

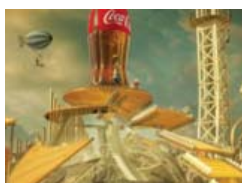
MICHAL FINEGOLD - REEL BREAKDOWN



“Happiness Factory II” - Bridge - I lit the foreground (characters, set, and props, not including liquid itself) in Maya and Mental Ray. I pre-composited in After Effects, and passed on to compositors.



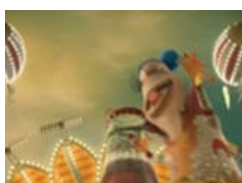
“Happiness Factory II” - Firelight - I lit the foreground (characters, props and set) in Maya and Mental Ray. I created the firelight using expressions in Maya. I pre-composited in After Effects, and passed on to compositors.



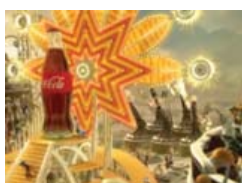
“Happiness Factory II” - Float (wide) - I lit the entire set, the foreground characters and props, and the background characters and props except for the crowds in the bleachers, in Maya and Mental Ray. I pre-composited in After Effects, and passed on to compositors.



“Happiness Factory II” - Float (close-up) - I lit the foreground (characters, props and set) in Maya and Mental Ray. I pre-composited in After Effects, and passed on to compositors.



“Happiness Factory II” - Diva - I lit the characters, rope and bottle in Maya and Mental Ray. I pre-composited in After Effects, and passed on to compositors.



“Happiness Factory II” - Parade (1) - I lit the entire set, and all of the characters and props except for the background crowds in the bleachers (further from the camera), in Maya and Mental Ray. I pre-composited in After Effects, and passed on to compositors.



“Happiness Factory II” - Parade (2) - I lit the entire set, and all of the characters and props except for the crowds in the bleachers, in Maya and Mental Ray. I pre-composited in After Effects, and passed on to compositors.



Gwen Stefani’s “Harajuku Lovers” - Clips from a campaign for Gwen Stefani’s Harajuku Lovers fragrances. I was the lead of lighting and materials, using Maya and Mental Ray. I did look development and created the appropriate materials, render passes, and master composites for each character and other elements, giving the team a blueprint for the shots while retaining flexibility to respond to the client’s needs. I created expressions in After Effects for the “disco” floor effect and flashing neon sign. I did materials, lighting and pre-compositing on the 3D girls, floors, neon sign, colorful balloons, notes, fruits, background 3D planets, and other secondary 3D characters. I created and pre-composited reflections and shadows of the live action girl to tie her into the environment. I also modeled the tiled floors and placed them appropriately in various shots.



Gwen Stefani's "Harajuku Lovers" - Product Shot - The hand and the character it holds are live action. The other characters and the glass bottles are CG. Using Maya, I modeled them and projected photographic textures onto them to create a look that matches the live action. I created reflection and shadow passes. I also modeled and lit the floor.



Buick Lacrosse - These CG shots of the 2008 Buick Lacrosse were created to match live action running footage of a previous model of the car. I lit these shots using Maya with AIR as well as Mental Ray. (The wheel is taken from the original footage.)



Verizon Krazz - Created for "Love Today" Verizon spot. I lit and composited this shot, and worked on materials as well. I used Maya and Mental Ray, and composited with Shake.



Sprint Razr - Created for end tag of Sprint spot featuring the "Red" campaign. I lit and composited this shot, and worked on materials as well. I used Maya and Mental Ray, and composited with Shake.



Cingular Razr - Created for end tag of Cingular spot featuring the Gold Razr. I lit this shot, and worked on materials as well. I used Maya and Mental Ray, and composited with Shake and Digital Fusion.



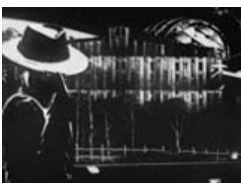
Blood Trail - Shots from a trailer for a proposed 3D animated horror film. I lit these shots (and many others), worked on their materials, and composited them. I used Maya and Mental Ray, as well as After Effects.



Invisalign - Rose - I lit the CG elements (the flower) and worked on materials and animation as well, in Maya and RenderMan.



Invisalign - Lily - I lit the CG elements (the flowers) and worked on materials and animation as well, in Maya and RenderMan.



Jack Daniel's - "Proud" - I lit and worked on materials for the environment and characters in the background, and composited the background. I used Maya and Mental Ray, as well as After Effects.