Graphic design can take so many different shapes and forms and can be used to solve problems and communicate important messages. Digital animation is just one of the many powerful tools at your fingertips as a designer. It allows you to create remarkable worlds and creations entirely from your imagination. I was very excited to explore the limits of 3D modeling and motion graphics as a way to express my thoughts and ideas.

The purpose of this piece was to create a short visual animation using a selection of three different words: sterile, dystopian and hyper-modern. It was created entirely from scratch using a variety of software including Cinema 4D, Adobe After Effects, Audacity and Adobe Premiere Pro. I drew a significant portion of inspiration from films such as Oblivion, Nineteen Eighty-Four, Blade Runner and Minority Report. I wanted to illustrate an abandoned futuristic city where the only “living” presence is that of the patrolling drone. The strikingly white and smooth surfaces of the city’s architecture demonstrate the hyper-modernity of the environment. You see the remnants of human habitation but no sign of life in the urban landscape. The soundtrack that accompanies the visuals is used to emphasize the isolation and help evoke an emotional response to the piece. The meaning behind the animation and the identity of “the Machine” is left up to interpretation of the viewer.