

Jump Design and Direction

Creators of worldwide landmark television identities

An Introduction to Jump

Jump is a BAFTA award winning design agency founded in 1996.

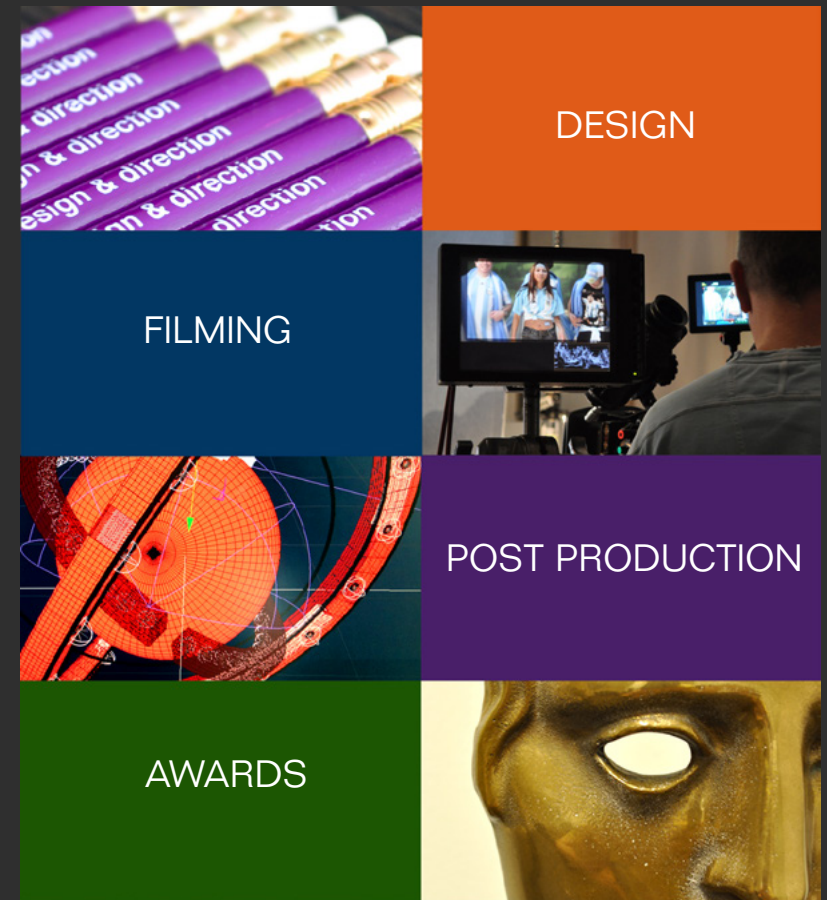
We have unparalleled experience of motion graphics branding for a diverse range of genres from Channel Branding, Sport, Music Television and Commercials through to Primetime Entertainment and Quiz Shows.

We work on large scale, global, projects with multiple complex deliverables or a single sequence with a super tight turn around time.

We approach all jobs with the same creative enthusiasm and strong work ethic.

We consider ourselves very easy to work with, keeping our clients informed and involved with every step of the creative process.

Our friendly, collaborative, approach means clients keep coming back for more.



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The X Factor

Jump designed the logo and title sequence for the launch of The X Factor in 2004. The graphics were instrumental in setting the correct tone for the show, conveying the feeling of a big, important, event which was integral to the shows concept. The X Factor, now in it's tenth series, has consistently been the UK's highest rating entertainment show and the format has been sold to over 45 countries across the world.



Who Wants To Be A Millionaire?

Who Wants To Be A Millionaire? was a worldwide phenomenon. At it's peak the show was broadcast in over 140 countries across the globe. Jump was there at the beginning, helping conceive how the game was to be played by developing the on screen game play graphics. Jump designed the iconic programme logo, which became recognisable world wide, and the title sequence which was then reversioned for every county that broadcast the programme.



Jump have branded some of the UK's biggest entertainment shows

From Channel 4's BAFTA Award winning game show 'The Million Pound Drop' to the BBC's long running series 'A Question of Sport' (on air since 1968), Jump have branded all genres of entertainment programming. Jump also designed the titles for some of TV's biggest properties including 'The Graham Norton Show', transmitted in 16 countries and 'The One Show' which is broadcast live, daily, for over 45 weeks of the year.



The Million Pound Drop The One Show A Question Of Sport The Graham Norton Show

Jump have a long established relationship with the BBC

Over the years we have produced title sequences and logos for some of the BBC's most popular comedy, entertainment and drama shows including the iconic 'Absolutely Fabulous', the hugely popular 'Miranda' and the stylish drama 'Hotel Babylon'. Jump also designed the title sequence and game play graphics for 'The Weakest Link', the BBC's most successful international franchise, which is produced in over 50 countries.



Absolutely Fabulous QI Miranda Sport Relief 2014 Hotel Babylon Smith and Jones Children In Need Weakest Link The Day Today

Jump have a long established relationship with ITV

We have enjoyed a lengthy and creative relationship with ITV and have made opening titles sequences for ITV shows as diverse as 'Ant and Dec's Push The Button', 'Birds Of A Feather', 'Hells Kitchen', 'Britain's Favourite View' and ITV's coverage of the 'FIFA World Cup'. Jump have also branded ITV game shows and quiz shows.



Ant & Dec's Push The Button Ant & Dec's Saturday Night Takeaway Birds of a Feather 2010 FIFA World Cup Britain's Favourite View Hell's Kitchen

Jump have a long established relationship with independent broadcasters and production companies

We have worked with many producers and broadcasters including Channel 4 for Alan Carr's chat shows and with UK Gold for their first commissioned sitcom, 'You, Me and Them'. We've designed the titles and logo for Armando Iannucci's hit HBO series 'VEEP' and helped resurrect the classic game show 'Fifteen To One'



Alan Carr Chatty Man You, Me and Them Fifteen To One VEEP

Jump have created an exciting range of sport programming

We work with UK and international sports broadcasters and production companies including UEFA, FIFA, IMG and Sunset+Vine. We have produced the on-air and off-air branding for UEFA's European Qualifiers for the UEFA European Football Championships 2016. We have also created the on screen branding for all of FIFA's tournaments across a four year schedule. We've branded every major international sporting event broadcast by ITV from 2008 to 2014.



Rugby World Cup 2011 OMNI Sport UEFA European Qualifiers EURO 2012 American Football Live FIFA On Screen Design Package

Jump has a team of thirteen, highly talented, experienced and energetic designers, animators, art directors and producers.

This core team is supplemented with a roster of motion graphic specialists - highly experienced, freelance, animators and designers that constantly add new energy and expertise to our thinking.

This enables us to bring new ideas and skills on board very quickly and to the benefit of our clients.

All creatives work with our full time art directors, who in turn work to our Head Creative ensuring consistency across a project.

Logistics, schedules, delivery and budgets are dealt with by our experienced producers and production manager.

They work very closely with our Head of Finance and Operations who oversees every project.

Head Creative



Richard Norley

Head of Finance & Ops



Karon Hall

Production Manager



Amy Walpole

Technical Director



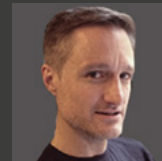
Russell Mann

Creative Producer



Kate Norley

Art Director



Russell Hilliard

Art Director



Nicky Thompson

Art Director



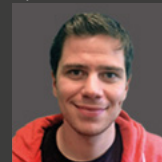
Lee Jacobs

3D & After Effects Specialist



Mark Fairless

3D & After Effects Specialist



Duncan Tune

3D & After Effects Specialist



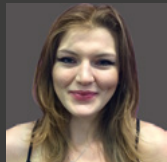
Callum O'Reilly

3D & After Effects Specialist



Sam Clarke

Production Assistant



Natasha Mann

Communicate, Collaborate and Create

This diagram illustrates our creative process. It's a methodology that has been fine tuned and perfected over the years to be ingrained into the culture of Jump.

1. RESEARCH

We like to start with a short research and development window. This ensures we're completely in tune with the project before starting the design work.

2. DESIGN

The design stage is where we work out the solutions based on the client's requirements and our research. This can involve colour visuals, drawn storyboards and test animations along with client feedback. A well thought through design will save time in the next stages especially final animation. It means there are no surprises for the client later on in the process.

3. PRODUCTION

This is where we organise any filming required and ensure we have the best people, with the most relevant skills, available to work on the job. We would start to gather and build any supporting animations and design assets.

4. ANIMATION

We then begin to model, animate and composite all assets, 2D and 3D, with any studio and/or location shoots. At this stage we introduce a weekly 'snapshot' of the work. Sharing the work in progress with all stakeholders and encouraging feedback keeps everyone informed and the delivery on track.

5. DELIVERY

Finally, we deliver our finished masters to your specifications. The schedule and delivery is overseen by a dedicated Production Manager. All the assets, animation projects and final renders are archived in our extensive archiving system so they can be recalled easily in the future.



We are based right in the heart of London's vibrant Shoreditch area.

Everything we create is made in house by our talented design team on our own design and animation hardware. This gives us complete control over the creative process and lets us ensure that we meet all delivery deadlines and stay within budget.

From the beginning of the project there are clear lines of communication. The client can speak directly to the design team without having to go through banks of account handlers.

We have a full time Technical Director who keeps the company up to date with advancements in animation and design software.

We have a comprehensive and easily accessible archive system where we keep all of the assets and finished animations from our completed projects. We also have a duplicate of our archive that is stored off the premises.

Finally, we also back up on going projects every evening. The backups are also stored off premises, so that in the event of serious machine failure or fire, we would lose no more than a day's work.

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