

Paperspace

+

Raygun Creative



Merging digital platforms into one cohesive experience

Showcase

Company
Raygun
Creative

Industry
VFX

Location
Los Angeles

Based in Los Angeles, California, Raygun Creative is a global VFX studio merging digital platforms into one cohesive experience. We recently discussed the work of the studio and how it uses Paperspace to bring compelling visual narratives to life with its co-founder, Alex Van Dyne.

Tell us a little bit about yourself and Raygun Creative.

My name is Alex Van Dyne and I am the co-founder of Raygun Creative, a global VFX studio launched with my business partner Greg Thaler. I have been working in the field of design and animation for motion graphics and visual effects for more than 10 years.

I have extensive experience as a Technical Director and Pipeline Developer, having developed plugins for programs such as Cinema 4D, Maya, and After Effects. In the past decade, I've had the opportunity to work with top-tier clients such as Microsoft, HBO, Disney, ABC, Nissan, Men's Health, Red Bull, Energizer, Dodge and Capital One. Now, Greg and I have established Raygun as a creative collective focused on many aspects of design and digital media. We create not only moving images for film, television, and games, but also work on branding and identity, web design and development, and basically anything that gets us excited.

Recently we've been looking into the VR space for creating content using Unity. We are always interested in new ways to merge various digital platforms into one cohesive experience for audiences. Our current Pipeline Involves a combination of softwares, including Cinema 4D, Houdini, Maya, Nuke, Adobe Creative Cloud Suite, Unity, and a multitude of plugins such as Xparticles, Octane, and Arnold. Our specialty in the VFX business is in texturing, rigging, fluid dynamics, soft and rigid body dynamics, compositing, and particle effects.

You seem to be at the forefront of a lot of technologies for a VFX agency. What has prompted this broad spectrum?

Greg and I got into the field of animation and design because it is a continually expanding field, requiring those involved to change, adapt, and learn on a nearly daily basis. Life for us gets boring when we are not learning or creating something new, and Paperspace has become a natural part of that evolution.



3D Scanned animation

[O]nce an idea is locked, we can calculate the time to render and how long each frame will take, and then spin up however many computers we need to meet our deadline.

- Alex van Dyne, *Founder, Raygun Creative*



Alex van Dyne

How has Paperspace helped?

Paperspace made it possible for us to pursue our dreams of creating a new kind of studio. Because of the flexibility and accessibility Paperspace has allowed, the hardcore, massive infrastructure that would exist at a big studio is now at the tips of our fingers, and with a few quick clicks we have access to not only a great deal of computing power, but an easy-to-use system that integrates our artists across vast distances in a way that was never before possible (or at least it required a large team of system admins).

Paperspace allows us to expand and contract our computing power based on need. As an example, when we start a new video project we only need a few workstations, one for each artist, but once an idea is locked, we can calculate the time to render and how long each frame will take, and then spin up however many computers we need to meet our deadline. In the animation, film and motion graphic industry, each video frame can take anywhere from two to 48 hours to render. With Paperspace, we have access to the rendering power of a large scale studio on-demand. Now we have no excuse not to make something awesome because Paperspace makes it so easy with their streamlined interface.