

P o r t f o l i o

魏 萊 作 品 集



updated by wfuturew

2020 .06



<In Black>2015

黑衣



Making Process

The story is about the death of a little girl's grandma. The family of the little girl is busy preparing for the affairs of her relatives. At this time, the girl has to face the pain of bereavement. However, the girl finds her own way to see her relatives off.

Animation is based on the two-dimensional computer animation method, at the same time in the picture processing more emphasis on texture and organic. The background is painted by hand with ink and sketch techniques, and the moving background is made with DragonFrame. The animation won the best two-dimensional animation runner up of the world animation celebration festival and several international animation festivals.

故事是關於壹個小女孩的至親過世，小女孩的家人忙於準備親人的後事，這時女孩必煩獨自面對喪親的痛苦，然而女孩找到自己的方法給親人送別。

動畫是以二維電腦動畫制作方式為基礎，同時在畫面處理上更多強調了質感和有機性。背景用到水墨和素描的技法手繪，運動的背景最使用 DragonFrame 制作。動畫得到 The World Animation Celebration Festival（美國國際動畫慶典）的最佳二維動畫亞軍，和多個國際動畫節的入圍獎。



<ADVERSE REACTION>2013





In March 2014, I had independently produced 'Adverse Reaction' for the Old Operating Theatre Museum of the medical group in London for three months. In November of the same year, 'CUT' exhibition was successfully held for the Museum of the Old Operating Theatre in London, UK. In December of the same year, the exhibition 'women's power' was held at Central St Martins, University of the Arts, London.

The story takes place in the Victorian era, a patient took a drug with side effects that had not been well studied, and had hallucinations and finally died. The progress of drug research in Victorian period brought many uncontrollable adverse reactions to patients. Many medical accidents happened.

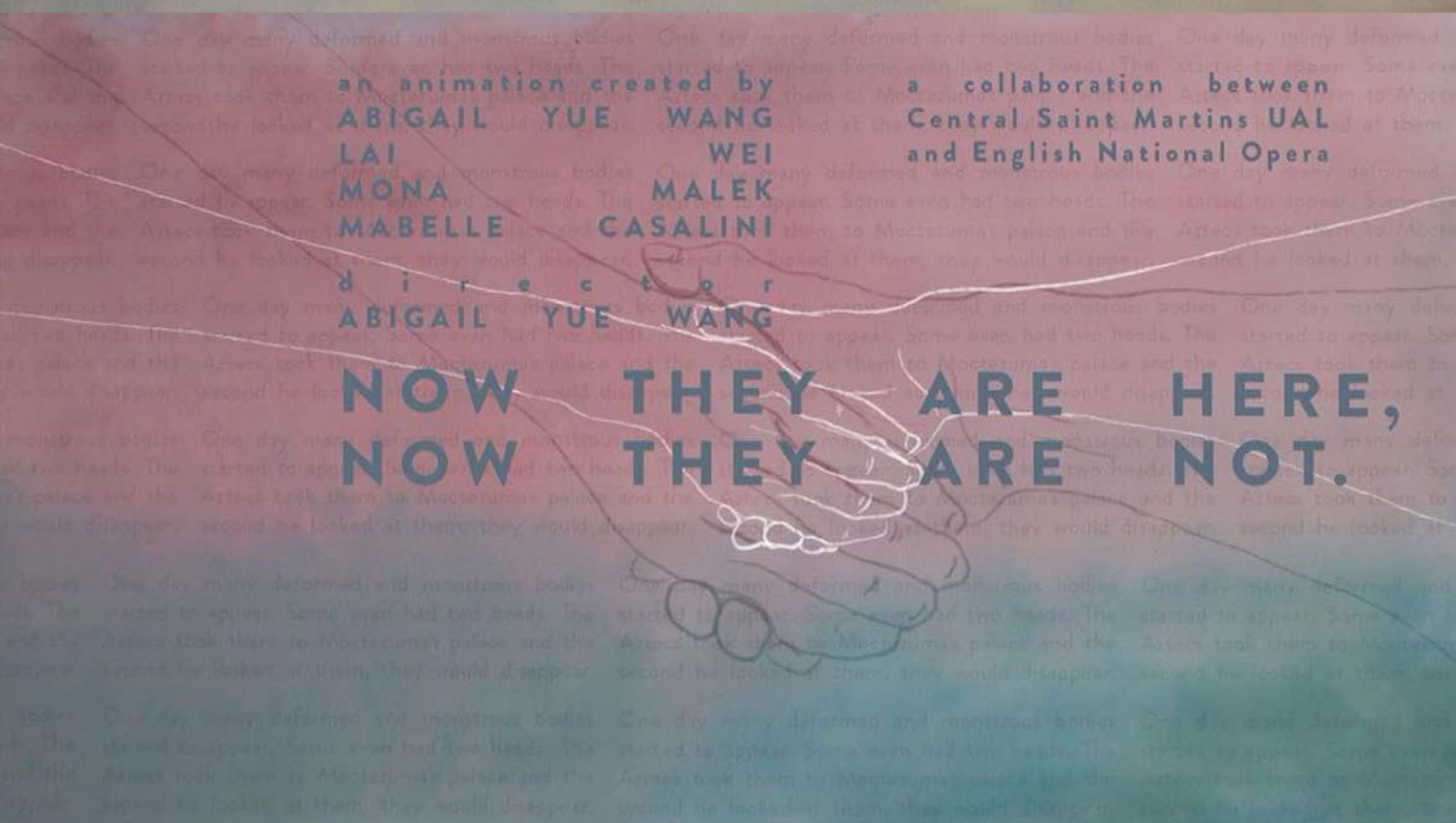
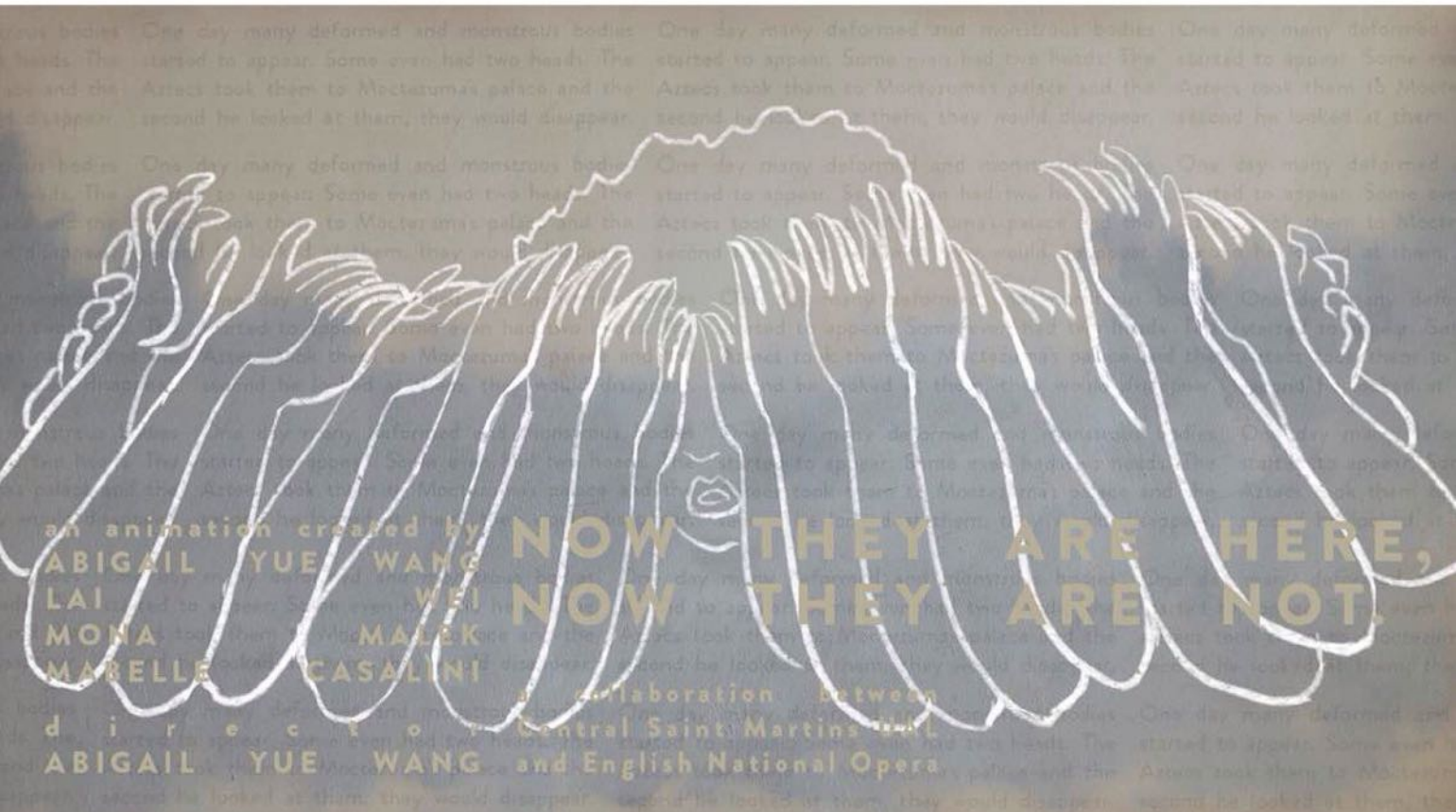
Under the condition of reaching a consensus with the old operating Theatre Museum, I has made a new attempt in the animation concept design. All the picture creation is improvised. In the animation, you can see the combination of a variety of painting styles. The process of creation relies on intuition to convey the illusion in the story, it is embodied in the bold and unrestrained picture, and the cohesion of colors has also made a great leap forward.

2014年3月，於英國倫敦為醫療集團老手術室博物館《old operating Theatre Museum）獨立制作1分鐘宣傳短片（Adverse Reaction）為期3個月。同年11月，於英國倫敦為醫療集團老手術室博物館成功舉辦（CUT）展覽，以獨立動畫混合現場實驗音樂，策展等多媒介合作受到業界好評。同年12月，於英國聖馬丁設計與藝術學院舉行（女性的力量）展覽。

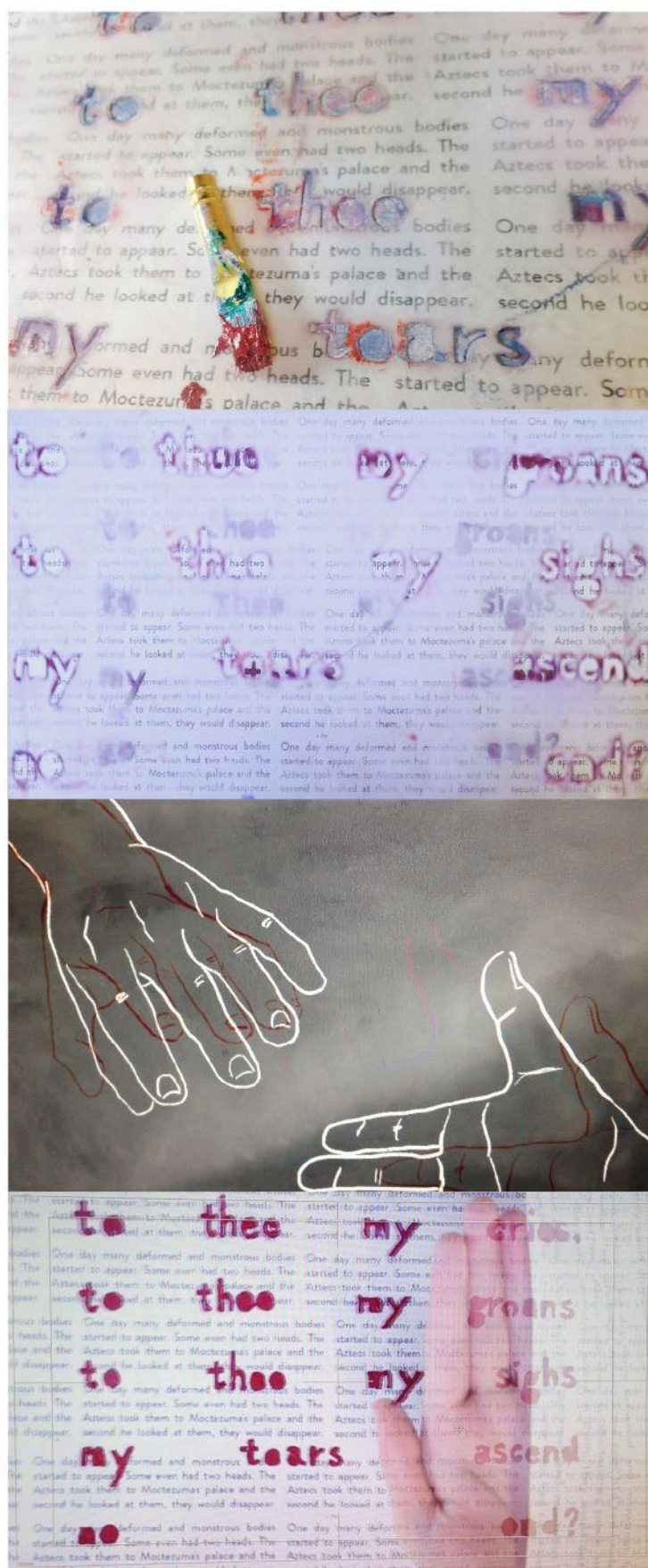
故事發生在維多利亞時期，壹位病人吃了還沒有研究完善的帶副作用的藥物，產生了幻覺最後死亡。表達在維多利亞時期還需進步的藥物研究給病患帶去許多無法控制的惡性副反應，極多醫療事故悲劇發生。

與老手術室博物館達成共識的情況下，作者在這次動畫概念設計上做了全新嘗試，所有的畫面創作都是即興的。在動畫中可以看到結合了多種畫風。創作過程依靠直覺來繪制，為傳達故事中的幻覺，體現為畫面奔放，色彩的銜接也做了較大的跨越。





<Now They Are Here, Now They Are Not>2014



In September 2014, we made 'Now They Are Here, They Are Not' for the new opera of English National Opera. I was responsible for the original animation design, stop motion animation design and post production. In January 2015, a promotional film exhibition was held at the National Opera Theater.

The story is adapted from the opera 'Indian Queen' to express the tragedy of human reproduction and division caused by war.

The character animation part of the work is based on the two-dimensional computer animation. The background and text in the animation were shot in the way of stop motion animation, and the material is mainly oil painting. Taking text as the element, a visual collision with color and lens aesthetics was designed.

2014年9月，為英國國家歌劇院（English National Opera）新歌劇印第安女王（Indian Queen）制作宣傳片（Now They Are Here, They Are Not），本人擔任原畫設計，定格動畫設計及創作和後期制作。2015年1月，於英國國家歌劇院舉辦宣傳片展覽。

故事根據歌劇印第安女王改編，表達人類繁衍永不停息與戰爭帶來的分裂的悲劇。

作品的人物動畫部分按照電腦二維動畫的創作方法，背景和文字動畫是定格動畫方式拍攝，材料主要為油畫顏料。以文字為元素，設計了與色彩和鏡頭美學的壹次視覺碰撞。

Making Process

熊与孩

bear has child



导演 魏策

指导老师 高薇华 李炜

中国传媒大学动画与数字艺术学院出品

2012年6月

<A bear has a child>2012

熊與孩



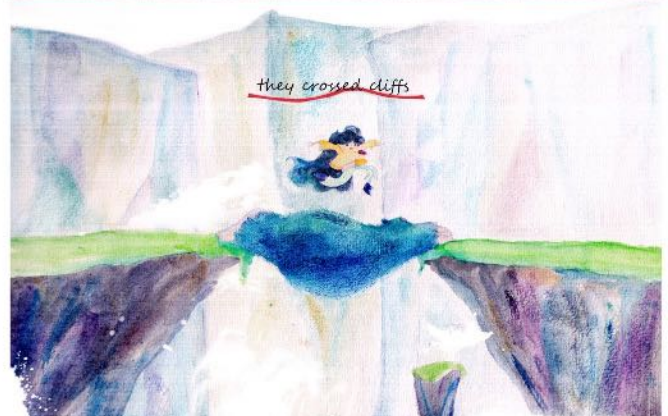
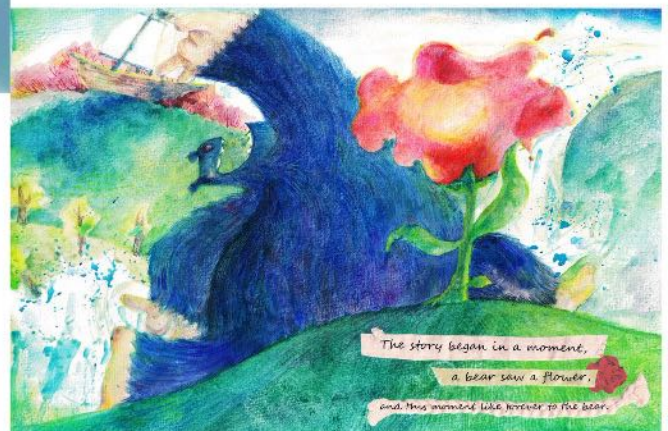
Making Process

In the mountains, a bear and a flower love each other and have a child. The bear suddenly took on the responsibility of raising a child, so the story is about father and daughter getting along. The author hopes to express a process of feeling love, understanding love and giving love, as well as the mysterious reincarnation of life.

在大山裏，熊與花相愛並有了壹個孩子。熊突然承擔起撫養孩子的責任，於是展開了壹段父女相處的故事。作者希望表達壹個感受愛、理解愛、傳遞愛的過程，以及生命的神秘輪回。

The animation is a computer two-dimensional animation, lasting one year. In 2012, the animation won best animation short film category nomination award in (the 7th) National Collegiate Animation Competition and Beijing Film Academy Animation Competition. And made watercolor and mixed material drawing of the same name picture book, as the continuation of derivative animation.

動畫是電腦二維動畫，制作歷時1年。獲2012年（第七屆）全國大學生原創動畫最佳動畫短片類提名獎。同年獲得北京學院獎最佳動畫短片類提名獎。並制作水彩與混合材料繪制的同名繪本，作為衍生產品動畫的延續。



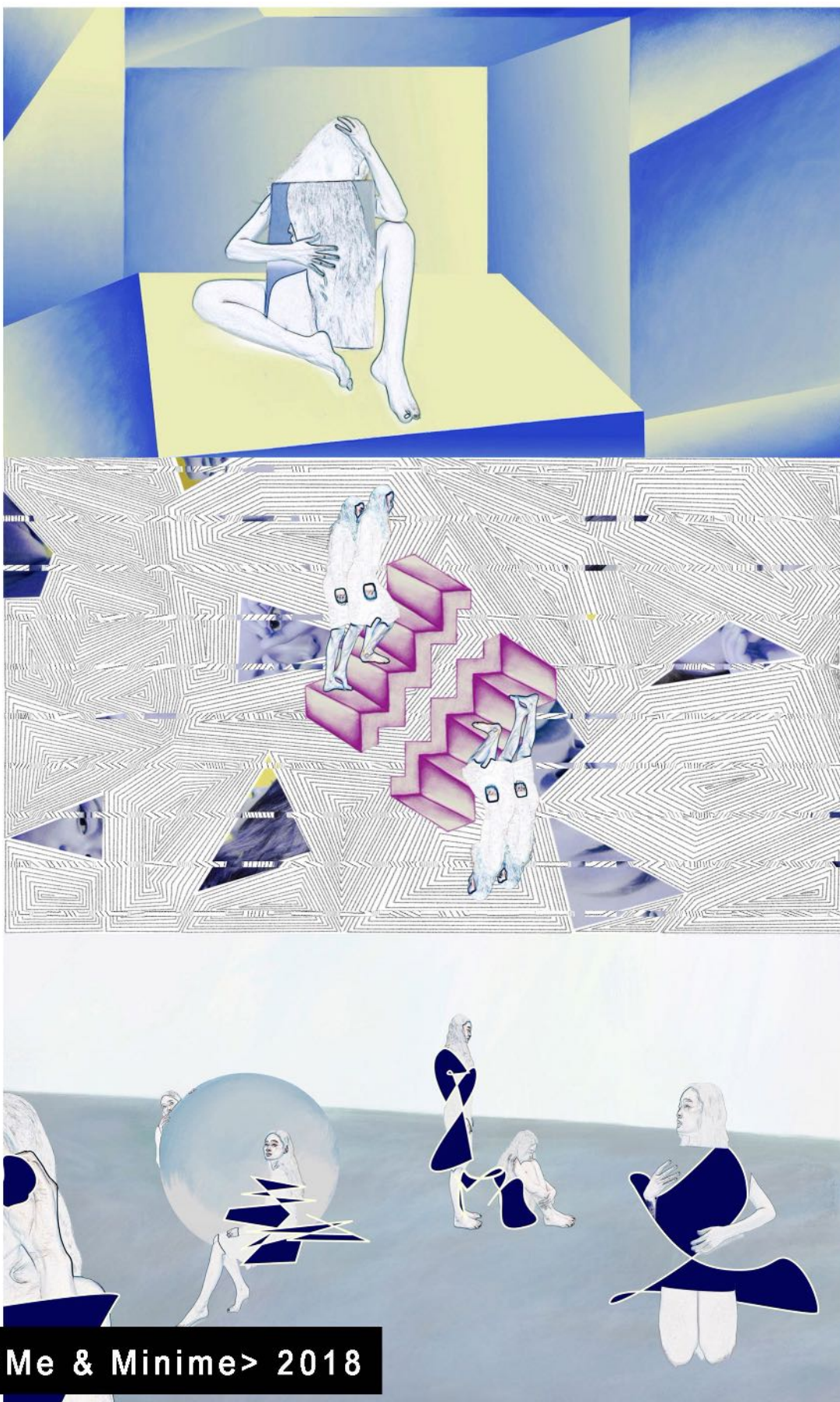


<Some Treasures in the Past>2019

曾經的壹處寶藏

The subtle relationship between people is close to the national cultural instinct and becomes a group. At the same time, in the diversification of modern people, it maintains individual independence and tenacity.

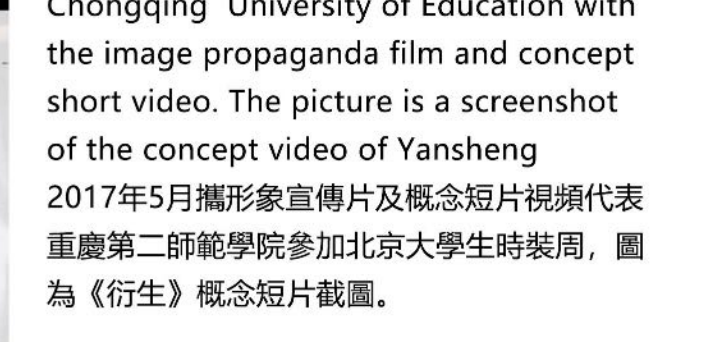
當代中國社會環境下人與人之間的微妙關係，在融合與分離間，不失對民族文化本能的靠近並成為群體，同時介於現代人的多樣化，保持著個人的獨立及堅韌。



<Me & Minime> 2018

The three contexts, through the blending of subject and environment, respectively show the exploration of me. In the face of self in the mirror - self-examination; women climbing stairs - Id analysis; in linear space, Id decomposes ego and superego at the same time, dualism - multiple possibilities, which will eventually become a whole.

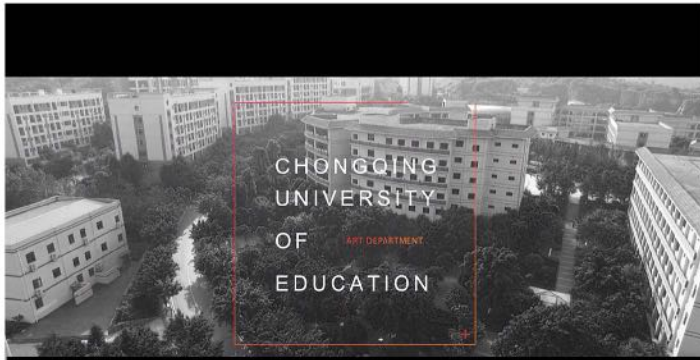
三個語境通過主體與環境交融，分別展現關於我的探索。面對鏡中自己-自我審視；上樓梯的女人-本我剖析；在線性空間中，本我同時分解出自我與超我，二元論-多種可能性，終將統壹為壹個整體。



<Yansheng>2017

衍生

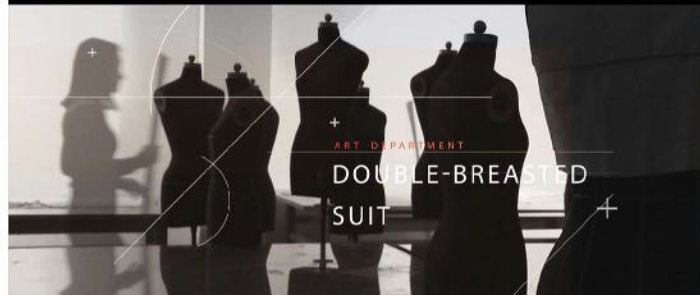
In May 2017, it took part in the China Graduate Fashion Week on behalf of Chongqing University of Education with the image propaganda film and concept short video. The picture is a screenshot of the concept video of Yansheng 2017年5月攜形象宣傳片及概念短片視頻代表重慶第二師範學院參加北京大學生時裝周，圖為《衍生》概念短片截圖。



Chongqing University of Education
Publicity film

重慶第二師範學院

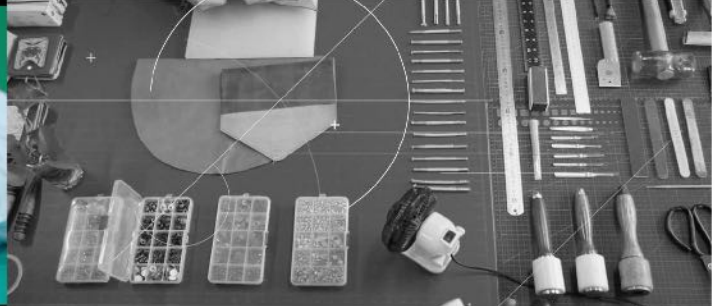
形象宣傳片



This short film represents Chongqing University of Education to participate in the 3-year China Graduate Fashion Week.

此片代表重慶第二師範學院參加3年北京大學生服裝周。





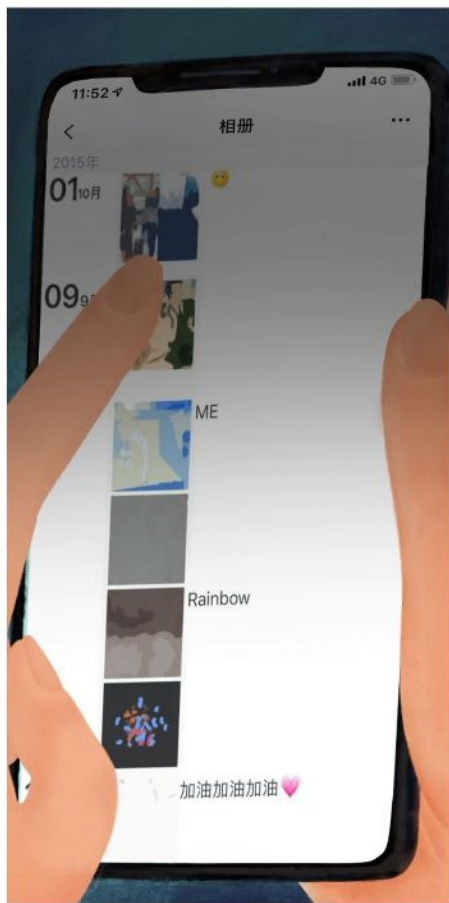
Leather Workshop of Fashion Design department 服裝系皮具工作室

形象宣傳片

This short film represents Chongqing University of Education to participate in the 3-year China Graduate Fashion Week.

此片代表重慶第二師範學院參加3年北京大學生服裝周。





China Minsheng Bank

民生銀行

Interactive animation design
交互動畫設計

Design interactive animation video for China Minsheng Bank's product 'late night bank'.
為民生銀行推出的產品'深夜銀行'設計交互式動畫短片。

<Snow White>

白雪公主 2011



A co-created work during undergraduate period.
大學時期，聯合創作作品。

告别

A farewell

传统健身
脱离日常
的形式训练!

珠海首家CROSSFIT美国官方认证机构

Cross Fit gym short film

Cross Fit健身房

宣傳短片

就能得到ALL要得到的一切

ALL

In 2016, we made a brand advertisement for Cross Fit fitness organization in Zhuhai. The combination of fashionable and gorgeous color matching, strong font and fitness concept can catch the attention of consumers.

2016年，為美國駐珠海Cross Fit健身機構制作品牌形象廣告。時尚炫麗配色與強烈張力的字體與健身的理念相結合，抓住消費者的眼球。

ATHLETICS

一对一

One-on-one

无国界

borderless

专业Crossfit健身教练

BETTER ME

BETTER ME

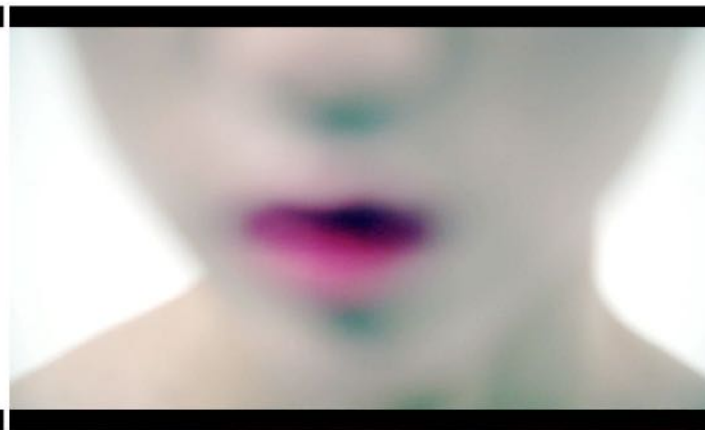
总有一种适合你!

There is always a right for you

告别

A farewell

传统健身
脱离日常
的形式训练!



What it is?!峰工作室

形象宣傳片

Publicity film of Feng studio

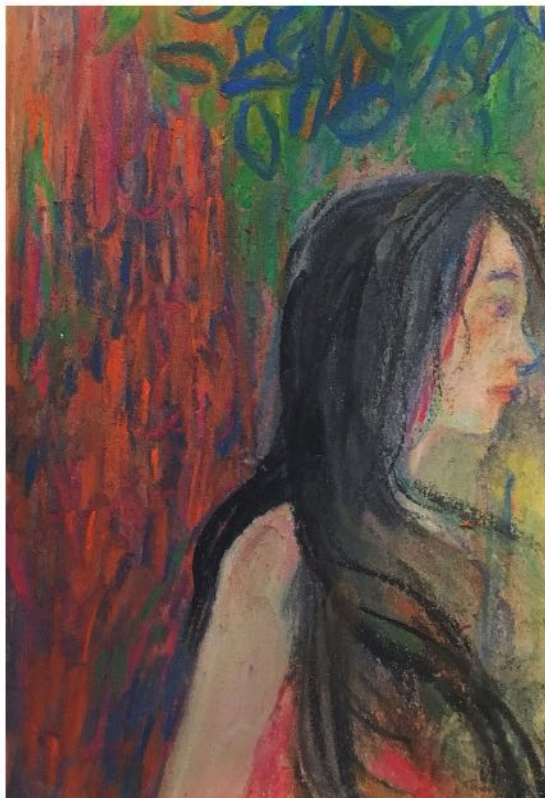
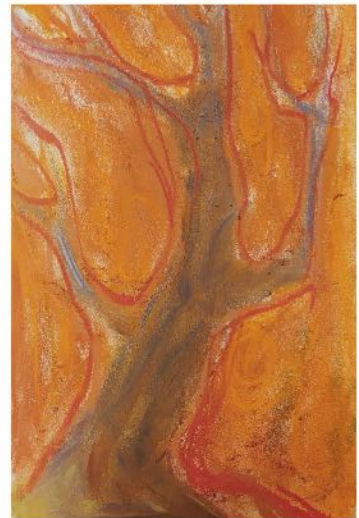


In June 2017, I made a promotional film for
stylist fwong.
2017年6月為造型師Fwong拍攝形象宣傳片。



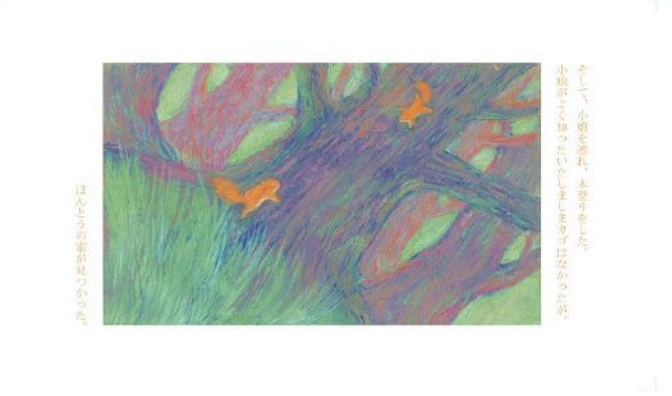
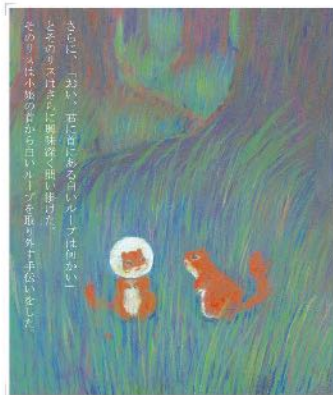
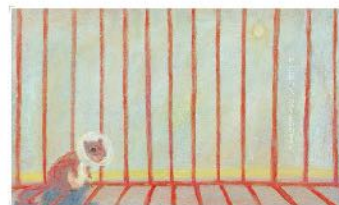
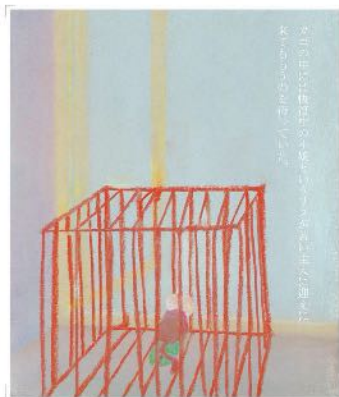
Picture Book
繪本項目

<Tree>
樹



Picture Book 繪本項目

<Heart> 心



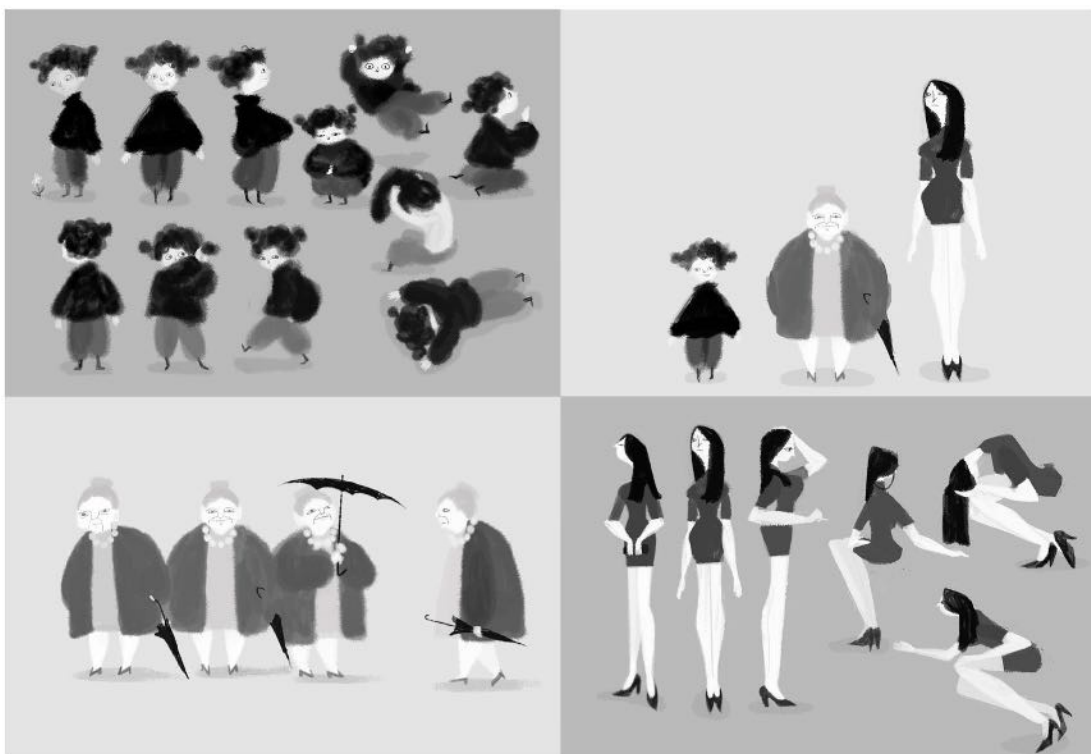
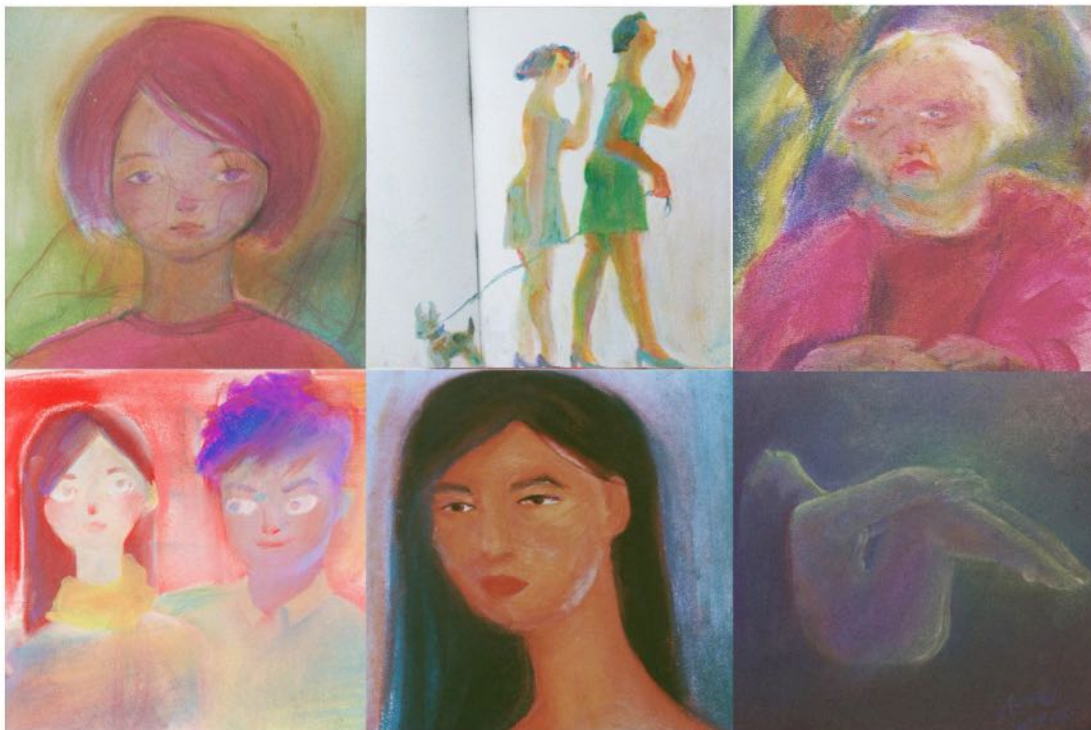


<Camille>2016
Conceptual Design

<茶花女> 概念設計

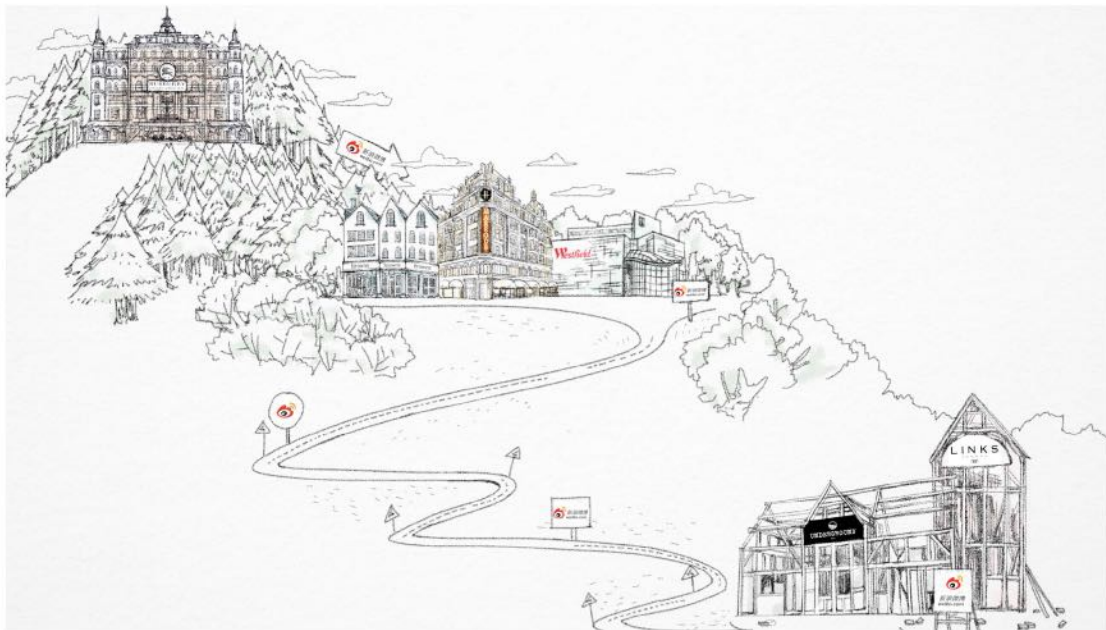
Character Design

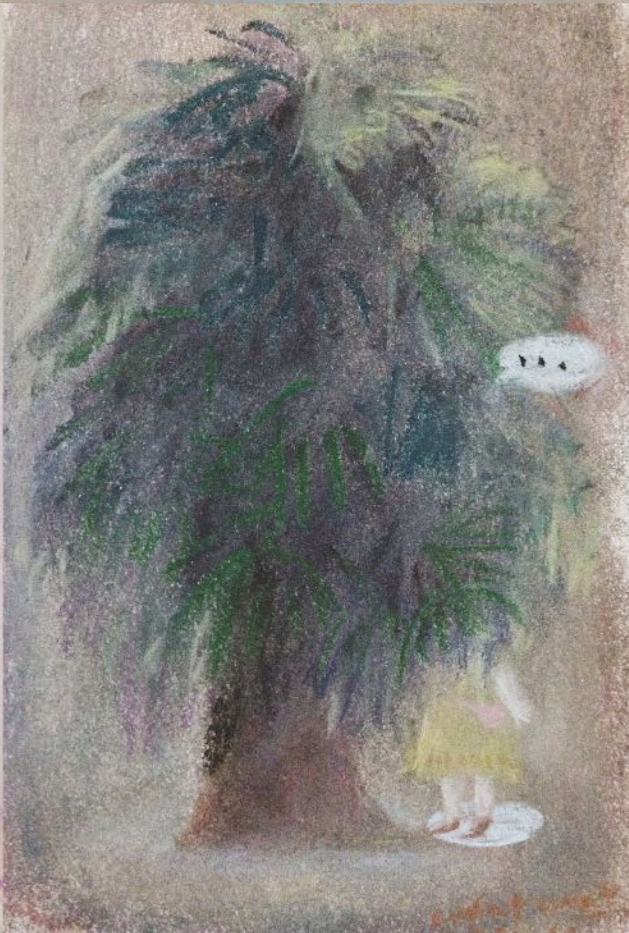
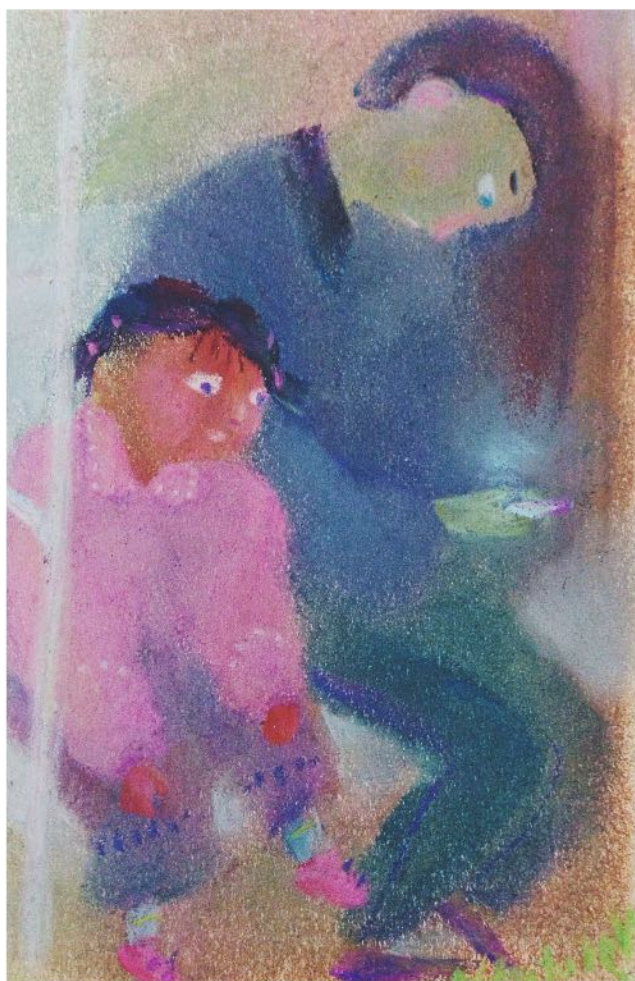
角色設計



Background Design

場景設計





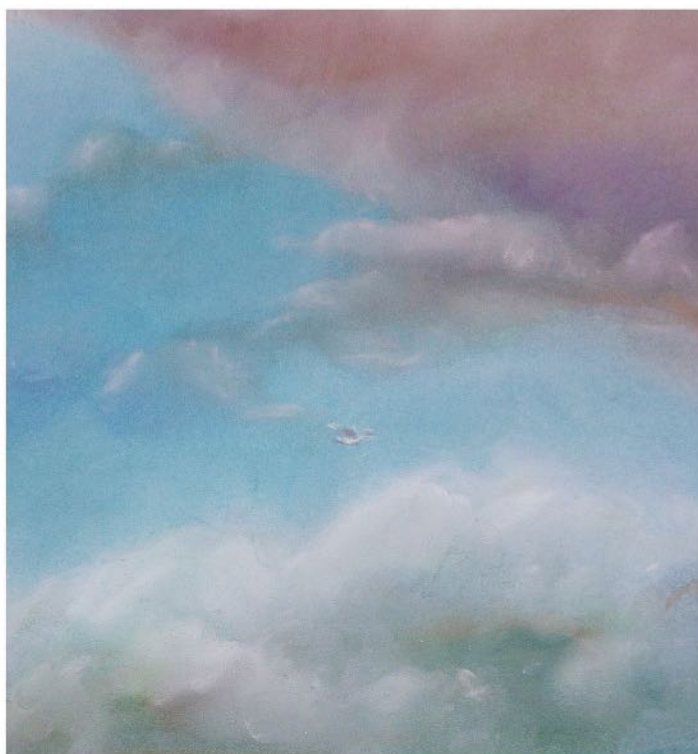
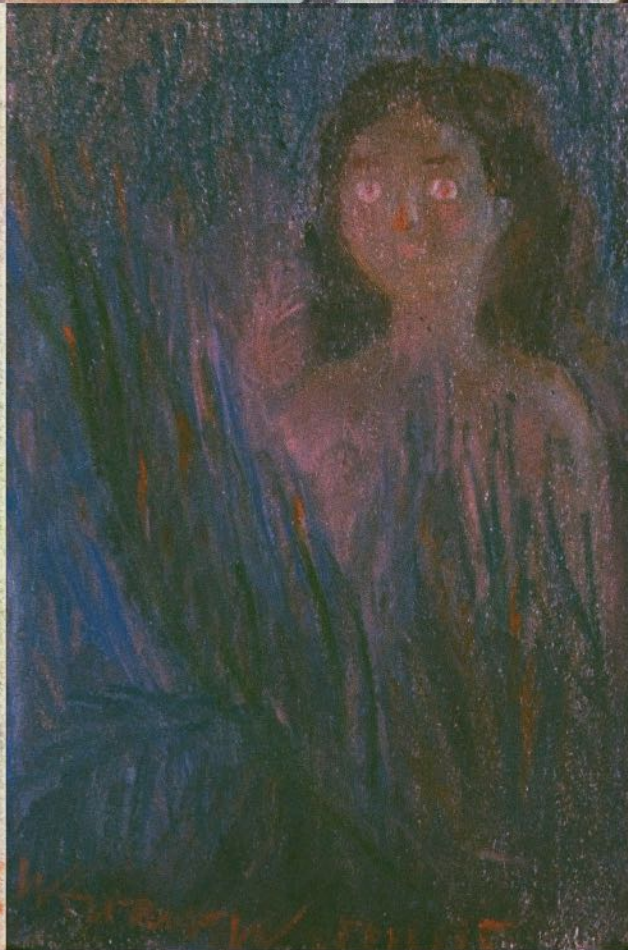
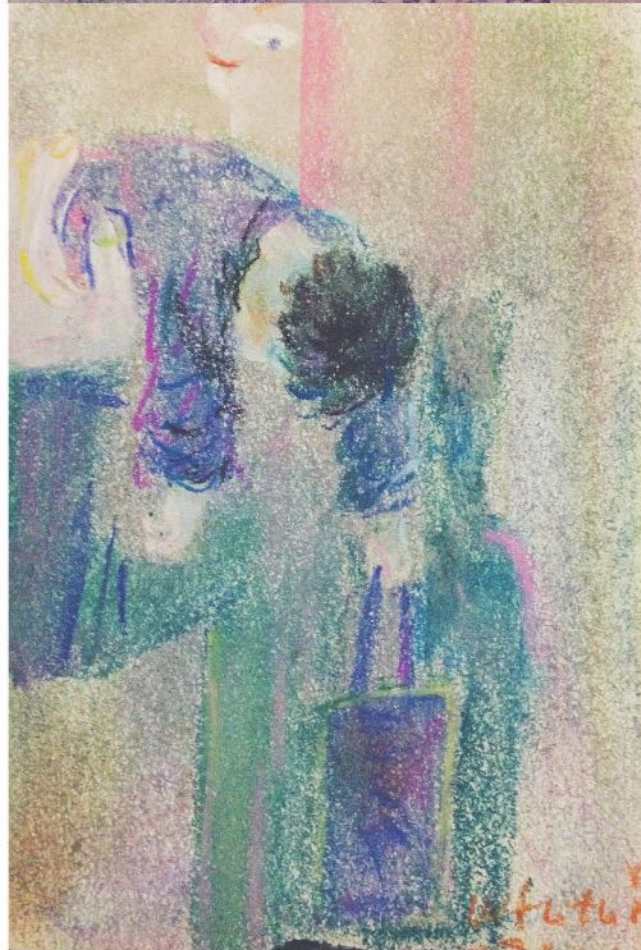


Illustration
插畫設計







Poster design of
Creative Industry Park

創意產業園區

海報設計

A public art poster for the creative industry park. The theme of this poster is happy life. The design combines the youth of Creative Industry Park and the consumption heritage of fashion trend, positioning the fashion fast selling design style as pop art, and refining the color and graphic elements into fresh and clear, which reflects the youth and popularity of aesthetic.

應邀設計創意產業園區的公共藝術海報。此創意海報的主題為樂活。設計結合創意產業園區的年輕化及時尚潮流的消費屬傳，將時尚快銷設計風格定位為關國波普藝術，顏色與圖形元素提煉為鮮活明朗。符合審美的年輕化、人眾化。



Photo collection for jewelry designer Puyu Liang.
為首飾設計師Puyu Liang拍攝作品集。





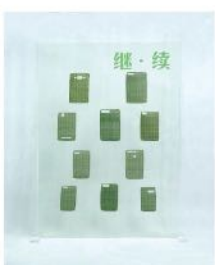
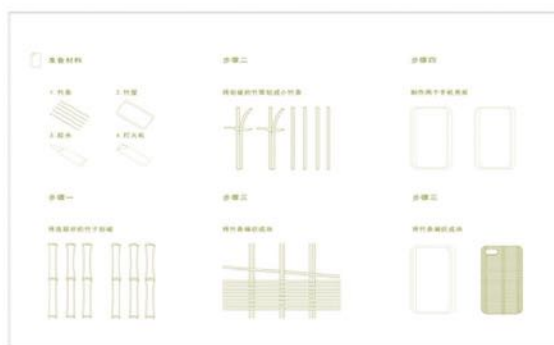
Film photographic works
膠卷攝影作品

学生作品

Excellent teaching achievements
教學成果優秀作品

教學成果

顏玮 吴宗哲 作品
指导老师 魏莱



学生作品

教學成果

Excellent teaching achievements
教學成果優秀作品

方生方死

作者 秦惠
指导老师 魏策

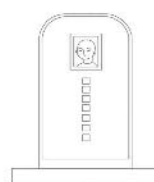
日方生方死，物方生方死，我们也正处在生与死之间



你会选择“冷冻复活”还是“自然死亡”？

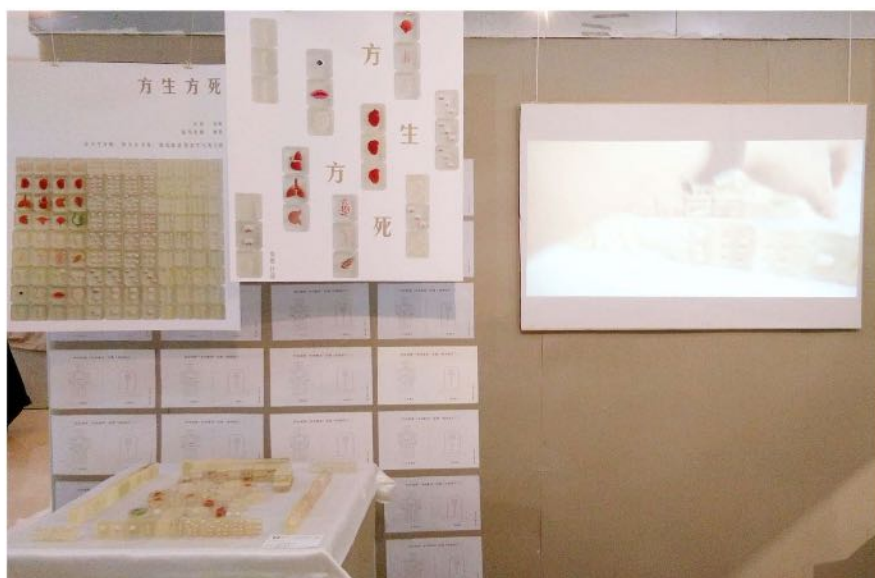


☐ 冷冻复活



☐ 自然死亡

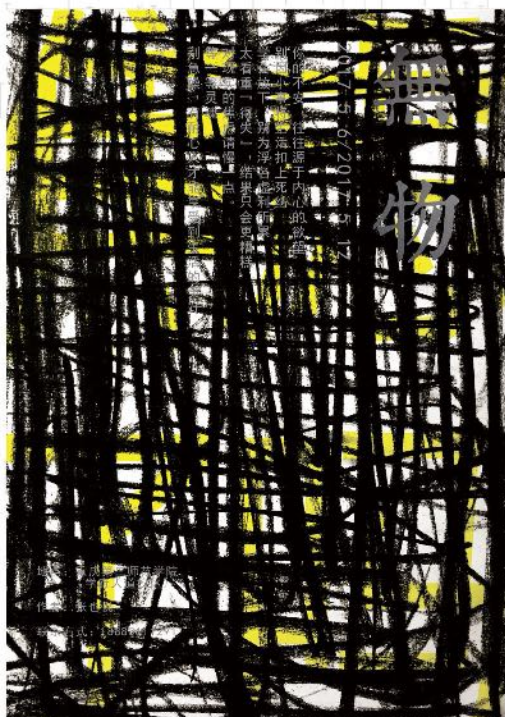
“方生方死”智慧启示录



学生作品

教學成果

Excellent teaching achievements
教學成果優秀作品



《无物》
张也悦 作品
指导老师 魏莱



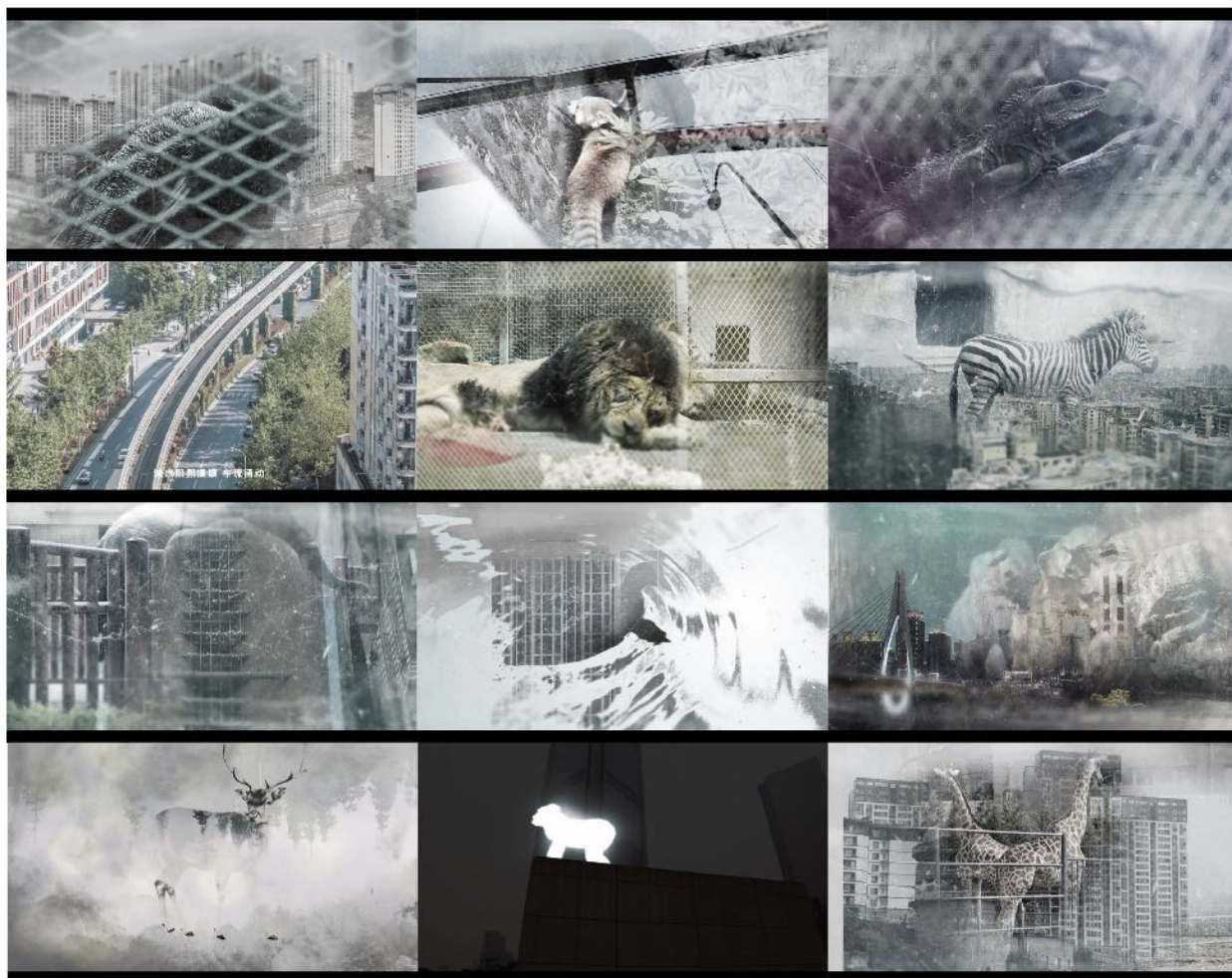
学生作品

教學成果

Excellent teaching achievements
教學成果優秀作品

秦凱 作品

指导老师 魏萊



学生作品

教學成果

Excellent teaching achievements
教學成果優秀作品

[关于视觉传达 >](#)

视觉传达起源于印刷的诞生。印刷技术发明了印刷术后取得了极大的进步它继续发展创新在创新印刷技术和印刷的问题被称为“字体”。字体设计的世界,主要处理信件,重新有一个媒体形象。这成为今天国际大跨度的跨社会和跨环境的变化。平面设计是通用识别生产脚本思想和广告和出版新时代。通过使用“设计”这个词一次,人们想在这个词意味着创造一个新符号价值的想法从来存在。因此设计可以被称为新想法并应出现的新的形式。



任課老師 >

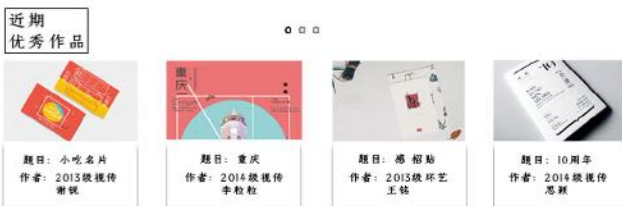


④ 联系 宁地图



学院首页	招生就业	登 录
继续教育	党群工作	
学生工作		

关于美术学院 | 研究工作 | 招生指南 | 专业简介 | 学生生活 |



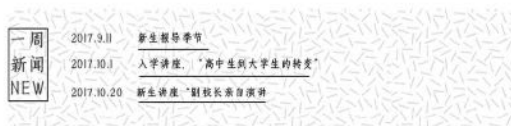
華校貼吧

学校微信公众号

联系 宁地图

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谢锐 作品
指导老师 魏莱



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