – JANUARY to NOVEMBER 2009

Part-time Maya Lecturer for 3rd and 4th year.

Invited to be on the VALA External Industry Examination panel to adjudicate 3rd and 4th year honours animation and film work (in the disciplines of editing, sound design and cinematography)

Learn2 Animation and VFX School – JANUARY to NOVEMBER 2008

2nd year Autodesk Authorised 3D Instructor – Autodesk Maya CG animation software

ATC Instructor ID: 42516 ATC Site ID: EM0590

Introduced Maya to the full-time students

Lighthouse SFX – JANUARY to NOVEMBER 2007

Production Design, Art Directing, CG Layout, Character and Environment Design, Storyboarding, Concept Art, Pre-Viz, Animatics

Projects worked on: The Pond (TV Series for USA: **Art Director**), Jungle Beat (international franchised TV series: **Production Designer**), An African Tale (Feature Film: Consulting Production Designer, CG Cinematography, CG lenses), Redemption (Live Action 3D Feature Film: Initial Storyboarding, Layout).

CityVarsity School of Media and Creative Arts – JUNE 2004 to DEC 2006

Academic Head, Faculty of Animation and New Media

– Curriculum design and academic quality management, course accreditation with Council for Higher Education

Head of Animation Department

3rd Year Senior Lecturer – Maya CG Software, CG Cinematography, CG Production Design, Camera and Lighting Aesthetics, Film Theory, Producer for all student projects.

Branding Project Manager – Led a full team in completely re-branding CityVarsity corporate identity

CityVarsity School of Media and Creative Arts – JANUARY 1996 to JUNE 2004

Senior Lecturer in Multimedia Design – Digital Graphic & Web Design, 3D Studio Max, Director, Flash

SmithGroup and Admakers – JANUARY to DECEMBER 1995

Graphic Designer – Design, Illustration, Layout for Print Advertising

Brand Knew: Education through Branding – 1 JANUARY to AUGUST 1995

Graphic Designer – Assisted in key concept and visualisation of the design and layout style.

EDUCATIONAL BACKGROUND

Bachelor of Art in Fine Art (B.A.F.A. Honours), Design Major – 1991 to 1994

University of Cape Town, Michaelis School of Fine Art, Cape Town, South Africa

4 year Honours degree majoring in Design, Drawing, History of Art

Thesis: *The Computer and Design; Art, Art Tool or Art Style?*

- One of first students to use Computer Graphics for presentations and was selected to the position of Junior Lecturer in my honours year to teach fellow classmates how to use Computer Graphics.
- One of a group of students who was influential in getting the school to introduce computers to the course to keep up with global trends.

FURTHER EDUCATION

AFDA Film School – 2004

Completed a Cinematography Film Production Course,
Included shooting and making of a 10 minute 16 mm film.

Hirt & Carter – 1994

3 Month Comprehensive Desktop Publishing and Design Course

CityVarsity School of Media and Creative Arts

3D Graphics Animation – 1999

Comprehensive Web Design Course, Introduction to the Internet – 1997

Gnomon 3D School – 2004-2005

Comprehensive Full Maya 48 DVD Course self-study

LANGUAGES

English proficient as first language

French: learning, Afrikaans: fluent, German: basic

INTERESTS

Animated Movies, Painting & Sculpture, Computer Graphics, & Animation Computer Games, Drawing, Reading, Ancient Archaeology, Cultures & Anthropology, Music, Film, Mind-Body-Spirit reading and activities.

SPORT

Provincial level for track and road cycling.

Currently: mountain biking, canoeing, swimming, yoga, hiking, learning to ski and/or snowboard