

# Illustration & visual development





SELECTED WORK

# Character, shape & story

Expressive silhouettes, readable staging  
and a strong graphic sensibility across  
character and environment design.







DEVELOPMENT PROCESS



Drawing → value



# Silhouette creates species and personality

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Silhouette exploration



Gesture and proportion create variety before colour or detail.



## CHARACTER DESIGN · RESOLVED CHARACTERS



TV COMMERCIAL · PITCH · SIXTY40



# Character reads through gesture and attitude

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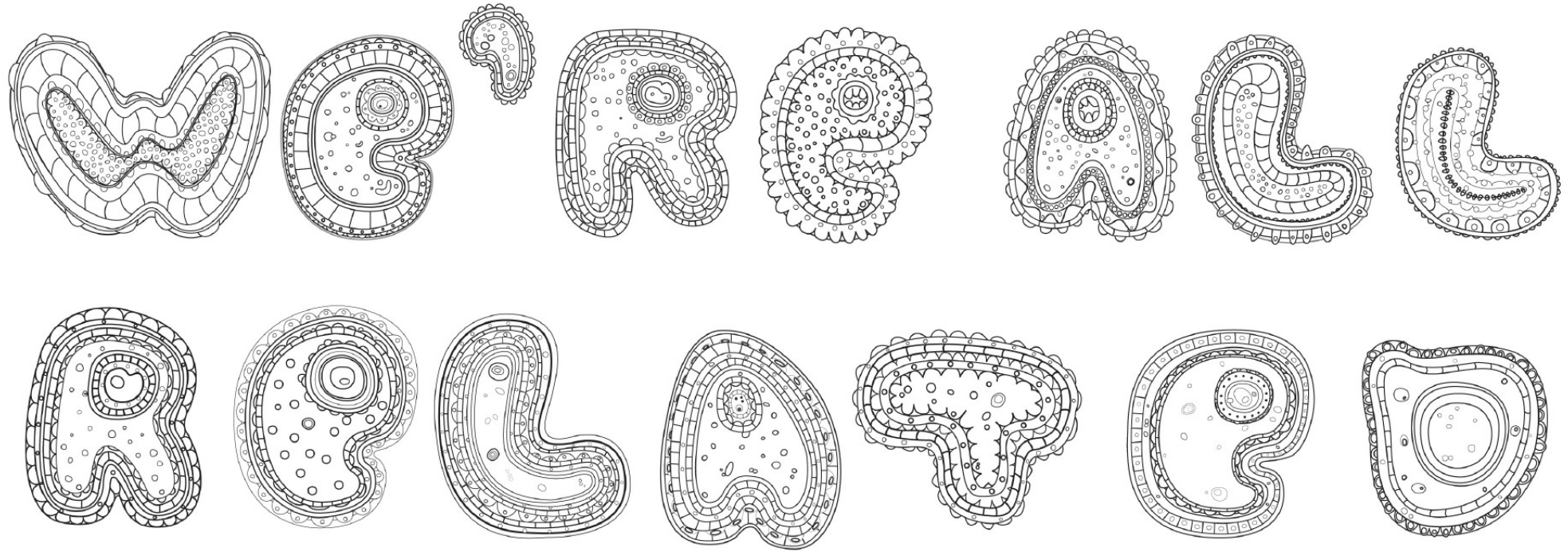






EASYANIMAL







Heini

SCENE 1. WIDE REVEALS "H" LETTER

SCENE 2. WIDE SHOT. CAM VERTICAL TILT TO FOLLOW "E" REEMERGE THROUGH AR.

SCENE 3. WIDE SHOT. TRACK BACK TO FOLLOW "S" WORK. LETTER MOVES CLOSE TO CAMERA.

SCENE 4. WIDE SHOT. PAN + TILT CAM TO FOLLOW "N" AS IT JUMPS AROUND THE ENVIRONMENT.

SCENE 5. WIDE SHOT. LOCKED OFF. "I" JUMPS OUT OF SCREEN.

SCENE 6A. WIDE SHOT. LOCKED OFF. ALL THREE LETTERS "HUM" OUT OF VIEW.

SCENE 6B. WIDE SHOT. LOCKED OFF. "HEINI" LETTERS REVEALED.

SCENE 7A. WIDE LOCKED OFF. LOGO BOUNCES INTO VIEW.

SCENE 7B. WIDE LOCKED OFF. HEINI LOGO BOUNCES INTO SHOT.

SCENE 7C. WIDE LOCKED OFF. HEINI LOGO BOUNCES INTO SHOT.

SCENE 7D. WIDE LOCKED OFF. HEINI LOGO BOUNCES INTO SHOT.

SCENE 7E. WIDE LOCKED OFF. HEINI LOGO BOUNCES INTO SHOT.

SCENE 7F. WIDE LOCKED OFF. HEINI LOGO BOUNCES INTO SHOT.

SCENE 7G. WIDE LOCKED OFF. HEINI LOGO BOUNCES INTO SHOT.

SCENE 7H. WIDE LOCKED OFF. HEINI LOGO BOUNCES INTO SHOT.

SCENE 7I. WIDE LOCKED OFF. HEINI LOGO BOUNCES INTO SHOT.

SCENE 7J. WIDE LOCKED OFF. HEINI LOGO BOUNCES INTO SHOT.

SCENE 7K. WIDE LOCKED OFF. HEINI LOGO BOUNCES INTO SHOT.

SCENE 7L. WIDE LOCKED OFF. HEINI LOGO BOUNCES INTO SHOT.

SCENE 7M. WIDE LOCKED OFF. HEINI LOGO BOUNCES INTO SHOT.

SCENE 7N. WIDE LOCKED OFF. HEINI LOGO BOUNCES INTO SHOT.

SCENE 7O. WIDE LOCKED OFF. HEINI LOGO BOUNCES INTO SHOT.

SCENE 7P. WIDE LOCKED OFF. HEINI LOGO BOUNCES INTO SHOT.

SCENE 7Q. WIDE LOCKED OFF. HEINI LOGO BOUNCES INTO SHOT.

SCENE 7R. WIDE LOCKED OFF. HEINI LOGO BOUNCES INTO SHOT.

SCENE 7S. WIDE LOCKED OFF. HEINI LOGO BOUNCES INTO SHOT.

SCENE 7T. WIDE LOCKED OFF. HEINI LOGO BOUNCES INTO SHOT.

SCENE 7U. WIDE LOCKED OFF. HEINI LOGO BOUNCES INTO SHOT.

SCENE 7V. WIDE LOCKED OFF. HEINI LOGO BOUNCES INTO SHOT.

SCENE 7W. WIDE LOCKED OFF. HEINI LOGO BOUNCES INTO SHOT.

SCENE 7X. WIDE LOCKED OFF. HEINI LOGO BOUNCES INTO SHOT.

SCENE 7Y. WIDE LOCKED OFF. HEINI LOGO BOUNCES INTO SHOT.

SCENE 7Z. WIDE LOCKED OFF. HEINI LOGO BOUNCES INTO SHOT.



Symmetry keeps  
dense detail legible.

A graphic approach to rhythm,  
repetition and focal hierarchy.



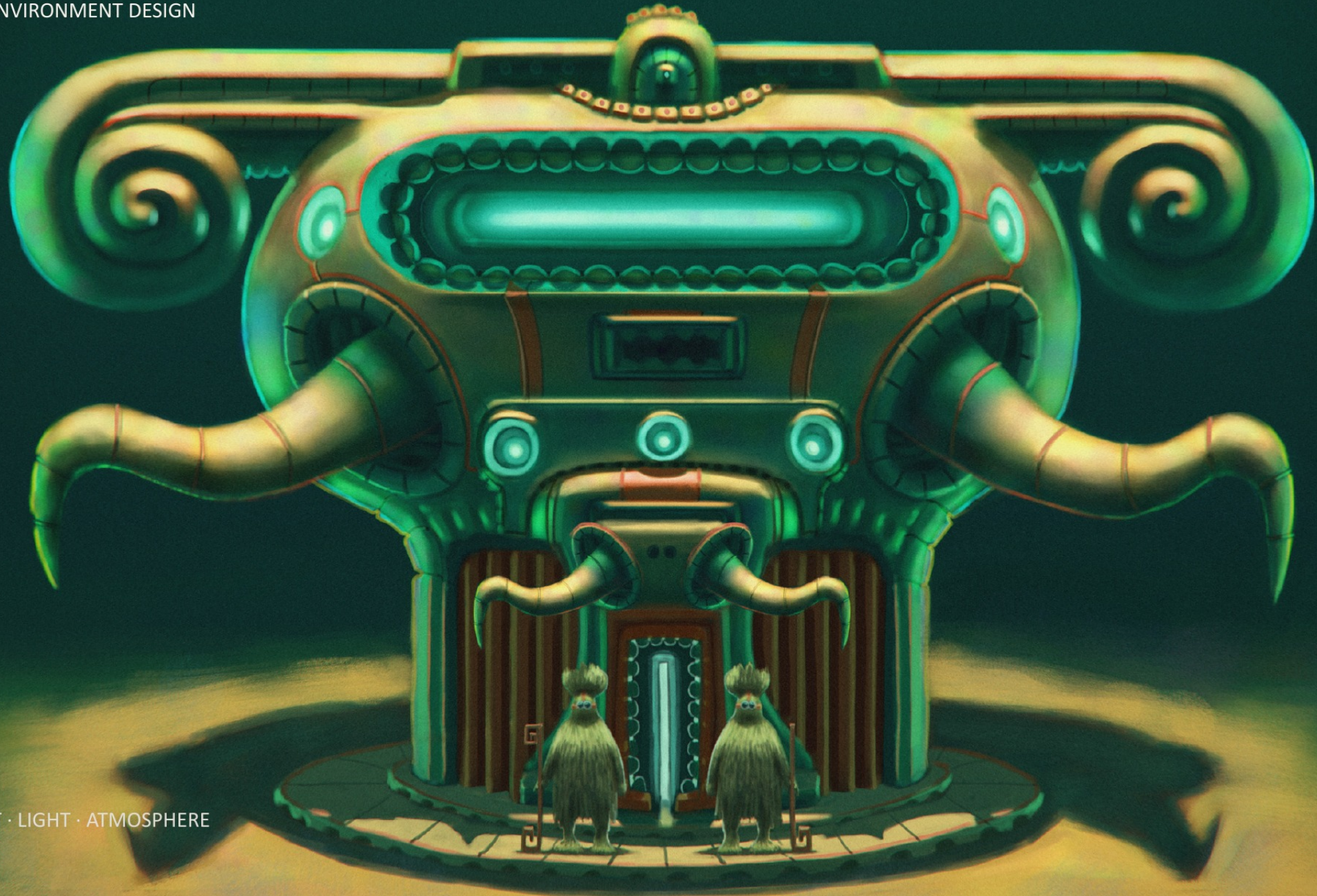


# One visual language, distinct palettes



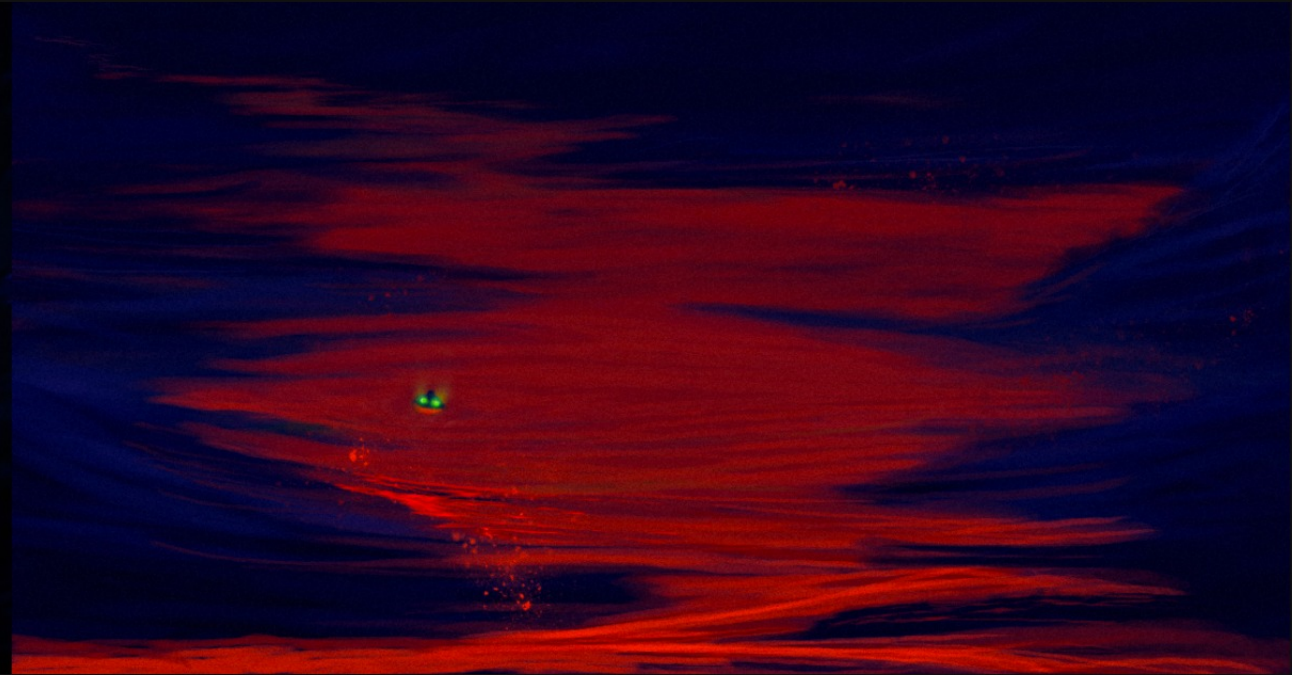
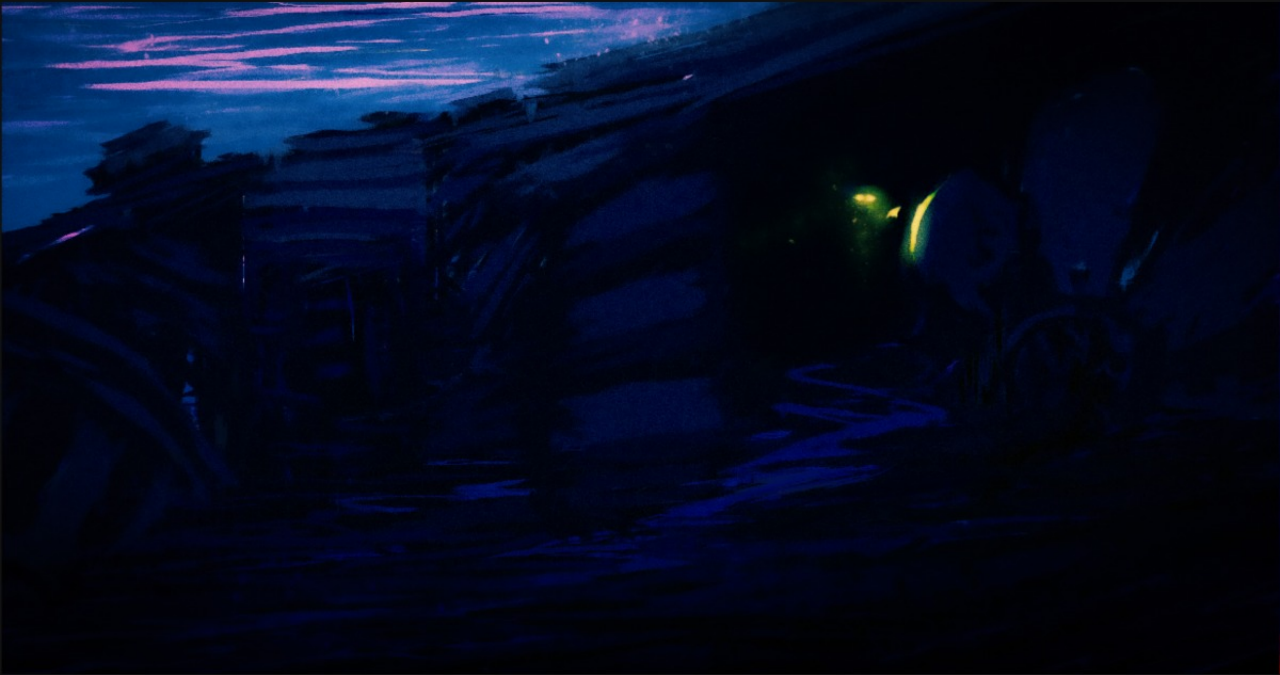


BAHOOBABH · ENVIRONMENT DESIGN



ENVIRONMENT · LIGHT · ATMOSPHERE







THE LOST SHORES · CONCEPT DESIGN

# Value study develops into a vehicle concept

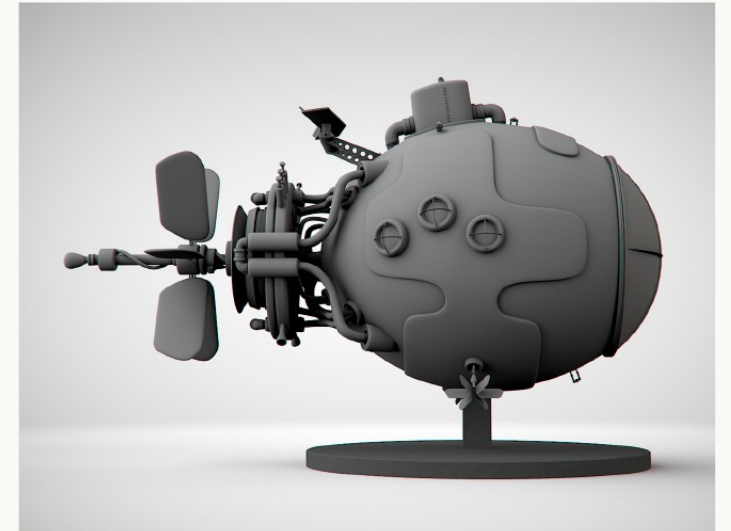
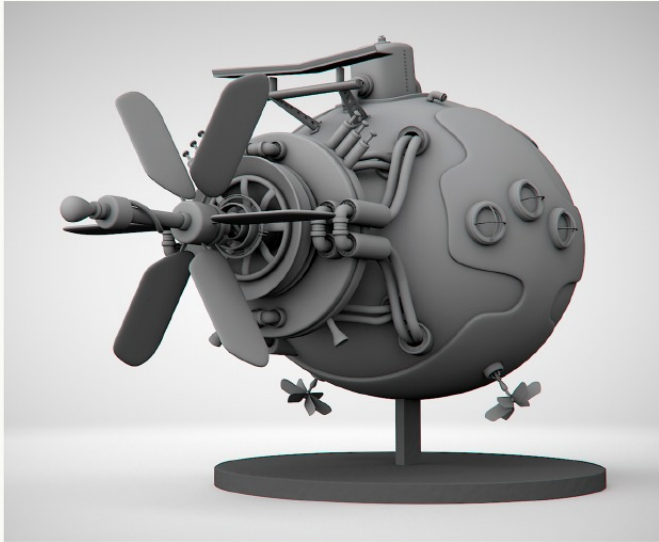
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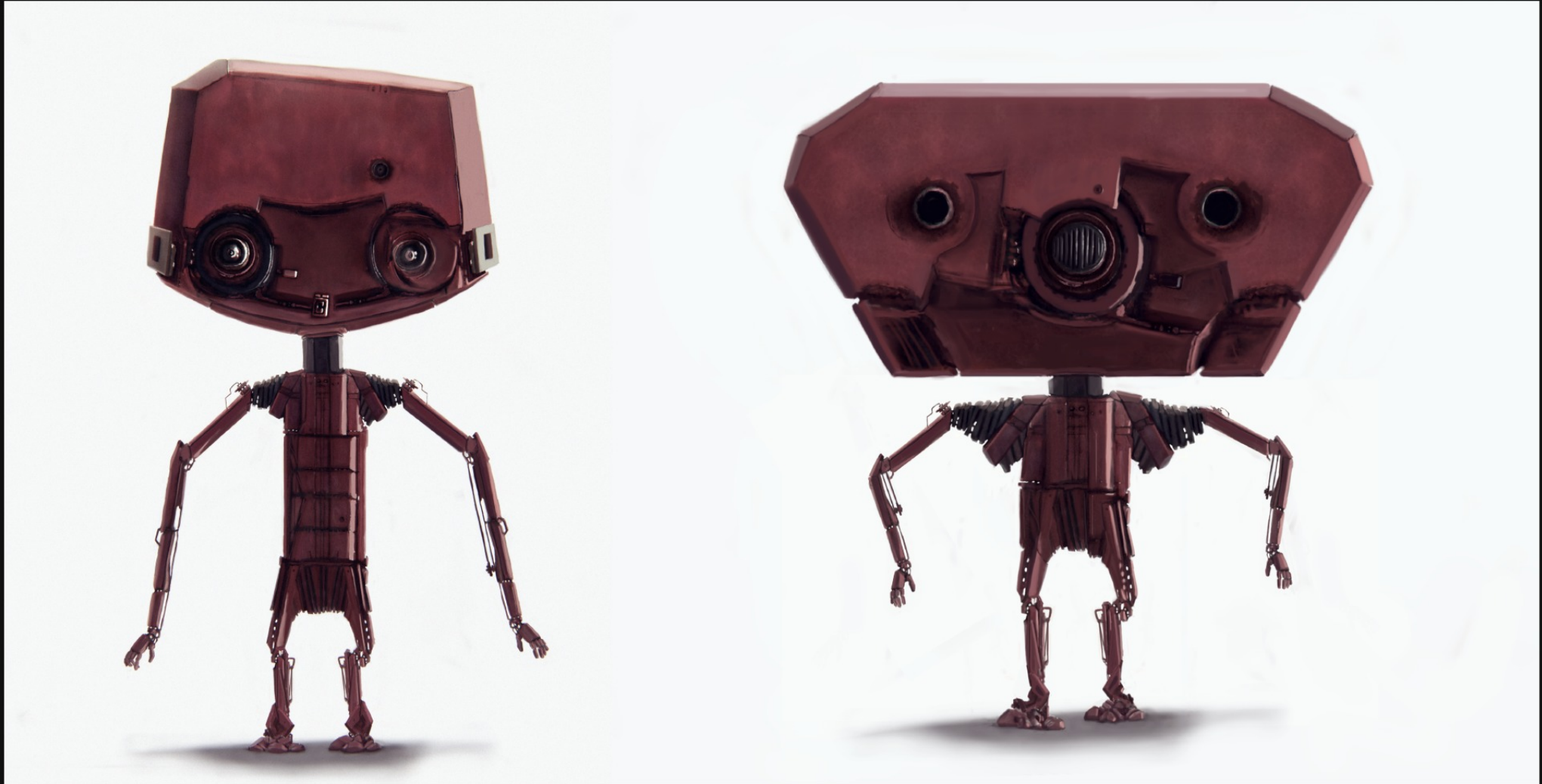


# 3D prop design. Form is tested from every angle

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**BBC LONELINESS — FISHERMAN · 2D DESIGNER**

**ENVIRONMENT & VALUE**

Concept art and visual development for a stark monochrome world.

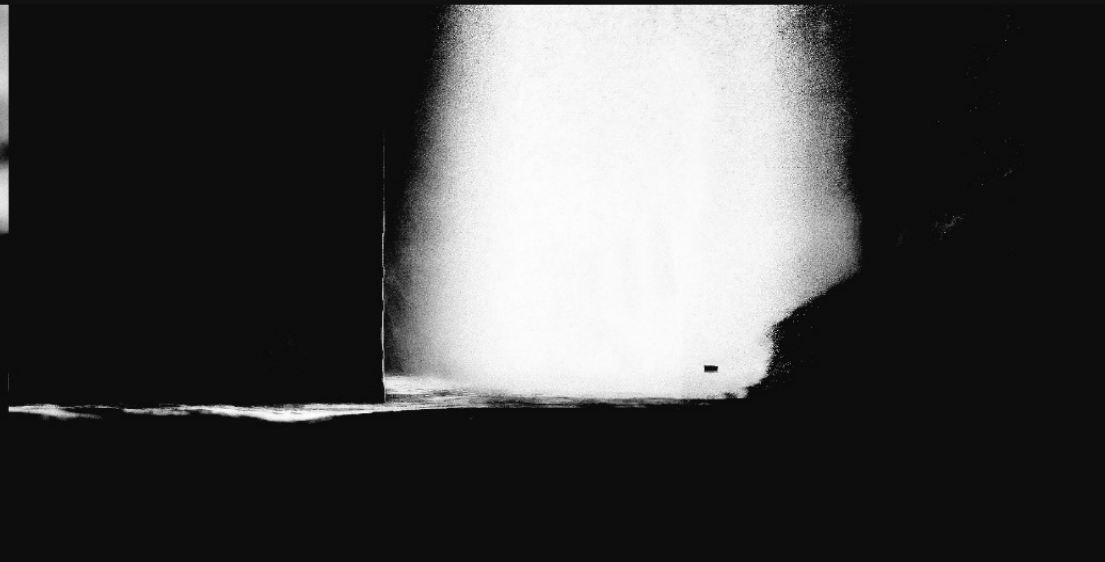


BBC LONELINESS — FISHERMAN · 2D DESIGNER

Fisherman silhouette, costume and proportion studies.

CHARACTER EXPLORATION





**BBC LONELINESS — FISHERMAN · 2D DESIGNER**

**ENVIRONMENT DEVELOPMENT**

Environment, scale and value exploration.



BBC LONELINESS — FISHERMAN · 2D DESIGNER

TITLE SEQUENCE DESIGN

Title sequence design and frame development.





A Film by Holly Rose

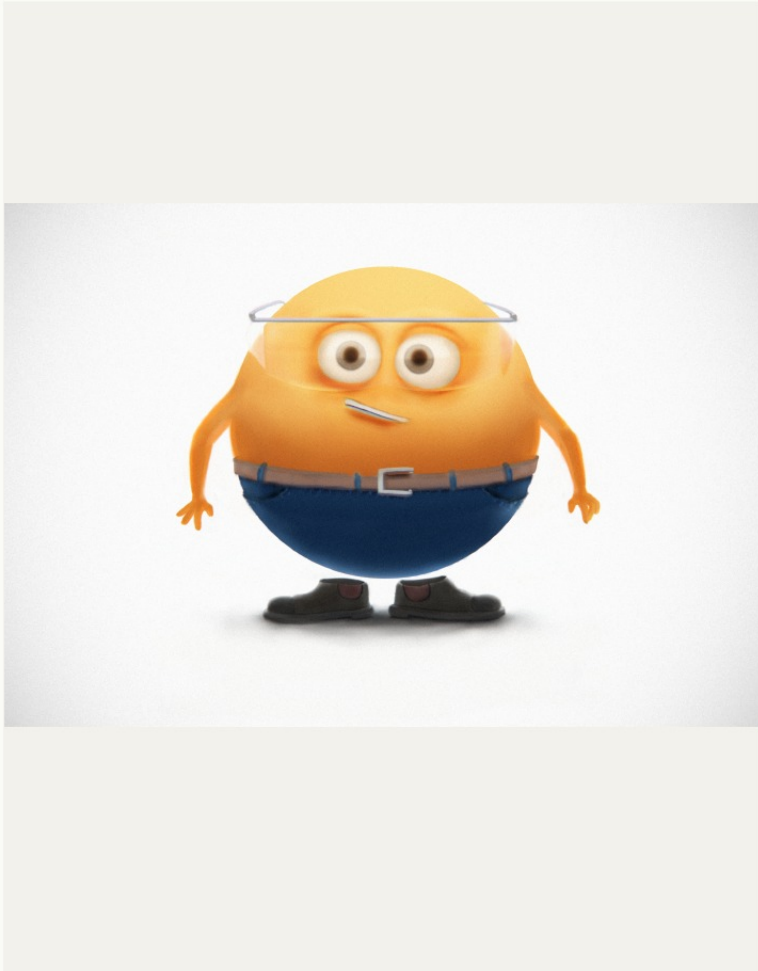
BBC LONELINESS — FISHERMAN · 2D DESIGNER

FINISHED FRAME

Final title-sequence frame.

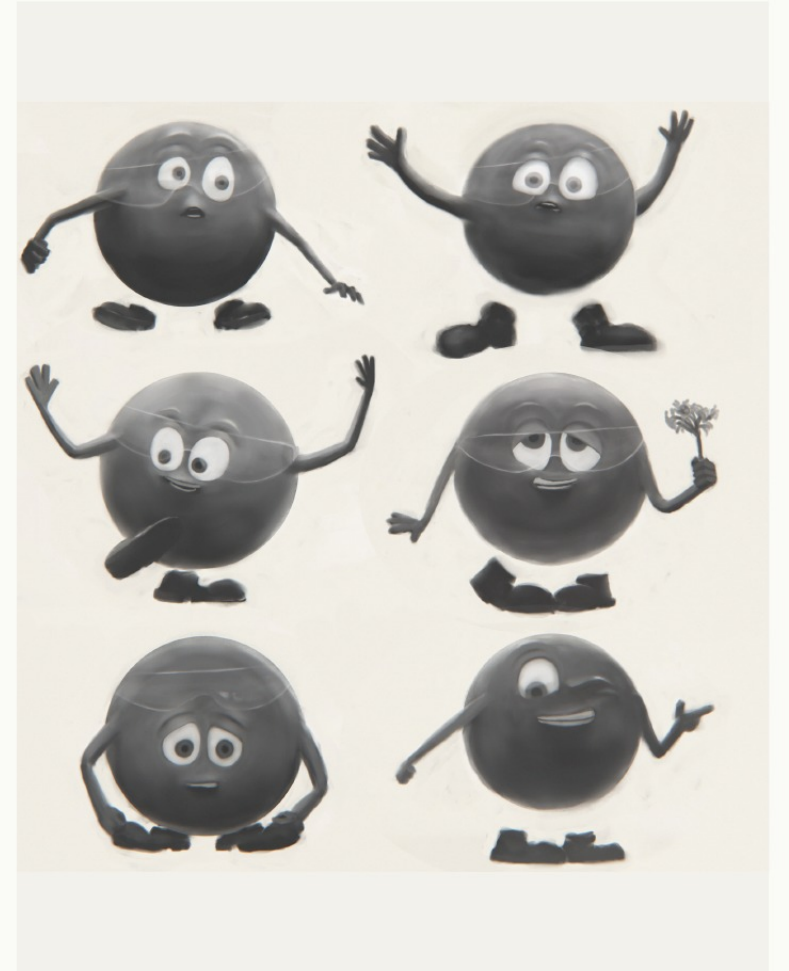
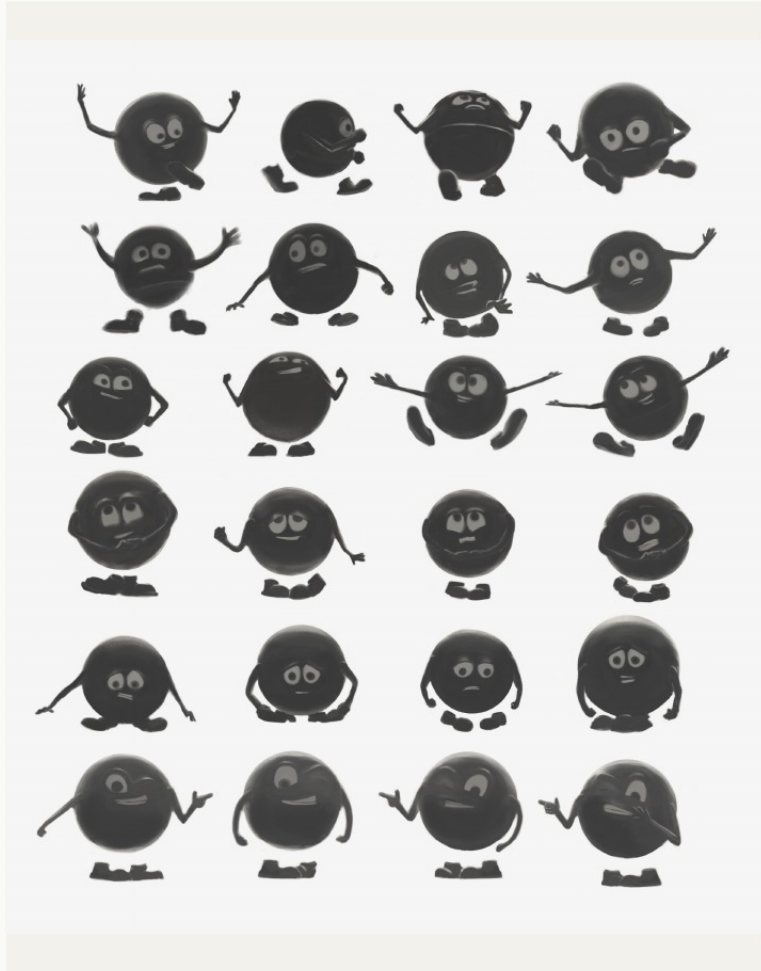
# Visual development and character concept art

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# Pose and silhouette build personality



# Character design carried through to broadcast



















NETFLIX - CO-CREATIVE DIRECTOR / ONE OF TWO LEAD 2D DESIGNERS - EASY ANIMAL STUDIO

## INSIDE THE NETFLIX STUDIO

NETFLIX - SELECTED PROJECT FRAMES

Commercial illustration and animation work

### IMAGE-MAKING

Narrative staging

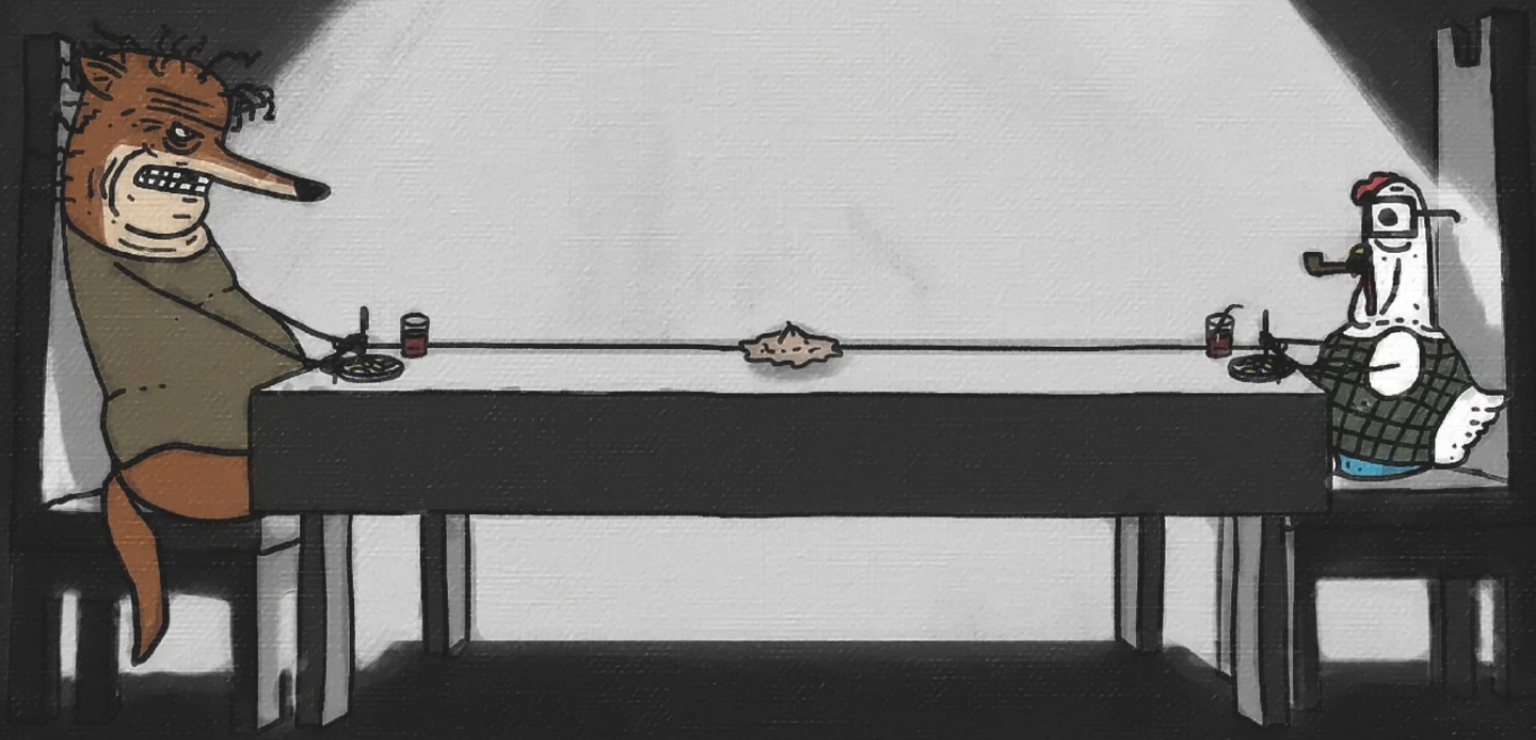
Graphic economy

Campaign consistency



## Easy Animal Studio











JOSEPH NEIL GITTINS

# Illustration & visual development

Available for visual development, character design and 2D production.

Production tools - Photoshop - Procreate - Cinema 4D

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