

Martin Goetz

Reel Breakdown 2010



After Effects
Illustrator

Client: Tata Communications (@VerticPortals)

Tata needed an intro for their B2B portal specializing in phone services, trapcode particular was utilized to convey the sense of a phoneline touching different parts of a digital universe. Production: 1 week



After Effects
Illustrator

Client: Philips (@VerticPortals)

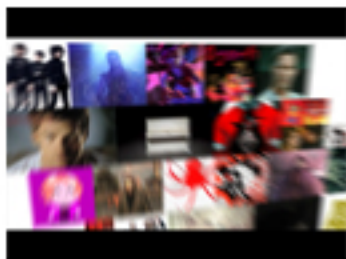
A pitch to Philips was created for different personas of a new skincare device. A short animation was produced in After Effects to highlight the type of life the targeted audience lived and current status. Production: 3 days.



After Effects
Illustrator
Photoshop

Client: VerticPortals

An animation was presented of a mock case study at the L2 Media Conference in New York. I was responsible for animating around a voiceover that narrated the case study. Production: 6 days



After Effects

Client: Vodofone/Skinny (@Perfect Fools)

In this concept video for Vodofone. I was responsible for the symbolic animations highlighting the multimedia aspects of the devices. Content was then edited and animated together. Production 2 weeks



After Effects
Photoshop

Client: PTC/Microsoft (@VerticPortals)

An animation was created around a script and voiceover to be presented at a Microsoft tradeshow. After the script was complete, I was responsible for all storyboarding, animation and editing. Production: 1 week.

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After Effects
Illustrator

Client: Kodak (@ VerticPortals)

Kodak needed a teaser to internally promote their new line of social media ready cameras. I was responsible for storyboarding and directing our 3D vendor to get the shots we sought. I then composited and edited the final piece together. Production: 1 week



After Effects

Client: Vodafone/Skinny (@Perfect Fools)

In this concept video for Vodafone. I was responsible for the symbolic animations highlighting the multimedia aspects of the devices. CD covers had to be broken apart to re-create the split-flap effect. Production 2 weeks



After Effects

Client: Vodafone/Skinny (@Perfect Fools)



After Effects

Client: Vodafone/Skinny (@Perfect Fools)



After Effects

Client: Vodafone/Skinny (@Perfect Fools)

This particular shot required re-creation of a ticket in Photoshop/Illustrator to then be animated in After Effects. Production 2 weeks

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After Effects

Client: Philips (@ VerticPortals)

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After Effects

Client: Kodak (@ VerticPortals)

Kodak needed a teaser to internally promote their new line of social media ready cameras. I was responsible for storyboarding and directing our 3D vendor to get the shots we sought. I then composited and edited the final piece together. Production: 1 week



RealFlow

Client: Smirnoff (@ Perfect Fools)

Maya

After Effects

An intro needed to be produced for Smirnoff's 2009 website. The project utilized RealFlow to sculpt the fluid being 'controlled' by the talent. Shaders were later developed in Maya and rendered with MentalRay. Production: 5 very long weeks



After Effects

Client: Garia (@ VerticPortals)

Premiere

I was required to storyboard and concept the shots for each section on the website and edit them together accordingly. The project was shot in West Palm Beach, then rotoscoped, edited, and graded in New York by me. Production: 3 weeks.



After Effects

Client: SAP (@ VerticPortals)

A straightforward introduction video on SAP B2B portal. The presenter was shot on greenscreen and then composited into a corporate campus looking environment.

Production: 3 days.

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After Effects

Client: Microsoft (@ VerticPortals)

Premiere

Microsoft Solution City was a web portal for Microsoft clients to showcase their solutions using Microsoft Products. The introduction was a cg-short featuring Microsoft's Stig Panduro. The project involved a greenscreen shoot and compositing the train station behind Stig along with numerous extras to populate the platform. Production: 2 weeks