
Joseph Sherman

Reel Two Productions Inc.

Curriculum Vitæ

85 Barrie St.
Cambridge, On
N1S 3B1

jsherm2.0@gmail.com

www.instagram.com/joseph.sherman
www.shermtown.com



QUALIFICATIONS

A **Gemini award-winning, children's animated series director** (Oct., 2007) with over 25 years experience in the Animation industry in Canada and overseas. A background and detailed understanding in the design and production of animated commercials, series, motion graphics and print illustration. A training in visual arts that includes University Fine-art and Animation School. Extensive experience in every aspect of commercial animation production, from development, script and storyboard, through character design and background styling to final compositing.

More than 13 years as director and creative director for series and commercials in a variety of studio settings, both large and small, and an extensive understanding of both traditional and computer animated design, illustration, production and post-production.

Expertise in Toon Boom Storyboard Pro, Adobe Flash, Photoshop, Illustrator, InDesign, After Effects, and a complete comfort level in hands-on art work, both in traditional and digital media.

AWARDS

2007 **Gemini award: Best Direction in a Children's or Youth Program or Series** for Series "Johnny Test"

1994 **Mobius Advertising award, Chicago, Ill., Best commercial, category Food: Cereal** for commercial "Girl Trouble." Client: Kellogg's Cereal.

EDUCATION

1979-1982

Sheridan College, Oakville, Ontario – 3 year diploma in Classical Animation

1975-1977

University of Alberta, Edmonton, Alberta - Fine Arts, BFA program.

EMPLOYMENT/CONTRACTS

2015 (Current) **9 Story Media Group** – Storyboard artist. Storyboarding on animated series “Peg+Cat.”

2014 **9 Story Media Group** – Storyboard artist. Storyboarding on animated series “Numb Chucks.”

2014 **9 Story Entertainment Inc./Amaze Film and Television** – Storyboard artist. Storyboarding a 2D animated character for Live action/animated sitcom “The Stanley Dynamic.”

2014 **Newmark Learning/Benchmark Education publishing** – Illustrations for children's book – “Wind”

2013 – 14 **Yowza Animation Inc./Dreamworks** – Storyboard artist. “George of the Jungle.” 11 min episodes. Storyboards and timed animatics done in Toon Boom Storyboard Pro.

2012 – 13 **January Films** – 2 x 6:00 min animated sequences for live-action documentary film: *15 Reasons to Live*, by director Alan Zweig. Design, storyboard, animation. Premiered at 2013 “Hot Docs.”

2013 **Eugenia Education Foundation** – Graphic design, Photography, and illustration of jacket and inserts for Audio Book: “Mordecai Richler: A Life in Ten Novels” by Ada Craniford.

2012 -13 **Heart Industries Ltd.** – Package design, logo creation, various product brands.

2012 **Entrenched/Magical Horses** – Storyboard artist, Animated film: Bella Sara.

2010 -11 **CBC/Soapbox Productions/Echo media** – Design and After Effects animation of Title sequence, motion graphics, Bumpers, and photo montages for 2 hr. music documentary Special, “Life Is A Highway,” The History of Canadian Rock and Pop Music of the 1990's. Accompanying promotional material: Graphic design of Poster, DVD jacket, website.

- 2011 **Eugenia Education Foundation** – Graphic design and Illustration of jacket and inserts for Audio Book: “The Murder of Uncle Charlie and Other Stories” by Dr. Robert M. Levine.
- 2011 **Shaftsbury Films Inc./ Mulberry Media** – Development, animated series: Windy. Character design, background styling, etc.
- 2010 **Eugenia Education Foundation** – Graphic design and Illustration of Jacket and inserts for Audio Book: “Bittersweet Taste Of Maple, and Loveless Duet” by Tecia Werbowski.
- 2009 -10 **Marble Media/E1 Entertainment** – Supervising Director/Creative Director for Adult animated series, “The Dating Guy”, Season 2 - 13 x :22 episodes. Supervisor of character and location design, character and location art direction and colour off-line edit and reshoot calling.
- 2009 -10 **Cookie Jar Entertainment** – Freelance concept development for children’s series.
Starz animation – Freelance concept development for 3D children’s short subject.
- 2008 - 09 **Marble Media/Blueprint Entertainment** – Series Director/Art Director for Adult animated series, “The Dating Guy”, Season 1 - 13 x :22 episodes. Involved in outline and script review. Oversaw storyboards, preproduction leica editing, character and location design, character and location art direction and post.
- 2007 - 08 **CBC/Soapbox Productions** – Design and After Effects animation of motion graphics and still photos for Music Documentary Specials, “This Beat Goes On,” The History of Canadian Folk, Rock and Pop Music of the 1970’s and “Rise Up,” The History of Canadian Folk, Rock and Pop Music of the 1980’s.
- 2007 **Cookie Jar Entertainment Inc.** – Development design, various properties. Art direction and visual design consultant for series, “Quest” and “Busytown.”
- 2006 - 07 **Cookie Jar Entertainment Inc.** – Series Director/Art Director for Warner Brothers’ Gemini award-winning animated series, “Johnny Test”, Season 2 - 26 x :11 episodes. Involved in outline and script review. Oversaw storyboards, preproduction leica editing, character and location design, character and location art direction and post.
- 2005 - 06 **9 story Entertainment: Jacob Two-Two the series** – Flash Location design and Layout
- 2004 - 05 **CBC/Soapbox Productions** – Design and After Effects animation of motion graphics and still photo manipulations for Music Documentary Special, “Shakin’ All Over,” The History of Canadian Folk, Rock and Pop Music of the 1960’s.

Freelance:

- **Breakthrough Entertainment** – Character and location design for Animated series, “Rocket Rodents”
- **Creative Direction – Teletoon** – design and direction of on-air promotional animation
- **Series development** (character design, styling, etc.) and Bible development for “series pitches” (layout/design/QuarkXpress production) **Nelvana Ltd., Toronto, Associated Producers, Toronto**
- **Commercial direction – Post Sugar Crisp Cereal**, in collaboration with **Spin Productions, Toronto**

1996 - 01 **Spin Productions Ltd, Toronto** – Creative director/designer/director on commercials, broadcast graphic design and title design for clients:

Commercial - Kelloggs, Post Cereal, Pillsbury, Cadbury Chocolate, Green Giant, Ontario Lottery Corp., Labatts, Dodge-Chrysler, Mid-West Express Airlines

Broadcast/Title Design: Global television, **Teletoon** (Designed and creative directed the animation of the current on air network I.D.), “Mr. Men”; Children’s Television series Title design, “Seems like Yesterday”; Television series Title design, “Loving Spoonfuls”

1998 - 99 **Breakthrough Films Ltd, Toronto** – Designer - Illustrator, “Dudley the Dragon”, character designer and illustrator for licensee style-guide and “Dudley the Dragon” illustrated books (**Scholastic, Inc.**)

1993 -1996 **BearSpots Ltd, Toronto** Designer - Director, Creative Director, Commercial direction and design on commercials for clients: Nabisco, Hostess-Frito Lay, Kelloggs, Mars Candy, Blue Cross-Blue Sheild, CBC Radio, Ocean Spray, Seven-up, Thompson News, City of Toronto, etc.

1988-1993 Designer, Assistant Director, Series Director, **Nelvana Ltd, Toronto** Various Saturday-Morning Television series and feature films, including: “Care Bears” the Movie, “Care Bears” (the series), “Babar”, “Rupert the Bear”, “Beetlejuice” (the series).

1986-1987 Overseas Director, **Hanna-Barbera Animation**, Taipei, Taiwan Director of a crew of 20-25 animators and layout artists for overseas production of various Saturday-Morning Television series.

REFERENCES

Available upon request.