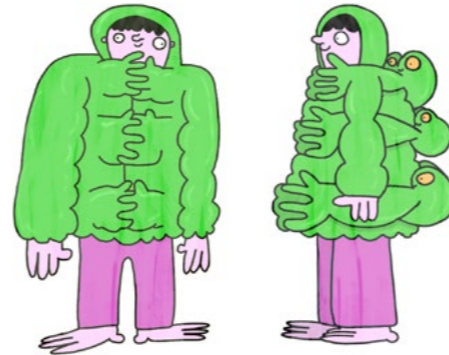




portfolio
Daniel Sweed

Hi, I'm Daniel!



About Me

As an animation director and independent creator, I graduated from the Holon Institute of Technology in 2020 with a degree in visual communication.

Infusing humor and a passion for distinctive character styles and movement, my films captivate audiences with the world of imagination and vivid colors.

I work with various technologies, from VR to classic animation, driven by an insatiable curiosity and love for continuous exploration and learning.

Over the past 4 years, I have been involved in independent artistic projects, taking on various design approaches, animation tools and exploring storytelling.

Since 2021, I've been an integral part of Playtika, a leading gaming company, directing various projects and leading the social media design.

Why do I design?

When I approach the design process, my first step is to understand whether what I want to create already exists. Sometimes I realize that I have an idea that is missing in the world, which leads me to create.

I am a designer, illustrator, and animator—movement and characters are what drive me in the process and the need to tell a story. I have a rich imagination and believe it is unique to me as a designer.

I see myself as an Israeli designer that always ask question about what is Israeli art.

One of the things I love the most about creation is humor, blending different worlds, creating strange hybrid creatures, or even just presenting text in a unique way—the playfulness in design excites me. I have no doubt that the inner child within me is alive and kicking.

“Every child is an artist. The problem is how to remain an artist once we grow up.”

Pablo Picasso

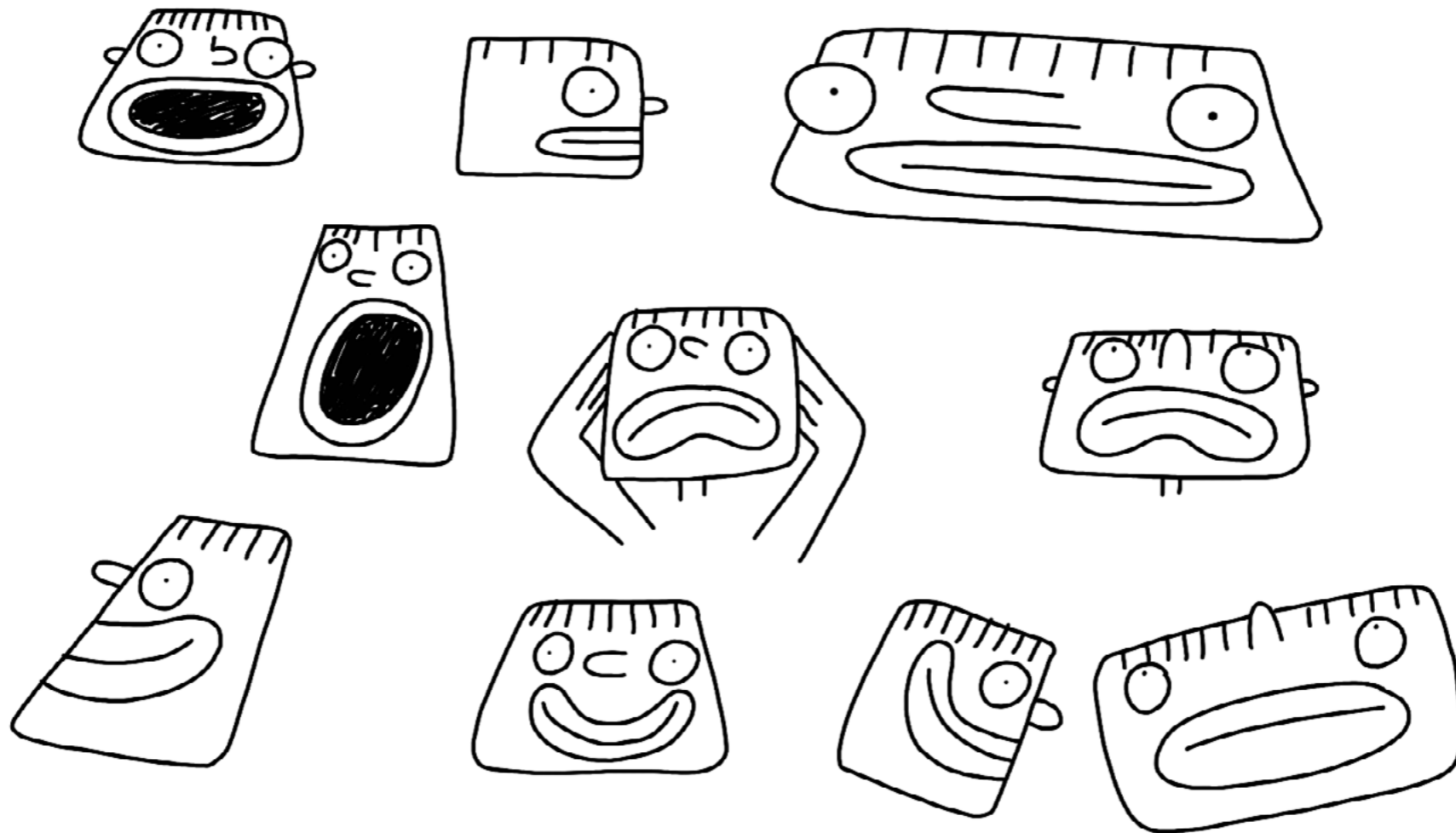




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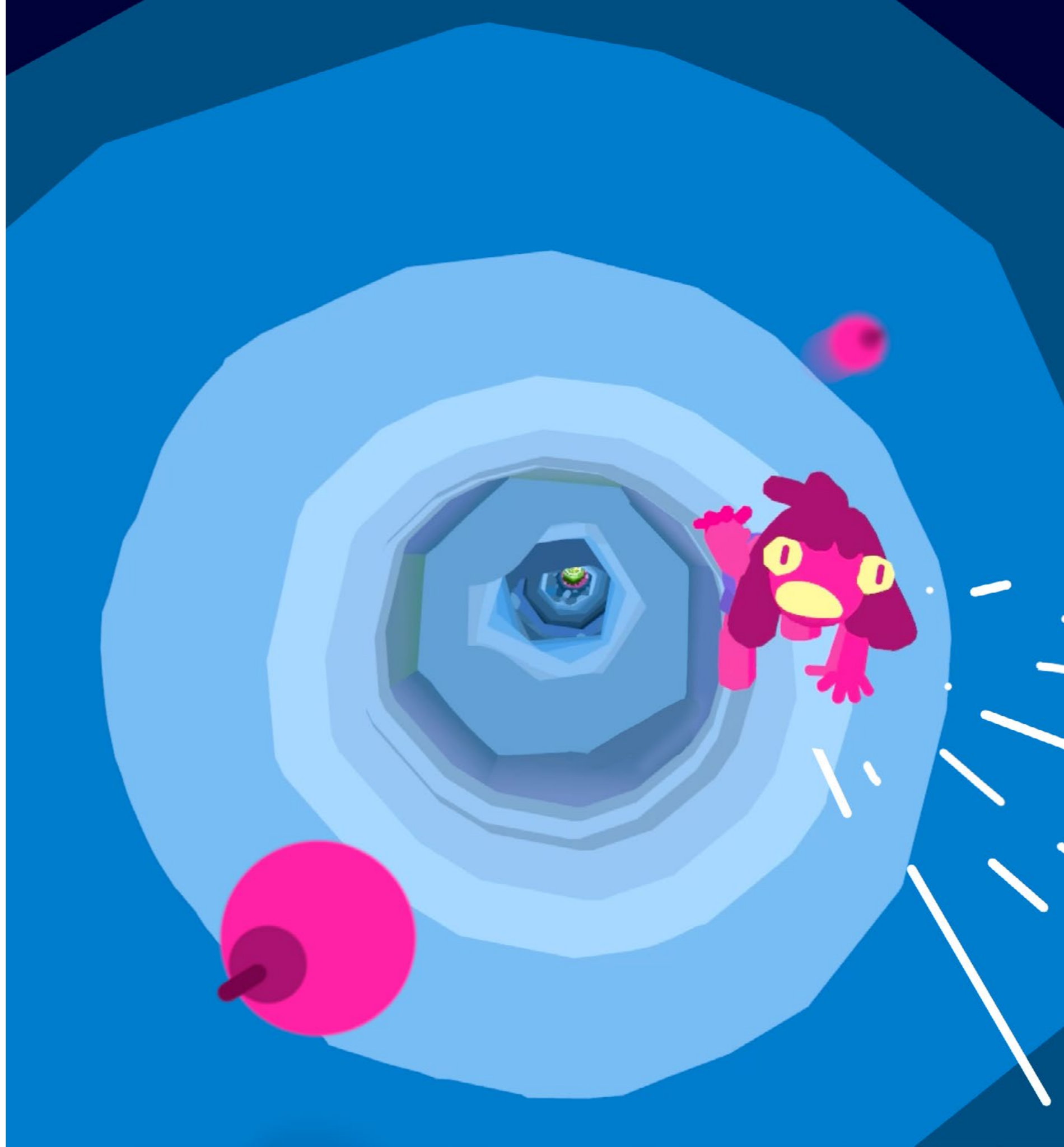


01

The Elephant I Found Under My Skin



2024



VR Project

Animation
Character Design
Background Design
Storytelling

"The Elephant" is a VR Short film. This film was created in collaboration with Shaoool Levy.

When I was 25 I did my first ultrasound test. The doctor aimed big devices against my body and a sticky gel touched me. I saw my body in a different way on his screen and that led me to create this film.

My main goal was to explore my relationship with my body visually and think in life-time perspective. What will happen when I get pregnancy? What is happening inside my body?

Another goal was to encourage people and women especially to get tested to breast cancer.

I had the pleasure to work with Shaoool Levy on this film, he had led the animation and storyboard.

We had developed the film in a workshop called "NEXT LAB" in Madrid and we received a grant from the "Geshar Film Fund" and "Keren Makor" to develop a 2D and VR full experience.

This project will be displayed at XR Competition 2024, NewImages Festival, Paris in April 2024.



The Elephant I Found Under My Skin

When Gali goes for her first breast ultrasound, she feels uncomfortable. She literally detaches herself from her breast, hoping to escape the exam. To her surprise, her breasts are swallowed into a fantasy world. In this world, she is trying to escape her breasts as well as the exam.

[WATCH TRAILER](#)

[WATCH FULL VR FILM](#)

[WATCH IN DIVACE](#)



VR Technology

We are using the VR tool to tell a full experience - a spectrum of emotions that our character feels. Along the first moment when Gali get tested, she meets with an indifferent doctor through the ultrasound device that swallowed her in to a new world.

We learned the VR program Quill during the procces of making the film. Everthing was brand new to me, a 360-degree blank canvas and a wired helmet to get use to.

This technology enabled us to create a world that really takes the viewer on a emotional journey.

This tool transports viewers into the heart of the story, immersing them in the film's environment and narrative in a way that traditional media cannot. Viewers feel like the charachter Gali is near them, and they go through the journey with her.

Having the viewer in mind, we wanted to explore a new program.



Main Character

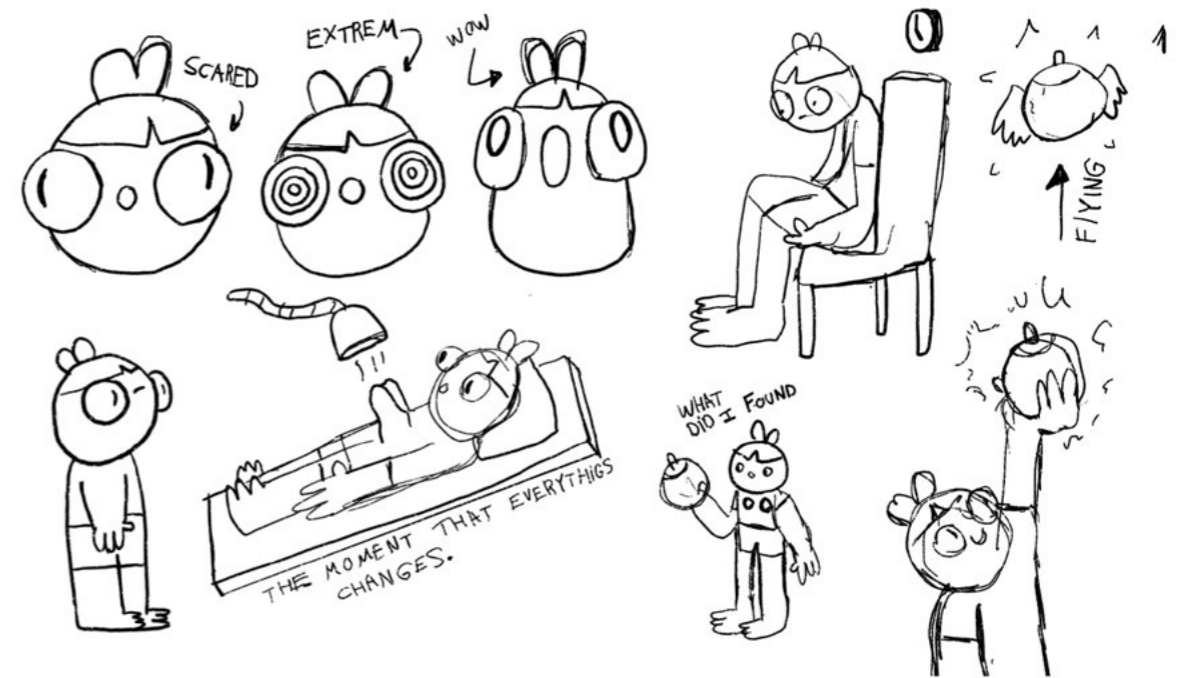
"The Elephant" tells the story of Gali and her emotional odyssey.

Gali has a playful nature.

She believes that it is better for her to give up her breasts in advance in order not to perform the test. Fear drives her. She is a young girl who didn't think about the future and this is the first time she comes across the thought that she could get seriously ill.

In the film, she escapes to her inner world, a colorful world that shows her character. She tries to paint a cold room with colors in order to hide.

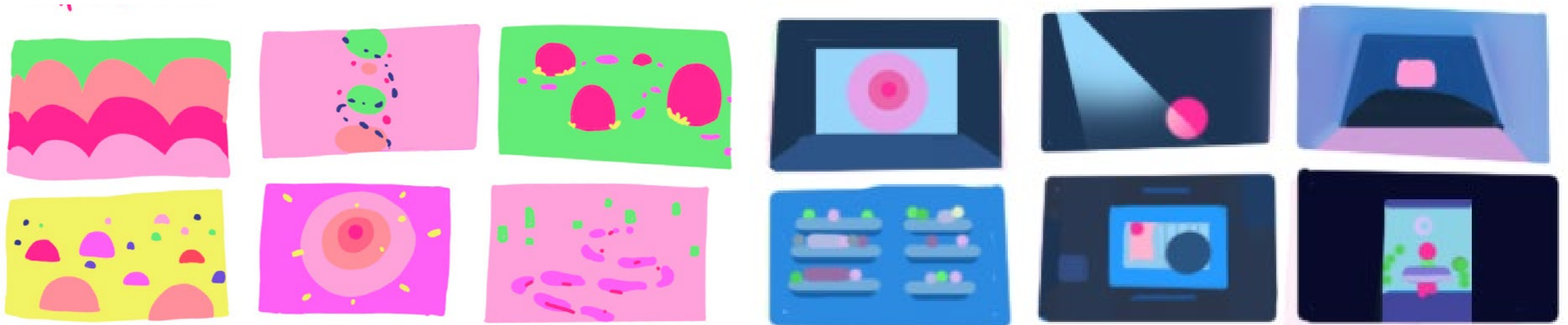
Despite her childlike acting, and fondness for jumping and skipping, Gali emerges as a resilient, determined individual, who know what she wants.



Style exploration

While creating this film, what I had in mind is the conflict of the story, a scary test room against an imagination world.

This conflict set the tone for the design. The room space is close, dark, and using geometric shapes only, while the imagination world is colourful with vivid colors and built with round shapes and breast like shapes.



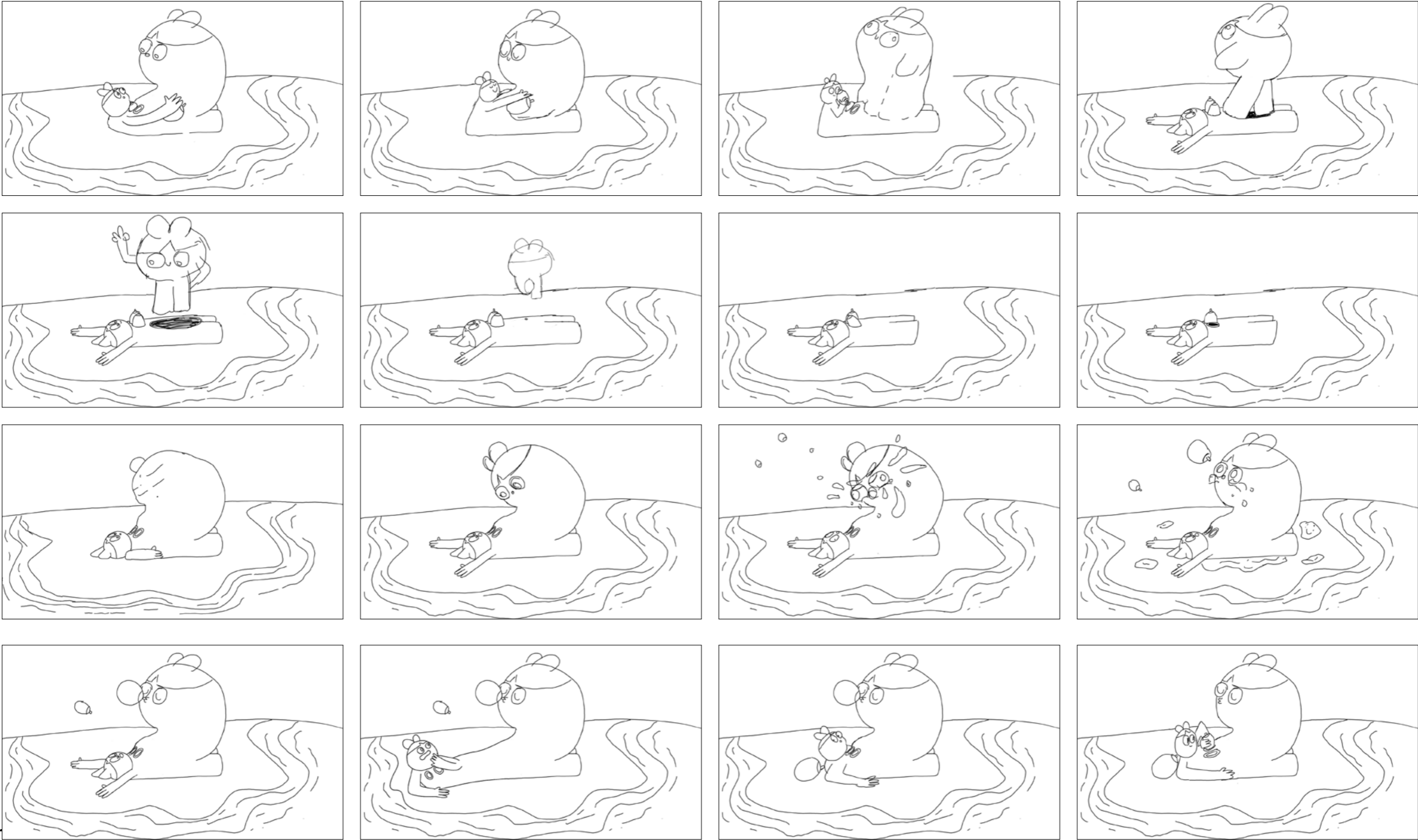
Pregnancy scene

This scene is really special for me, and was created in different process then all other.

I created this 2D version as a reference for Shaool to work on VR.

While the other ones created in VR , this scene has first animated in 2D.

Together with Shaool, we set all the action of emotional journey that Gali was having and



From 2D to VR

I'm happy to share with you our process of work,

We went in to the process not knowing anything about VR, and had to work really hard to create our own bit of creation.

This is the what we did after having a full storybored.

1



First, Shaoool created lines in Quill, a VR program. The all 360 degrees space and keyframes of Gali action became clear. He pointing out the focus the eye of the viewers must go to.

2



Later on, I Took a screen shot of the main space of the scenes, and draw it in Procreate. I draw it after the color research and thinking of the successive scenes.

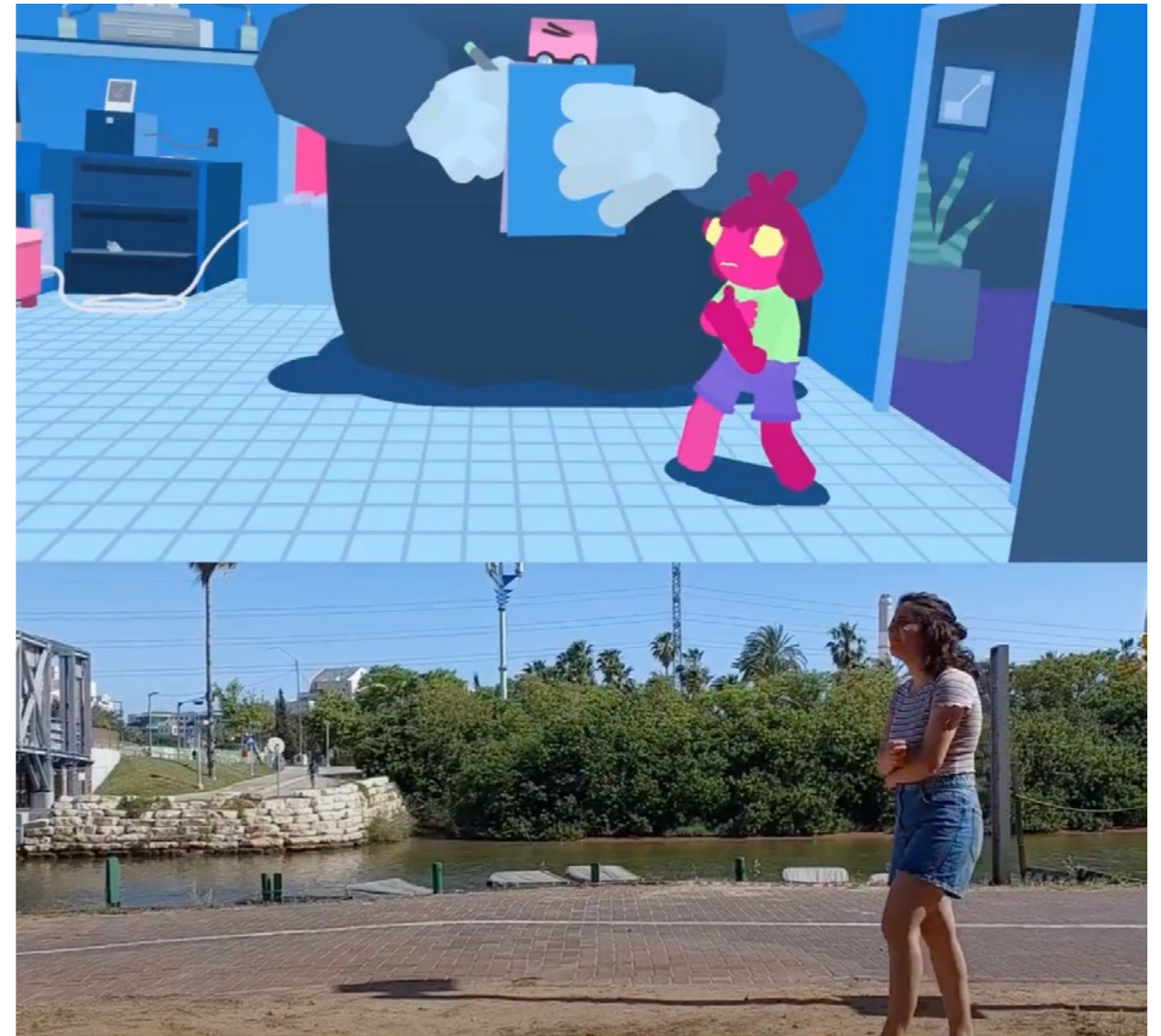
3



At the end, I took the Procreate illustration I did, and put in Quill, I now had a great reference to use.

Reference & Animation

We created short video clip to use as reference for the animation, You can see me (Daniel) here playing Gali in variety of scenes.



02

VIEWS.

2023



עמק יזראל



כפר תבור



נורדיה



הרי הגליל



כפר נזה



קיבוץ חולדה



קיבוץ שפיים



קיבוץ בארי



קריית טבעון



הביל עבין



בעמנה



אשכול



ART

Design for the community
GIF
Animation
Print

At October 7th I woke up at 6:30 oclock to the alarm at Tel-aviv. This saturday morning a war started. Later that day, my boyfriend was recruited to reserve duty in the IDF.

Two weeks after October 7th, I decided to make this animation. The Kibbutz community faced a terrible loss, which inspired me to create a tribute to their joyful way of life before the tragedy. This animation is dedicated to the people of Kibbutz Be'eri, honoring those who lost their lives.



Research

To make sure my work reflected the peaceful life and activities of the kibbutz just as I envisioned it, I gathered research and references for accuracy. One of the things I encountered was a trend of people uploading videos and pictures before October 7th, showcasing everyday activities that after October 7th look like a far and different reality.

That "Show your life before October 7th" trend was a big inspiration for me and is reflected in my work. Making my art life cycle come full circle by growing from the community trends, gathering views, being sold, and being donated back to the community.



When I shared the animation on TikTok, it was embraced by the community beyond my expectations, with over 50,000 views and counting! It's amazing to see how my project has touched so many people and brought smiles to their faces through their comments.



Noa | המלצות ❤️
כל כך יפה כל כך כואב 🇮🇱❤️

2023-10-25 ❤️ 202 Reply



🔗
..אלוואי וזה היה נשאר ככה ❤️❤️❤️

2023-11-11 ❤️ 1 Reply



not me
זה הדבר הכי יפה שראיתי

2023-10-25 ❤️ 0 Reply



yuvalsaydof
ואשמח לדעת מי לתייג לקרדיט. קצת אופטימיות

2023-11-2 ❤️ 3 Reply

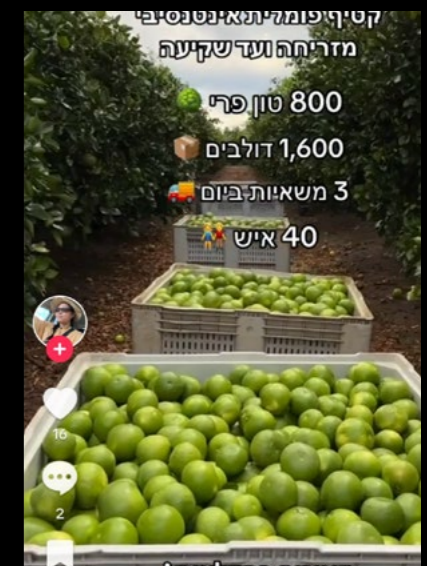
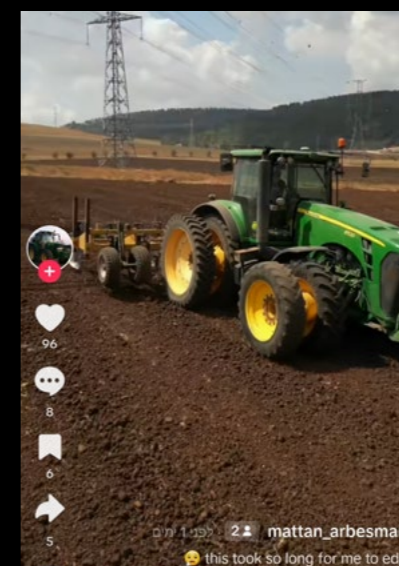
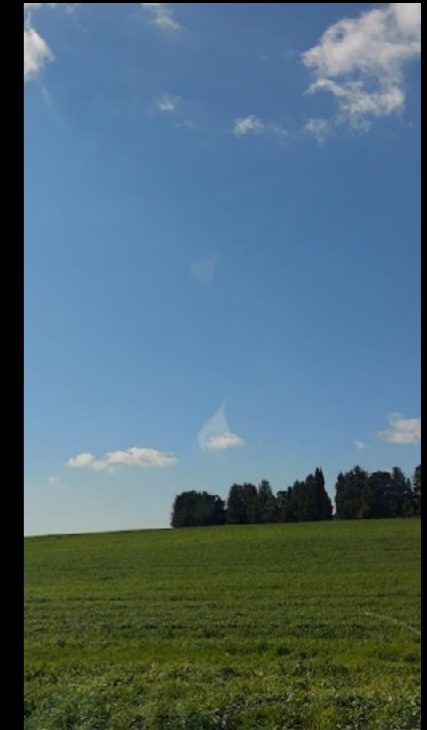


[LINK FOR TIKTOK](#)

Research

Creating art related to such a tragic event drove me to want to do more and take action. I created a series of prints showcasing the beauty of Israel's Kibbutzim and agriculture.

50% of the earnings went to "Pitchon-Lev", a non-profit organization in Israel supporting soldiers on the front lines and residents of the Gaza envelope.



Outcome

Here is the final outcome: a series of prints depicting Israel's Kibbutzes and agriculture, created by me.



עמק יזראל



כפר תבור



נורדיה



הר המלך



כפר עזה



קבוץ חולדית



קבוץ שפיר



קבוץ בארי



קריית זכרון



הגליל העתיק



בנימינה



אשכול



קבוץ אלון



אלון



זכרון יעקב



אופקים

03

PELANOR

2024



Branding

Visual language
Character Design
Merchandise
Print

At Pelanor, we specialize in optimizing your cloud spend, ensuring efficiency and cost-effectiveness. Revolutionize your cloud cost analysis with dynamic, visually engaging graphs.

As part of my role in Pelanor, I've been entrusted with the development of a comprehensive design system.

This includes crafting visually appealing art for our CUBECOIN stand, creating merchandise such as stickers and T-shirts for the team, and producing captivating animations for web.

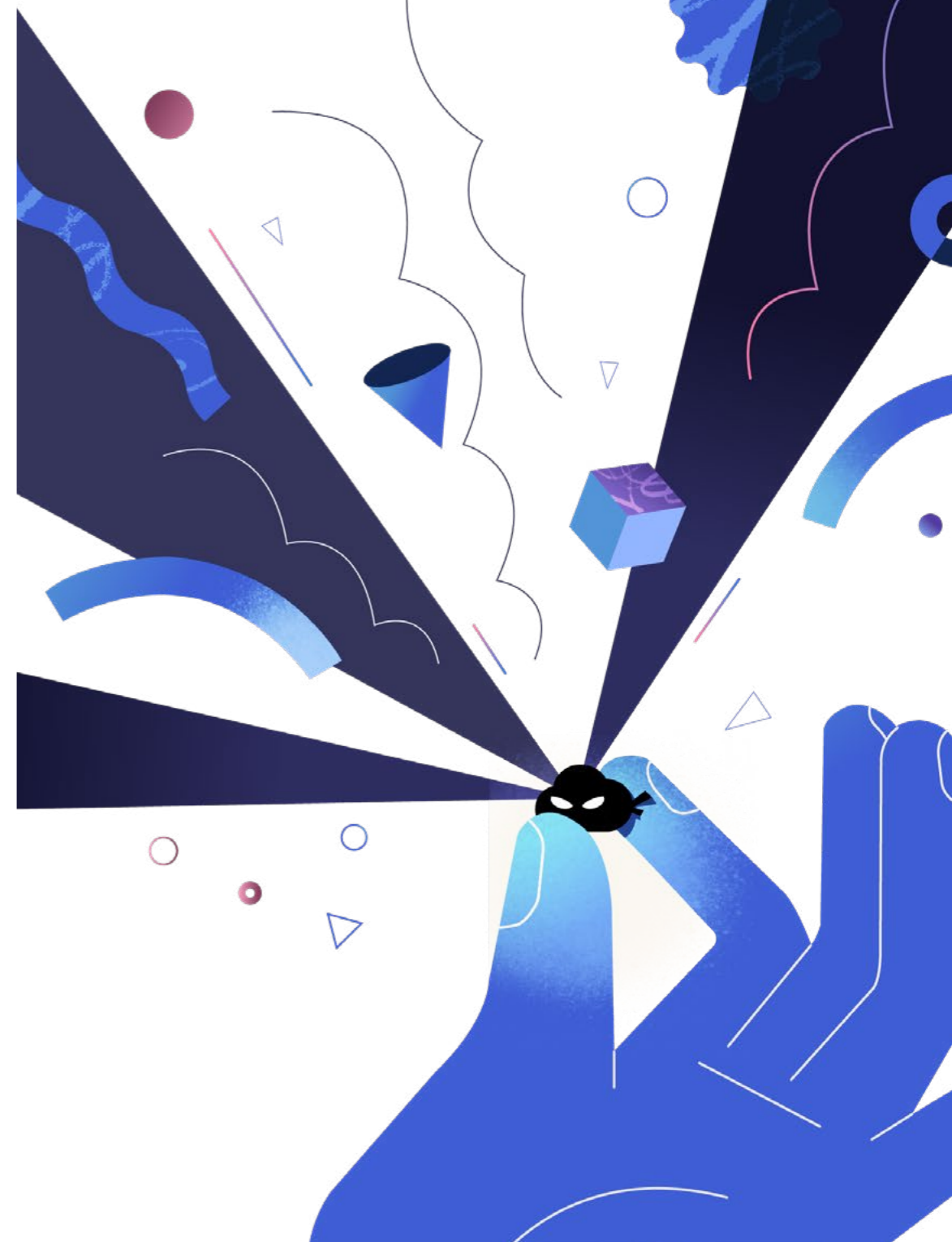
My objective is to cultivate a brand image that exudes stability, reliability, and a touch of fun.

This project was collaboratively with **Rotem Levy**.



Pelanor

Reclaim Your Cloud.



Cloud Character

The brief was to create the logo "Ninja" character into something new, more dynamic and young. Pelanor wanted to create a small merchandise line just for her workers. As a result, I crafted a "clean" character with fine lines and small texture that gives an edge that can go on T-shirts, stickers, socks and give the print a warm pleasant feeling.



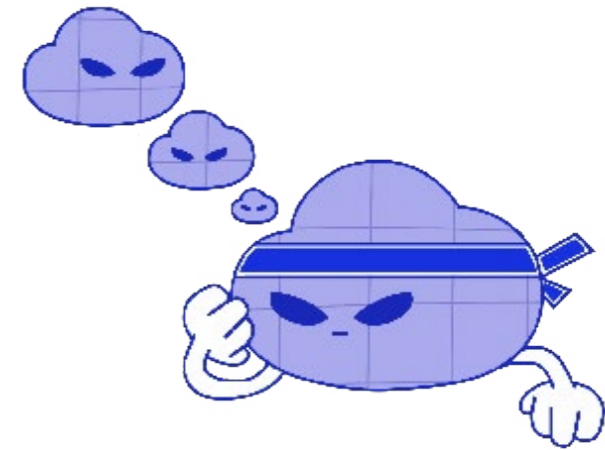
01



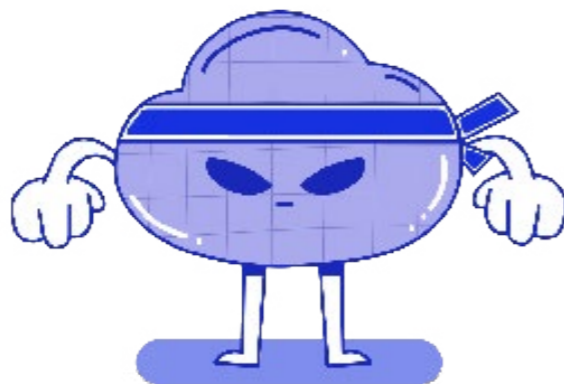
02



03



04



05



Cloud Character

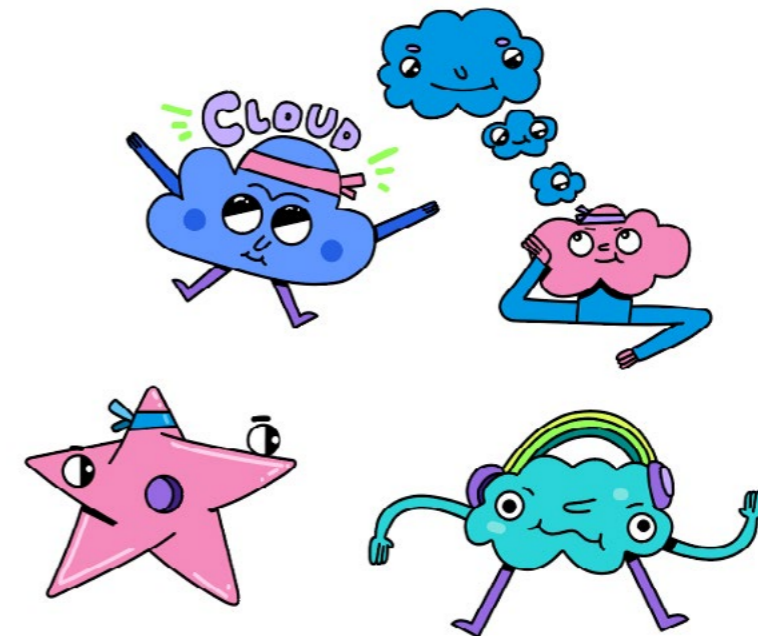
Quick sketches of ideas for the brief,
I wanted the cloud to have movement.
I played with these ideas: that the cloud thinks
and has more cloud coming out of it, that it has a
rocket and cloud coming out of it as smoke,
and it is just having fun.



First test

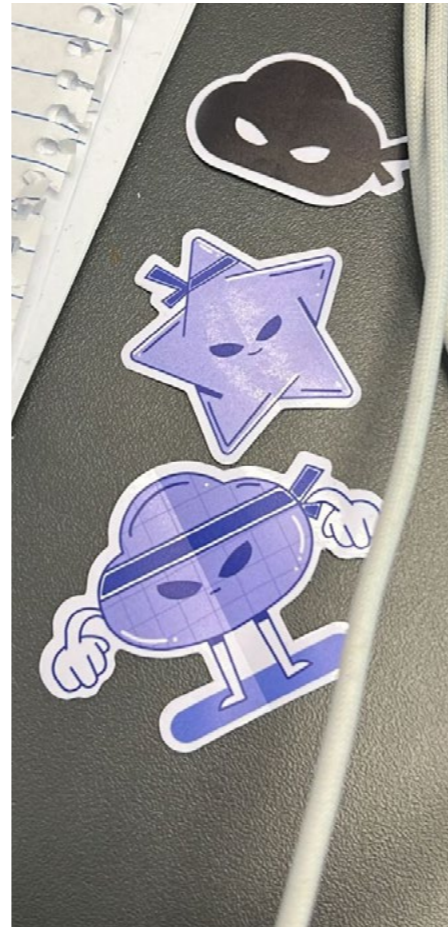
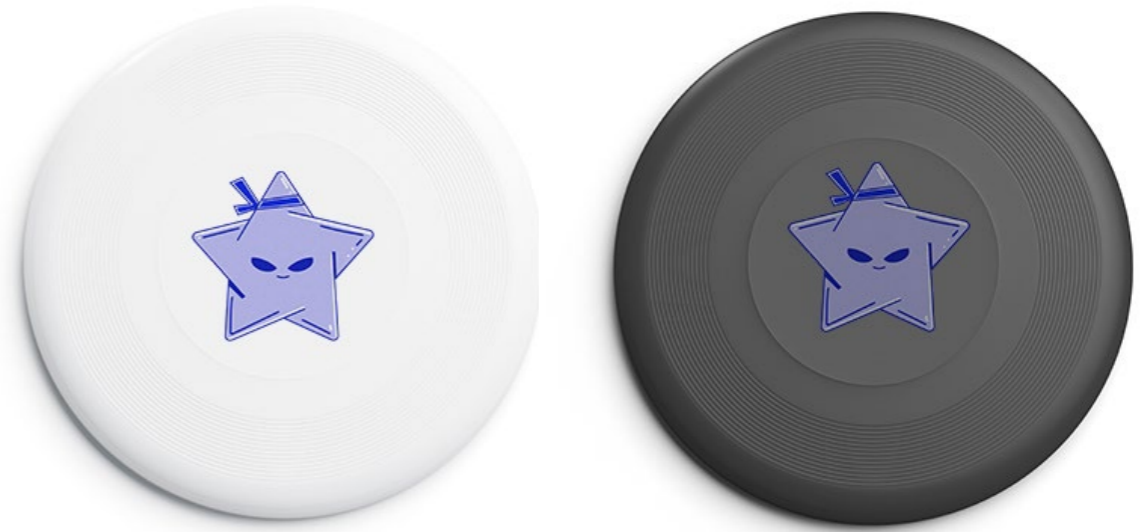
After creating the sketches,
I painted them and realized that it seems childish,
and more related to the world of gaming than the
company itself.

I did some more research and came with a more
"fine" and mature look,
which corresponds to the brand's values.



Prints

After finalizing the character designs, Rotem and I collaborated to determine which character would be featured on each product. Inspired by the concept, I suggested imprinting the Ninja star character onto a frisbee, providing users the feeling of throwing an actual star.

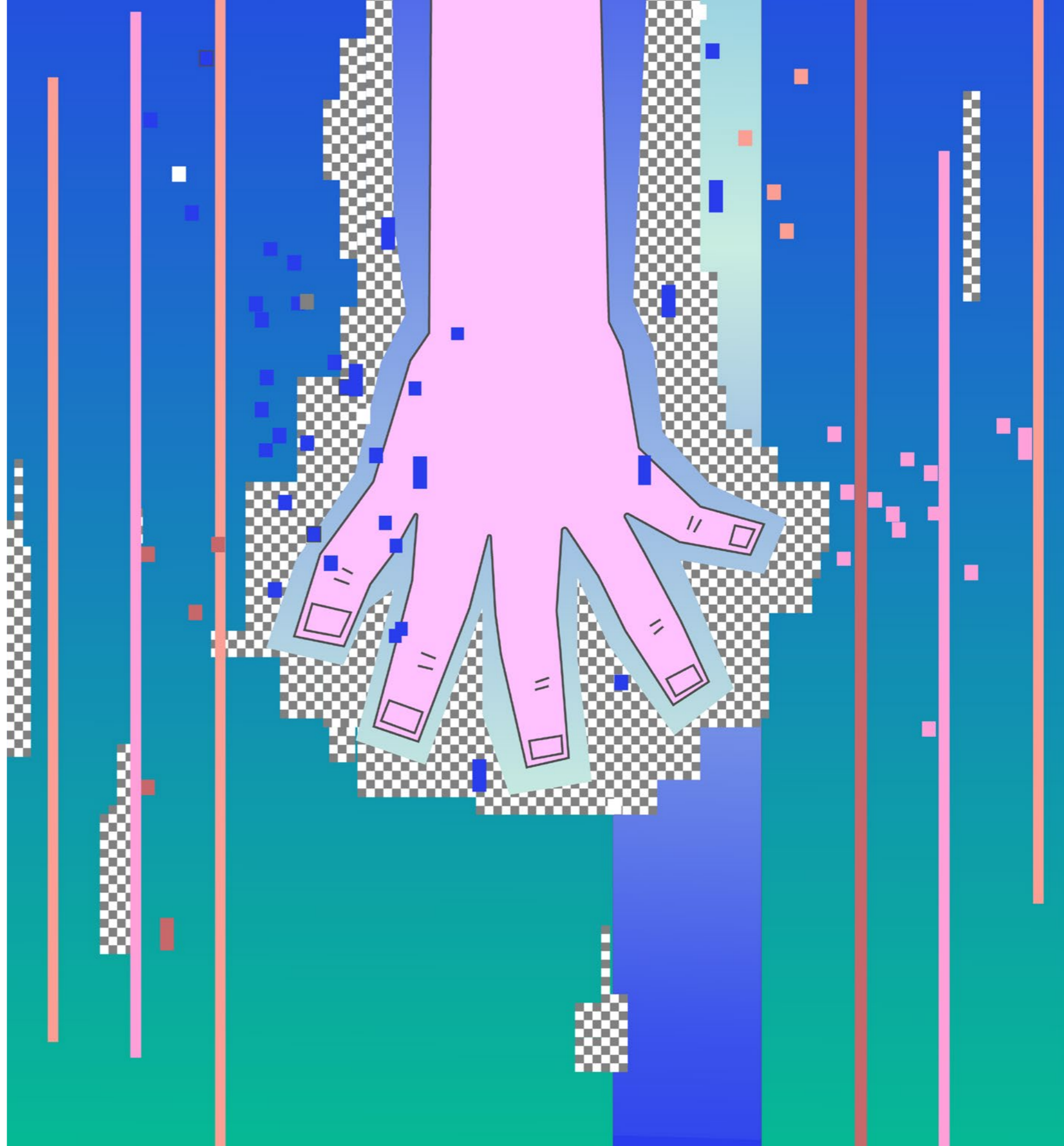


04

BETWEEN FINGERS

2021

Festivals and Awards



Animation short film

Motion Design
Sound design
Animation
Character Design

I created the film when I was using a dating app. I met various types of guys, I discovered the personality and characteristics of that individual. After several dates, I felt 'trapped' in the world of dating apps, feeling lost in a long and exhausting search.

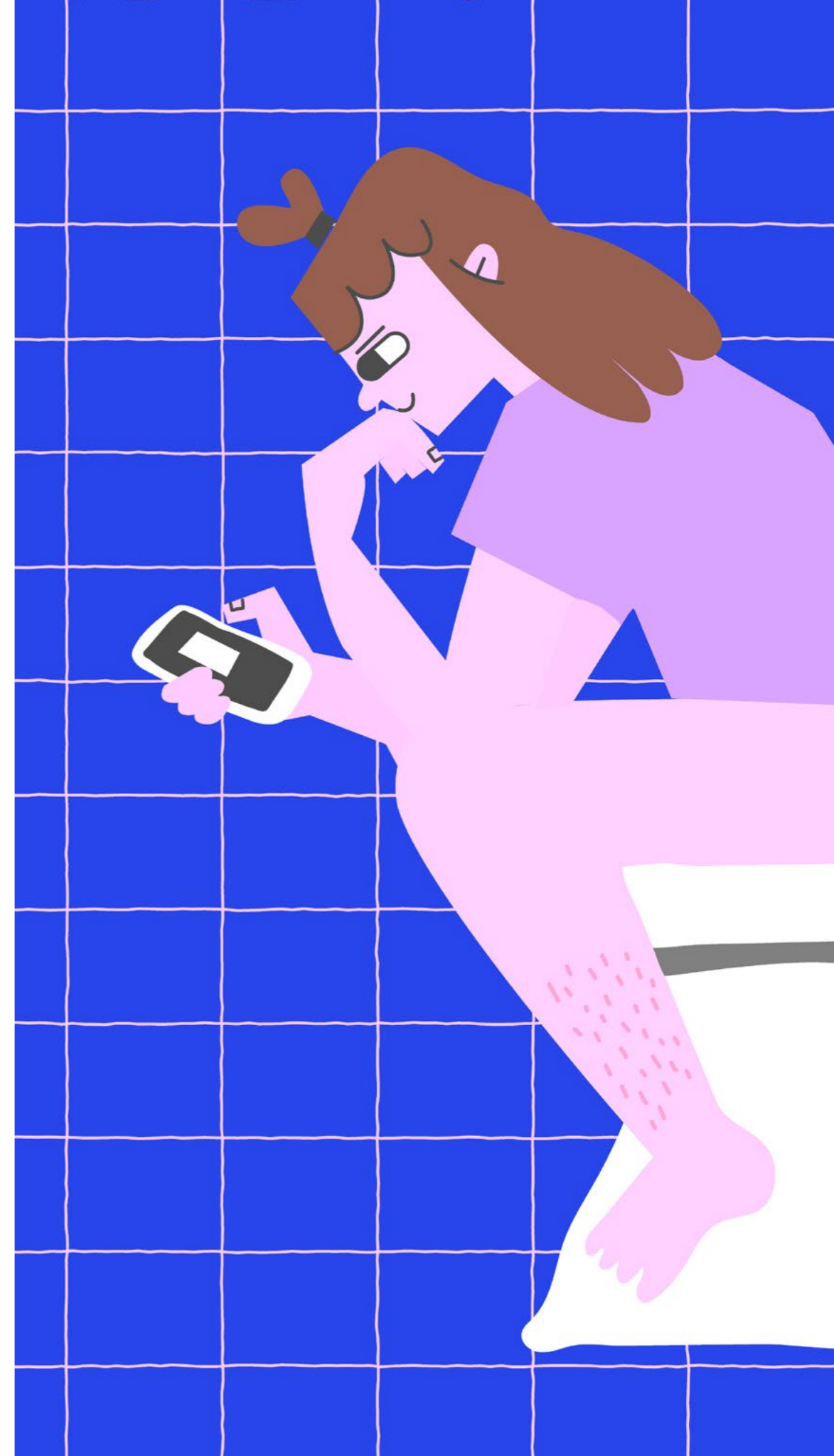
I wanted to create to share my experiences, both as a form of therapy and to connect with other women going through the same process, letting them know they're not alone.

A Short film, produced and developed as part of the "90 seconds of respite".

This project was created with a grant from
Gesher Film Fund.

Synopsis - during her bathroom break, Roni scrolls through a dating app, when suddenly her finger enters a digital finger dimension.

In this "finger world", she experiences a journey in search of the one.



BETWEEN FINGERES

During her bathroom break, Roni scrolls through a dating app, when suddenly her finger enters a digital finger dimension.

In this "finger world" she experiences a journey in search of the one.

[WATCH TRAILER](#)

[WATCH FILM](#)

[ARTICAL](#)

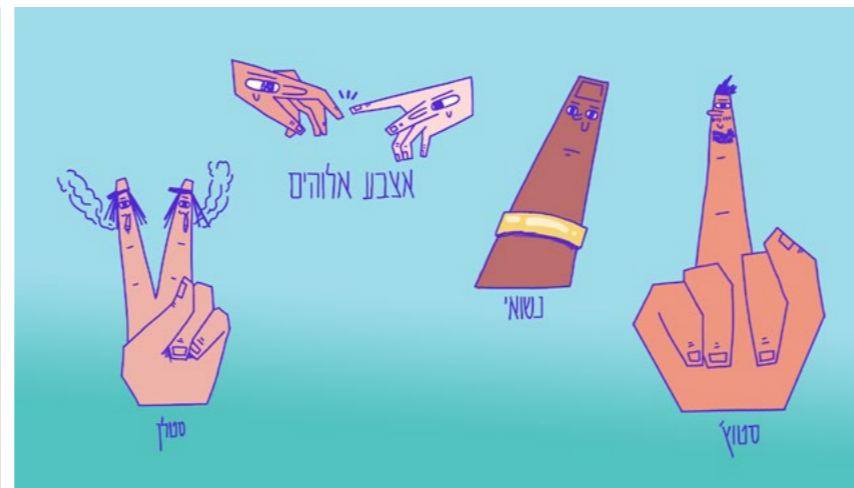
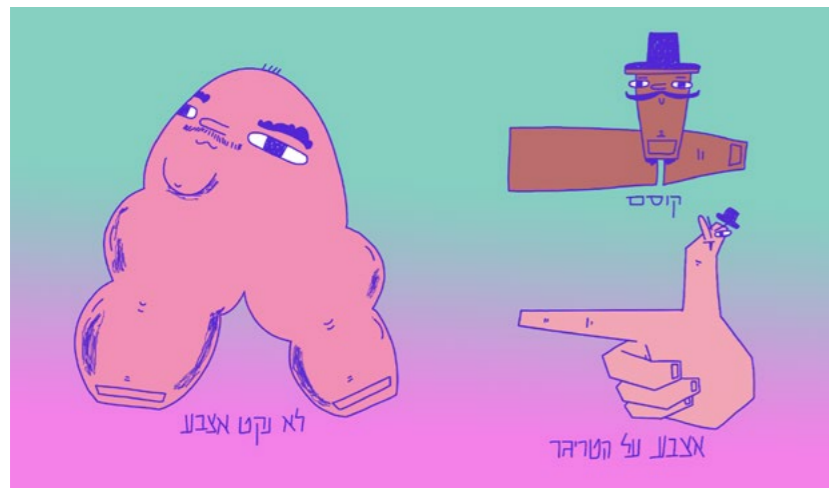


Fingers

Hebrew phrases that incorporate the word 'finger' became a great creative material for me, for example "Creation of Adam" as an art reference for an Hebrew expression "God finger".



Character explorations

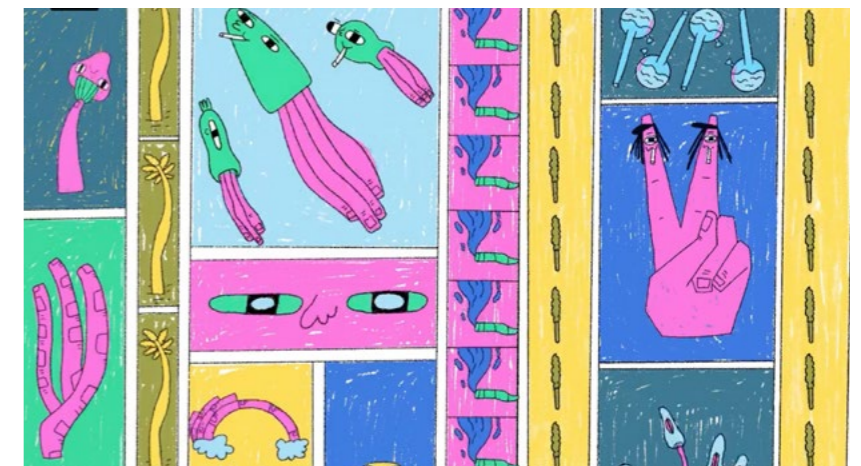
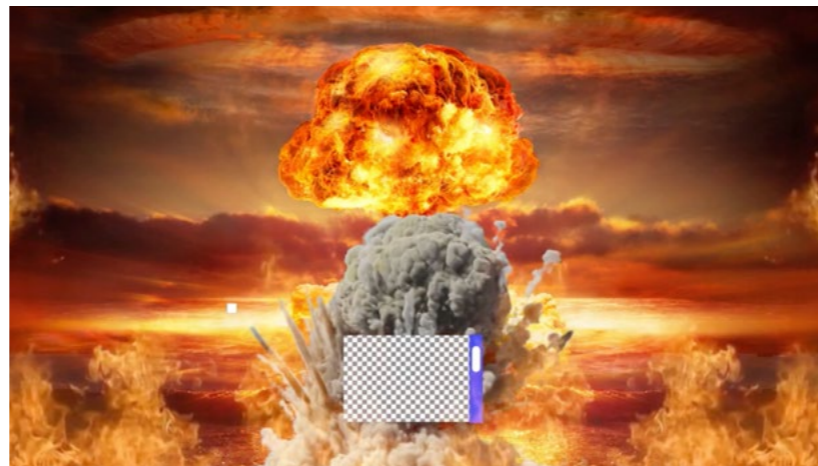
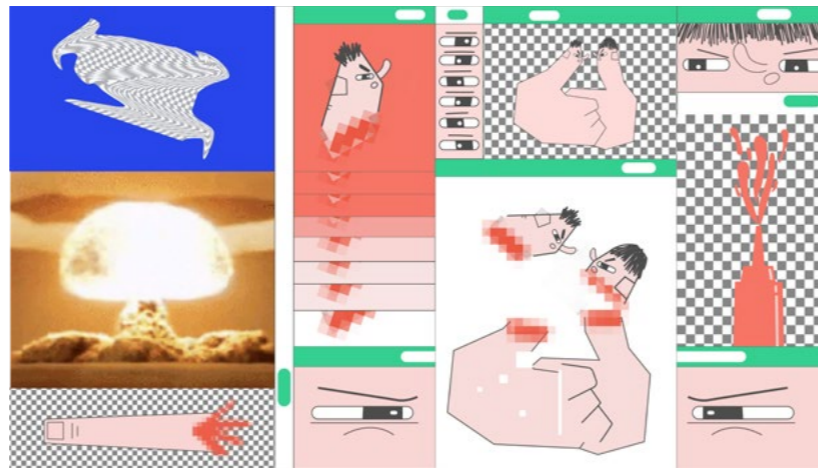
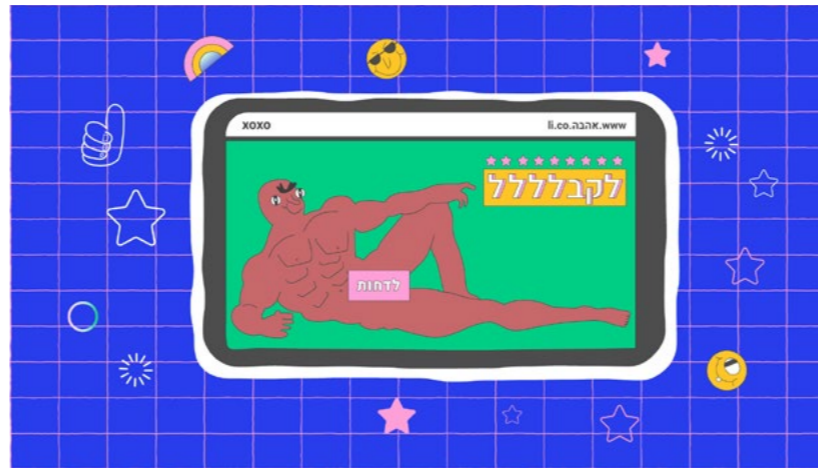


To not lift a finger, magician, Finger on the trigger, pot head, god's finger, married, one night stand, to wrap around one's little finger, Thumb war

Style exploration

I aimed to use a mixed media technique to convey the idea that a person on dating apps is unique and has his own distinctive style and inner world.

Simultaneously designing the web interface - showing all different screens, multiple screens to represent the multitaskers generation.

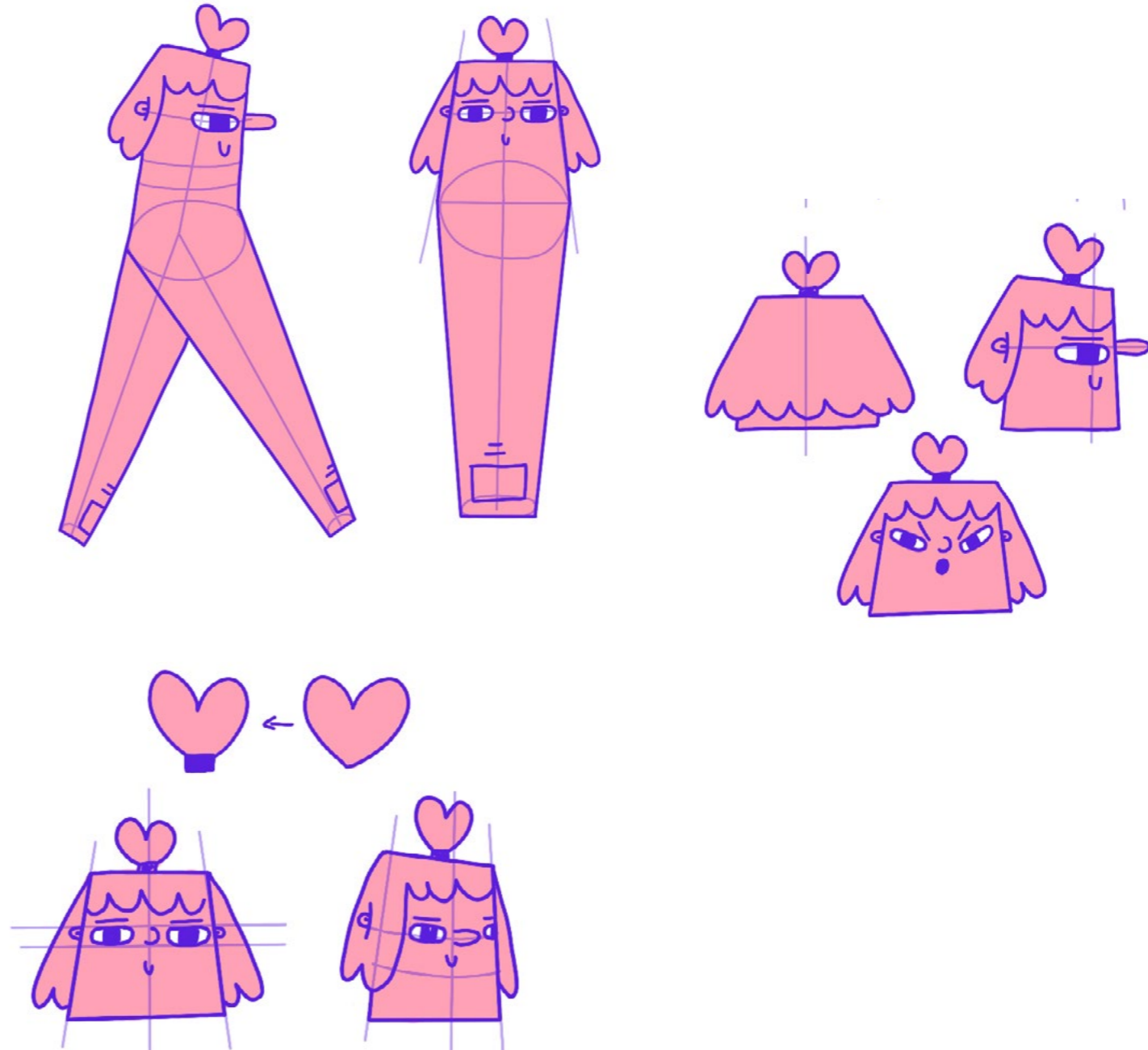


Main Finger

This is Roni, she is 25 years old and ready to meet the love of her life.

She is a multitasker, so while she is sitting on the toilet, she is looking at a dating app. The design of the main character had to convey the idea of wandering around - that is why Roni is the only character and never stays still.

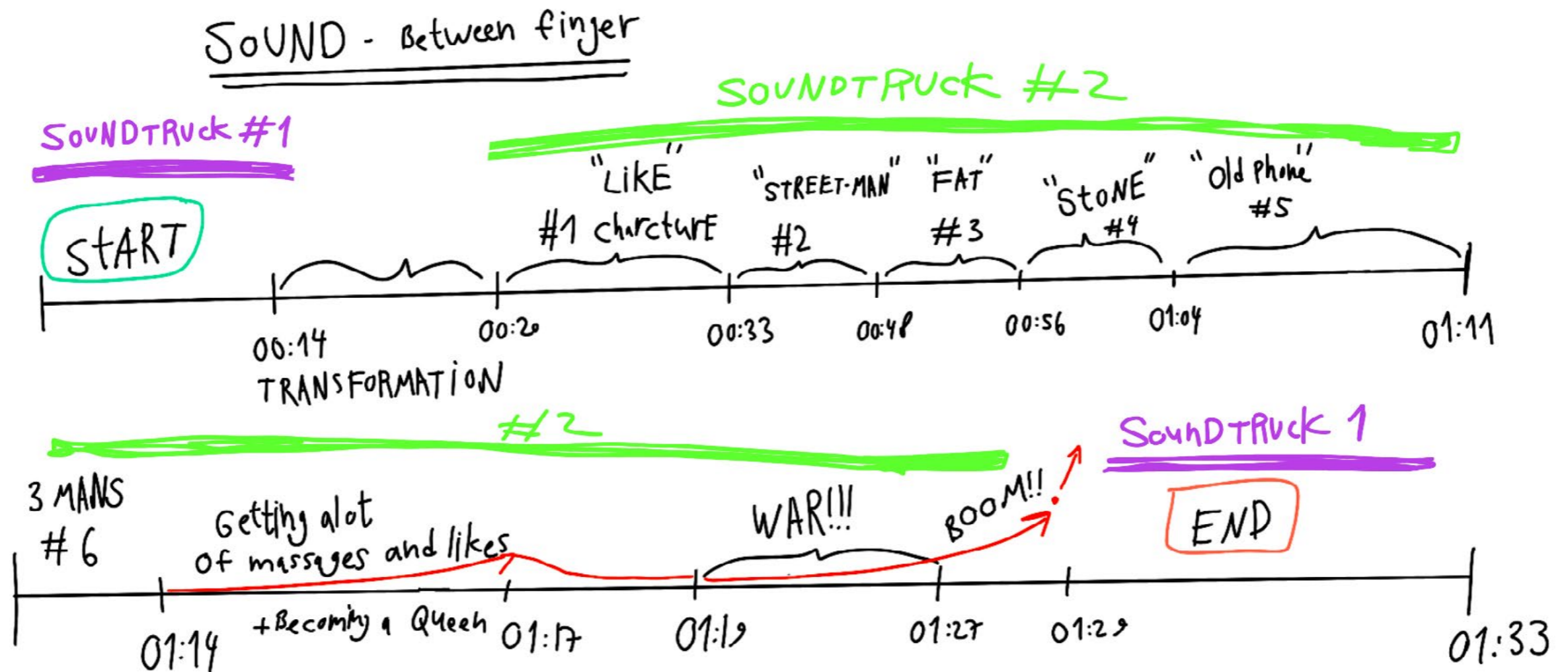
Also, her hair is in the shape of a heart to imply that she is looking for love.



Sound

I love to get involved in the process of sound creation.

I send out sketches to my sound designer CML POP.



05

BLESS YOU

2020

Festivals and Awards



Animation short film

Stop Motion
Sound design
Animation

A music clip made from a mix of sneeze sounds,
COVID-19 masks come to life.

I really wanted to create something that would
make me happy during the pandemic.
I saw my house filled with these weird masks and
turned it to a material for stop motion.

I wanted to take the feeling of disgust and turn it
into something aesthetically pleasing,
fun and cute.

Looking back on this film makes me think how
proud I am to create a short film that addresses
real-life problems, such as distress, with colors
and a happy vision.

Created this film at 2020-2021,
during the covid first wave.

Soundtrack created by CML-POP.



BlessYou

A music clip made from a mix of sneeze sounds,
in a crazy world where COVID-19 masks
come to life.

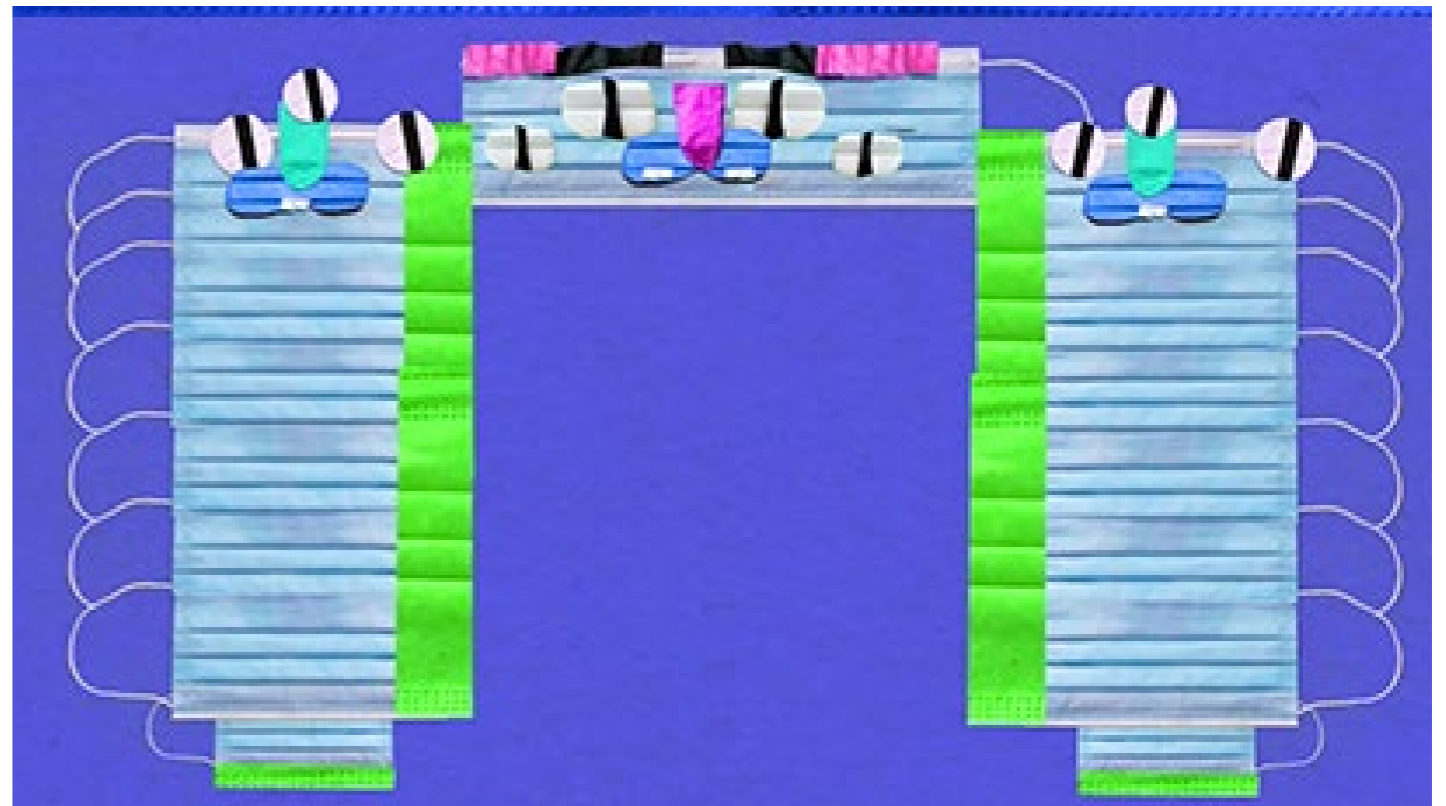
[WATCH FILM](#)



Material

I used gloves and a mask to craft characters for my stop motion art, a deliberate choice that symbolizes the COVID-19 pandemic, transforming these items into iconic, simple and relevant characters.

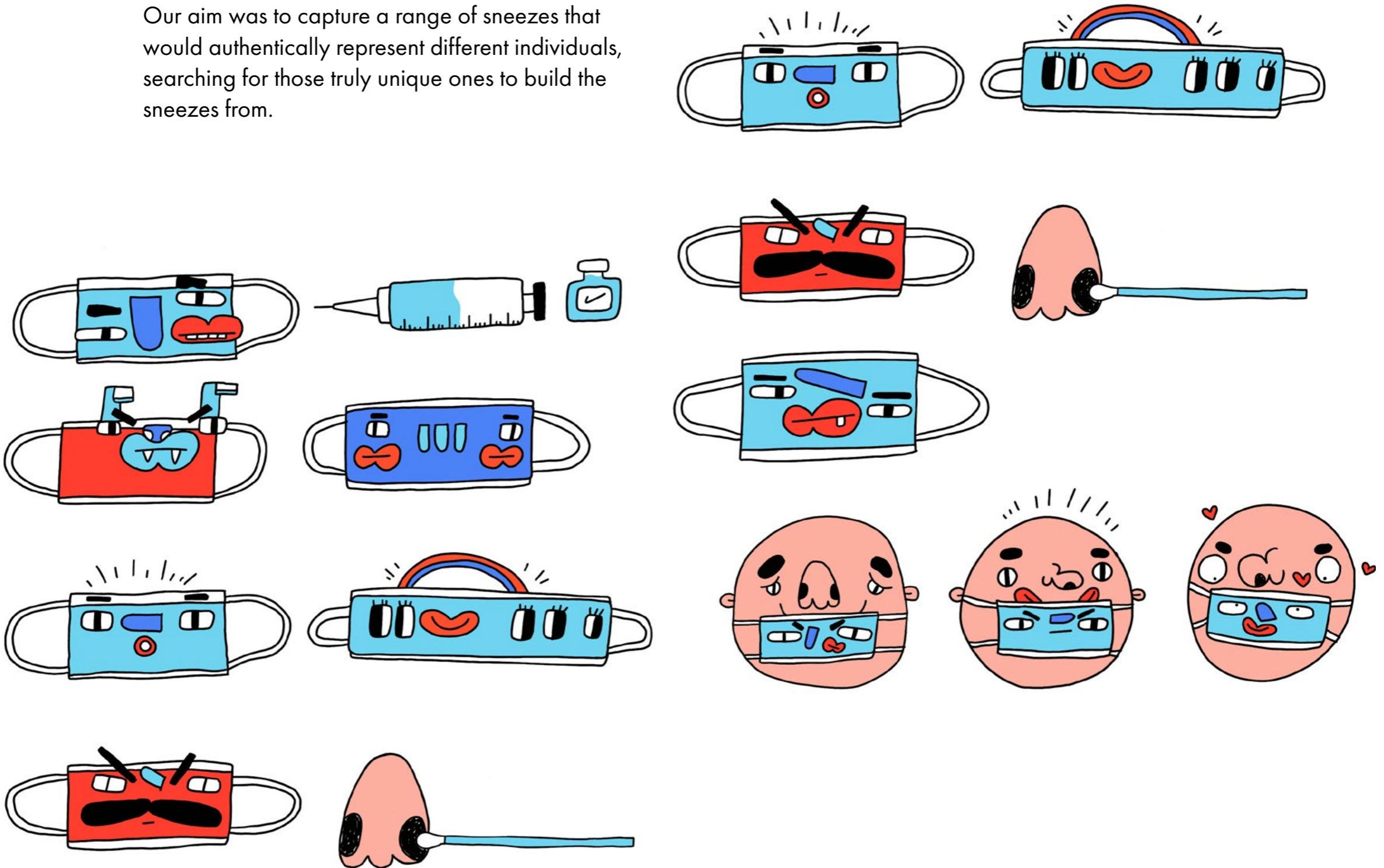
The characters become more complex near the end of the film, when the sneezes get more intense and wired mask creatures appear.



Sound

My sound designer CML POP used recordings of diverse sneezes to craft a distinctive soundtrack for the film.

Our aim was to capture a range of sneezes that would authentically represent different individuals, searching for those truly unique ones to build the sneezes from.



06

FROGS

2024



Social Media

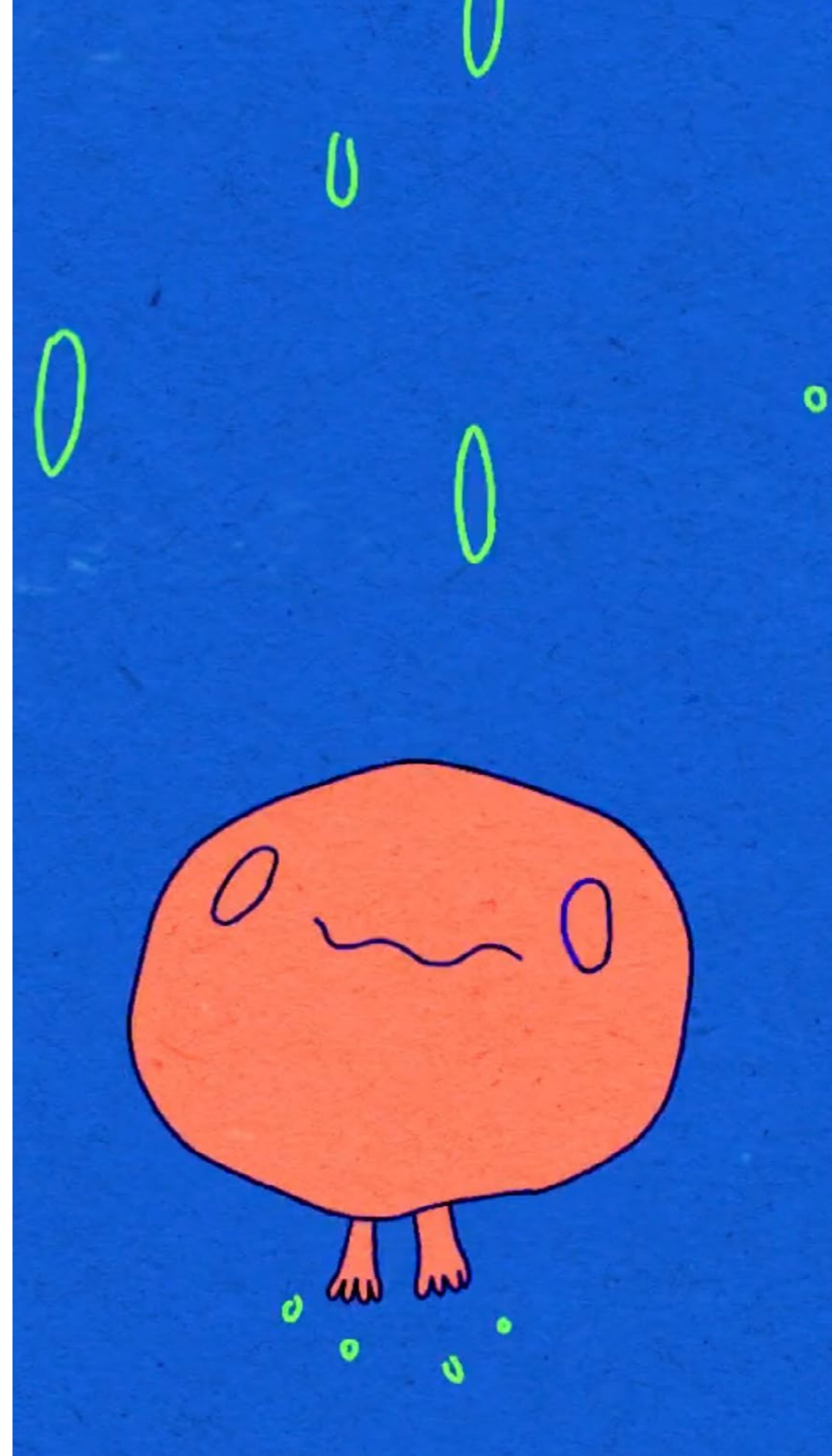
GIF
Animation
Print
Self branding
Visual languages

My "frog journey" started when I first read the brief for the "Loop Da Loop" animation task, calling artists to create a looping animation featuring a frog.

It was the first animation competition I participated in, and I fell in love with drawing frogs ever since. I was captivated by the dynamic motion of the frog, especially when animating its jumps. I was deeply inspired by witnessing the way it squashes and stretches, and its incredible transformation from tadpole to adult frog.

After that, I had the desire to continue creating frog artwork, using Instagram as a platform to share my works.

Creating frogs enabled me to continue sketching even on days when inspiration seemed out of reach. Focusing on the theme of frogs relieved me from the need of coming up with new subjects, and gave me the gift of focusing on the artistic process itself - such as thinking about the tool I want to use, experimenting with colors and shapes.



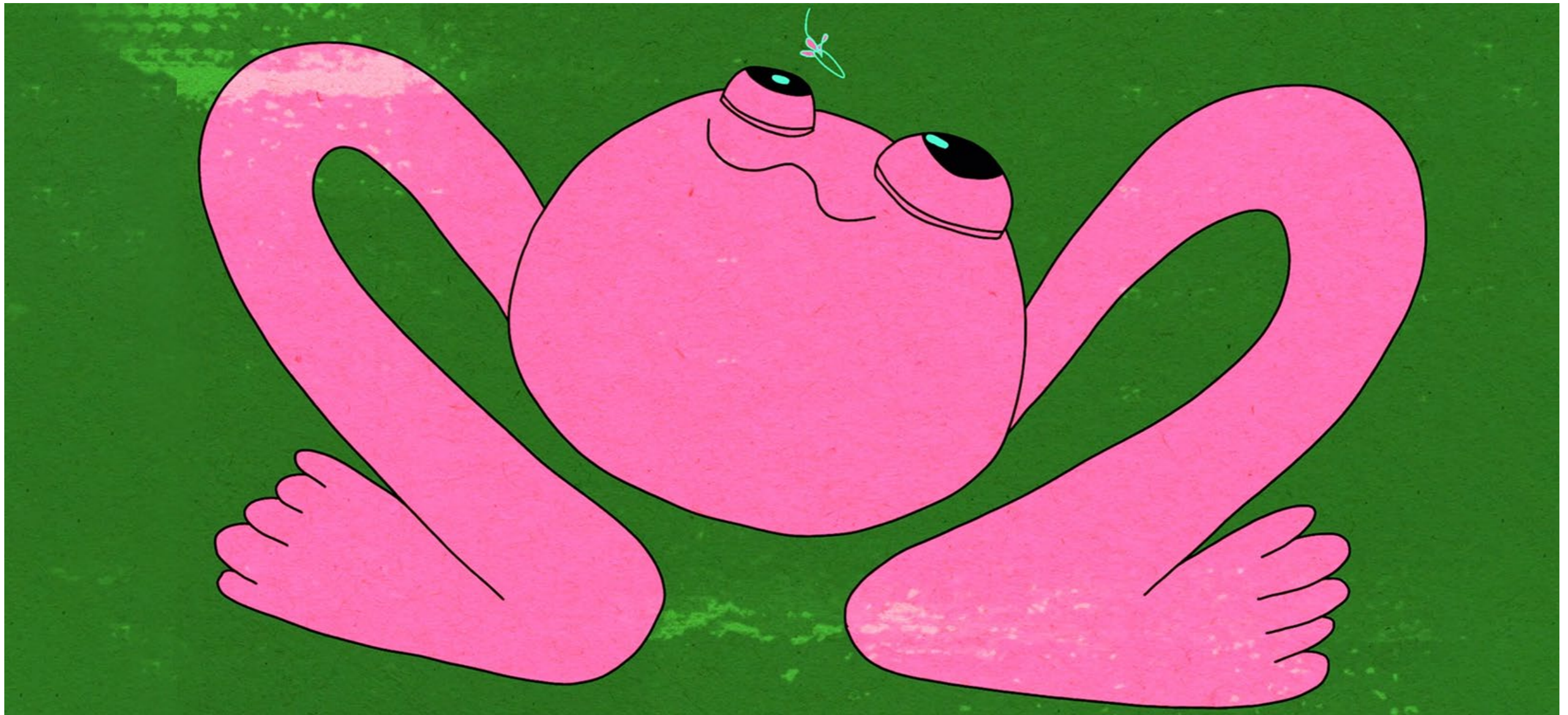
Frog Loop

My "frog journey" started when I first read the brief for the "Loop Da Loop" animation task, calling artists to create a looping animation featuring a frog.

It was the first animation competition I participated in, and I fell in love with drawing frogs ever since.

[WATCH GIF](#)

[LOOPDELOOP ANIMATION](#)



Frogs Post

One of my challenges was creating a static frame of the frogs because the frog had an amazing moment I tried to catch in only one frame.





Frog GIF

You can watch my animation come to life in my instagram feed.



[WATCH GIF](#)



[WATCH GIF](#)



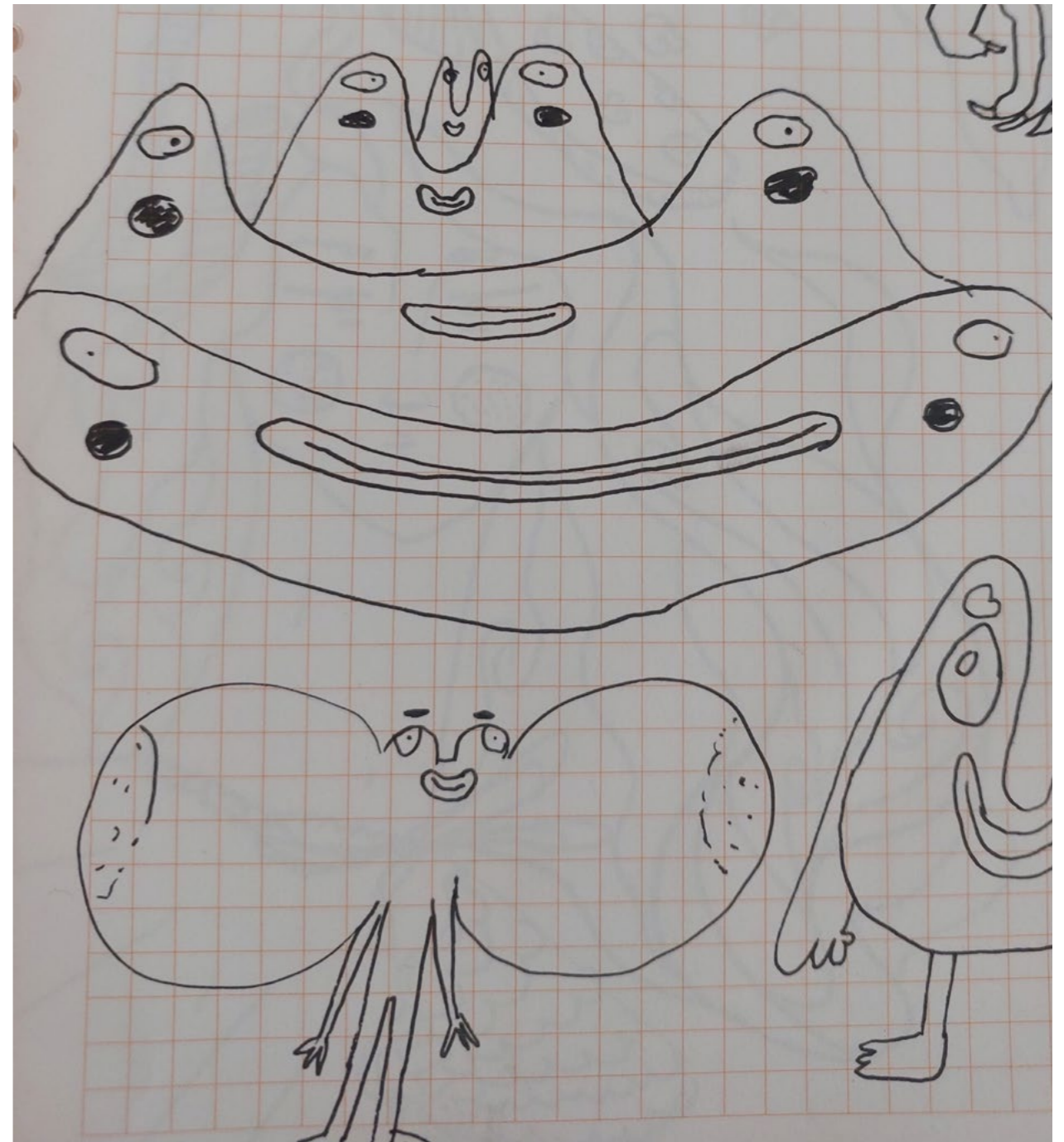
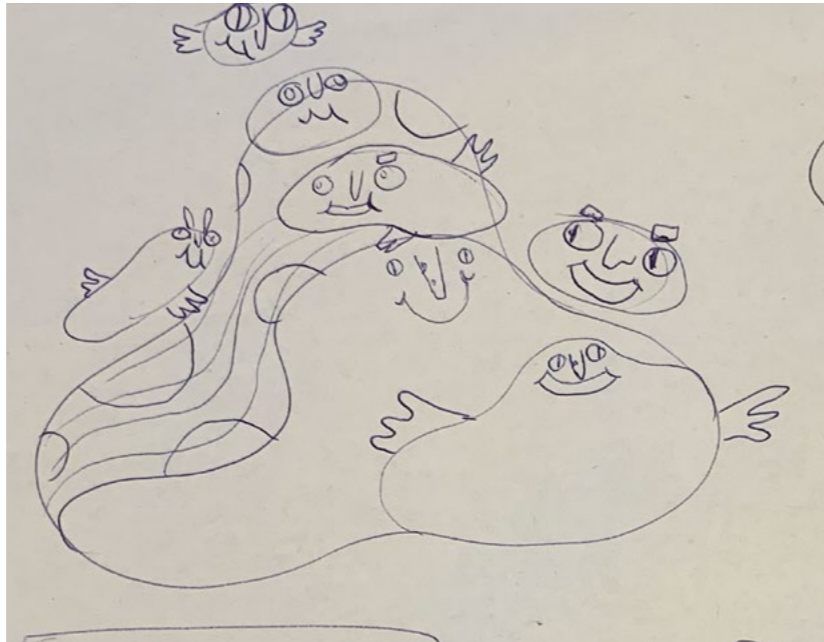
[WATCH GIF](#)



[WATCH GIF](#)

Sketches

I enjoy illustrating a single frame and then challenging myself to envision how it will come to life through movement.



Narrative GIF

The animation I created depicts a frog leaping from an airplane. I changed the narrative by initially showing the frog appearing to fall, only to later reveal that it jumped from the plane. This change adds intrigue to the loop, gradually unfolding the narrative for the viewer.



[WATCH GIF](#)

Eurovision

I created this animation in response to a relevant event;

I saw the crowd-favorite Finnish singer at the recent Eurovision events, and reimagined him as a frog; the pink ribbon became a tongue and the animation came to life.



[WATCH GIF](#)



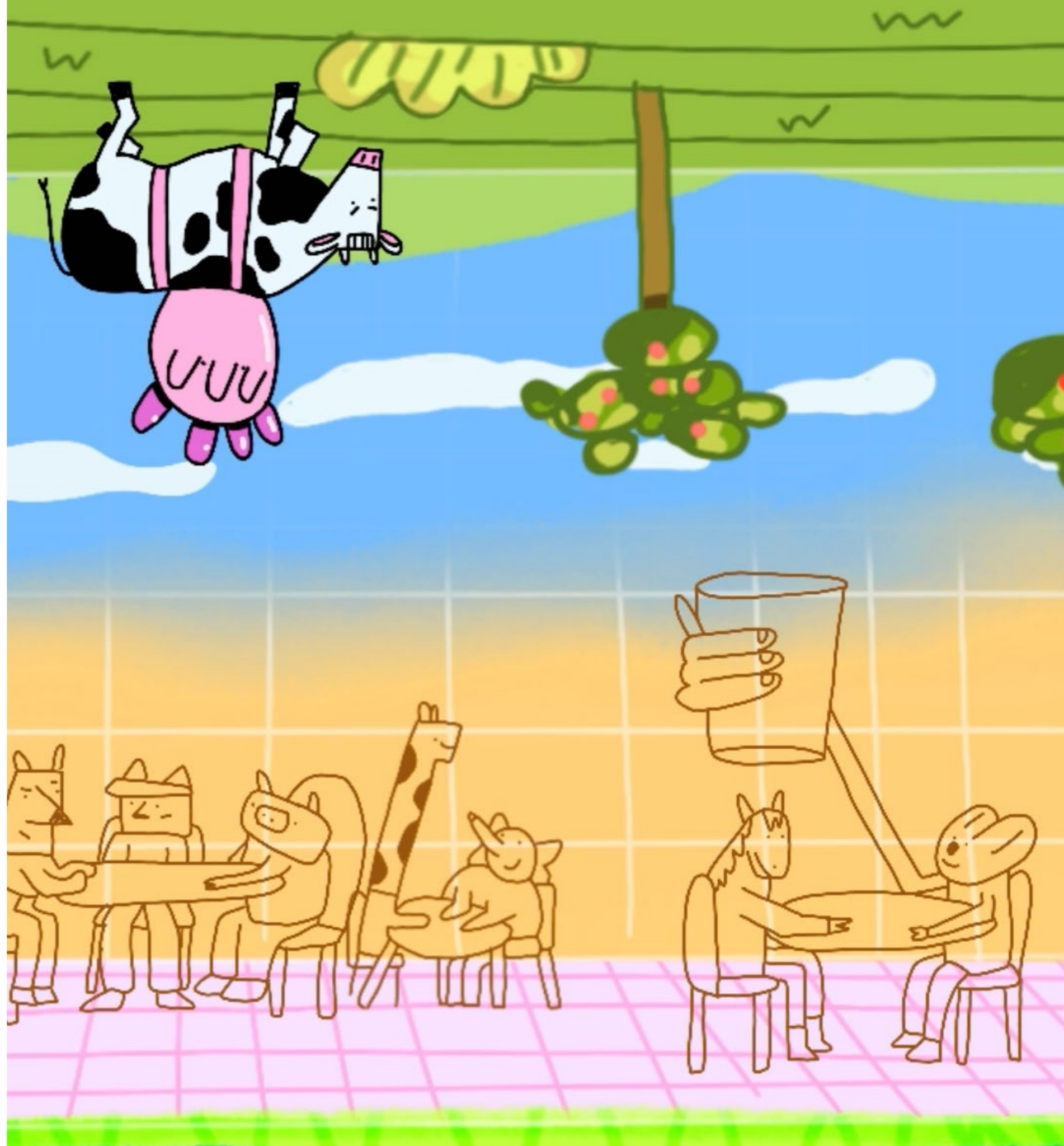
Käärijä - Cha
Cha Cha
Finland



07

AVNER
KATZ

2024

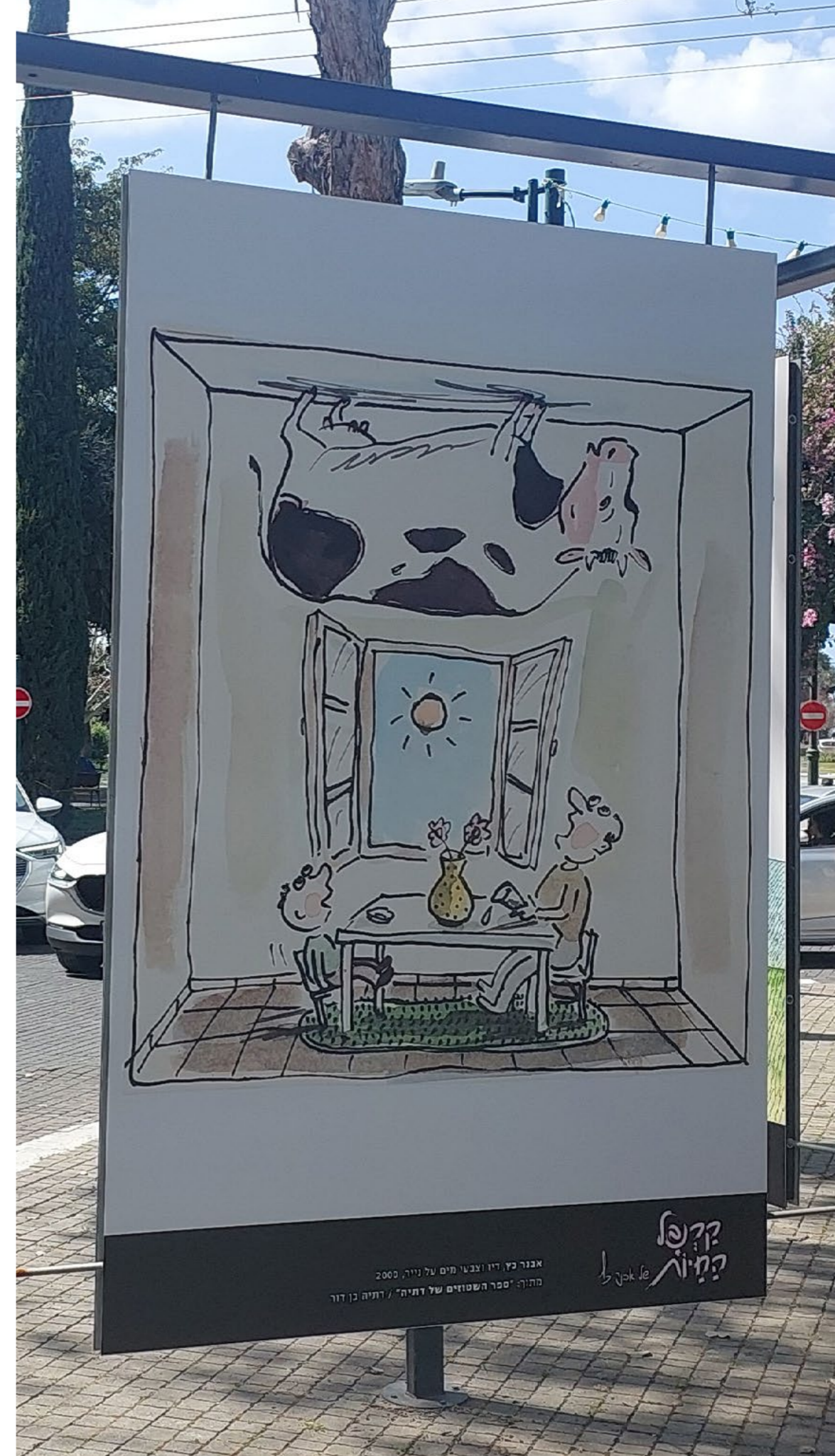


Exhibition

Two months ago, I was honored with an invitation to participate in the 'Carnival of Animals' exhibition, a tribute to the late artist Avner Katz, renowned for his imaginative illustrations. Curated by Yuval Saar and Inbar Reuveni, this event celebrates Avner's legacy as the creator of iconic characters like "Kippi Ben Kippod" from 'Rehov Sumsum' (the Israeli Sesame Street).

Among Avner's vast portfolio, I was tasked with selecting one illustration to animate, ultimately choosing a scene from 'Diti's Riddles.' In this image, a cow resides upside-down on a ceiling above a family seated at a coffee table. I was drawn to the whimsical concept of an inverted world, which I expanded into a bustling café where the cow, burdened by her udders, serves demanding customers until she finally reaches her breaking point.

This particular illustration resonated with me instantly, its humor and narrative aligning perfectly with my artistic vision. Delving deeper, I saw an opportunity to convey a message about the struggles of womanhood. As the cow comically mops up spilled milk, her udders are thrown on the floor, symbolizing the occasional desire to shed societal expectations, even at the expense of losing part of yourself.

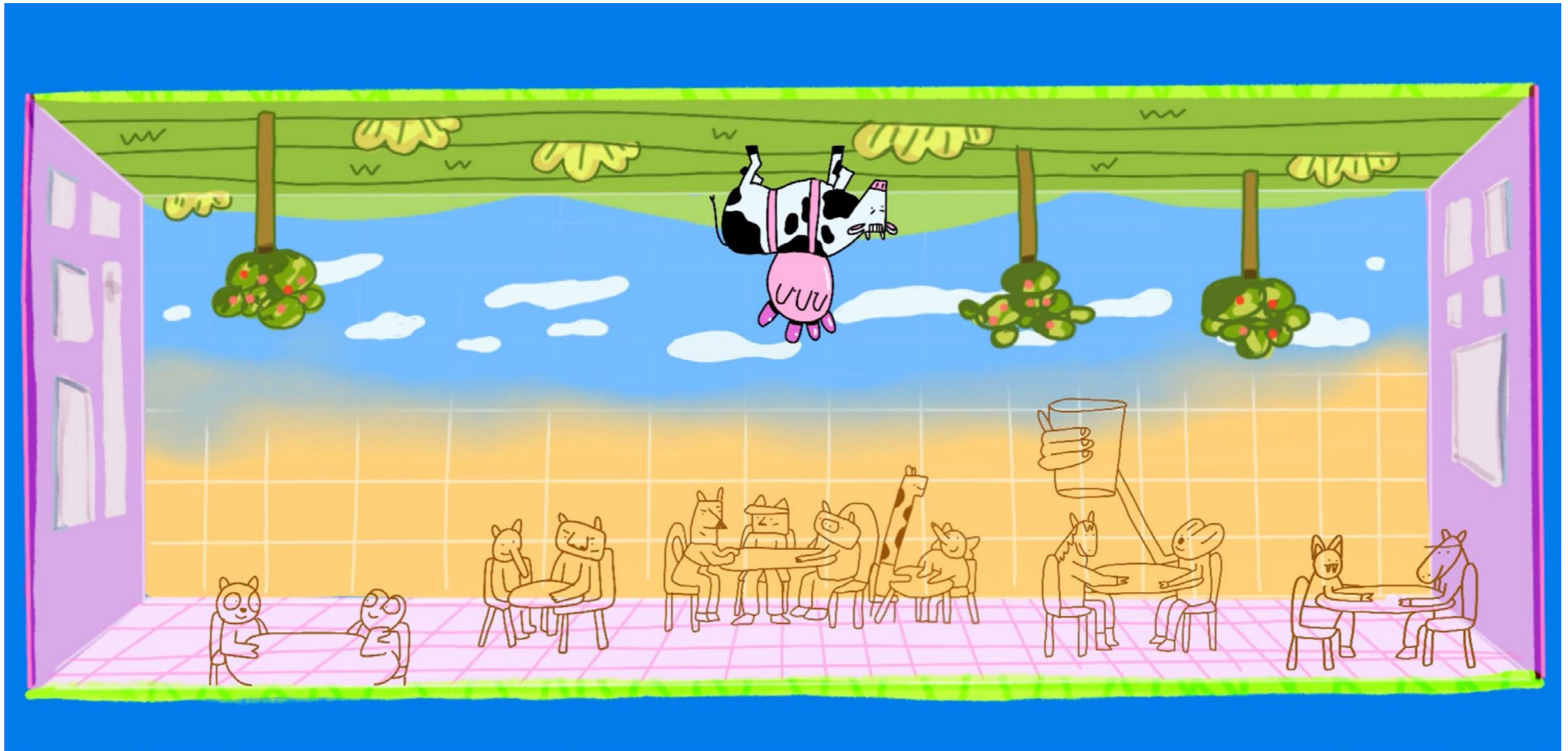


Avner Katz original work in the exhibition "Carnival of Animals"

Got Milk

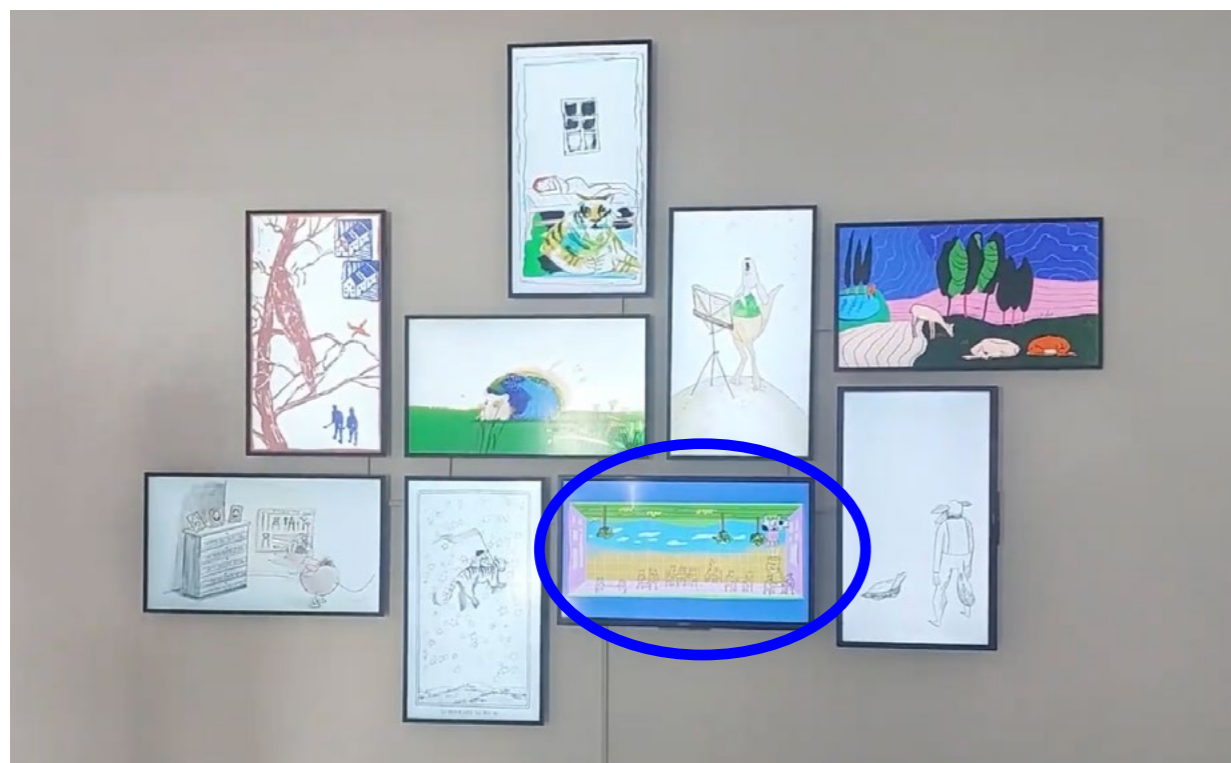
My aim was to breathe life into Avner's illustration, to shed new light on it from my perspective, and To correspond with the creator. Throughout the creation process, I asked myself—how would he have reacted to the creation? How faithful did I remain to the original painting? I want to believe that I dedicated an animation to him that he would have been pleased to see.

[WATCH GIF](#)



EXSIBITION

9 animators like me participated in the exhibition. Yuval Saar and Inbar Reuveni positioned the screens next to each other, creating an animated wall full of movement.



08

LITTLE WORLD CHANGERS

2020

Festivals and Awards



LITTLE WORLD CHANGERS

CREATED BY
DANIEL SWEED



Animation Short Film

My graduation film, 'Little World Changers', is inspired by three remarkable children I met over the span of a year.

These children were protesting in Tel Aviv about climate change and were disappointed by the adults in their lives who did nothing to make a change.

I wanted to create a short classic animation film that brings to life a surreal world which reflects the children's feelings and worries.

This is the story of three teenagers trying to save the world from the adversary - the evil Butt CEO.

Guided by: Oded Ezer
Created at Holon Institute of Technology



little world changers

This is the story of three teens trying to save the world from the evil Butt CEO.

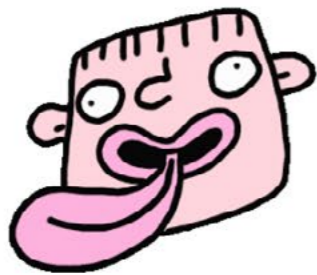
[WATCH TRAILER](#)

[WATCH FILM](#)





Eyal, 12



FROG-BOY



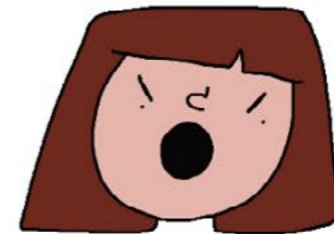
Lily, 16



BEAR-GIRL



Reut, 14



MAD-GIRL

Characters

On the journey of creating this film, I came across a large group of passionate teenagers vigorously protesting against climate change every weekend.

When attending the protests, I had the privilege of meeting Eyal, Lily and Reut, three of those remarkable teenagers who shared the ambition to make a positive change in the world.

Their unique personalities and compelling presence urged me to create this project, offering not only inspiration but also a solid ground for my film.

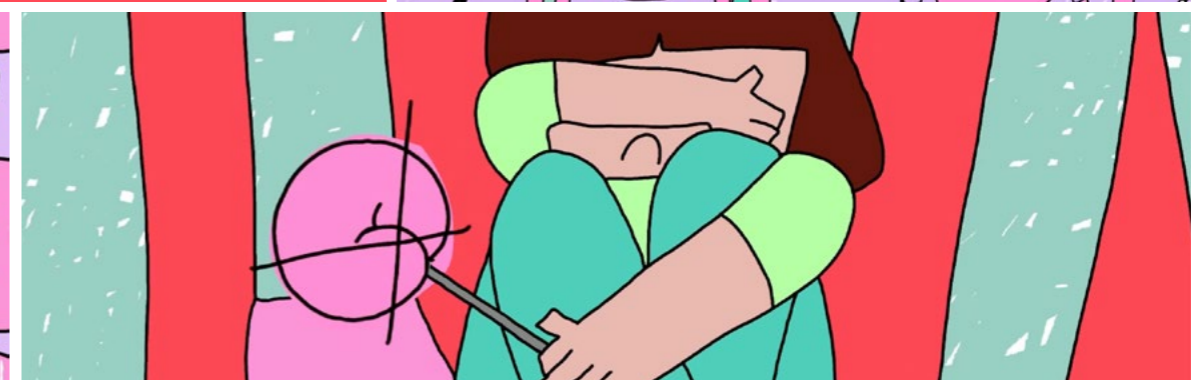
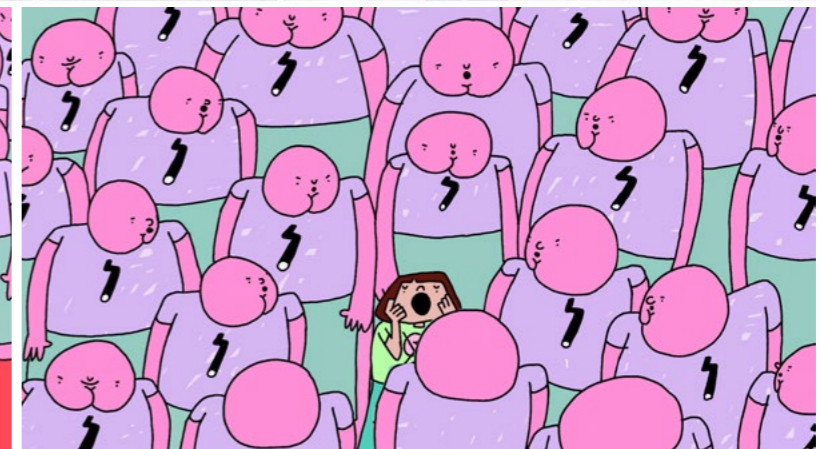
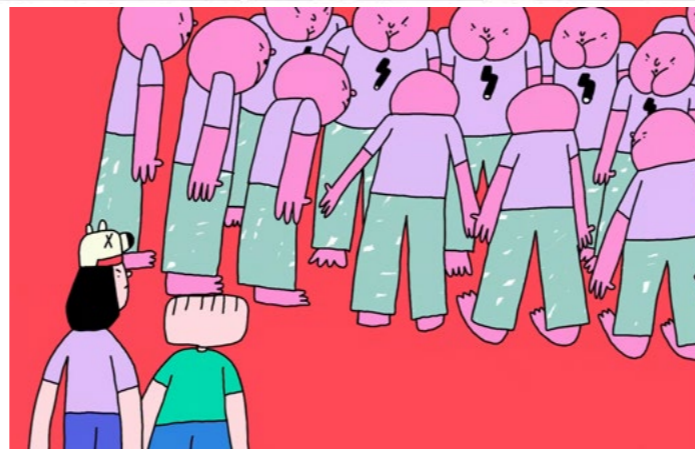
Butt CEO

The villain of the story is the evil "Butt CEO", the CEO of a company causing pollution and contaminating the world.

When designing this character, I used my experience as an illustrator, and thought of different attributes that would make him appear powerful and intimidating; For instance,

he speaks loudly and his hand gestures are intense. In addition, he has a mustache - later revealed as the source of his power.





Development

01

After meeting with the kids,
I knew that I wanted to bring to life a childish,
surreal world. This notion dictated the following
process: First, I started by drawing a lot of objects
and characters.

I drew kids, animals and everything that I felt
belonged to their world



You can see here
a skatch of one of the kids.



02

I wasn't entirely sure about the plot, but I had a vision for the animation.

So, the next step was to tackle the animation part of the film.

I created between 10-15 small animations, giving me a cornerstone which I used for building the story.



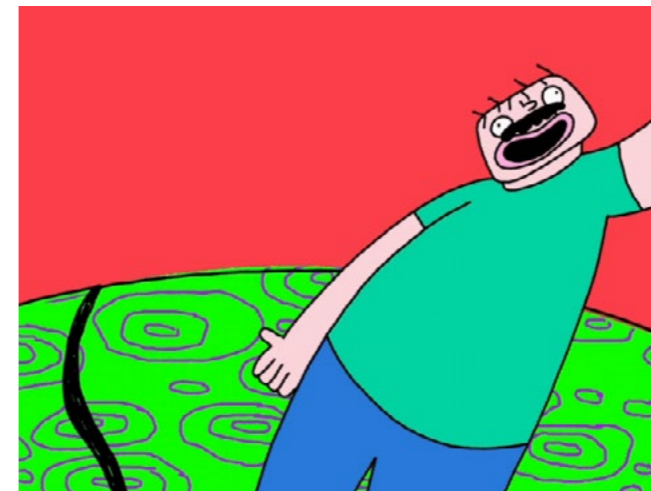
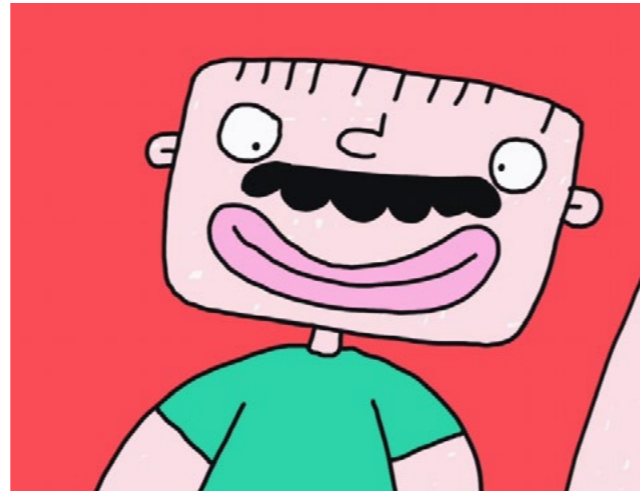
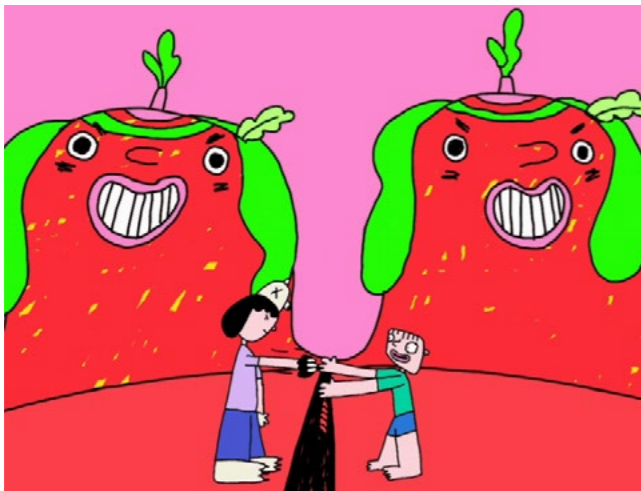
The same kid here as a gif.
The kid becoming huge when the
mustache falling in to space.

03

After creating the animations, I finally had a clear idea of the plot.

The 10 scenes I created were placed in order,

creating a coherent and cohesive sequence. The final step was finalizing the design and finishing the film.



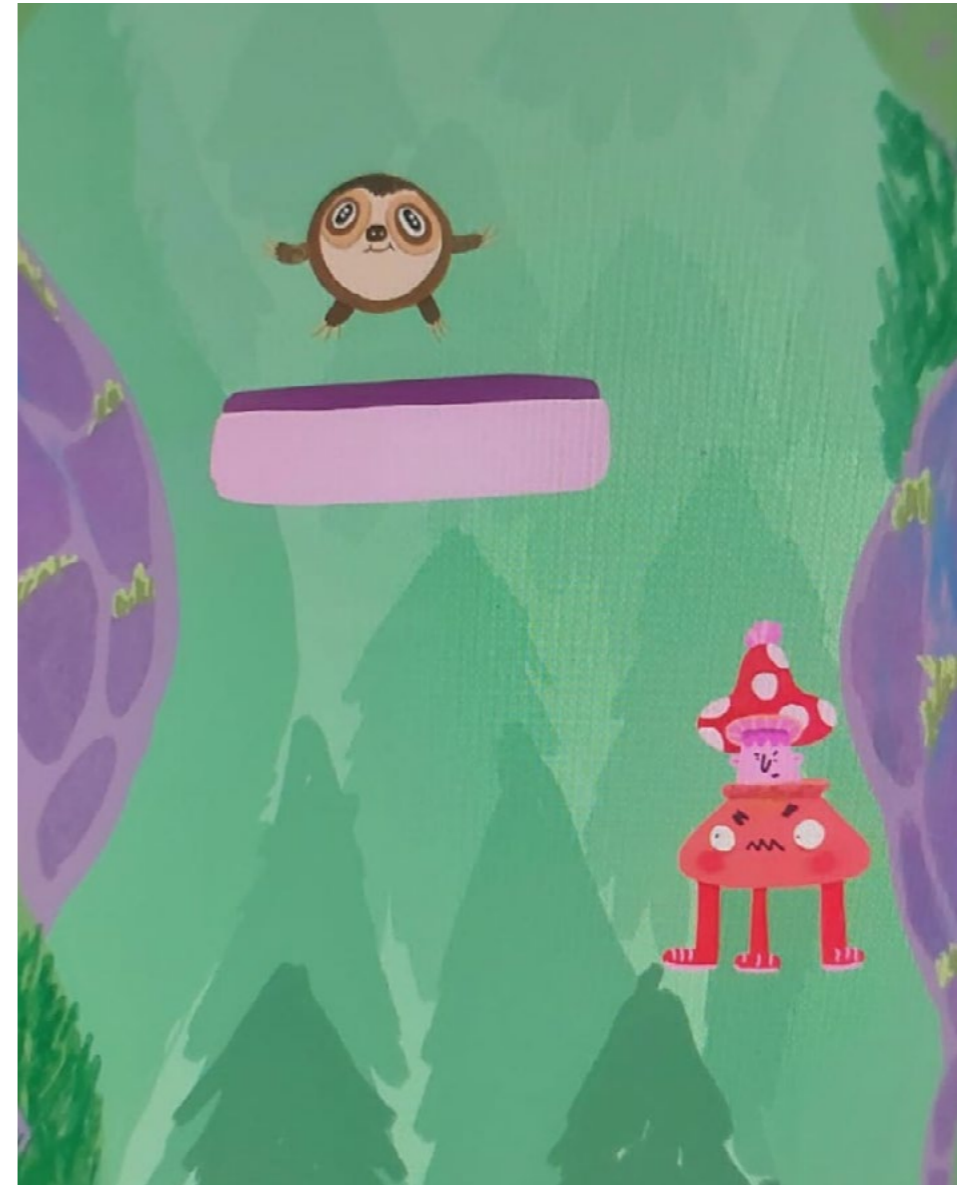
At the end I had
the plot of the
kid, he get the
mustache that
belong to Butt
CEO, he gets is
power to save the
world.

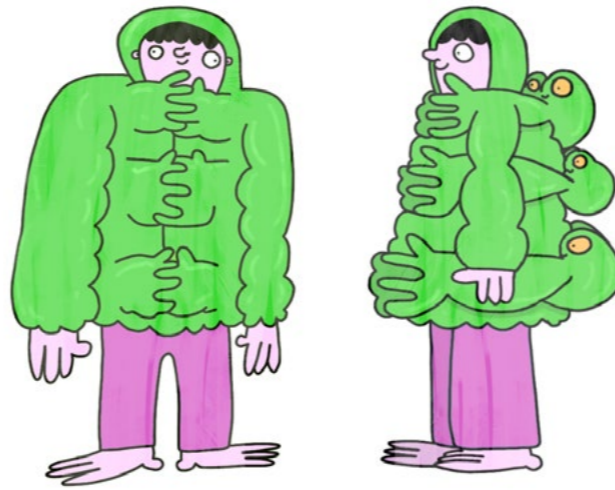
Final thoughts

I want to thank you for the opportunity to submit my work. I am thrilled about potential creations and collaborations this opportunity presents. I am confident that the prize will assist me to grow within the field of Visual Communications in Israel.

In 2024, I reinvented myself with several projects which were already mentioned. Apart from that, I would also be happy to share a glimpse of a project in its early stages.

I am collaborating with Rotem Levy on creating mobile games. In this project, I am responsible for setting the artistic direction of the game, which includes designing, illustrating and coming up with visual concepts. I am excited by the possibility of uncovering a new medium, mobile games, and the opportunity of exploring my design language through its unique viewpoint. I aspire to continually evolve and innovate.





Thank you!