

Multimedia & Motion Graphics Designer

MICHELLE WORRELL

A decorative horizontal border consisting of multiple parallel, wavy lines in shades of blue and grey, spanning the width of the page.

PORTFOLIO

A decorative horizontal border consisting of multiple parallel, wavy lines in shades of blue and grey, spanning the width of the page.

TITLE: MAKING A DIFFERENCE

MEDIA TYPE: Motion Graphics / Animation

CLIENT: Virginia Beach Public Schools

DATE: April 2010

USAGE: Played for volunteers at annual banquet, distributed online

SOFTWARE: Illustrator, Photoshop, After Effects

DESCRIPTION: I was asked to create a text based animation to show appreciation to the school division's volunteers and sponsors. I was given the script and a theme of butterflies and dandelions for the event. I was able to storyboard out the concept and transitions, draw the illustrations in Illustrator, and then animate it in After Effects.

STILL FRAMES



TITLE: ON BOARD

MEDIA TYPE: Motion Graphics / Animation

CLIENT: Virginia Beach Public Schools

DATE: August 2010

USAGE: Shown at a presentation

SOFTWARE: Illustrator, Photoshop, After Effects

DESCRIPTION: With less than a week to complete this request, we purchased a couple of stock illustrations, like the sailboat and sailor. I then altered them, added textures and created the rest of the set. We decided to use the short time line to our advantage by making it look like an on-stage production with cardboard waves, rotating, diving fish, and birds on sticks being moved in the background. Illustrations were modified and created in Illustrator and Photoshop and all animation was done in After Effects.

STILL FRAMES



TITLE: 2011 GRADUATION OPENING

MEDIA TYPE: Motion Graphics / Animation

CLIENT: Virginia Beach Public Schools

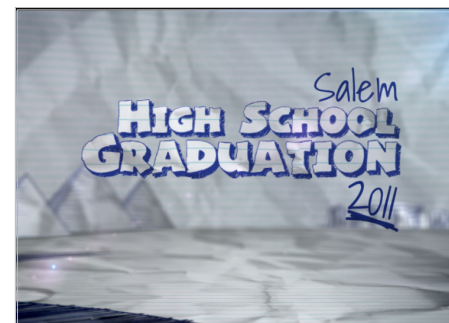
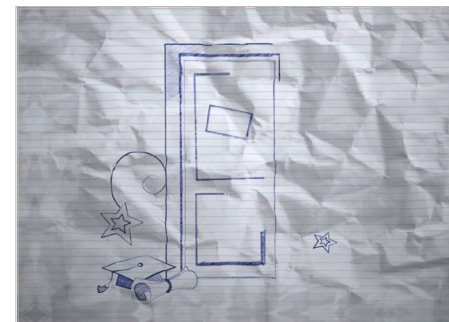
DATE: June 2011

USAGE: Broadcast live, on television, on the web, and sold on DVD

SOFTWARE: Illustrator, Photoshop, After Effects

DESCRIPTION: Each year, Multimedia Services records and broadcasts the graduation ceremonies for each of the 12 high schools. 2011 graphics were created in Illustrator and Photoshop and then animated in After Effects.

STILL FRAMES



TITLE: 2010 GRADUATION OPENING

MEDIA TYPE: Motion Graphics / Animation

CLIENT: Virginia Beach Public Schools

DATE: June 2010

USAGE: Broadcast live, on television, on the web, and sold on DVD

SOFTWARE: 3D Studio Max, Vray, Illustrator, Photoshop, After Effects

DESCRIPTION: Each year, Multimedia Services records and broadcasts the graduation ceremonies for each of the 12 high schools. 2010 graphics were modeled in 3DS Max, textured using Illustrator and Photoshop, rendered with Vray, and then the final animation was composited in After Effects.

STILL FRAMES



TITLE: 2009 GRADUATION OPENING

MEDIA TYPE: Motion Graphics / Animation

CLIENT: Virginia Beach Public Schools

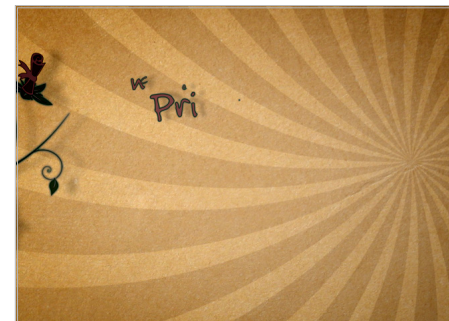
DATE: June 2009

USAGE: Broadcast live, on television, on the web, and sold on DVD

SOFTWARE: Illustrator, Photoshop, After Effects

DESCRIPTION: Each year, Multimedia Services records and broadcasts the graduation ceremonies for each of the 12 high schools. 2009 graphics were created in Illustrator and Photoshop, and then the final animation was done in After Effects.

STILL FRAMES



TITLE: IN THE WORKS OPENING

MEDIA TYPE: Motion Graphics / Animation

CLIENT: VBTv

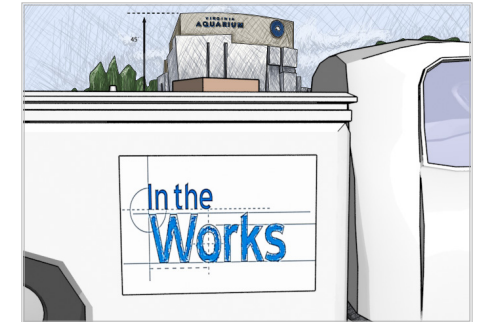
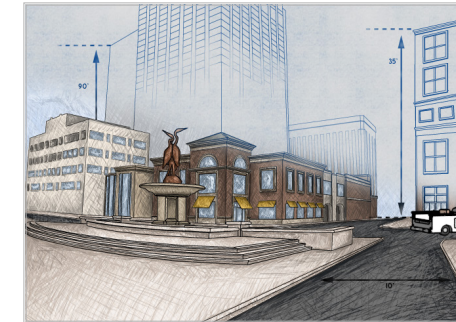
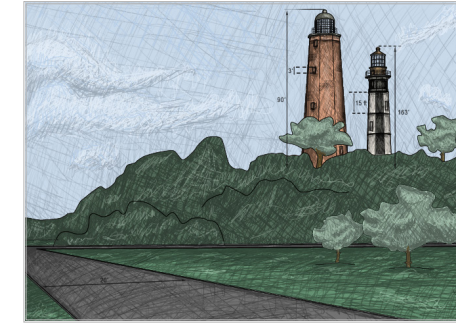
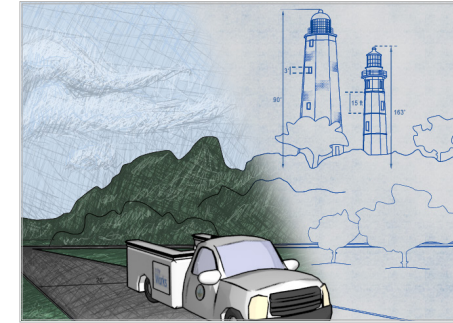
DATE: March 2008

USAGE: Quarterly program, broadcast on cable and online

SOFTWARE: Illustrator, Photoshop, After Effects, 3DS Max, Vray

DESCRIPTION: I was asked to create a graphics package for a new show, “In the Works” in early 2008. The show gives information, interviews, and updates on projects all across the city. Since it would be detailing projects through all phases of development, I choose a blueprint graphics theme. The city truck was modeled in 3DS Max and rendered with Vray toon shader and composited onto the drawings in After Effects. Using photographs of city landmarks as reference the blueprint drawings were drawn in Illustrator and hand colored with a Wacom tablet in Photoshop.

STILL FRAMES



TITLE: BEST IN CLASS LOGO ANIMATION

MEDIA TYPE: Motion Graphics / Animation

CLIENT: Golden State Foods

DATE: February 2013

USAGE: Intro logo animation for a series of awards videos for the annual partners meeting

SOFTWARE: Illustrator, Photoshop, After Effects, Trapcode Suite, Element 3D, Maya

DESCRIPTION: I was asked to create a 3D representation of their “Best in Class” Award logo and animated it to introduce short videos about the last year’s winners. They were meant to be introductions before they announced the new winners. I used photographs of the trophy to model a 3D version in Maya and combined it with 3D shapes extruded in Element 3D. I then textured, lit, and animated everything in After Effects.

STILL FRAMES



TITLE: SHOOT TO WIN CARNIVAL SHOT

MEDIA TYPE: Motion Graphics / Animation

CLIENT: Self

DATE: June 2013

USAGE: Final project while attending Animation Mentor

SOFTWARE: Maya, Illustrator, Photoshop, After Effects, Element 3D, Trapcode Suite, Optical

DESCRIPTION: For my final project at Animation Mentor, we had to create a short animation that told a story. In order to combine my motion graphics skills with my character animation background, I created and animated the background in After Effects. The character animation was completed in Maya and then exported for use in Element 3D. The carnival rides were created using animated lights and optical flares. The carnival booths were created in Illustrator and everything was lit and finished in After Effects.

STILL FRAMES



TITLE: **DIVE**

MEDIA TYPE: Motion Graphics / Animation

CLIENT: Self

DATE: June 2013

USAGE: Demo Reel

SOFTWARE: Maya, Illustrator, Photoshop, After Effects, Element 3D, Trapcode Suite, Optical

DESCRIPTION: For one of my projects at Animation Mentor, we had to animate a character jumping off a diving board. In order to complete the animation, I utilized my motion graphics skills to create and composite a background into the shots. The character animation was completed in Maya and then exported for use in Element 3D. The trees and fence were created in Illustrator and placed in After Effects 3D space. Clouds were created using particular, and the water splash was composited video footage.

STILL FRAMES



TITLE: COMMUNICATIONS BRANDING

MEDIA TYPE: Print, Web, Television

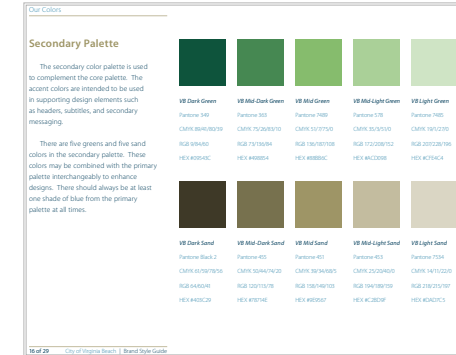
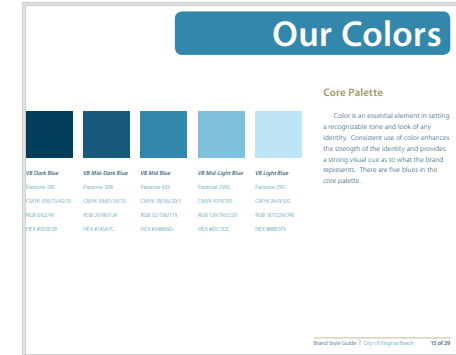
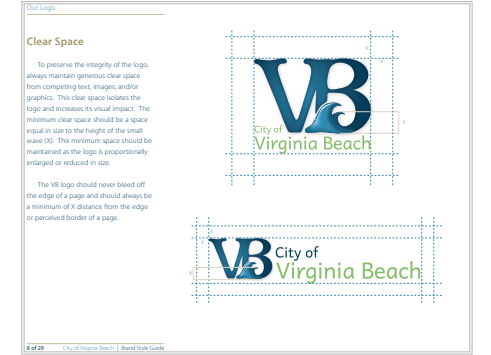
CLIENT: ComIT Multimedia Services

DATE: October 2010

USAGE: Style guide distributed to city employees, logo & rules to be applied city-wide

SOFTWARE: Illustrator, InDesign

DESCRIPTION: The city of Virginia Beach's Department of Communications and Information Technology requested to brand all of the city's major modes of communication with a similar logo and style. Working with a team of designers, managers, and marketing professionals, we choose a final logo. The chosen concept was created by me, with some input from team members and clients. I was then tasked with designing a style guide to help keep everything consistent.



TITLE: 2010 HIGH SCHOOL GRADUATION DVD

MEDIA TYPE: Print

CLIENT: Virginia Beach Public Schools

DATE: June 2010

USAGE: DVD case and label design that was sold to parents of graduating seniors

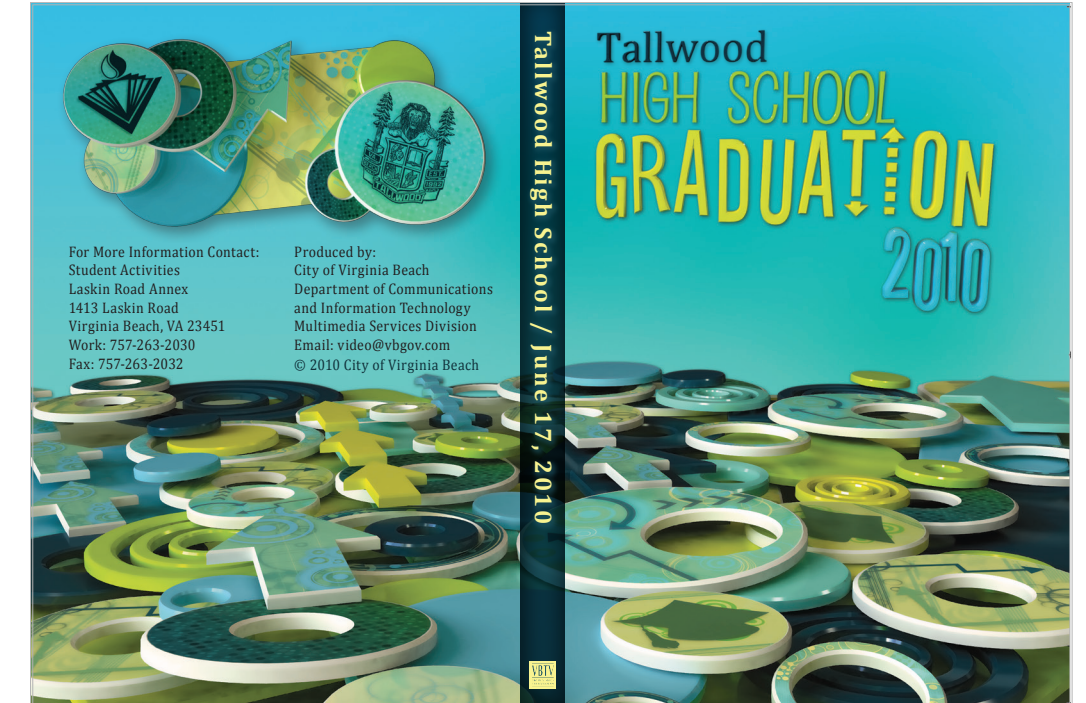
SOFTWARE: 3D Studio Max, Vray, Illustrator, Photoshop, InDesign

DESCRIPTION: Each year, Multimedia Services records and broadcasts the graduation ceremonies for each of the 12 high schools. Parents are then able to order DVD copies which come with a printed label and case. 2010 graphics were modeled in 3DS Max, textured using Illustrator and Photoshop, rendered with Vray, and then the final layout was created in InDesign. The animated opening and on-screen graphics are also designed to match the theme design.

LABEL



CASE



TITLE: 2009 HIGH SCHOOL GRADUATION DVD

MEDIA TYPE: Print

CLIENT: Virginia Beach Public Schools

DATE: June 2009

USAGE: DVD case and label design that was sold to parents of graduating seniors

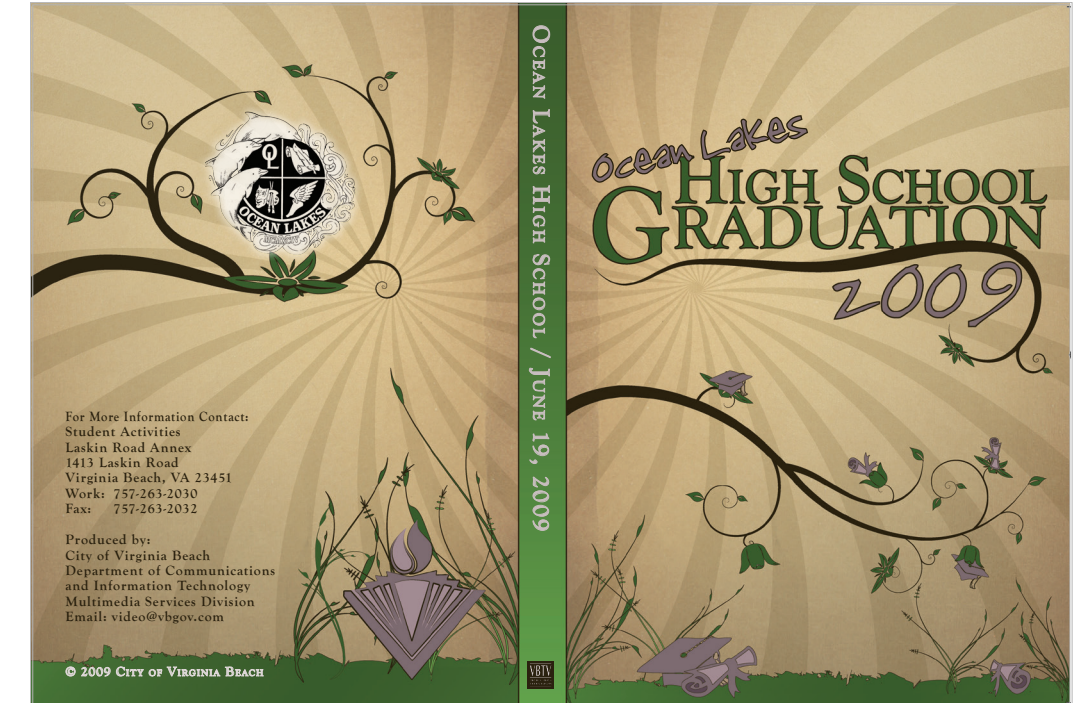
SOFTWARE: Illustrator, Photoshop, InDesign

DESCRIPTION: Each year, Multimedia Services records and broadcasts the graduation ceremonies for each of the 12 high schools. Parents are then able to order DVD copies which come with a printed label and case. 2009 graphics were created in Illustrator, logos and school seals were edited in Photoshop, and then the final layout was created in InDesign. The animated opening and on-screen graphics are also designed to match the theme design.

LABEL



CASE



TITLE: **BASIC BUSINESS PHILOSOPHY POSTERS**

MEDIA TYPE: Print

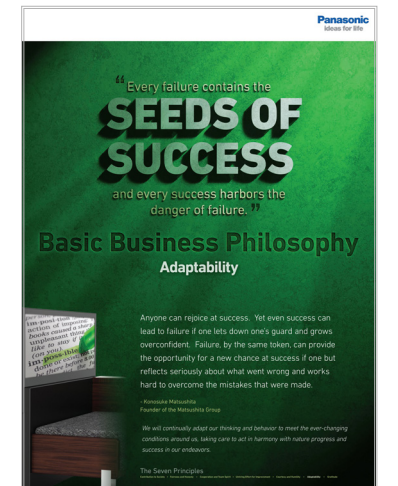
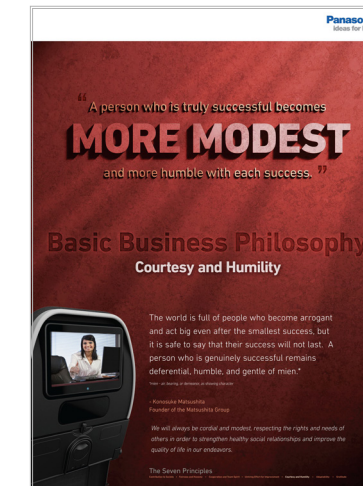
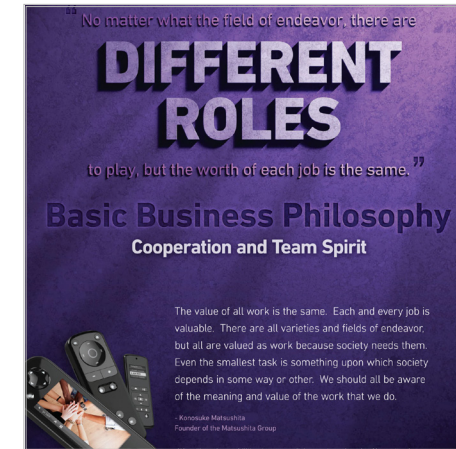
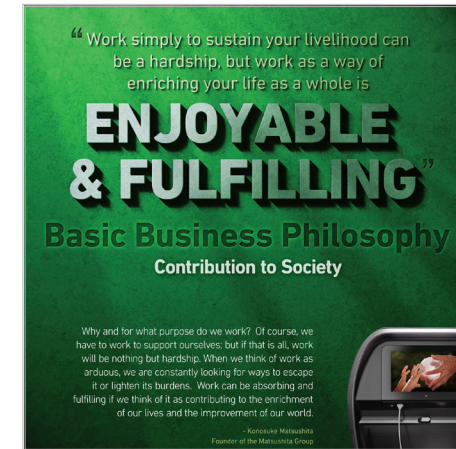
CLIENT: Panasonic

DATE: August 2012

USAGE: Posters

SOFTWARE: Photoshop, InDesign

DESCRIPTION: A set of 8 posters was designed to be distributed worldwide to locations to inspire employees with quotes from the founder. The goal was to help employees understand the company business philosophy.



TITLE: 911 BROCHURE

MEDIA TYPE: Print

CLIENT: Virginia Beach 911

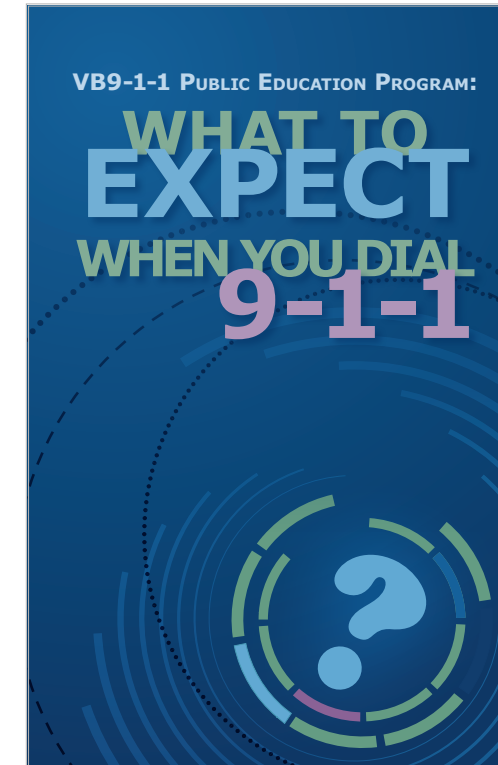
DATE: February 2009

USAGE: Distributed to citizens city-wide

SOFTWARE: Photoshop, Illustrator, InDesign

DESCRIPTION: The city of Virginia Beach's 911 call center wanted to educate the public with tips to make emergency calls easier. I was asked to make a brochure with a modern, clean design that was easily readable. I used Illustrator and Photoshop to create the background designs and laid out all the text in InDesign. Photographs were provided by the city photographer.

FRONT



INSIDE

KEY MESSAGE POINTS:

- Never be afraid to dial 9-1-1 because of uncertainty. If you THINK you or someone else is experiencing a medical or public safety emergency, dial 9-1-1 and let the public safety telecommunicator help you determine if an emergency exists.
- When you dial 9-1-1, the public safety telecommunicator will ask you several questions in order to assess the type of emergency. This will not delay the dispatch of emergency response teams. Be prepared to answer the questions as calmly and accurately as possible.
- If you dial 9-1-1 by mistake, do not hang up; stay on the line and tell the public safety telecommunicator that everything is all right. If you don't, the public safety telecommunicator may assume that an emergency has occurred and send a response team to your location.
- When you dial 9-1-1, you may experience a brief wait time depending on the number of telecommunicators on duty. It is important that you stay on the line until the 9-1-1 telecommunicator tells you it is okay to hang up.
- When calling 9-1-1, the public safety telecommunicator will always ask you to verify your location; this is especially important when calling from a cellular phone, as location information displayed on the telecommunicator's computer screen may provide only a general area and not an exact location.

WHAT TO DO WHEN CALLING 911

- DO:** call 9-1-1 even if you're unsure an emergency exists
- DO:** remain calm and speak clearly
- DO:** answer all questions as accurately as possible
- DO:** listen carefully and follow instructions
- DO:** stay on the line until the public safety telecommunicator says it's okay to hang up

Hesitation can cost lives – don't be afraid to call 9-1-1 because of uncertainty

Expect questions - this does not delay response time

Listen carefully – follow any instructions given by the public safety telecommunicator

Provide your exact location – very important when calling from a cell phone

TITLE: IN THE WORKS SET

MEDIA TYPE: Broadcast

CLIENT: Multimedia Services

DATE: March 2008

USAGE: Quarterly program broadcast on cable and the web

SOFTWARE: 3DS Max, Vray, Photoshop, Illustrator

DESCRIPTION: I was asked to create a graphics package for a new show, "In the Works" in early 2008. The show gives information, interviews, and updates on projects all across the city. Since it would be detailing projects through all phases of development, I choose a blueprint graphics theme. Everything was modeled in 3DS Max and rendered in Vray. Photographs of the city for the view through the window were supplied by the city photographer.

HOST STAND-UP



WIDE SHOT



TITLE: **HR TEAMS**

MEDIA TYPE: Broadcast

CLIENT: HR Teams / Multimedia Services

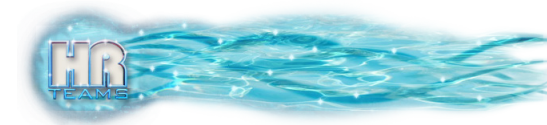
DATE: December 2009

USAGE: Video production in partnership with the other cities

SOFTWARE: Photoshop

DESCRIPTION: The seven cities in Hampton Roads team up to produce videos for the entire area. Because Virginia Beach is the largest and has the most equipped video and graphic production teams, the editing and design is usually done in our studio. I was asked to create a text board and name key for use on those projects. The logo was created by a previous designer.

NAME KEY / LOWER THIRD



TEXT BOARD



TITLE: STATE OF THE CITY ADDRESS

MEDIA TYPE: Display

CLIENT: City Manager's Office

DATE: March 2010

USAGE: Presentation given by the mayor, televised

SOFTWARE: Photoshop, Illustrator

DESCRIPTION: The mayor of Virginia Beach gives a State of the City Address each year in March. It is modeled after the State of the Union address, and is highly publicized by local media. I was asked to create title graphics and a background to be used during the speech.

TITLE BOARD



BACKGROUND



TITLE: NEPTUNE FESTIVAL BOARD

MEDIA TYPE: Broadcast

CLIENT: Multimedia Services

DATE: September 2009

USAGE: Televised annually during the Neptune Festival

SOFTWARE: Photoshop

DESCRIPTION: Access Virginia Beach; the city's news program, requested a text board to use during the annual festival. Photographs and textures were manipulated in Photoshop to get the desired effect. The original photograph of the Neptune statue was provided by the city photographer.

TEXT BOARD



TITLE: **WORKDAY REFERENCE GUIDE**

MEDIA TYPE: Web

CLIENT: Panasonic Human Resources

DATE: January 2012

USAGE: Internal Website

SOFTWARE: Photoshop, Dreamweaver, HTML, CSS

DESCRIPTION: The Human Resources Department was launching a new employee self-service system and I designed a companion website to house FAQs, training videos, and communications to help employees get familiar with the new software.

WORKDAY REFERENCE GUIDE



TITLE: RESOURCE MANAGEMENT DISK

MEDIA TYPE: Web / Interactive

CLIENT: Finance

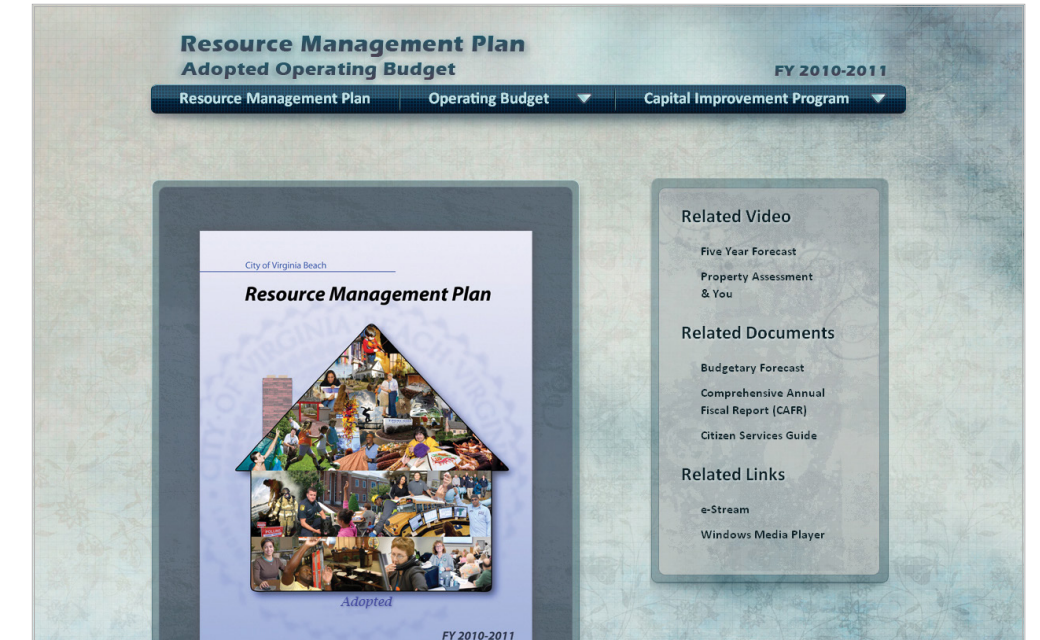
DATE: May 2010

USAGE: Interactive disk distributed to city council and the public

SOFTWARE: Photoshop, Dreamweaver, HTML, CSS

DESCRIPTION: Each year, an interactive disk with the proposed annual budget is presented to city council and released publicly. After the budget is approved, a second disk with the final documents is released. I recently re-designed the disk to eliminate messy code and javascript and to incorporate the yearly cover into the design more. Graphics were created in Photoshop and coded in Dreamweaver.

INTERACTIVE REPORT



TITLE: VBTv YOUTUBE BACKGROUND

MEDIA TYPE: Display / Web

CLIENT: Multimedia Services

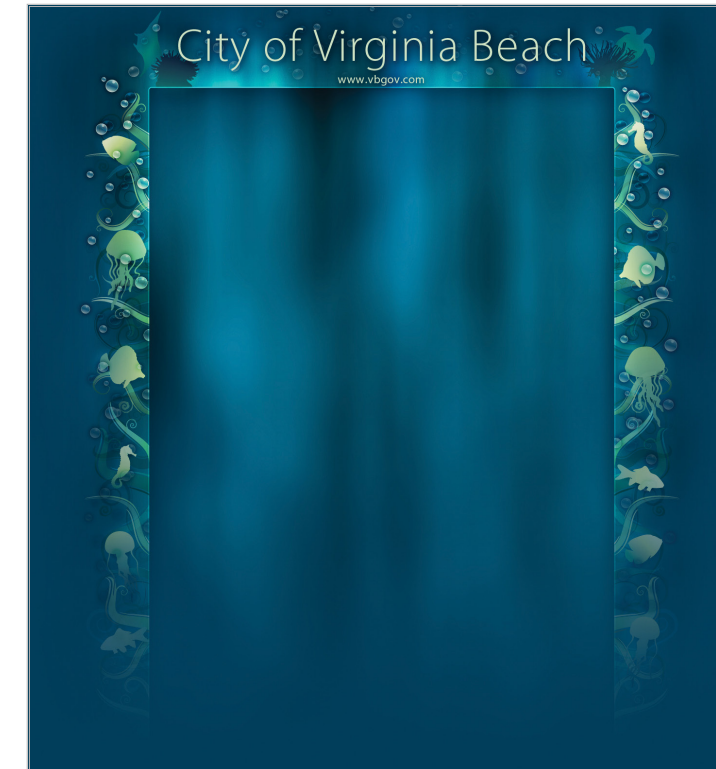
DATE: December 2009

USAGE: Used as the background for the city's YouTube Channel

SOFTWARE: Photoshop, Illustrator

DESCRIPTION: YouTube gave government organizations the capability to brand their channels in fall of 2009. I was asked to design the background and header for the channel. Vector elements were created in Illustrator and then combined with the textures and lighting effects I created in Photoshop. Some free vector silhouettes were used as a starting point for some of the sea creatures.

BACKGROUND ONLY



EXAMPLE

