BUCK los angeles

visceral, innovative, and diverse
breakin’ it down
you will learn about...

the founding partners
the main inspirational designer
the LA office (designed by Mass)
art director Chris Lee (from sac)
recent work
Toyota campaign (case study)

at BUCK
a top motion graphics design firm
The founding partners

Ryan Honey and Jef Ellermeyer
Buckminster Fuller

Designing for Mobility
Buckminster Fuller’s dome
Two dozen employees mostly young men in jeans and T-shirts, hunker down at computers (praying to one day see the sunlight)
Employees are free to decorate these raw panels.
These panels cost more than a sports car!

The walls form a subtle yet strong backdrop and support the constant stream of images and ideas generated within them.
Art Director
Chris Lee

“I really love what I do. In turn, this drive pushes me to become a better designer each day. You should never be afraid to leave your comfort zone.

We look for versatility and style.

We work with ad agencies that represent the big clients. There are many people to please.

Each person at Buck (although multi-disciplined) is not a master at everything. We work as a unit.
A taste of some recent work
Buck spots the trends of broadcast design:

“There was a time when everybody was getting into the flat, vectored look, and then there was the graffiti, dripping paint stuff, but I think people like Psyop and Lobo have brought 3D into the motion graphics world and people are catching on to that.”

Seriously check this website out:  http://psyop.tv/  (but wait till I’m done yapping)
Step.01

- Valley-fold corners
- Remove Cover
- 17 Sticks
- Preserve
- *Reverse fold on the crease just made
- *Fold model in half
- Try cool breath
- Lower Arch
real coke taste zero sugar
2009 TOYOTA COROLLA

Buck won the campaign over 4 firms for their story telling abilities...

where this economy car has a vortex that sucks the luxury features through the sunroof...

a miniature city and landscape were built to illustrate this 3D animation.
Real photos were used for the pitch:
An alternative to live action
the miniature landscape
Recap:

Buck is a highly competitive, exponentially innovative, creatively driven motion graphics firm in both LA and NY.

if you want to work with the best then send em’ your reel (they get hundreds)
References:

An interview with Ryan Honey of Buck
Render Node Magazine  by Mary Dell

Going Geodesic
by Kathryn Harris
Interior Design · May 1, 2007

http://www.mographwiki.net/Buck

Broadcast Design: The new kids
BoardsMag
by: Mark Pytlik and Marcus Robinson

Personal Interview with Chris Lee
phone/email correspondence