



A music video commission turned internship. It started with an offer for animating a music video by a band called Lime. This was huge for me, since this would be the biggest commission, I have ever been offered. With Jane Mumford's guide, I was able to tie the music video commission into the framework of an internship/mentorship. A studio called "Studio Uuuh!" agreed upon taking me as a mentee for the quarter. Studio Uuuh! is a freshly baked animation studio founded by two talented, alumni of the HSLU animation department, Marion Täschler and Noah Erni.

Before starting with the mentorship, details had to be discussed regarding the music video. My client, the band Lime showed me the cover design of their song, requesting that the music video reflect the style of the cover. After sending me their wishes and request regarding the music video, I met up with the band during one of their casual jam sessions. It took place in a tiny room situated somewhere in an underground garage on the outskirts of Lucerne. There, I presented them the story line and the first concept explorations for the music video which I had made based on the lyrics and the cover design. The clients were impressed and so, the proposition was green lighted. Since the client wished to appear in the music video, I took the opportunity to take some reference pictures and videos of their jam session



cover design by the band member, lea



one of the first concept exploration sketches



a still from the music video: the band is portrayed here.

Every week, for a month, I had feedback sessions with my mentors, Marion and Noah and kept them updated on my process. Since they had already worked on a music video before, their input and information on their work process was highly relatable and insightful. One of the things that was emphasized multiple times during the mentorship, was the fact that, it is natural to compromise and/or cut shots if the time and budget says so. For an animation student with a huge itch to prove oneself by overworking, this is a hard concept to internalize. I also learned some useful tips and tricks on how to “cheat” in animation, i.e., how to work in a more resourceful way, for e.g., by not shying away from reusing and modifying elements or just tweaking and tweening. In general, Marion and Noah’s feedback were precise and constructive, like a reliable compass I could depend on.

Emotionally, these two months have been an array of ups and downs. As a second year, I was naturally equipped with more knowledge and skill compared to a year ago. Therefore, the urge and anxiety to prove my worth was eating me up and resulted in a paralyzing effect. A period of isolation followed and mentally I was not at my best point. Ironically, I realized, I was dealing with something similar as the character in the music video. After some time, with the mental support of my friends and family, I, somehow, was able to get out of my head and managed to finish up the music video.

I am very thankful for the real time feedback from Marion and Noah and their generosity of offering me their time and knowledge for the mentorship. Even though the work turned out to be something I’m not personally satisfied with, I greatly appreciate having been given the

opportunity. Thus, I see this small endeavor as both a loss and a win, since from the loss I gained more insight on my work ethics and my inner workings. I want to take and channel this feeling of dissatisfaction into creating future works of which I can proudly say, "I made this!". In the end, despite having some regrets, I am grateful that I managed to follow through with this intensive and imperfect process of experiencing the whole animation pipeline in a short amount of time, while being guided by two talented mentors.

The music video is titled The Timewaster- Lime and can be streamed on YouTube.