

Shots Breakdown of Udi Edni's Flame / Inferno Demo Reel – Winter 2004

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Projects in order of appearance:



Travel Channel – Network Package



HBO Ole – Network Package



The Golf Championship - Promotion



Discovery – Nefertiti Resurrected - Promotion



Compaq - Commercial



BBC America – Network Package



Bravo – Network Package



PBS – Masterpiece Theater - Promotion



Encore – Network Package



Travel – End of the Earth – Program Package



CFCF12 – Network Package



Court TV – Extreme Evidence – Program Package



Trio – Network Identity



Travel – American Chopper – Promotion



FX – Cops on FX - Promotion



ESPN – PBA Championship - Promotion



Discovery - Motorcycle Mania 3 - Promotion



BBC America – Network Package



Hallmark – Walker Texas Ranger - Promotion



A&E Biography –Network ID



Travel – Food Crazy – Program Package



SoapNet – Network Package



IBM Lotus – Consumer Marketing

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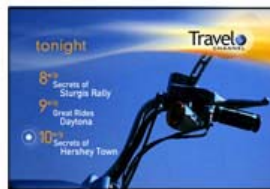
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Client Travel
Post Viewpoint Creative

Art Director / Design Lee Wolfort
Designer (Summer Palette) Matt Naboshek
Creative Director Michel Middelmeer
Producer Dave Shilale
Production Assistant Eric Weiland
Tech Director Steve Kuettel

Compositors Dave DiNisco, Udi Edni



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Travel Channel – Summer Identity Package

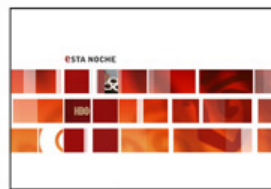
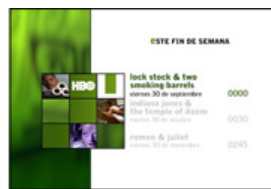
Still photography and a seasonal color palette was the core of this identity package for the travel channel. Together with flame Artist Dave DiNisco my part was to create the color identities for winter, spring and summer, as well as additional programs specific colors.



Client HBO Ole' Productions
Post TZ, New York

Designer Dale Ide
Creative Director Iain Greenway
Art Director Javier La Riva
Tech Director Joe Shingelo
Producers Carlos Abascal, Carolina Glucksmann
Production Assistants Javier Gonzalez

Compositor Udi Edni



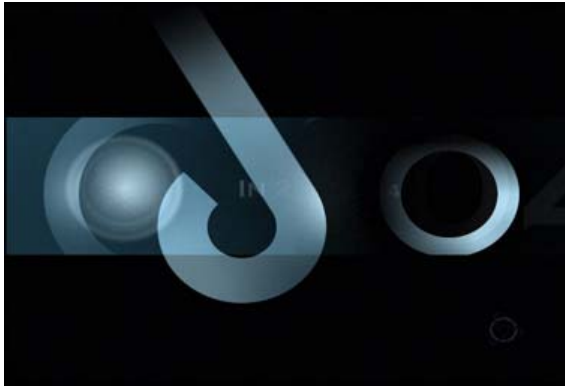
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Gold award – Promax 2000, BDA Latin America Judges' Choice

HBO Latin America - Network Package

Creating this Network Package for HBO Ole was, and still is, one of my favorite projects. Minimal, clean, and yet sophisticated. A completely original design to achieve a unique Broadcast package for HBO Latin America. We used the inferno* tools to create 12 different dynamic mobile style backgrounds. We generated a smoke and Ink style transition to transform the fragmented logo into an organic piece.

Related press: [Design in Motion \(1\)](#), [Design in Motion \(2\)](#)



Client The Golf Channel
Post Viewpoint Creative

Designer Tom Bik
Editing Dave DiNisco
Creative Director Michel Middelmeer
Producer Lindsey Hinrichs
Production Assistant Eric Weiland
Tech Director Steve Kuettel

Compositors Udi Edni, Dave DiNisco



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Golf Channel - The Golf Championship

The objective for the "Champions Tour" was to create a fresh, new look with the scope and power of a movie trailer. Circular shapes representative of the graceful swing of a golf club were then combined with strategically placed footage to create a promo that reflected the drama and intense competition that the Golf Channel and 'Champions Tour' brings its viewers. My part was to create the graphics for the spots, while the editorial and cutting the graphics into the spots was done in smoke by Flame artist Dave DiNisco.



Client Discovery Channel
Post Viewpoint Creative

Designer Tom Bik
Editing Dave DiNisco
Creative Director Michel Middelcer
3D Ryan Gillespie, Dave So
Producer Dave Shilale
Production Assistant Eric Weiland
Tech Director Steve Kuettel
"Museum" By Rhino FX New York

Compositors Udi Edni, Dave DiNisco



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Discovery - Nefertiti Resurrected - Promotion

The Campaign illustrates the beauty, mystery and drama of one of Egypt's most famous queens for Discovery Channel's "Nefertiti Resurrected". It combines elegant conceptual design with dramatic editing. My part in this project was to create all the type and logo effects, to morph the ancient's icons in order to form the individual letters in a mysterious style. The spots were recreated in 11 additional languages to be used in nearly 80 countries worldwide.



Client DDB Needham for Compaq
Post Spontaneous Combustion, New York

Designer David MacElwaine
Creative Director Tony Robins
Producer(SC) Simone Pillinger
Executive Producer(SC) Marc Schwartz

Composer Udi Edni



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Compaq – Better Answers - Commercial

Compaq - Better Answers. High production value and amazingly shot worldwide spots, our mission was to establish Compaq logo into the different scenes in a natural and invisible way. Our client wanted the logo to reflect on the water, ripple apart while the children jumped into the pool, grow on the grass, form on the floor and more. Working with designer David MacElwaine we also created the closing Logo Animation.



Client BBC America
Post TZ, New York

Designer John Kennedy
Creative Director Iain Greenway
BBC America Creative Director Nigel Cole
Tech Director Joe Shingelo
Photoshop Ian Freeman
3D/After FX Mike Coshny, Jim Collines
Production Assistants Javier Gonzalez

Compositors Udi Edni, Victoria Estany



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BBC America - Network Package

" Fresh and exciting brand identity that truly defines what BBC America is all about -- youthful, unpredictable and wickedly entertaining". A complete network package for BBC America in which I was responsible for creating some of the ID's. The work included various compositing and creating the right "look", using the Union Jack flag colors, red, white and blue, while "color out" the others.

Related press: [Design in Motion](#), [Post](#), [Millimeter](#). [Film and Video](#) .



Client The Film and Art Network
Post TZ, New York

Designer Dale Ide
Creative Director Iain Greenway
Tech Director Joe Shingelo
Producer Phylisse Cook
3D/After FX Artists Mike Cushny
Production Assistants Javier Gonzalez

Compositor Udi Edni



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Bravo - Network Package

To break what we are trained to understand, or what we expect to be true. To make the uncommon to look real and natural, as Bravo declares "Not Your Everyday, Everyday on Bravo". Working on this Network Package, I created these 5 environments: Phone, Elevator, Seats, Mirror and Gravity, making 6-7 ID's for each. I was matching and coordinating the actions of the actors, building the "right" composition and yet, trying to keep everything simple and clean.

Related press: [Design in Motion \(1\)](#), [Design in Motion \(2\)](#), [Post](#).



Client PBS
Post Viewpoint Creative

Creative Director Michel Middeleer
Designer Johnny Quellette
Producer Adrienne Gum
Production Assistant Eric Weiland
Tech Director Steve Kuettel

Compositors Udi Edni, Dave DiNisco



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PBS – Masterpiece Theater - Promotional Campaign

Traditional and contemporary rarely coexist, but for PBS “Masterpiece Theater”, that is how we updated the classic program for recent episodic promotional campaign. The toolbox of elements provided templates, backgrounds and type specification for consistent, on-going production within PBS.



Client Encore Media Group
Post TZ, New York

Director John Kennedy
Creative Director Mark Hoffman, Iain Greenway
DOP Marc Blandori
Tech Director Joe Shingelo
Producer Lisa Miller
3D/After FX Artists Mike Cushny, Dan Barlow, Jim Collins, Bobby Chang
Production Assistants Javier Gonzalez

Compositors Udi Edni, Victoria Estany



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Encore - Network Package - Silver award – Promax 2000

Over the course of 4 weeks of post we created a Full Network Package to re-brand Encore Movie channel. Six Genders were established, Action, Comedy, Family Pics, Spotlight, Behind the Camera and Beyond. Each ID follows a narrative arc formed by the development of the Encore logo, which is treated as a distinct character and backed by a color palette and background animation customized for each type of ID. We used the Inferno* to composite the animation and create a multi layers background. The work was honored by a Silver Award at Promax 2000.

Related press: [Design in motion](#)



Client Travel Channel
Post Viewpoint Creative

Creative Director Michel Middeleer
Designer Lee Wolfort
3D Ryan Gillespie
Producer Adrienne Gum
Production Assistant Eric Weiland
Tech Director Steve Kuettel

Compositor Udi Edni



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Travel – End of the Earth - Program Package

Beautiful imagery carefully selected and designed by Lee Wolfort to this “End of the Earth” show open; with a touch of flame and 3D (for the paddles and particles) we were able to provide our client with a result, which exceeded their expectations. This Show open was part of a package of 6 new show opens that we were contracted to do for the travel channel.



Client CFCF Television – Montreal, Canada
Post TZ, New York

Creative Director Mark Hoffman
Tech Director Joe Shingelo
Producer Phylisse Cook
3D/After FX Artists Bobby Chang
Production Assistant Javier Gonzalez

Compositor Udi Edni



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CFCF12 News - Network Package

4 Gold awards, 2 Silver Awards – Promax 2001

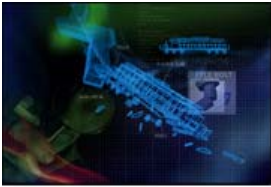
A unique Network Package designed by Mark Hoffman (TZ Associate Creative Dir.) The goal was to identify CFCF12 - the Canadian News Channel. Over a month of compositing graphics, live action and After FX elements, creating textures and designing the type treatment using optic and glow effects. A full package including ID's, Opens, Closes, Tonight Tomorrows, Lower Thirds, Special Presentation and more. Our work for this client continued for over two years and CFCF12 Television was honored with a Total of 13 Awards at Promax 2001.



Client Court TV
Post Viewpoint Creative

Creative Director Michel Middeleer
Designer Johnny Quellette
3D Ryan Gillespie
Producer Adrienne Gum
Production Assistant Eric Weiland
Tech Director Steve Kuettel

Compositor Udi Edni



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Court TV – Extreme Evidence - Program Package

This show package visualized the engineering forensics used to solve complex accidents and mechanical failures. CGI blueprints were composited in flame with “smoke-like” transition between one scene to another and framed the scientific experts with simulations of the real-world incidents. The “Extreme Evidence” show open was produced along with a complete package of supporting elements.



Client Trio
Post TZ, New York

Director John Kennedy
Creative Director Iain Greenway
Art Director Jeff Rustia
Tech Director Joe Shingelo
Producers Lisa Miller, Dave Pearson
3D/After FX Artists Mike Cushny, Bobby Chang
Production Assistant Javier Gonzalez

Composer Udi Edni



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Trio - Network Opens

Gold award – Promax 2000

In intensive sessions to launch the Canadian cable Network Trio in the United States, with Dir. John Kennedy (UK) TZ Creative Dir. Iain Greenway and Trio Art Dir. Jeff Rustia, we were able to complete the offline/online to final composite on the Inferno* within 3 compositing days and a single shooting day. Although we had very limited time/budget, the work achieved a Gold Award at Promax 2000.

Related press: [Design in Motion](#)



Client Travel Channel
Post Viewpoint Creative

Designer Tom Bik
Creative Director Michel Middelmeer
Producer Dave Shilale
Production Assistant Eric Weiland
Tech Director Steve Kuettel

Compositors Dave DiNisco, Udi Edni



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Travel – American Chopper – The boys are back

The setting is a massive, abandoned factory with rusty pipes, huge cargo doors and pillars throughout the interior. Blue and yellow lights were cast across the walls of the interior complimenting the twelve different custom choppers that were displayed on the set. By letting shots play out, we were able to key in on the more candid, reality-based side of the show. The combination of these two treatments created a successful promotion that is representative of the personality of 'American Chopper'.

Related press: [Design in Motion](#)



Client FX
Post Viewpoint Creative

Designer Tom Bik
Creative Director Michel Middelmeer
Editing Kirk Smith
Producer Lindsey Hinrichs
Production Assistant Eric Weiland
Tech Director Steve Kuettel

Composer Udi Edni



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Cops on FX Promotion

The wild anything-can-happen nature of "Cops" is captured in this spirited promo for FX. It positions "Cops" as raw and real, "where you don't get voted off, you get hauled off". The design elevates the down and dirty reality footage and captures the colors and 2D aspects of the FX brand, the violent moves of the graphics support the nature and energy of the live show.

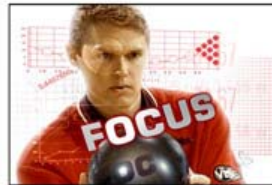
Related press: [Design in Motion](#)



Client ESPN
Post Viewpoint Creative

Designer Matt Naboshek
Creative Director Michel Middeleer
Producer Adrienne Gum
Production Assistant Eric Weiland
Tech Director Steve Kuettel

Compositors Udi Edni, Dave DiNisco



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ESPN – PBA (Professional Bowlers Association) Promotion

In this new promotional campaign for the ESPN PBA focusing on raising the profile of the PBA Tour and demonstrating the high stakes and the drama of the sport. We isolated key moments in the bowler approach and delivery. Then, using 3D animation and graphic vignettes, we recreated these moments in a hyper-real way. It's as if you are entering the pro bowler's mind. It's very dramatic and beautiful, and you come away amazed by what these pros are able to do."

Related press: [Design in Motion](#)



Client Discovery Channel
Post Viewpoint Creative

Designer Matt Silbert
Creative Director Michel Mideleer
Art Director Lee Wolfort
Producer Lindsey Hinrichs
Production Assistant Eric Weiland
Tech Director Steve Kuettel

Compositors Udi Edni



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Discovery – Motorcycle Mania 3 Promotion

In this new campaign for Discovery Channel's Motorcycle Mania 3 featuring Jesse James and Kid Rock we created a dynamic graphic and titles design from pieces of metal and chopper's wheel shapes. Since the project wasn't budgeted for 3D, we used the "Text" tool in Flame to create the elements. We converted the graphic shapes to a Font, loaded it to Flame and gave it a 3D look.



Client Hallmark
Post Viewpoint Creative

Designer Matt Naboshek
Creative Director Michel Middelcer
Producer Adrienne Gum
Production Assistant Eric Weiland
Tech Director Steve Kuettel

Compositors Dave DiNisco, Udi Edni



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Hallmark – Walker Texas Ranger - Promotion

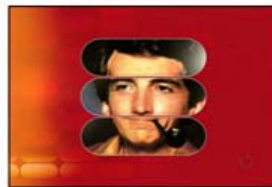
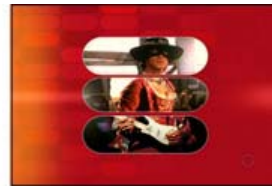
Legs are high up and fists are “in your face” in this high-energy promotion for “Walker Texas Ranger”. We used extreme color correction to “warm up” and stylized the show footage to make it more appealing as well as “in your face” graphics and type animation to support the action in the spot.



Client A&E
Post Viewpoint Creative

Designer Matt Naboshek
Creative Director Michel Middeleer
Producer Adrienne Gum
Production Assistant Eric Weiland
Tech Director Steve Kuettel

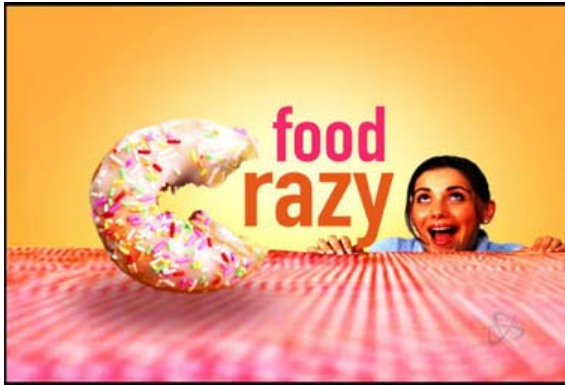
Compositors Udi Edni



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A&E Biography - ID's

That's cool; trying to find out who the people are when their faces are hiding in this spinning puzzle. Using the Biography logo as the basic shape and flipping it around we created this fun looking ID for the Biography Channel to promote it's worldwide identity.



Client Travel Channel
Post Viewpoint Creative

Creative Director Michel Middelmeer
Designer Lee Wolfort
Producer Adrienne Gum
Production Assistant Eric Weiland
Tech Director Steve Kuettel

Compositors Udi Edni



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Travel – Food Crazy Program Package

This show open for “Food Crazy” was created only with still images as a part of a complete Channel branding for Travel, which was based on stills photography. When the visuals are good, there is no need for anything else.



Client Disney/ABC Cable Network
Post TZ, New York

Creative Director Iain Greenway
Design/Art Directors Mark Hoffman, John Kennedy
Tech Director Joe Shingelo
Producer Phylisse Cook
3D/After FX Artists Mike Cushny
Production Assistants Javier Gonzalez, Jen

Compositors Udi Edni, Victoria Estany, Ralph Scaglione



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SoapNet/ABC - Channel Package

Complete Network Package to launch ABC's Soap Opera Channel – SoapNet. Dozens of ID's, Bumpers and Teasers were created with a colorful silhouette graphic style, to achieve an interesting and unique look. We shot the talents on green screen (Live Action), and we used different colors to define each element we wanted to separate later in post (tie, buttons, glasses, etc). I was working on each one of the characters (around 15-20 actors in total) using warping and different semi edgy glow technique, to stylize them and to give each one a sexy and appealing look. The work involved 6 weeks of Inferno*/Flame*creating ID's (5), Bumpers (13), Menu Pages(12) , Open, Close, and Lower third's, and was very enjoyable to work on.