

Fuad Soudah

Portfolio.

'Designer? Voyager? Outlander? Nobody knows who he is but he is and yet? I love all the digital and hybrid, crossovering sciences, jumping around the world, drinking double pulp orange juice and proving that the impossible may actually be quite possible.'

'Herzlich Willkommen! My name is Fuad Soudah, a 22 years old Design Computing graduate, currently studying Master's of Interaction Design & Electronic Arts at University of Sydney'

Placemaking
Projection Mapping
360 Projection
Mocap VFX
Curation
Artificial Intelligence
Photography
Video Editing

[Click here to learn more.](#)

[Click here to see the VFX Reel.](#)

Retrospection

I was born at St. Leonards in Sydney, Australia. I attended preschool and then the first year of my primary leave for a rural area of Stara Iwiczna, located near, south of Warsaw in Poland. Thereon, I finished 6 years of primary school, hosted in Nowa Iwiczna. Afterwards, I did 3 years of high school in neighbouring town of Piaseczno, with completing which, shortly after my final exams, I left for Sydney, Australia - where I made an attempt at enrolling in Bachelor of Design Computing program at the Faculty of Architecture, Design and Planning and completed 3 semesters of exchange at University of Munich, where I pursued degree-related units of study, upon completion of which I graduated from the University of Sydney with a Bachelor of Design Computing.

Placemaking

Leaf.

'Although many are satisfied with Botany Lawn, the number of visitors decreases significantly due to inadequate facilities such as: lack of water fountains, no power sockets, insufficient lightning and no shelter protecting from either sun or rain'

'We made an attempt at augmenting the environment by improving the facilities and therefore addressing the issue of lower attendance as we reformulated the design challenge and dedicated our team to deliver a coherent, cohesive and appropriate solution for Botany Lawn, one that is non-invasive, appealing and addressing the key user needs featured and brought out by the completion of our User study and Background research'

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Projection Mapping

We Are Waterfall.

'The concept revolves around two main themes, one is Aboriginal culture and its connection with nature. We show those themes through symbolism for example waterholes, emu in the sky constellation and a waterfall scene filling the Quadrangle.'

We Are Waterfall was projected on University of Sydney's iconic Quadrangle Building as part of Vivid Sydney 2015 light festival.

[Click here to learn more.](#)



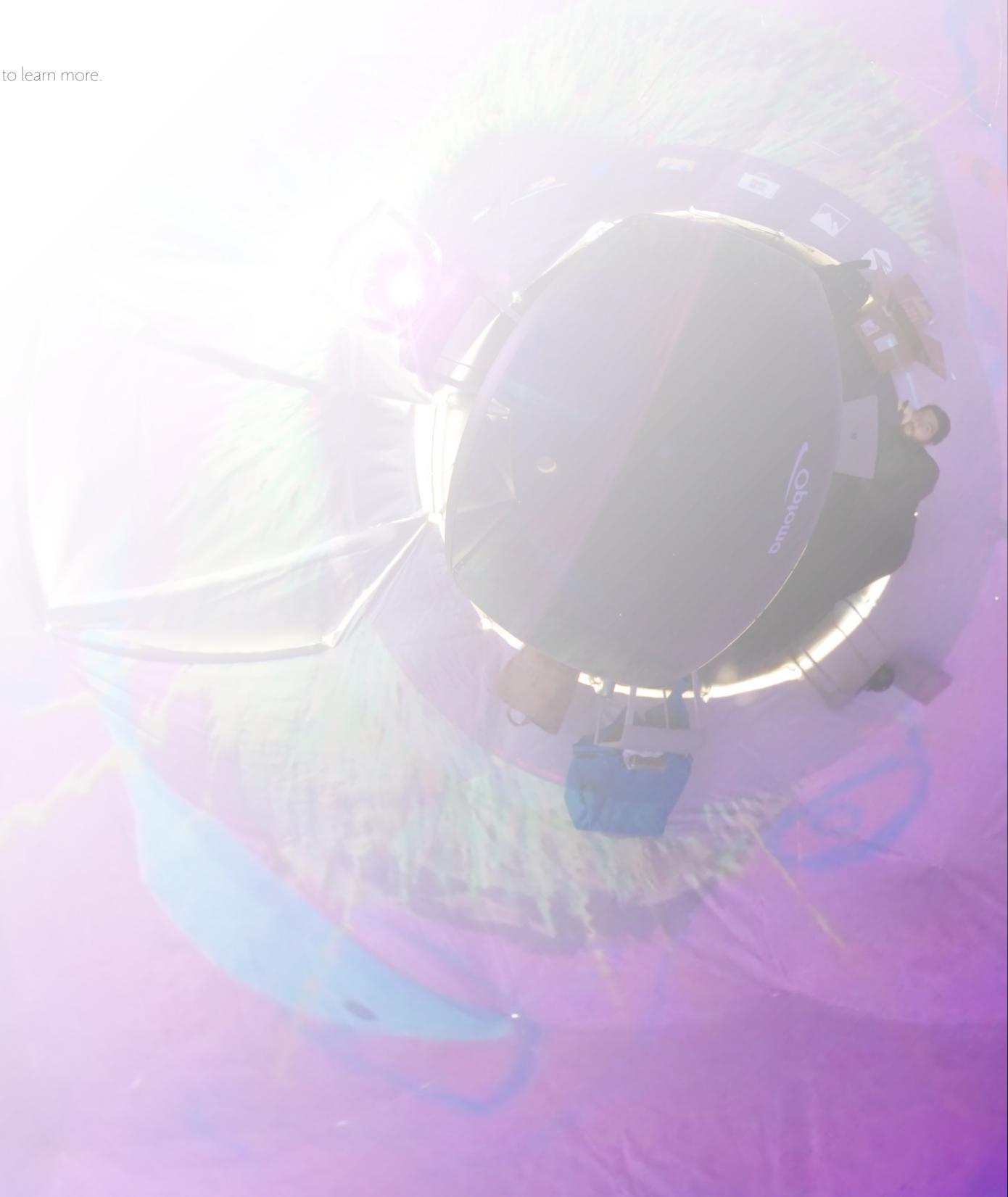
360 Projection

Blussion.

Immersive 360 projection mapping, allowing to explore underwater environment of the Hudson Bay River, allowing the audience to choose the world they want to live in with 3D glasses, created as part of a cross-institutional collaboration between Parsons School of Design and LCCS Middle School

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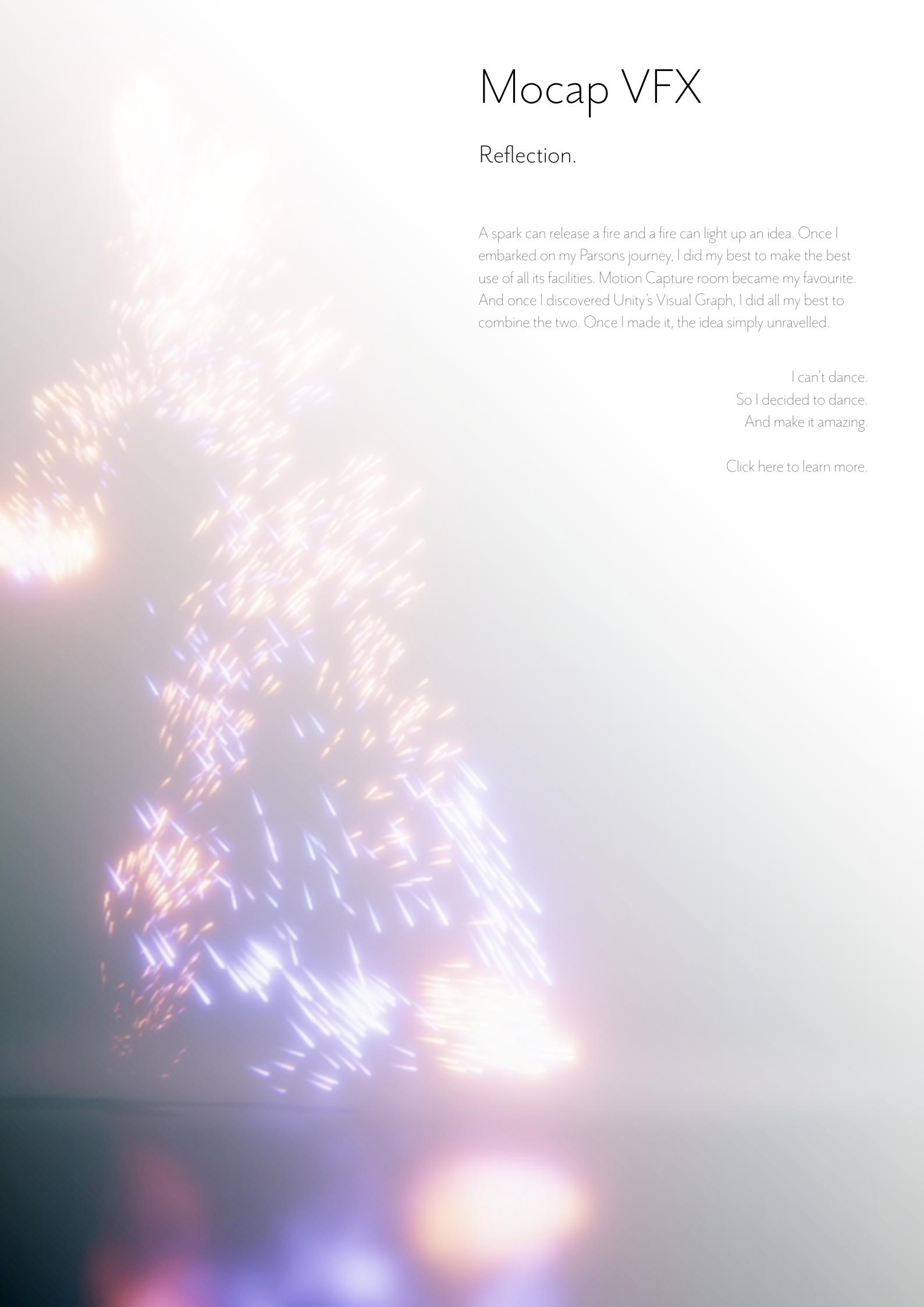
Mocap VFX

Reflection.

A spark can release a fire and a fire can light up an idea. Once I embarked on my Parsons journey, I did my best to make the best use of all its facilities. Motion Capture room became my favourite. And once I discovered Unity's Visual Graph, I did all my best to combine the two. Once I made it, the idea simply unravelled.

I can't dance.
So I decided to dance.
And make it amazing.

[Click here to learn more.](#)



Curation

Graduation Show.

← Persp

'A multifaceted approach to apprehending duties in regards to assembly of a fully-fledged exposition. Prototyping phase with Unity enabled me to see more than meets the eye in terms of what could be possible without physically changing the actual space.'

As part of curation duties, I adapted faculty of Architecture, Design and Planning's Tin Shed Gallery along with its outside area and faculty's main hall for the purpose of adapting all to the conceptual frame of scheduled Graduation Show in 2017. This allowed for extensive experimentation and freedom over the introduction of varied design decisions, each to be tested before final rollout.

[Click here to learn more.](#)

Artificial Intelligence

Lone Island.

'Unleashing the user's curiosity and evoking surprise based off contents perceived as unexpected or nuanced was researched based on procedurally generated imagery subliminally interrelated with a music track containing lyrics.'

'The aim of this study was to assess how specific similarity levels affect a user and the potential use cases that may be established based on the solution provided. A multi-platform virtual environment was created based on a combination of programming languages, libraries and APIs to make this study viable at apprehending. User testing was performed using a variety of setups for the gather of reliable data.'

[Click here to learn more.](#)

Photography

D750/D5200.

What does it mean to travel? Is it work? Leisure? Education? Treat?

All of the above? Ever since I acquired my first DSLR and began travelling, all of the mentioned disambiguations came true, as my extensive voyages tend to cover much more than meets the eye.

Over a terabyte of RAW material generated by the use of a DX and FX Nikon cameras, backed up and casually post-processed in Photoshop/Lightroom, captured hectically at split-second pacing I tend to capture a sea of material and cherry-pick individual frames defining my experience, tending to post-process heavily, turning into a set of vibrant, contrasty and selective characterisation. Even if a shot did not turn out quite right, I'll do my best to bring out the absolute best, just as I seek out extensively, throughout and beyond my travel destinations.

[Click here to learn more.](#)



Video Editing

Remix.



Inspiration is a valuable thing. It defines what you do in life. It drives you towards achieving your very next goals. It develops who you are, what you believe in and transforms everyone around you.. Culture tends to be inspirational and so I love meddling with it.

Ever since I have seen the very first youtube remixes in my life, involving video games and music tracks to my liking, I always wanted to do something alike, similar but of my own. With years, I have developed a taste for other cultural forms, like movies, anime and tv shows, and began to value nuances, atmosphere, coherent and cohesive stories with a hint of novelty imbued. Alongside, I kept listening to music, discovering new artists and genres.

Eventually, I ended up thinking: what will happen if... A few hours spent, crossing-over cultural forms in Adobe Premiere results with entirely new narratives, distinctive feel and immersion.

[Click here to learn more.](#)

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'If there were three qualities by which my works are driven, I would enumerate: Ambition, Innovation and Diligence. Ambitious of the projects' scope, Innovative of the solutions incorporated and diligent by the passion put forward towards refinement and conclusion'

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