

Curriculum Vitae: Rowan Gerrard van Tonder

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PROFESSIONAL EXPERIENCE

Art Director / Production Designer / Concept Artist at LIGHTHOUSE SFX (now HERO CONCEPT ART) during 2007.

Production Design, Art Directing, Concept Art, CG Layout, Character Design and Environment Design, CG Cinematography, Storyboarding

Projects worked on:

The Pond, The Rise and Fall of Tony the Frog (TV Series for USA) www.lifeatthepond.com
Art Director, Concept Artist, Environment and Props Designer, Texture Artist, Layout Artist, Storyboard Artist.

Jungle Beat (international franchised TV series):
Production Designer, Concept Artist (including lead character and environment), Texture Artist, Layout Artist.

An African Tale (Feature Film):
Consulting Production Designer, Consulted on CG Cinematography

Redemption (Live Action 3D Feature Film):
Storyboarding, Layout for 3D

Concept Artist throughout pre-production and pre-visualisation stage of The Pond and throughout the production of Jungle Beat.

Was involved with the establishing creative vision of the animations mentioned above.

Created detailed production drawings and illustrations assist 3D Artists and Character Modellers.

Texture Artist covering character, environments and props.

Used Photoshop and Maya to create concept environments, expert level at Maya and Photoshop as well fluent in Painter and Studio Max.

Creative Director at The Mind Studio 1995 – present

Creative Director, Member

Established The Mind Studio in 1995. The Mind Studio specialises in conceptual design, 3D visualisation, production design, animation, web design & development, multimedia/new media, Flash, CD-ROM design, Education in New Media and Animation.

Successfully managed The Mind Studio since 1995.

Creative roles and duties:

CG Production Design, Art Direction, Cinematography and Layout
Conceptual Art and Design
Digital Art, Illustration, Vector Illustration

3D Visualisation, 3D Modelling and Animation
Website Design, Web Graphics and Imaging
Flash Animation and Websites
Interface Design for Web and CD-ROM
Design for Print, Desktop Publishing (DTP), Print Advertising, Corporate Identities

PROFESSIONAL EXPERIENCE (Academic and Educational)

Learn2 (Autodesk Maya Authorised Training Centre) - January 2008 – November 2008
2nd Year Autodesk Authorised 3D Lecturer in Maya 3D animation software.
ATC Instructor ID: 42516
ATC Site ID: EM0590

CityVarsity School of Media and Creative Arts - June 2004 – January 2006
1. (Academic) Head of Animation and New Media Faculty
2. Head of Animation Department
3. 3rd Year Senior Lecturer in Maya CG Software, CG Cinematography, CG Production Design, Camera and Lighting Aesthetics.

RESPONSIBILITIES:

Middle to Senior Management Position
Reported directly to Academic Head and Principal of the school.
Managed the animation and academic part of the New Media Faculty.
Managed academic quality and international benchmarking of the courses within the faculty and departments of Animation and Multimedia/New Media.
Managed course content and structure, curriculum development, course development.
Managed Lecturers (between 4 - 12 individuals) as well as students (between 90 – 150 over 3 year of study).
Managed performance, lecturing and course material of lecturers and students.
Managed acquisition of new staff for the faculty.
Managed budgets and all budgetary purchases for the Animation Department.
Managed selection of applicants for the course.
Managed assessments and results for the Animation department.
Managed industry liaison, networking and contacts.
Lectured 3rd year animation students in cinematography and Maya Unlimited software.
Directing 3D animation, CG Cinematography, Production Design, Texturing, Lighting, Rendering, Storyboarding, Narrative, Conceptual Design, Character and Environment Design.

ACCOMPLISHMENTS:

Developed and implemented the Visual Studies module to bring together the Animation and Art Departments for the 1st semester of 1st year of training in order to improve students fundamental creative and visual literacy skills as well as interdepartmental interaction.

Brought the Multimedia and Animation departments together under one faculty. This was to improve course content for both departments allowing a more flexible curriculum, student interaction, interdepartmental interaction and academic standards. Also a move towards a modular system offering students more choice in subject matter and outcome based training.

Created and submitted the course structure, curriculum and content of Animation 3rd year Advanced Diploma course to the CHE (Council for Higher Education) for accreditation after continuous failure 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.

Brought a more substantial academic aspect 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 HET tertiary institutions with the objective of moving towards degree status. Brought research and concept into the Animation course with students having to complete research papers and treatments during their conceptual stage.

Brought Maya, industry standard 3D software, into the animation course to bring the department in line with international schools.

Set up a new curriculum for 3rd year and submitted the course for successful accreditation to the CHE (Council for Higher Education) which included more film theory as well as academic strength and a stronger animation aspect as it had been to heavily weighted towards Visual Effects previously. Lectured to 3rd Year Advanced Diploma students.

LECTURING EXPERIENCE:

13 years lecturing experience in New Media, Web Design, 3D Animation, Graphic Design.

AFDA Film School, Cape Town – 2009

Lecturer in Maya software for 3rd year full-time course.

Touchvision (Learn2 Animation and VFX School) – 2008

Lecturer in Maya software for 2nd year full-time course.

Touchvision (Learn2 Animation and VFX School) - 2006

Lecturer in Maya software. (3 month short course to industry professionals)

CityVarsity School of Media and Creative Arts - 2005 and 2006

Senior Lecturer in full comprehensive Maya CG section and cinematography including compositing in After Effects, Combustion and Premiere.

AFDA Film School, Cape Town - 2004

Visual Effects Lecturer

Lectured Photoshop, After FX, Studio Max and intro to Combustion to 2nd and 3rd year students.

CityVarsity Multimedia School - 1998 to June 2004

Senior Lecturer Multimedia

Curriculum and course content advisor for Multimedia Department.

Lectured to 2nd Year students, mentor to 3rd years until 2002.

CityVarsity Multimedia School - 1997

Senior Lecturer Multimedia and Design

Lectured to 1st and 2nd year students, mentor to 3rd Year students

CityVarsity Multimedia School - 1996

HOD and Senior Lecturer Multimedia and Design

Initiated the Multimedia and Design Departments at CityVarsity.

Compiled the initial curriculum for these subjects.

Lectured to 1st year Film and Multimedia students.

University Of Cape Town, Michaelis School of Fine Art - 1994

Junior lecturer in computer graphics during 4th year of study.

Lectured Computer Graphics to fourth year honours design students.

Various guest lectures and lecture series were conducted on invitation educational institutions in Cape Town such as Cape Peninsula University of Technology.

TERTIARY EDUCATION

University Of Cape Town, Michaelis School of Fine Art - 1991 - 1994

B.A.F.A Honours - 4 year Honours degree majoring in Design, Drawing, History of Art

Subjects:

1st Year: Design 1, Drawing 1, Photography 1, Painting, Sculpture, Printmaking, History of Art 1

2nd Year: Design 2, Drawing 2, Photography 2, History of Art 2, Psychology 1

3rd Year: Design 3, Drawing 3, History of Art 3, Theory of Art 1

4th Year: Design 4, Theory of Art 11

Additional Activities:

Served on Students Representative Council

Served on Art Students Council

Student Demonstrator/Tutor

Junior Lecturer in 4th Year

SECONDARY EDUCATION

Hottentots Holland High School - 1984 - 1988

Matriculation with University Exemption

Overall Symbol: **B (70-79 %)**

Additional Activities:

Cycling: Provincial Colours, School Colours,

Rugby, Cricket, Astronomy club

Post Graduate EDUCATION

2004 AFDA Film School

Cinematography Film Production Course at AFDA, included shooting a 10 minute film.

1994 Hirt & Carter

Comprehensive DTP Course

3 Month comprehensive DTP Course covering Photoshop, Freehand and Quark Xpress.

1997 CityVarsity

Comprehensive Static Web Design Course Lecturer: Mark Shuttleworth

SOFTWARE KNOWLEDGE

Autodesk Maya Unlimited

Autodesk Studio Max

Adobe Photoshop

Corel Painter

Adobe After Effects

Adobe Premiere

Adobe Flash

Adobe Fireworks, Macromedia Freehand

Adobe Dreamweaver

LANGUAGE ABILITIES

English	fluent
Afrikaans	fluent
German	speak, read and write very basic

SPORT

Provincial colours for Track Cycling category Junior

INTERESTS

Animated Movies, Foreign Films, Egyptology, Ancient Archeology, Painting, Drawing, Reading, Computer Games, Computer Graphics, Aviation, Music, Hiking, Camping, 4x4 offroad trails

REFERENCES

Mr Joe Pistorius Lighthouse VFX (now Hero Concept Art)

Email: joe@heroconceptart.com Tel: + 2772 9229551

Mr Riaz Solker CityVarsity School of Media and Creative Arts

Email: RiazS@cityvarsity.co.za Tel: +2721 6833292

Mr David Hecker Learn2

Email: thumpa@thumpa.net Tel: +2782 9232847