

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.

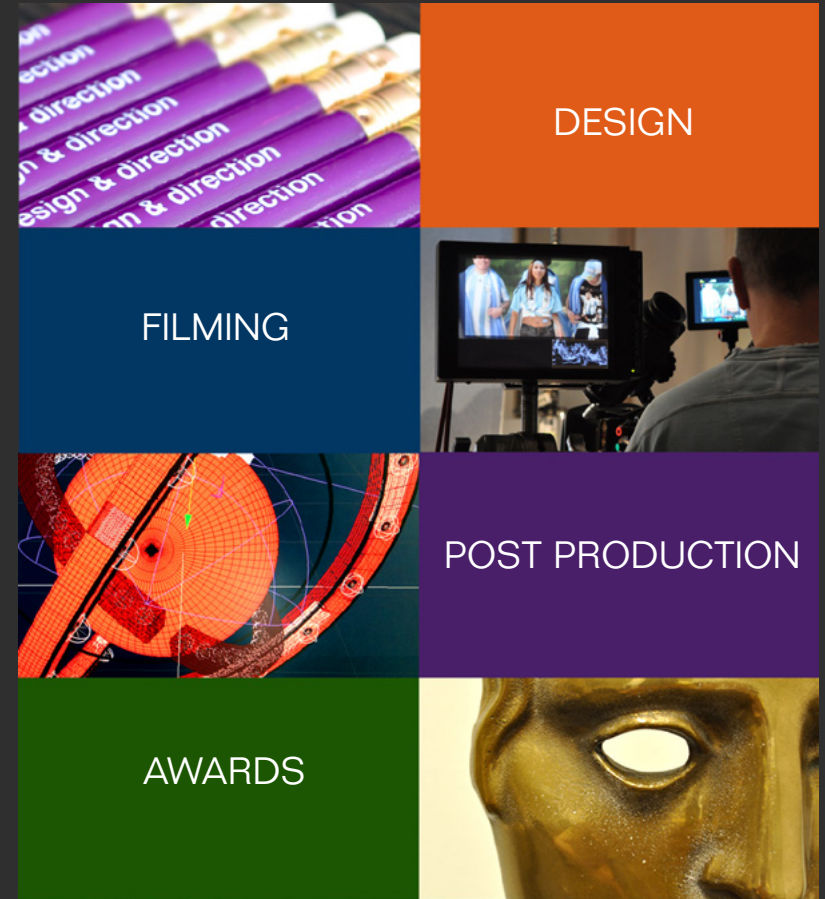
We have unparalleled experience of motion graphics branding for a diverse range of genres from Channel Branding, Sport, Music Television and Commercials through to Primetime Entertainment and Quiz Shows.

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.

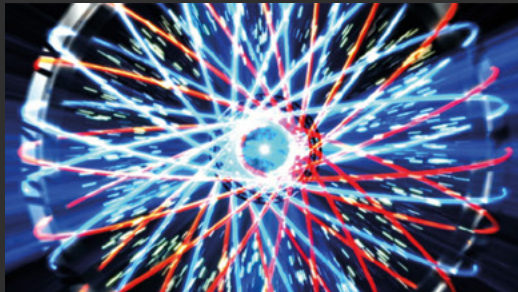
We consider ourselves very easy to work with, keeping our clients informed and involved with every step of the creative process.

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

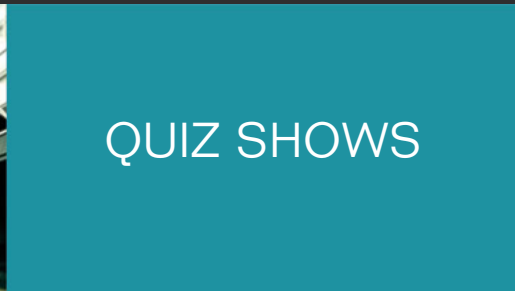


Jump has been instrumental in creating some of the biggest properties in broadcasting, including the international landmark shows, The X Factor and Who Wants To Be A Millionaire? which have both been franchised and transmitted across the globe. Following the success of 'Millionaire' Jump have branded a huge number of game shows and quiz shows - from logo design and titles to complete gameplay graphics.

ENTERTAINMENT



QUIZ SHOWS



The X Factor - ITV
Who Wants To Be A Millionaire - ITV
A Question Of Sport - BBC

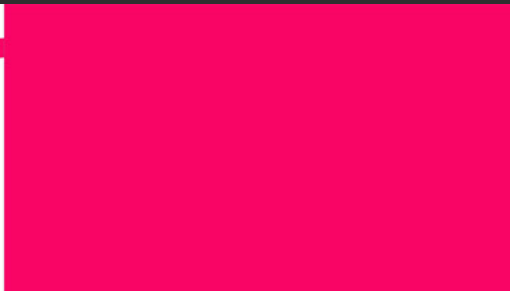
Since winning a BAFTA Award for the BBC2 news spoof The Day Today Jump has had a long history of working on the best in comedy entertainment. We've created title sequences for some of the most popular faces on television, including primetime chat shows on BBC and Channel 4.



COMEDY



CHAT SHOWS



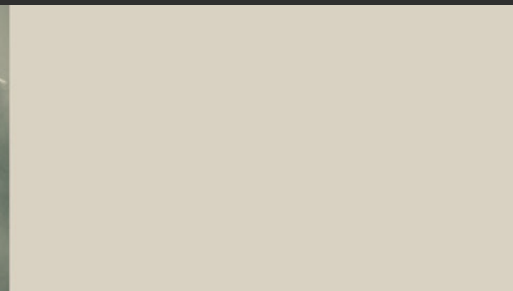
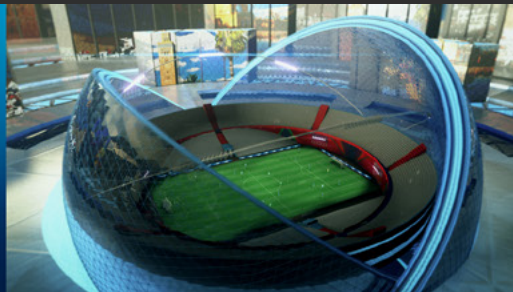
VEEP - HBO
The Graham Norton Show - So Television
Absolutely Fabulous - BBC

Our programme brands cover every genre of television from big charity events such as Sport Relief, Comic Relief and Children In Need to regional current affairs shows and the national daily magazine programme The One Show.



Sport Relief 2014 - BBC
Inside Out - BBC
The One Show - BBC

Jump has a wealth of experience in producing branding for sport programming from the complete branding of a major sporting event, opening and closing sequences for global tournaments through to the title sequence for a channel's coverage and on screen match play graphics.



UEFA European Qualifiers 2014 Branding - UEFA
FIFA Tournaments On Screen Design Package - FIFA
Rugby World Cup 2011 - ITV Sport

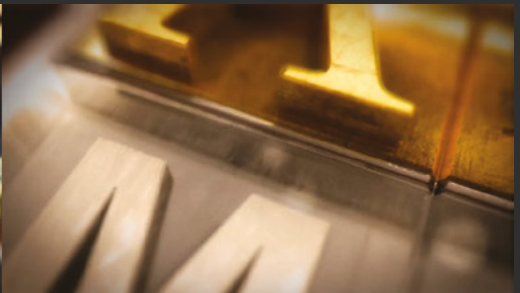
We don't like things to get too dramatic at Jump - unless of course we're working on titles and graphics for drama or factual programmes. Amongst other projects we've built scenes of Victorian London and superimposed giant letters over shots of some of the UK's most stunning locations.



DRAMA

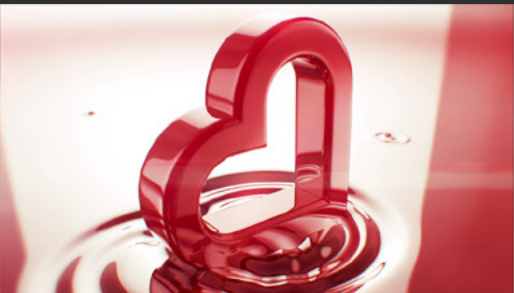
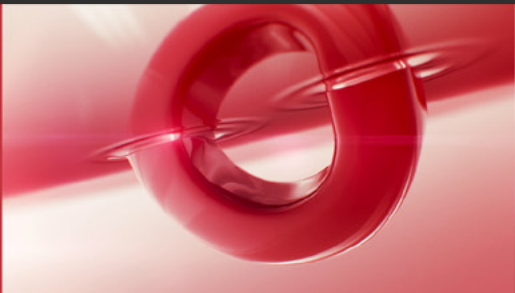


FACTUAL



The Bleak Old Shop of Stuff - BBC
Britain's Favourite View - ITV
Antiques Masters - BBC

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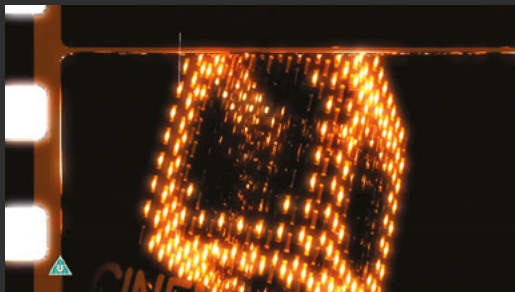
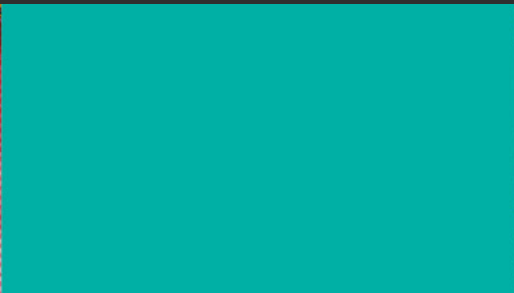


Jeem TV - Al Jazeera
Hear TV - Global
Capital TV - Global

If you've got something to shout about...we can help! We've produced commercials for both television and cinema. We organise shoots, write and get clearance for scripts, record voice overs, do the sound dubs and have even delivered in 3D stereoscopic formats.



COMMERCIALS



CINEMA



Thrillseekers - Blackpool Pleasure Beach
Wallace & Gromit's Thrill-O-Matic - Blackpool Pleasure Beach
Sour Patch Kids Takeover - DCM

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



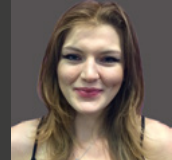
Callum O'Reilly

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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