

Vida
Vega

animation & illustration

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My name is Vida Vega, I am a half Chilean/half Italian mongrel born and bred in London. I am an award winning 2d Animation Director and Illustrator working with bold, painterly textures and a strong sense of the traditional craft of drawn animation. I like to combine digital with analogue paper techniques to make fashion illustrations and expressive drawings move in a way that feels authentic. I love to create stories from quiet observed moments of intimacy, tiny fragments that surprise by revealing more than they initially suggest. As of 2016 I am also a lecturer on the Animation programme at UCA Farnham where I teach drawing and film making. I like to make people laugh with jokes that cut slightly too close to the bone.

Work

2016 - Present

Lecturer in Animation at UCA Farnham.

I was made a permanent lecturer in 2016 after 3 years working as a sessional and visiting lecturer. I teach across all 5 years of the Animation programme including Foundation, Undergraduate and am the principal tutor for the MA. I teach practical drawing classes and lecture in design for animation. I also give tutorials for films and have been on recruitment trips and given talks on creative UK education in Korea.

2018

- Illustrator for editorial spread in How To Spend it Italy. My interview was also featured in the May edition.
- Illustrator for editorial print and online campaign for Superior Interior Italy

2017

- Sessional Lecturer at London College of Communication
- Designer/animator/ director of 2d animated fashion illustration for Disney UK in collaboration with the Made GREAT in Britain campaign celebrating British Craft and creativity. This was released as a teaser ahead of Beauty and the Beast and featured an animated illustration based on Jacqueline Durran's work in costuming for the live action film.

2016

- Guest speaker on Pegbar & Grill animation podcast
- illustrator for Tempo tissues print campaign
- Branding consultant and illustrator for HD Buttercup furniture stores outdoor campaign. Billboards featuring illustrations featured both in store and all across California.
- Directed/designed/animated several sequences of Zedd "Papercut" music video in collaboration with Golden Wolf.

2015

- Illustrator & animation director for short film featured in store and on the interactive website created to launch Prada's new "RAW" eyewear range. Film featured in various animation/design websites including: itsnicethat, animatedreview, Harper's Bazaar, YCN.
- Commissioned by Graff Diamonds to develop an animation test in the style of my fashion illustrations for the launch of a new luxury watch division.
- Designer/director for a series of animated GIFs for startup company Ezoie.
- Written treatment selected by Jan Pinkava (creative director of Google special project "Spotlight Stories") for future development as one of their interactive VR film projects.
- Sessional Lecturer at UCA Farnham

2014

- Director of mixed live action/animation commercial for Morrisons "Little Big" at Tandem Films.
- Writer of tutorial on contemporary hand drawn animation for Digital Arts Magazine.

2013

- Director of commercial for Tempo tissues "Winter Noses" at Thing.
- Interviewed by Little Black Book.

2012

- Director of "Bike" - award winning commercial for Tempo tissues. I designed/animated/directed the film which combined 2d drawn animation and stop motion. Commercial was screened in competition at Klik! Amsterdam animation festival and the British Animation Awards public choice screenings.
- Winner of British Animation Award for best 2D commercial. Nominated for Public Choice and Best Script.
- Finalist in the Broadcast category at the SHOTS Young Director Award at Cannes Lions
- Winner of Bronze London International Award for Best Animated TV film.
- Winner of Silver Shark for Best Animation at Kinsale advertising festival.
- Shortlisted in the animation category at the British Arrows Craft Awards

2011

- Illustrator/Animator on animated title sequence for Channel 4's "The Christmas Lectures".
- Short film treatment ("Stay") selected by The Roundhouse to receive development grant and production support in collaboration with Sprout Films.

2010

- Short film treatment selected to take part in the "Languages through Lenses" film competition funded by the European Commission. Received grant to develop "myau miau" that went on to win several awards and nominations including: 3rd Prize at Prix Europa festival in Berlin, Public Choice British Animation Award nomination and shortlist for Best Student Film. Selected screenings include: Ars Electronica, New York International Children's Film Festival, Stuttgart International Trickfilm festival, Canterbury Anifest.
- Assistant 2d animator and Artworker on "Fisherman's Friend" directed by Osbert Parker at Thing.
- Assistant 2d animator and Artworker on "ASDA George" directed by Paul Bush at Thing.

2009

- Graduation film "A Dog for Every Balcony" shortlisted for best student film at the British Animation Awards.
- Recipient of UCA scholarship to study on BA Animation course.

2007 – 2008

- Graduate Teaching Assistant at Animation Research Centre in UCA Farnham. My work here involved assisting Professor Suzanne Buchan with research projects, cataloguing and preserving British Animation collections from Halas & Bachelor and Bob Godfrey, curating exhibitions and assisting with funding bids.

2005 - on-going

Freelance translator and interpreter

Education

BA (Hons) Animation - First Class (2009 UCA Farnham with scholarship)
Diploma in Foundation Studies (Art & Design) with Merit (Westminster Kingsway)
3 A2 levels (English Language A* | English Literature A* | RS A*) Weymouth College
3 AS levels (English Language A* | English Literature A* | RS A*) Weymouth College
9 GCSEs (A* - B including English, Science, Maths, History, Art) City of London School for Girls with scholarship

Languages

Native speaker of Spanish, Italian and English. Intermediate French and German.

Software

After Effects (compositing and editing)
Photoshop (illustration & animation)
Premiere (editing)
InDesign (layout design)
TV Paint (animation)

Awards & Selected Screenings

- "Bike" Winner of 2012 British Animation Award for best 2D commercial.
 - "Bike" Nominated for Public Choice and Best Script, screened at BFI.
 - "Bike" Finalist in the Broadcast category at the SHOTS Young Director Award at Cannes Lions
 - "Bike" Winner of Bronze London International Award for Best Animated TV film.
 - "Bike" Winner of Silver Shark for Best Animation at Kinsale advertising festival.
 - "Bike" Shortlisted in the Animation category at the British Arrows Craft Awards
 - "Bike" in competition at 2012 Klik! Amsterdam animation festival and the British Animation Awards public choice screenings.
 - Illustrations and frames from film work exhibited at Aim art gallery in March 2011
 - "mi'au, myau" selected in competition at the New York International Children's Film Festival 2011
 - Awarded Roundhouse Ex Animo Bursary to develop "Stay"
 - "mi'au, myau" selected to take part in the "Young Animation" competition at the 17th Stuttgart International Festival of Animated Film.
 - "mi'au, myau" screened at Ars Electronica 2011
 - "mi'au, myau" nominated for the Public Choice award in the 2010 British Animation Awards and screened at BFI.
 - Both "mi'au, myau" and "A Dog for Every Balcony" (graduation film) shortlisted in the student category of the 2010 British Animation Awards.
 - "mi'au, myau" screened and came 3rd overall at the Prix Europa festival, Berlin, October 2009.
 - Foundation Art final piece exhibited in the "Pretty Sharpish" group exhibition at La Viande gallery, Hoxton, 2006.
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Interests

I regularly volunteer for Crisis and am hoping to begin volunteering for Cruse or the Samaritans. I have taken the Mental Health First Aid training course through my work at UCA and am really keen on de-stigmatising mental health issues and providing support and safe spaces for people (particularly for young people) to discuss their experiences.

References

Lesley Adams (Course Leader of Animation at UCA Farnham)
email: ladams@uca.ac.uk
tel: + 44 (0) 7984609165

Sibylle Preuss (Senior Producer at Passion Pictures)
email: prussianworks@gmail.com
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