**Animate!**

*Animators are the magicians of filmmaking - to animate means, quite literally, to bring to life after all. So we want to celebrate the animators who fill our eyeballs with pure wizardry with this series of interviews.*

*Please share: links to/files your favourite animation projects that you’ve worked on (trailers are ok if it’s a film that’s not publicly available).*

*If available, we’d like to see images of animators and animation directors at work and of their work - we’re talking character design, sketching, working with favourite pieces of technology, live-action drawing. Please share a photo of yourself - if you’ve got a picture of yourself in action (in the studio for example) or it’s more of an illustrated/creative self portrait then that will really add to the flavour as animation is such a beautiful visual medium.*

*Please also include a short bio or CV!*

How did you fall in love with animation?

Tell us about the animation project that kick started your career?

How would you describe your art style and what are your biggest inspirations that developed it?

From your perspective, what’s the key to animation that really lives?

Show us your favourite or most impactful project that you’ve worked on - tell us, what is it that makes it special and what were the memorable moments or challenges?

How do you approach character design? What is your creative process like? Show us some of your favourite characters and their journey from notepad to screen.

Tell us more about observation and movement - what is the process you go through to study movement of characters?

We all know of some ever-green adult animations, but lately they have definitely been on the rise, from Rick and Morty to Arcane. What sort of opportunities does this open for animators, both within and outside the advertising industry?

How does one figure out what kind of animation style or styles fits a particular story or project?

What is your favourite piece of technology or software that you use and how does it help your creative process?

What sort of briefs or projects do you find more personally satisfying to work on?

What recent projects have really stood out for you and why?

Who is your animation hero and what is it about their work that inspires you? What example of their work particularly stands out?

Outside of the field of animation, what really inspires you?

What do you think are the misconceptions about animation throughout the industry?

What are the biggest changes to animation and challenges facing animators at the moment and what are your thoughts on them?

Any advice you would like to give to aspiring artists?