

Jump Design and Direction

Visual Identities for Sport Programming and Sponsorship

Please click on the images within this document to be taken to our website where you will be able to view the sequence.

WORKING WITH JUMP

We offer creative strategy and 360 design solutions

We are a compact and streamlined operation

We offer easy lines of communication

We are collaborative and flexible

We are your one point of contact for all your creative requirements

We provide a team exclusively dedicated to your project

WHO WE ARE

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

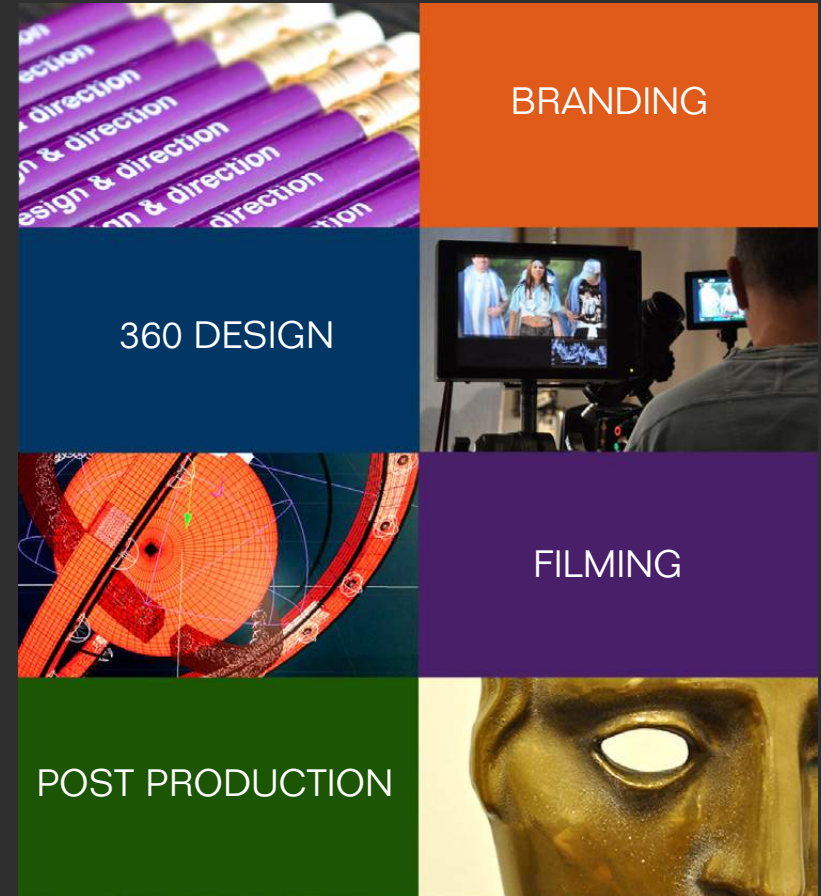
We have an unparalleled experience of creating motion graphics for sport programme brands.

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.



UEFA EUROPEAN QUALIFIERS - A 360 BRAND

Jump have worked closely with UEFA to develop the on-air and off-air brands for the European Qualifiers of the UEFA European Football Championships 2014. The brand has been developed into an exciting and dynamic opening and closing sequence and a full kit of on-screen programme branding; including wipes, break bumpers and maps. The opening sequence has been customised to create a bespoke sequence for each of the 54 competing European nations.



Concept generation. Design. Motion capture shoot. CGI figure tracking. 3D modelling and animation. After Effects post production.

UEFA EUROPEAN QUALIFIERS - A 360 BRAND

Jump designed and produced all of the match play graphics for the UEFA European Qualifying games, from the permanent clock to the team line ups. These graphics are used by every broadcaster around the world who are broadcasting the qualifying games.



Design. 3D modelling and animation. After Effects animation and compositing.

UEFA EUROPEAN QUALIFIERS - A 360 BRAND

Jump created the off-air aspects of the brand including all print and digital applications. The design has provided a flexible solution that is being used across the campaign from the opening title sequence of the match coverage through to billboards and posters. Extensive brand style guides were also produced for the on-air and off-air brands.



Design. Illustrator. Photoshop. InDesign.

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FIFA ON SCREEN DESIGN PACKAGE

Jump have created the branding for all of FIFA's tournaments over the course of four years. This includes a dynamic opener which can be adapted so that it's bespoke for each tournament. Host country location images are added, the featured stadium contains the tournament's branding, the grass pitch can be changed to sand, for beach soccer, or blue for the indoor Futsal tournament. Even the players can be male or female.



Concept generation. Design. Motion capture shoot. CGI figure tracking. 3D modelling and animation. After Effects post production.

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POKERSTARS

We recently teamed up with Halfords Media/PokerStars who commissioned us to design and produce the visual identities, game play and in programme graphics for the latest season of the European Poker Tour and PokerStars Caribbean Adventure. The European Poker Tour series is at the forefront of content and creativity for poker coverage so the titles needed to reflect this accolade.



Concept generation. Design. Chromakey shoot. CGI modelling and animation. After Effects post production.

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POKERSTARS FACEBOOK ONLINE GAMING APP

The broadcast designs were adapted for digital. Jump was commissioned by PokerStars to design and produce an animation to be played in the 'download' time when players first register to the PokerStars new Facebook gaming app. The creative solution was to design a recognisable 'Instagram' feel to the imagery contained within an action packed 3D world. Real poker action was successfully combined with a stylish, seamless environment, which sat perfectly within the PokerStars brand.



Concept generation. Design. Chromakey shoot. CGI modelling and animation. After Effects post production.

POKERSTARS ONLINE DIGITAL PROMOTIONAL FILMS

Off the back of the success of the PokerStars app download film PokerStars commissioned Jump to make a four promotional films which explain the benefits of playing on PokerStars online and your mobile. Jump incorporated one of PokerStars most successful players who talks about the possibilities that PokerStars offers.



Concept generation. Design. CGI. After Effects post production.

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POKERSTARS PROGRAMME GRAPHICS

The programme's on-screen graphics covered all aspects of the game play. These were extensive and included player profiles, competitors straps as well as on screen tweet graphics, tournament statistics and detailed hand, pot and chip information.



Design. Photoshop. After Effects design and animation.

WORLD RUGBY 2015

Jump were commissioned to create a new visual identity, a complete set of programme graphics for World Rugby's weekly magazine show. We also designed World Rugby's digital, online content. The design needed to reflect World Rugby's new brand and their involvement with all levels of rugby from grass roots and women's rugby, through to international tournaments.



Concept generation. Design. CGI modelling and animation. After Effects post production. Digital content creation.

BBC COMMONWEALTH GAMES

BBC Sport has the reputation for bold and innovative design, with the highest of production values, so Jump were very proud to be selected to create the branding for their coverage of the Commonwealth Games 2014. A range of athletes seen challenging each other, deep in competition, were filmed against green screen and placed into a bespoke Glasgow environment built entirely in CGI.



Concept generation. Design. Chromakey shoot. Roto scoping. CGI modelling and animation. After Effects post production.

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CAPITAL ONE CUP 'MASCOT' DIGITAL CAMPAIGN

Jump created a series of 'over the top' 3D animations, in the style of FOX Sports, to enhance the online/digital presence of a series of films that celebrated the commitment and endeavour of football team's club mascots. The purposely elaborate animations showcase the silliness of the concept and were used as opening and closing stings to the films. The mascots were from the teams competing in the final rounds of the Capital One Cup who were given challenges that were commented upon by pundits as if it were the pre and post match analysis of a football game.



Concept generation. Design. CGI modelling and animation. After Effects post production.

GILLETTE WORLD SPORT 2015

We have translated Gillette's new precision led visual ID into a three dimensional animated concept for the Gillette World Sport graphics package. We've used the diagonal lines created by their vector angle logo to dissect VT, representing the fine line between winning and losing. These lines have been rotated in a 3D space to converge to a single point representing 'the sweet spot' associated with many sports, where victory relies on an athlete's ability to narrow their focus to that single point.



Concept generation. Design. CGI modelling and animation. Rotoscoping. After Effects post production, tracking and grading.

FA CUP

The story of the FA Cup is made up of moments that all clubs hold dear, whether it's the giant killers of Wrexham and Hereford or the Premier League teams who have a rich history in the competition. Each time the FA Cup comes around these moments are remembered by the fans and players alike, each is a tiny piece of the FA Cup. Jump created the visual identity for ITV's coverage of the competition, in which we see these moments as newspaper headlines, club badges, statues, programmes, fans and classic football action all coming together to form the FA trophy.



Concept generation. Design. CGI modelling and animation. After Effects post production.

WILLIAMS F1 SPONSORSHIP FILM

Williams F1 asked us to create a 3 minute film about the extensive process they go through when building a Williams F1 racing car. We directed and filmed Sebastian Vettel and Jenson Button at Silverstone then placed them in an imaginary CGI world based on the Casio Edifice watch mechanics. The concept and design, the CGI modelling and animation and all the post produced was done in-house at Jump. The content was commissioned and sponsored by Edifice.



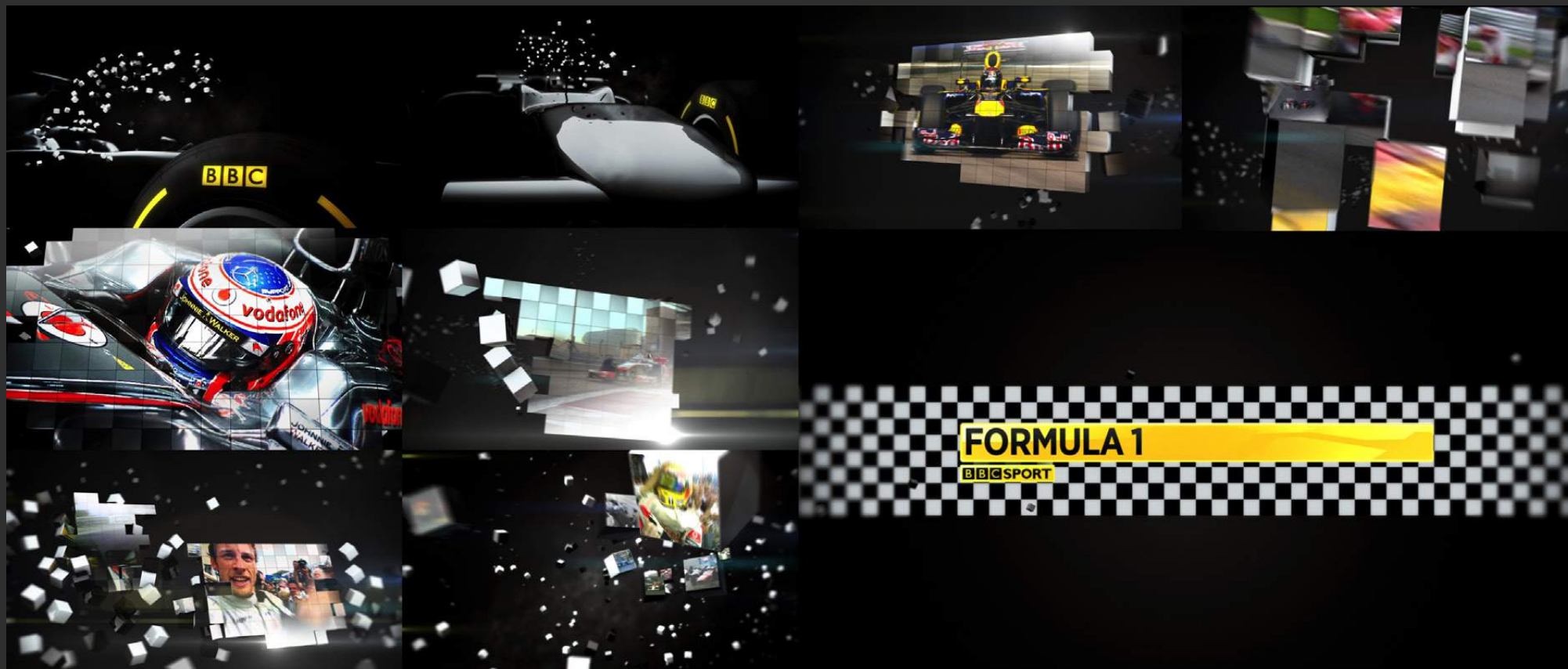
Concept generation. Design. Location shoot. CGI. After Effects post production.

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BBC FORMULA 1

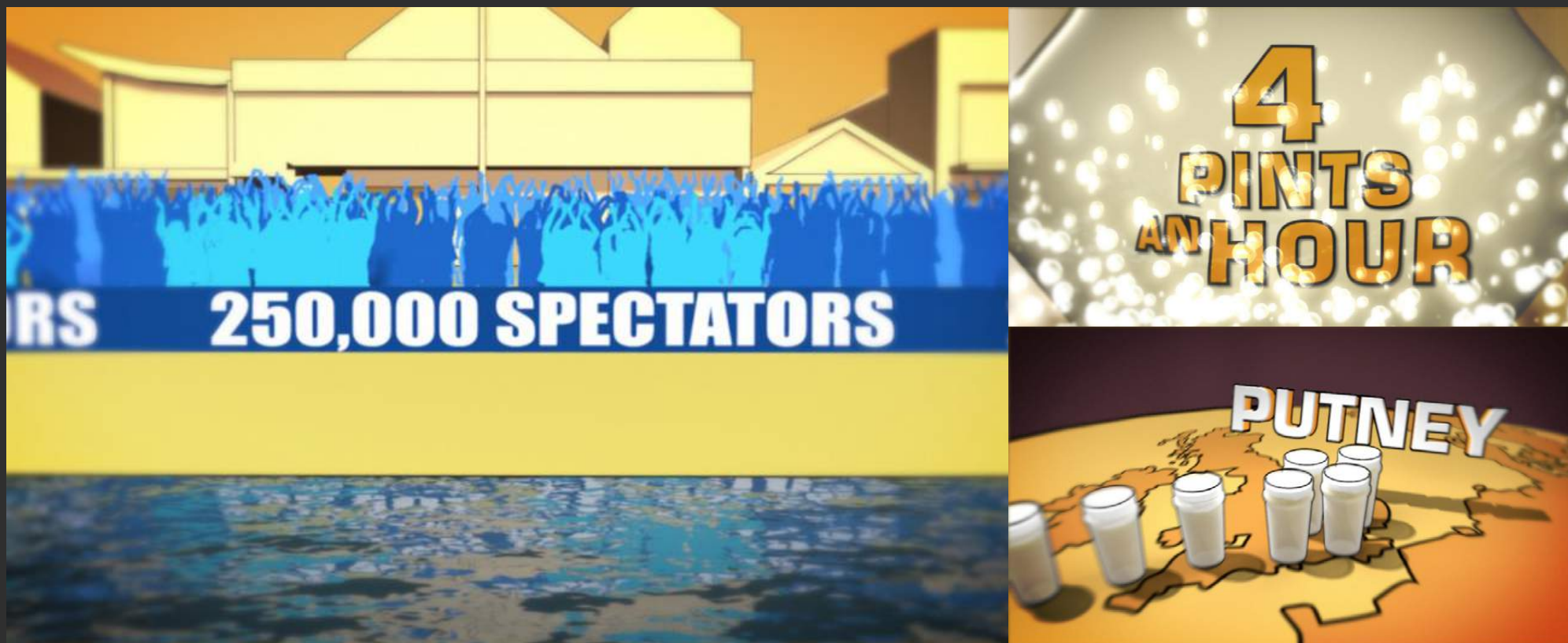
Occasionally we live life in the fast lane at Jump. Our speedy designers and animators created the opening sequences for the BBC's coverage of all the Formula 1 races. A CGI racing car was created and combined with three racing imagery in dimensional cubes inspired from the sport's iconic chequered flag.



Concept generation. Design. CGI modelling and animation. After Effects post production.

THE OXFORD AND CAMBRIDGE BOAT RACE

Jump created a content graphic for ITV Sport's coverage of the annual Oxford and Cambridge boat race. The explainer graphic is over 2 minutes long and enlightens the viewer with facts and figures about the race and the immense physical feat required to participate in the competition. There was no footage for many of the aspects covered so these areas were created completely graphically. Where footage was available it was integrated seamlessly into the graphics.



Design. CGI modelling and animation. After Effects post production.

NFL AMERICAN FOOTBALL

Jump has branded American football too. We created the visual identity and programme graphics for Channel 4's coverage of American Football Live. The sequence features a CGI generated chrome football, based on the tournament trophy, which is tracked and superimposed within clips of football action.



Concept generation. Design. CGI modelling and tracking. After Effects post production.

UEFA EURO 2012

Jump worked with UEFA for 8 months in the lead up to the EURO 2012 finals in Poland and Ukraine to create their on-air branding from existing print assets. Variations of the opening sequence, closing sequence and the break bumpers were made to accommodate different sponsorship elements. This came to over 160 different assets. Jump also created the titles for the UEFA EURO 2012 Magazine show.



Design. CGI modelling and animation. After Effects post production.

ITV EURO 2012

Jump worked with ITV on their coverage of the UEFA EURO 2012. Jump designed and produced the visual identity and programme graphics based on Eastern European puppetry. Football stars from the past and present were recreated as wooden characters and shot using a stop motion camera in a chromakey motion control studio. These were placed into a CGI environment animated with a sweeping move over Europe ending in Poland and Ukraine.



Concept generation. Design. Model making. Stop frame animation shoot. CGI modelling and animation. After Effects post production.

ITV RUGBY WORLD CUP 2011

Jump created the on-screen brand and programme graphics for ITV's coverage of the Rugby World Cup 2011. The sequence was based around images and figures being created with ink, a reference to the tattoos of the Maori people, native to New Zealand, where the tournament was held. Professional rugby players were filmed in a motion capture studio allowing the authentic action to be recreated in CGI.



Design. Motion capture shoot. Tracking. Rotoscoping. Particle effects. 3D modelling and animation. After Effects post production.

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ITV FIFA WORLD CUP 2010

When Jump created the titles and programme graphics our RTS Award and International Sportel Award winning sequence for ITV's coverage of the FIFA World Cup 2010 we flew to South Africa to film locations and local people to give real credibility to the graphics. The South African people and locations were combined with shots of the England team who we filmed in the UK. Liquid gold effects were created in-house using RealFlow which bring rotoscoped archive footage to life, create a liquid gold World Cup trophy and the programme logo.



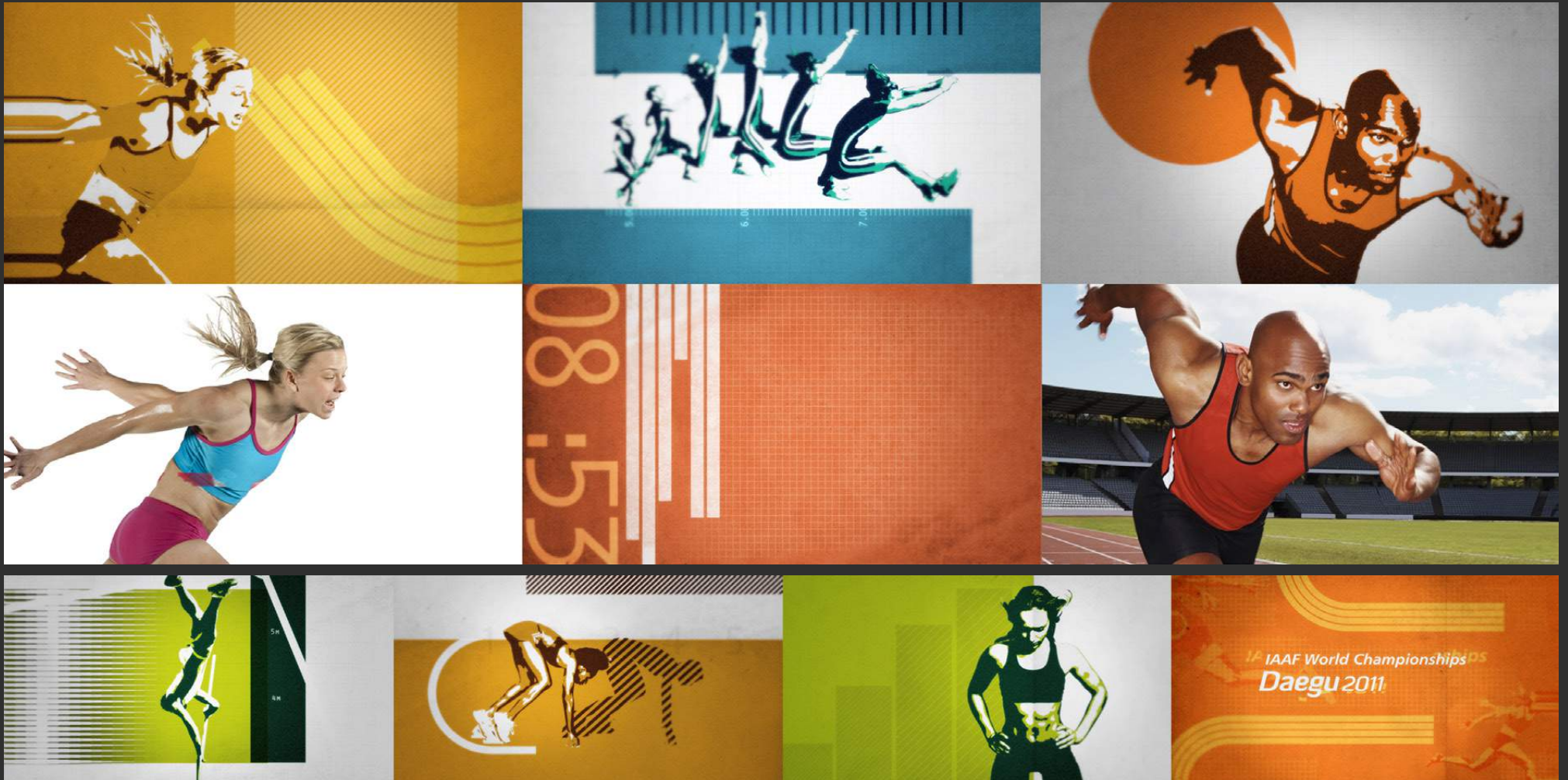
Concept generation. Design. Location and chromakey shoots. RealFlow. Rotoscoping. CGI. After Effects post production.

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WORLD CHAMPIONSHIP ATHLETICS

For Channel Four's coverage of the IAAF World Athletics Championship Jump created a strong, bold, flat graphic style. Still images of athletes were rotoscoped, graded, treated and animated. The athletes were then combined with graphic shapes and lines inspired by a running track.



Design. Rotoscoping. After Effects post production.

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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.

Our production department can organise every aspect of filming, from international location shoots to special effects studio shoots and we have extensive experience of directing.

4. ANIMATION

We then begin to model, animate and composite all assets, 2D and 3D, with any studio and/or location footage.

At this stage we introduce a weekly 'snapshot' of the work. Sharing the work in progress with all stake holders 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.

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



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.

Jump Design and Direction

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