



August 2010

Production:

Mid way into this month we finally wrapped up animation on our 3 last outstanding scenes of the film. The team had a couple of minutes to sigh with relief, take a deep breath, and then head right back into the thick of things with our 'final fixes' stage. Due to overall production being spot on target with our initial estimated deadline, we are now able to run through the entire film in fine detail, doing overall touch ups and finessing.

Our caching, lighting and stereo teams are running closely behind animation with everything wrapping up beautifully! At this point, our render farm is still running at its absolute maximum and will be well into September.

There has been a huge focus on sound and foley's this month. Our sound team have been working very closely with the production and have compiled the music and effects tracks as animation has been completed. It is incredible to see how seamlessly the music and animation fit together. For me, having worked so closely with only visuals for the last two and a half years, it really is incredible to see how sound can add that special finishing touch to final picture. This month we also had a few days of call-backs on all voice artists. Certain lines had to be re-recorded or dubbed to picture. It was fantastic to see all our artists again after so much time has passed.

On the 12th August a screening was held at the Ster Kinekor 3D Stereoscopic cinema in Sandton City. Our team, shareholders, voice artists, musicians and media were invited. We showed some new Stereoscopic footage from the film, as well as a little behind-the-scenes clip and some music snippets. We also announced the 'Youngest Voice Artist' finalist, a very excited Fineus. The feedback from everyone I chatted to after the viewing was incredibly positive.

News from our Marketing team:

Fenias Timbe, a 7 year old schoolboy has joined our Jock cast! After judging just under 3,000 entries, Fenias won our Prime-dia radio auditions and was chosen to play the voice of one of Jock's siblings. Fenias is a natural. He arrived prepared and gave it everything he had during the top 10 finalists' on-camera auditions. Well done Fenias, we hope this is just the start to your budding career. Duncan also announced that he will use the giggles from the 3 other finalists, Luna Malyon, Jamie Samuels and Kira Karantonis in our movie, giving all four finalists credits in Jock.

On the 12 August 2010, we invited our partners, the media and staff to Ster Kinekor's 3D cinema at Sandton City to share in our exciting announcements and view short clips from the movie. We proudly announced some of our recent partner deals with KFC, Bobtail, Penguin Books, Daro, Nestle Ice Cream, Mantis Lodges, tableware, lucky packet and bubbles manufacturers while Ster Kinekor's Executive Chairman, Russell Rottanburg, announced how big a property Jock will be for Ster Kinekor in 2011. After enjoying popcorn and coke sponsored by Ster and some delicious chicken kindly sponsored by KFC, media representatives immediately started interviews and during the next few weeks, we saw, read and heard Jock news all over the media, including Andy, Duncan and Fenias being interviewed on 702 news, SABC and eTV's morning show. Cheryl Hunter our PR expert is hard at work supplying info and photos to ongoing media enquiries.

At Jock Central, the marketing team is busy approving amazing designs for merchandise, negotiating new and exciting Jock deals and preparing our next events – watch this space! Our partner meetings are still on the increase and we believe that we will have between 12 and 15 partner brands on board by March 2011, bringing the Jock brand to life.

It is now the final push to the end. Our team will sadly be scaling down in size due to this project slowly wrapping up. Those whose work is finishing will be taking a well deserved break and hopefully be joining up with the remaining team at a later date, on the next project. For now the focus will be shifting to our marketing and sound departments.

Till next month
Kerry Liss
Production Supervisor



Right: Our Winner - Fenias Timbe

