

JOCK

ANIMATION



August 2009

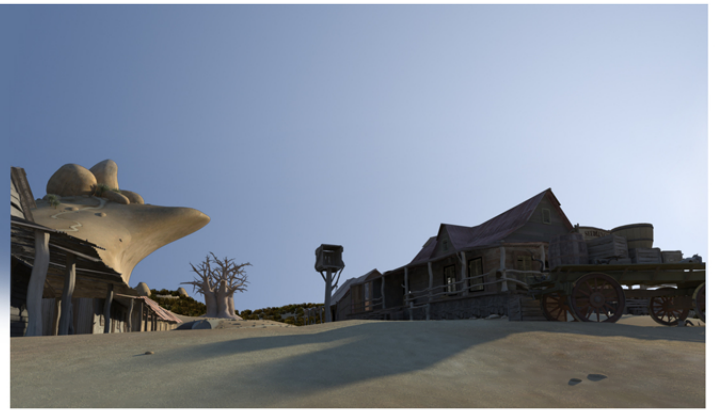
Welcome to our new-look newsletter!

Production

I started off this month at Jock by mapping out the remaining months of the production on a huge and very long board in our viewing room. It is an overview from now to December 2010. We have an incredible amount of work to get through, so it is very important for the team to see our monthly deadlines and goals in all areas of the film: animation, caching, lighting, comping, stereoscopic and then eventually audio mix and then final assembly. Production is going extremely well. We have a mountain of work ahead of us, but the team is positive and pushing forward at full steam!

The biggest highlight in August was our amazing trip to the bush mid month. Our team was fortunate enough to be invited out by Miles and Jetje Japhet, to their game farm in the Lowveld. Situated along the Olifants River, this private camp gave all at Jock the chance to stop, relax and experience the bush. We stayed in magnificent bungalows along the river, and one group woke in the morning to find fresh lion spoor and markings in the sand, right outside their front door, where the lions had camped through the night.

The team went on game drives first thing in the morning and last thing in the afternoon. Some people in the team had never been into the bush, so it was a truly unforgettable experience for us all. We saw lots of game including elephant, giraffe, waterbuck, kudu, hippo, crocs and even a caracal. The bush is a special place. It was just so amazing to experience it together as a team, watching the lighting and natures



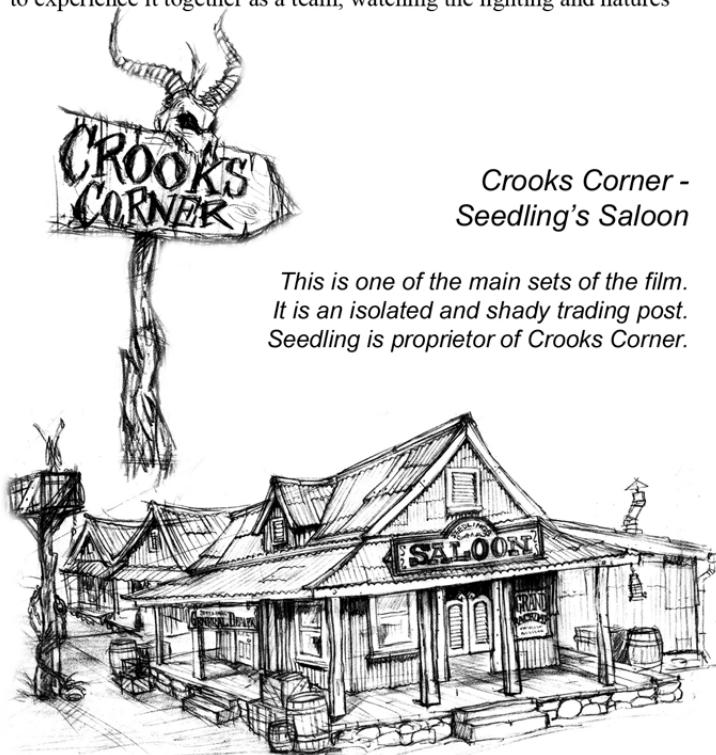
colour palette that surround you while on a game drive, especially at dusk and dawn. We took some board games with which kept us entertained long into the night, as well as some bongo drums, guitars and a didgeridoo. We sat around the fire every night, listening to the sounds of the bush and just spending time relaxing and taking it all in. Thanks to all involved for making this bush trip possible. A very special thank you to Miles and family for hosting us, to Lorna for keeping us all fully fed and happy and to Duncan for organizing our long weekend adventure in the bush.

Marketing by Andy Rice

August saw good progress with the marketing programme for Jock. We have written an initial marketing strategy to give us a sense of what to prioritise and where to look for suppliers and licences. There are so many product categories in which Jock-themed merchandise could appeal that our strategy is sure to change somewhat as we explore them, but it provides a useful foundation from which to grow. We are busy setting up appointments to present the Jock concept to these potential partners, and hope to have covered all the main categories by the end of September. We are also creating comfortable viewing facilities in the offices above the main production suite, in order to do justice to the quality of the movie. So anyone who finds themselves in the vicinity of Hyde Park later this month is welcome to pop in and test drive our new entertainment area!

Thank you for everyone who responds to our monthly Newsletters. It is always so great to get feedback from the outside world. It keeps us enthusiastic and motivated and I make sure that any comments made are passed on. We all really appreciate it!

Till next time
Kerry Liss
Production Supervisor



Crooks Corner -
Seedling's Saloon

This is one of the main sets of the film. It is an isolated and shady trading post. Seedling is proprietor of Crooks Corner.

The Jock team on "safari"

