

D E C

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PORTFOLIO ▶

S O R O U S H K I O U M A R S I

Categories

ANIMATION & MOTION GRAPHICS

VIDEO & EDIT

PERFORMANCE ART & MUSIC

GRAPHIC DESIGN

PERSONAL PROJECTS

life is the unique stage of our art
everybody sings and leaves
and the stage is always on
how pleasant is that song which people remember

(Zhaleh Isfahani, Persian poet)



Title: **DigiKala Motion Graphics**

Motion Graphics - [Digikala Co.](#) - 1 minutes each
 Role: Illustrator, Animator, Narrator
 Used Software: Illustrator, After effects, Audition
 July 2023

Video Link

<https://q-mar-c.com/tag/digikala/>

This is my collaboration with Iran's leading online marketplace with nearly 10M followers on social media. This series of nine animations, covers the their fourth annual reports and statistics. I handled the development of scenarios, storyboards, created illustrations, and provided voiceovers for each video. This project not only pushed the boundaries of my animation skills but also marked a significant milestone in my freelance career.

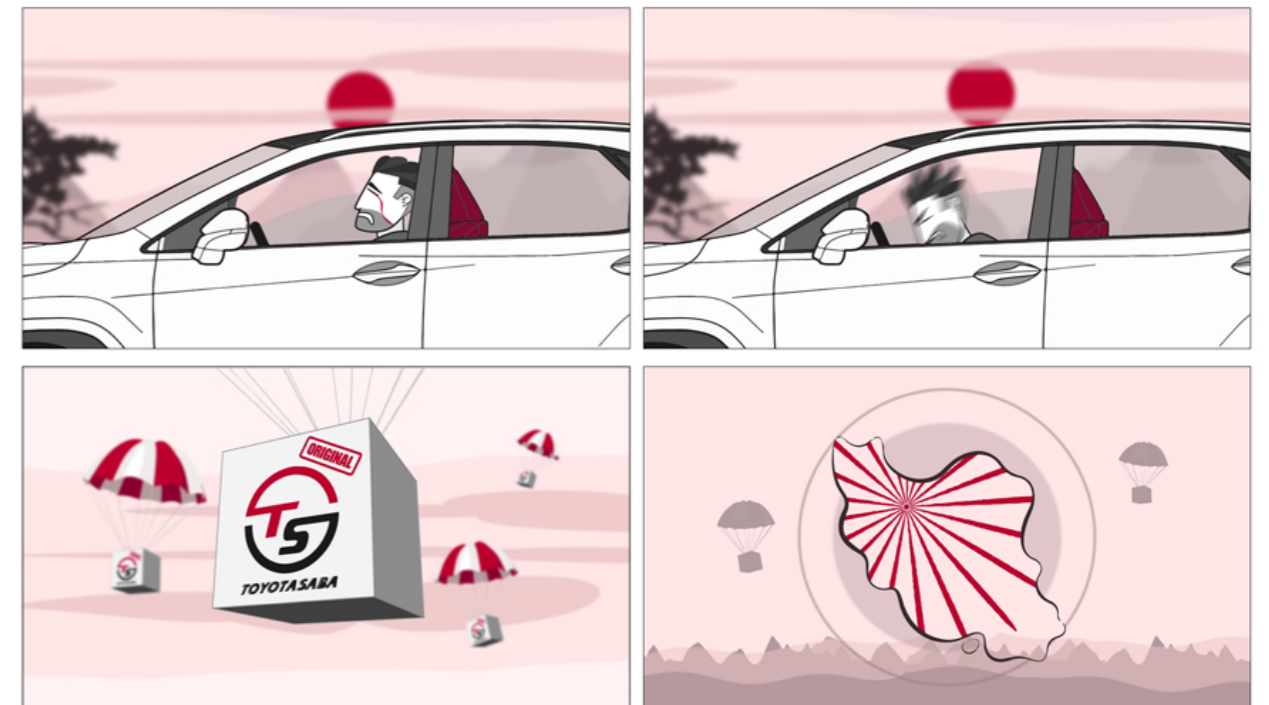
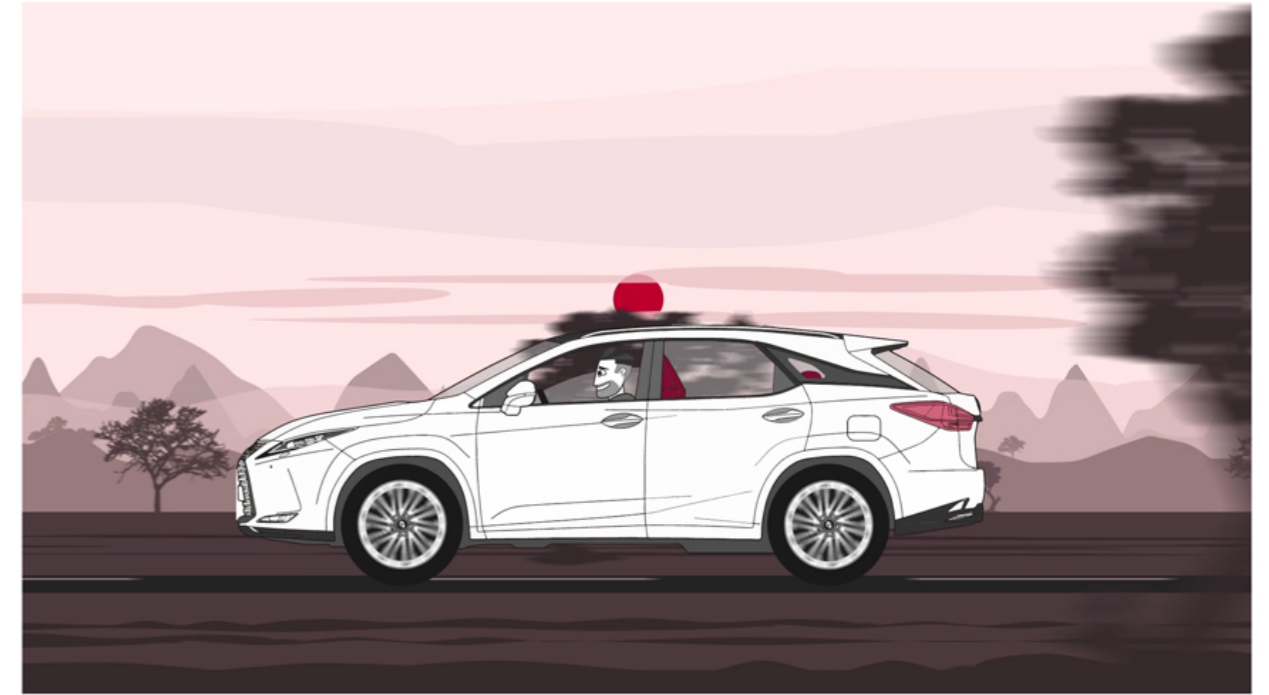
Title: **Toyota Saba Iran**

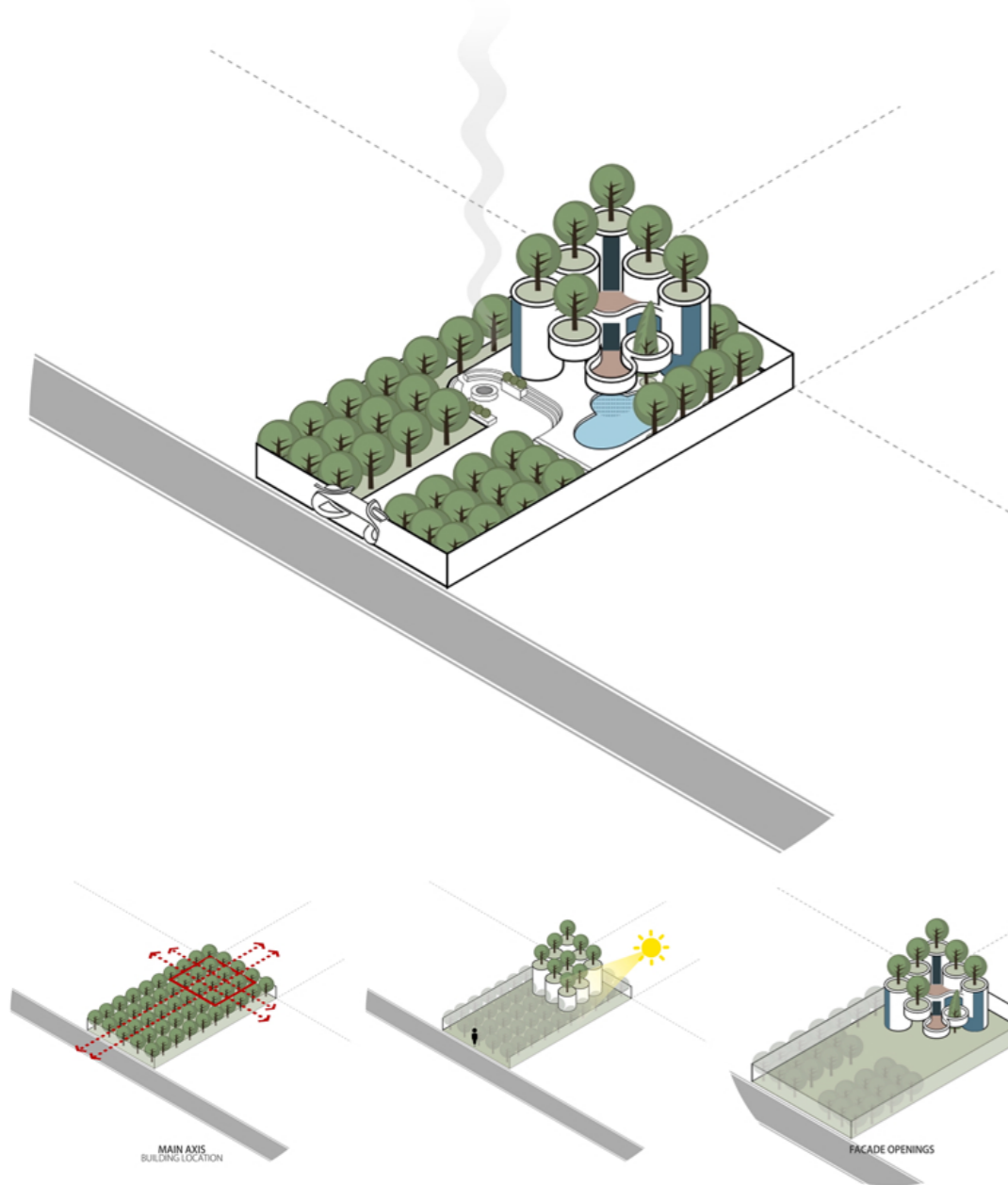
Advertising Animation - 1 min
 Role: Illustrator, Animator, Narrator
 Used Software: Illustrator, After effects, Audition
 January 2022

Video Link

<https://q-mar-c.com/toyota-saba/>

One of my favorite animated videos is dedicated to the promotion of the oldest Japanese car spare part shop in Iran. I meticulously conceptualized, storyboarded, illustrated, animated, and narrated the entire production. A noteworthy challenge was captivating the audience on social media platforms by ingeniously blending visual appeal and storytelling.





Title: Archimation

Architectural Animation - 1 min each

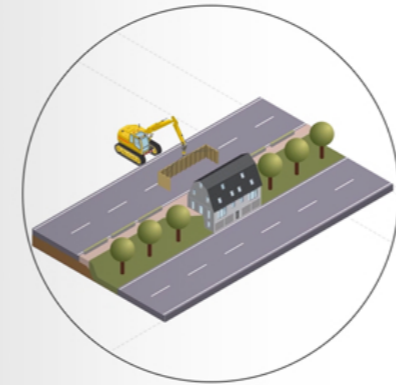
Used Software: Rhinoceros, Illustrator, After effects
2018 - Present

[Video Link](#)

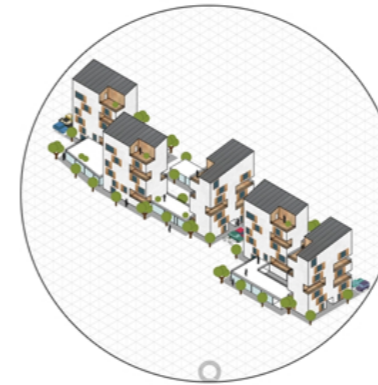
<https://q-mar-c.com/shb-villa-archimation/>

Throughout my six years of activity in the field of architecture, I always sensed the lack of an effective method to convey projects' concepts to the audience. In 2018, I managed to cascade my animation and motion graphics experience to the architecture arena and come up with the idea of "Archimation", which proved to be attractive among the Iranian architecture communities and among many American and European clients.

My Archimation compilation includes many different projects undertaken by various architectural firms. In line with my Archimation project, I managed to develop a course package, and I have been instructing architectural animation to many architects and architecture students for the last five years.



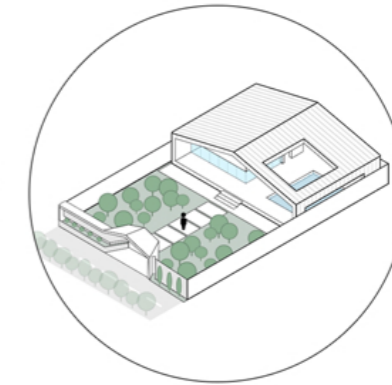
North Stone Developers
Hamburg, Germany



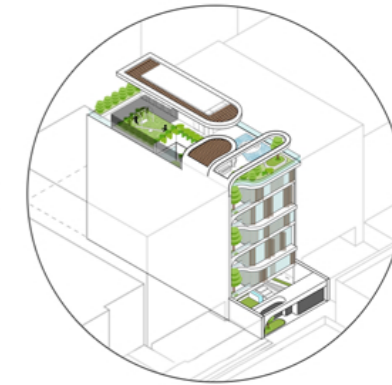
Esther Bahati
Boston, US



MAA Studio
Tehran, Iran



MORPH Architects
Kordan, Iran



MORPH Architects
Yazd, Iran

Archimation is a perfect means of communicating a several-month design process within a couple of minutes. Additionally, it can add the time dimension to the single-framed conventional diagrams and lead to a better overall understanding of architecture in the ideation phases.

[Watch other Archimations](#)

<https://q-mar-c.com/category/archimation/>



Title: ULCER Theater

Theater trailer - 75 sec
Role: Idea Developer, Motion Designer
Used Software: Premiere, After effects
January 2020

[Video Link](https://q-mar-c.com/ulcer-theater/)

<https://q-mar-c.com/ulcer-theater/>

These are trailers for social media and advertising for a theater performance written and directed by Sajjad Dastyar. The original painting for this theater was made by Sasan Meftahi. The story was about a man and his wife when he gone insane and killed one of their relatives. This performance was held in Nofel Loshato theater Hall in tehran, Iran.

Realization, insanity, birth and death was the four major components of this performance and the simultaneity and contradiction between each pair of them was the main Idea of this videos.

Title: The Right World

Short Animation - Istgah Orchestra - 1 min
Role: Idea Developer, Animator
Used Software: After effects, Illustrator
August 2020

[Video Link](https://q-mar-c.com/left-handed-day-animation/)

<https://q-mar-c.com/left-handed-day-animation/>

As a left-handed person, I have always had troubles in using tools and instruments, and felt like this was not 'right'. Especially, when it came to playing musical instruments which has always been of my major concerns. Maybe one day the world will be right too for us left-handers.





Title: **International Day of Peace 2021**

Video Link

<https://q-mar-c.com/peace-2021/>

Video Art - Istgah Orchestra - 4 mins
Role: Idea Developer, Art Director, Editor
Used Software: Premiere, After effects
September 2021

Peace happens to be colorless, sexless, and nationless and the children's pure and honest hearts are composed of it. Children are the ones who will be painting the future world with their hands.



▲ Video screenshots



Title: International Day for the Elimination of Violence against Women

Video Link

<https://q-mar-c.com/elimination-of-violence-against-women/>

Video Art - Istgah Orchestra - 1 min

Role: Idea Developer, Art Director, Composer

Used Software: Premiere, After effects, Audition

November 2020

Women have consistently been restricted in my country and expressing these restrictions as well as their objections is the most diminutive an artist could accomplish. With the aim of eliminating violence against women in the history of cinema in Iran, this video reveals the cultural and musical restrictions that Iranian women face



▲ Composition Process



Title: **Dokhtar-e-BoyerAhmadi**

Video Link

<https://q-mar-c.com/boyerahmadi/>

Music Video - Istgah Orchestra - 3:30 mins
Role: Art Director, Editor
Used Software: Premiere, After effects
February 2021

Iranian folk music is progressively getting disdained. For the preservation of the Iranian Art identity, this project was conducted in collaboration with Istgah Orchestra and Farhang foundation (USA). Iranian Architecture, Folklore music, and original Iranian instruments (Ghanun and Dayereh) were used as means of narrating the Iranian Art identity.



▲ Video screenshots

The main idea of this video was the incorporation of Iranian folk music with orchestral instruments in a 300-year-old mansion in Tehran, Iran.

Title: Corpse Bride Musical Theater

Tehran Royal Hall, Tehran, Iran - 20 nights
Role: Singer, Form Actor

Director: Omid Reza Sepehri
March 2019



Title: Pardis and Parisa Opera

Vahdat Hall, Tehran, Iran - Single night
Role: Bass / Baritone Singer

Composer and conductor:
Loris Tjeknavorian
January 2019



Title: King Lear Musical Theater

City Theater Hall, Tehran, Iran - 45 nights
Role: Bass Singer, Form Actor

Director: Masoud Delkhah
December 2018

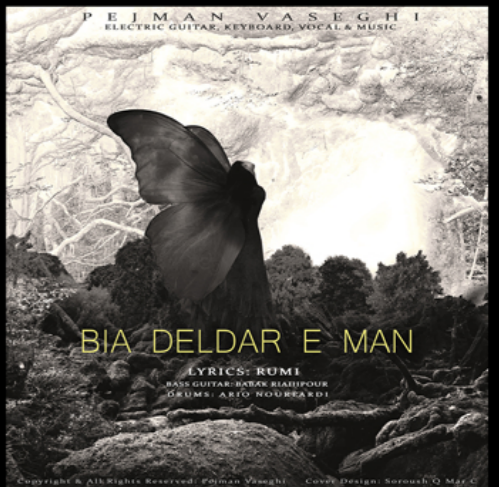


Title: Kereshme Ensemble / Peace Choir

Tehran, Iran
Role: Bass / Baritone Singer, Pianist

Conductor: S. Mohammad Ali
2019





Title: Pejman Vaseghi Music Covers

Cover Art Design - 50x50 cm
 Role: Idea Developer, Digital Artist
 Used Software: Photoshop, Lightroom
 2015 - 2018

This experience was a joyful challenge for me to transform my musical mind into a graphical one. Throughout this experience, I designed more than 40 musical covers for Pejman Vaseghi's single tracks, who is one of the most influential Rock musicians in Iran.

The main approach for all the covers was to find the artistic tone of him in the track, and with the aid of lyric's elements and symbols, to create a proper graphical atmosphere.



▲ Environmental Ads

▲ Branding Material

▲ Poster Design



▲ Logo Design

Title: Printable / Digital Graphics

Role: Graphic Designer
 Used Software: Photoshop, Indesign
 2013 - 2023

Commencing my career as a designer, I initially specialized in the graphical representation of architectural projects. However, this evolved into a diverse portfolio encompassing logos, brand identities, billboards, web page content, posters, and more. The versatility of my work not only reflects my expertise but also underscores the transformative impact of graphic design on my creative trajectory.

As I delved into animation and motion graphics, I realized the profound influence that my graphic design background had on my approach. Although my focus shifted slightly post-2018, with a reduced emphasis on graphic design projects, I acknowledge the indispensable role of maintaining and enhancing essential graphic skills in the digital arts domain.



Title: The Dress of Doom (Soog Jameh)

Theater Poster Design - 50x70cm
 Digital Collage / Digital Paint
 Used Software: Photoshop
 December 2019

Shahnameh is rich in metaphors and symbols. The main idea for designing this poster was to illustrate the Evil force blinded and brain-dried by Zahhak's serpentines (Zahhak is a cruel king in the Iranian literature on whose shoulders two serpentines exist and eat the youth's brains as food).

This performance was a surrealistic adaptation of one of the most renowned stories from Shahnameh, wrote and directed by Meisam Abbasi, a Persian historian and director.



▲ Advertising Materials



▼ Old Shahnameh



▼ Live Performance Photos (by Behrouz Khani)

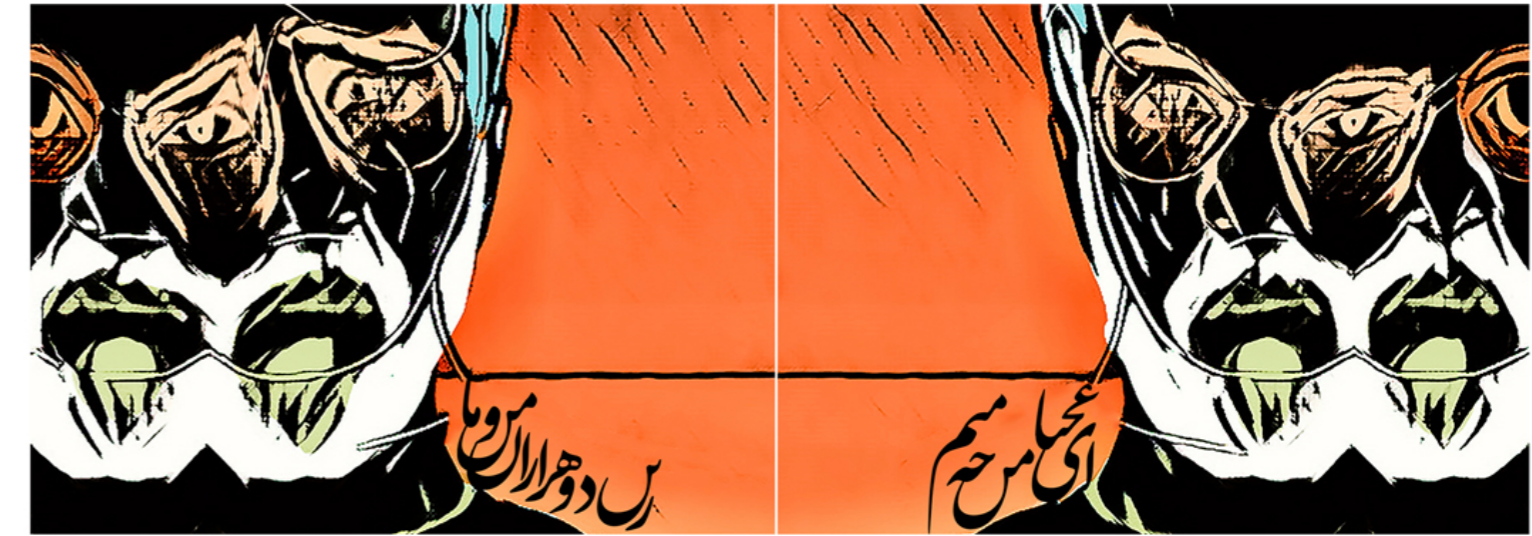




Title: **Self Portrait**

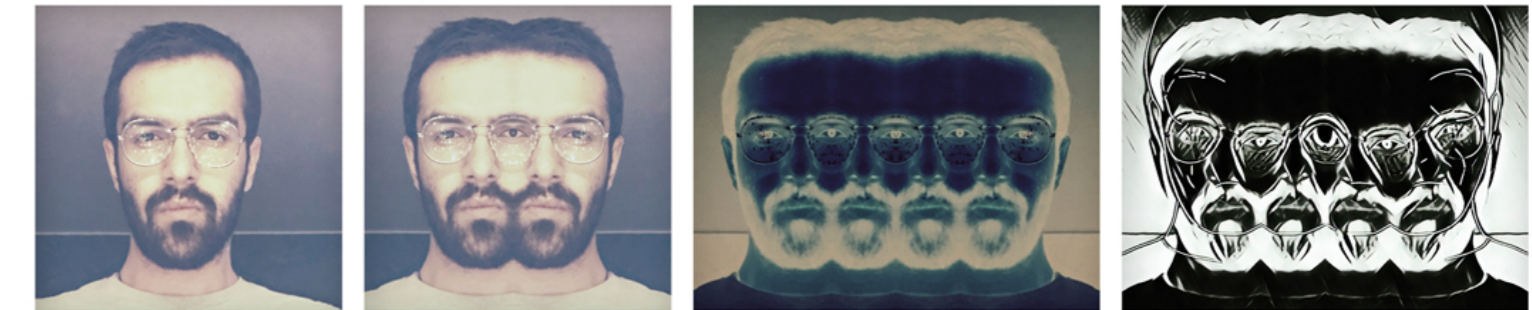
Personal Works - 21x14 cm
 Photography / Digital Paint
 Used Software: Photoshop, Picsart
 November 2021

Human beings are to experience a variety of emotions composed of sadness, happiness, fear, anger, surprise and disgust throughout their precious moments, which is referred to as 'Life'. This frame illustrates a continuous relation between these emotions, and I believe every single human's self is born out of these connections.



Amongst all these thousands of selves,
 such a wonder, I am 'me'!
 - Rumi

زین دوهزاران من و ما
 ای عجبا من چه منم!
 - مولوی



▲ Process

In this poem, Rumi points out that each person's character is unique and this uniqueness is priceless.



Title: **Faceless**

Personal Works - 80x100 cm
Photography / Digital Paint
Used Software: Photoshop, Picsart
January 2022

In the Iranian mystical literature, face represents the man-made artificial covering of this life, and the one who eliminates it ends up with redemption. Enrapturement is what always occurs when I see an expression of Arts and in this frame, I have tried to illustrate that inner state through my face.



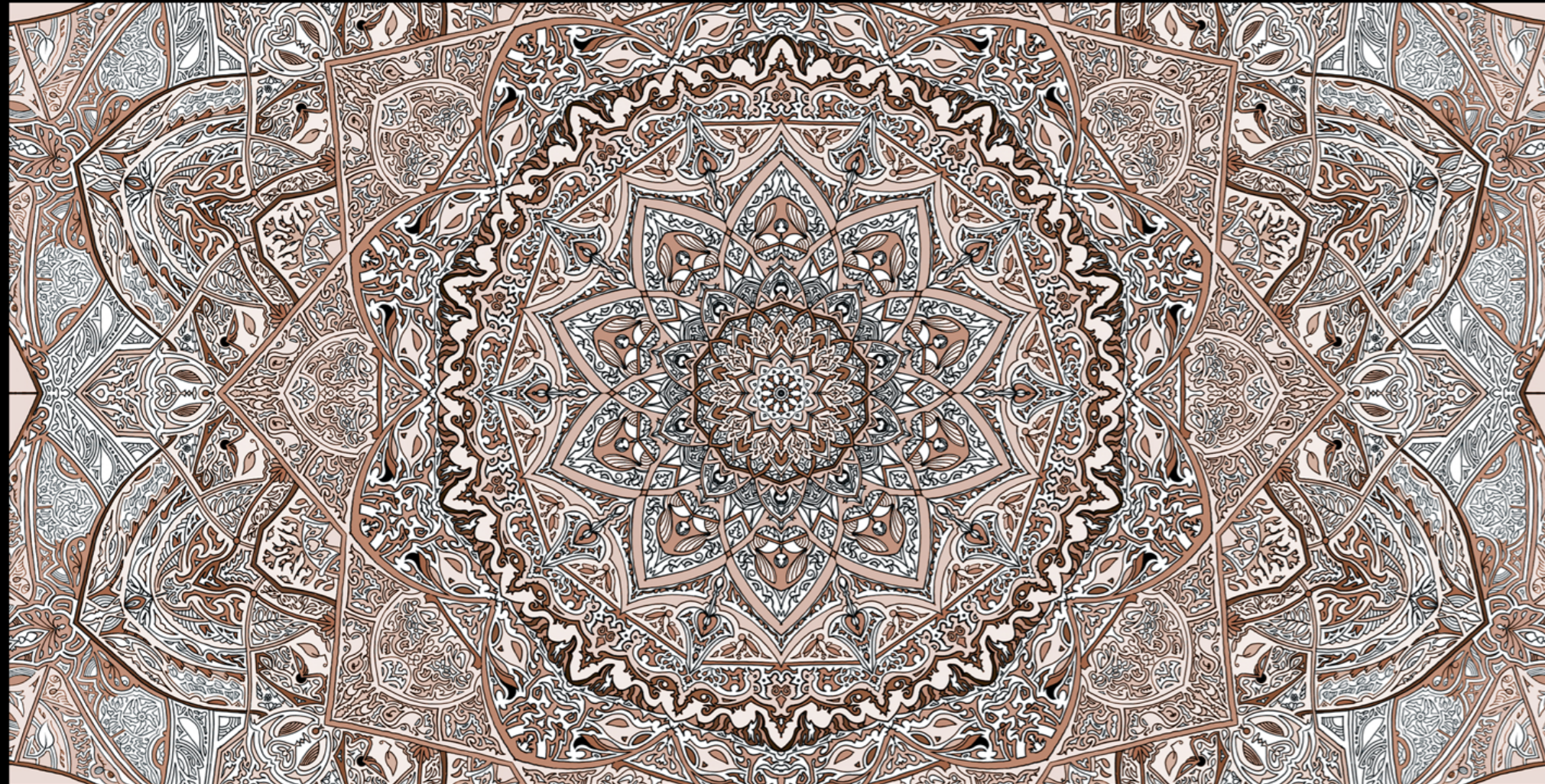
“Faces” are born out of “facelessness”,
as such smoke owes its existence to fire.
- Rumi

صورت از بی صورت آید در وجود
همچنانک از آتشی زادست دود
- مولوی

In this bit, Rumi emphasizes that redemption, the real face, is attained once the egotism is eradicated.

▼ Process





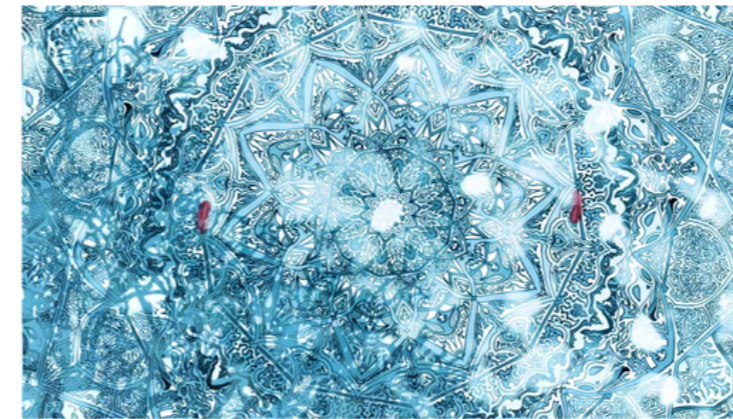
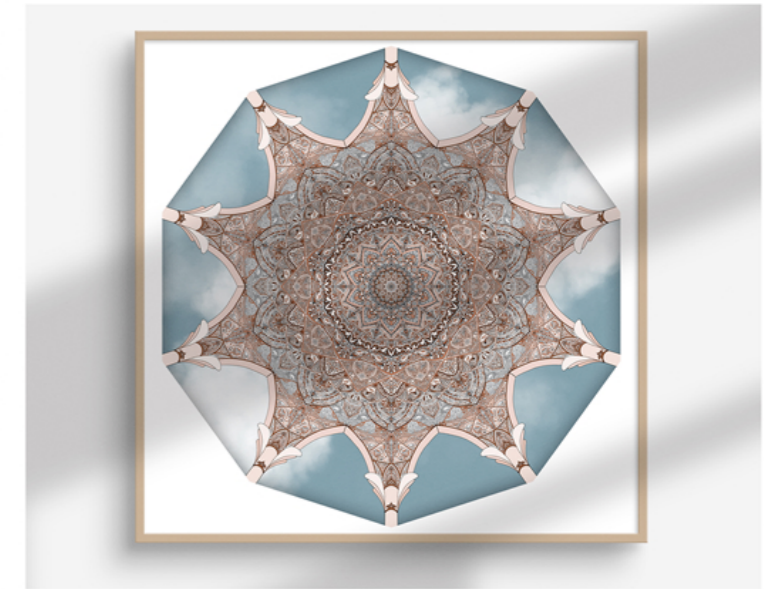
Title: **Azure-colored Dome**

Video Link

<https://q-mar-c.com/mina/>

Personal Works - 70x70 cm , 40s
Digital Paint / Music / Animation
Used Software: Photoshop, After effects
Audition, Premiere
January 2022

Dome pattern is a fundamental and original element to the Iranian Architecture. Besides the perception of the integrity of its form and space, it metaphorically illustrates the sky and the cosmos. In the Iranian literature, the sky is called Gonbad-e-Mina (Azure-colored Dome).
When I look at the Iranian Art and Architecture Heritage, all its elements, from the floor patterns reflecting the nature to the peak of the dome, speak to me; as water, always smooth, always particularized.



▲ Animation screenshots

▼ References - Persian architecture.





Title: **Mother Earth**

Video Link

<https://q-mar-c.com/mother-earth/>

Personal Works - 65x40cm , 40s
Digital Paint / Sound Design / Animation
Used Software: Illustrator, After effects
Audition, Premiere
February 2022

It cannot be hidden away that we humans have understated our presence on the globe, the very bedrock beneath our feet. This negligence has caused severe damage to such a compassionate and beautiful mother. As it gives birth to us, it gets changed too and gets closer to its dusk.



◀ Original sketch, Nov 2014



Digital Paint, Feb 2022 ▶

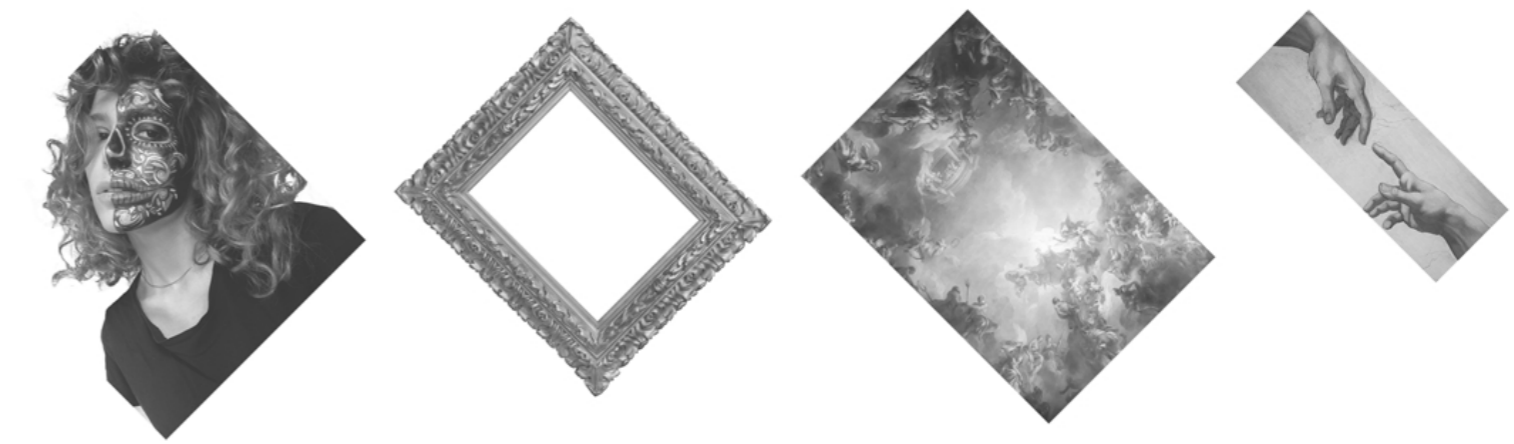
In 2014, I was awarded first place in the Ideation and Sketch competition in the World Urbanism Day at the Imam Khomeini International University. In 2021, I decided to reproduce this concept more meticulously to clearly convey my idea.



Title: **Primitive Renaissance**

Personal Works - 40x22cm
Role: Director, Digital Artist
Makeup Artist: Helia Yaghoubnezhad
Used Software: Photoshop, Lightroom
July 2021

What creates distinction is ought to be seen. Destroying the frameworks starts from within and then permeates to the surroundings.
This was an invaluable experience to me in merging graphic and makeup design.



▲ Other Artworks in this collection