


Home / Entertainment / Celebrities  
/ Emotional Alchemy with CG Artist Rui Huang

Celebrities

## Emotional Alchemy with CG Artist Rui Huang

 By Punit  June 16, 2022

 #about CG Artist Rui Huang, #CG Artist Rui Huang, #know about CG Artist Rui Huang, #know CG Artist Rui Huang, #who is CG Artist Rui Huang





Rui Huang

Fantasy is a counterweight to the difficulties of life. CG artist Rui Huang has utilized her skill and artistry to manifest this escapism for various productions with magnificent results. Collaborating with famed and award-winning music artists, hugely popular video games, films, and even large-scale public art exhibits, Rui is considered one of the most gifted of her generation. The life of an artist “behind the scenes” doesn’t offer many opportunities for communication with audiences who are fascinated by her work but Ms. Huang has experienced some direct interaction from fans at the rare public showings of her work. Though she’s most often found in front of a computer Rui confides, “Most of the time, as a CG artist, we publish our work online. When I’ve had the opportunity to experience my work in front of a crowd, it’s quite rewarding. To see people taking photos of my work and approaching me to thank me and communicate how excited they are, it’s a dialogue that is uncommon for me and truly satisfying. I hold onto those moments and remember them when I’m working, understanding that someone is experiencing my work and hopefully feeling that same excitement.”

The video for “Birds” by Grammy Award-winning band Imagine Dragons has received a massive one-hundred-ninety million views. The band chose an animated production to represent the emotion of this song rather than a live performance and this decision has proven immensely

popular with fans all around the world. The story revolves around a girl who is mourning the loss of her mother. Rui was the background designer for this video, manifesting the emotional tone of various scenes. She describes how color is heavily impactful in cultivating the proper mood stating, "Color is such a subtle way to lead the audience towards feeling something without being too pushy. I often use it to bring the viewer to a point that nudges them into the emotional space we want them to reach. In 'Birds', the cold tones in the beginning intensify the girl's sense of mourning over the loss of her mother. The flashbacks have warm tones which cultivate a happy mood. In the middle of the story, where there is conflict, the tone is neutral and then later turns darker when we witness the tragedy. A hopeful tone is achieved at the end with a super bright sky. There is an internalized emotional component that we sense through these colors that is undeniable."



Rui's animated film *There You Are* also used animation to present and process the concept of grief. The main character is a teenage girl who has lost a parent. The color tones in this original film also vacillate to punctuate the themes of the story but the animation is a whimsical stop-motion/tactile aesthetic. Shortlisted for a BAFTA Award as well as a myriad of others, *There You Are* exceeds the

definition of entertainment to actually aid in emotional processing. Her experience in environment concept design at Gameloft (where she worked as an environment concept artist on such popular titles as Assassin's Creed III, The Amazing Spider-Man, Wrath of the Titans, Modern Combat 4, Spider-Man: Ultimate Power, and others) informed Rui in her collaboration with game designer Rong Deng (of Naughty Dog) on a video game version of There You Are. An exploratory narrative about grief which features stop-motion inspired graphic design, There You Are the video game offers two endings based on the player's choices and actions. Rui was the art director and created the 3D assets, texturing, and lighting in this game.



Ms. Huang refers to the display of her work at 2019's Getty Unshuttered as an interactive highlight, both personally and professionally. This massive outdoor event featured the works of various animators projected on the sides of buildings at the famed Getty Museum in Los Angeles. Rui praises the artistry of M.C. Escher who inspired her creations for this event. Infused with the surrealism of Escher, Rui created two giant heads with bold colors seen in gargantuan dimensions on the side of the Getty Center Museum. Large crowds were transfixed by the vibrant colors and dreamlike presentation. The artist recalls, "The size of these images

adds to the spectacle. It was as exciting for me as for the attendees. To share this moment with the people that night was truly a special experience for me that I will always cherish. Animation is not commonly a communal event so Getty Unshuttered stands out for me.”

Writer: Basil Thomson

---





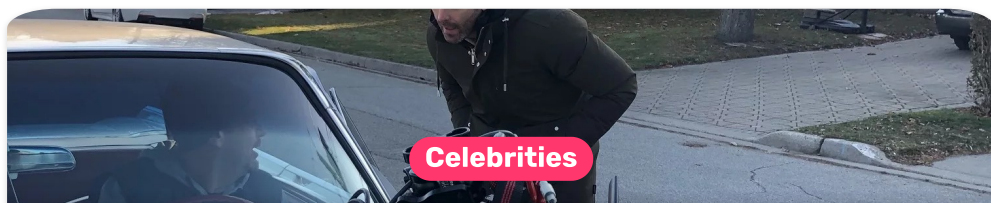
« Producer Cindy Wu on the  
Bond of Toad

Samuel Lam's Musical  
Creations are Character  
Building »



By Punit

## Related Post



## Renowned Director Lucas Dabrowski teaches Ford customers to "Know Your Mechanic"



Punit



January 5, 2024

Business

---

Education

---

Entertainment

Celebrities

Sports

---

Home Improvement

---

Lifestyle

Fashion

Food

Shopping

Relationships

Travel

---

Sci-Tech

---

World

---

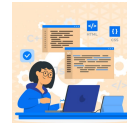
Health & Fitness

**Recent Post**

---

## Unlocking the Power of SAP Basis Support: Your Ultimate Guide

🕒 April 29, 2024

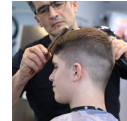


## Smart Casinos: How Technology Is Enhancing The Gaming Experience

🕒 April 23, 2024

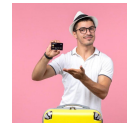
## What is a Taper Haircut? Types of Tapered Haircuts

🕒 April 18, 2024



## Tips on Choosing a Travel Rewards Credit Card

🕒 April 10, 2024



## Live Event Streaming Success Strategies

🕒 April 9, 2024

## Cultivating Entrepreneurship: How HMD Trucking Nurtures the Spirit of Ownership Among Drivers

🕒 April 8, 2024

## You Missed

---





**Business**

Smart Casinos: How Technology Is Enhancing The Gaming Experience

**Fashion**

What is a Taper Haircut? Types of Tapered Haircuts

**Lifestyle**

Tips on Choosing a Travel Rewards Credit Card

**Articles Reader**