***Please include a bio and headshot for whoever is answering the questions and send to newsdesk@lbbonline.com***

**The VFX Factor**

This feature is a place for the visual virtuosos of advertising, the VFX artists, to discuss the trends in their role in 2021: the technological advancements revolutionising the way they work, the beauty of ‘invisible’ post, and how Covid will impact their work forevermore.

- There are two ends to the VFX spectrum - the invisible post and the big, glossy 'VFX heavy' shots. What are the challenges that come with each of those?

- As a VFX person, what should directors be aware of to make sure you do the best possible job for them?

- VFX is a true craft in the classic sense of the word. Where did you learn your craft?

- Think about the very, very start of a project. What is your process for that? Do you have a similar starting point for all projects?

- We imagine that one of the trickiest things with VFX is, time issues aside, deciding when a project is finished! How do you navigate that?

- Is there a piece of technology or software that's particularly exciting you in VFX? Why?

- Speaking of that, how have you navigated your role during Covid? Was there a big shift to remote? Tell us about your experience.

- Are there any lessons you've learned / experiences that you've had from working during Covid that you'll be looking to keep with you once things hopefully get back to some form of normality?

- How did you first get into the industry? What was your very first job in the industry and what were the biggest lessons that you learned at that time?

- What was your first creative milestone in the industry – the project you worked on that you were super proud of?

- From a VFX perspective, which ads have you seen recently that you've been particularly fond of and why?