

JUMP CUT

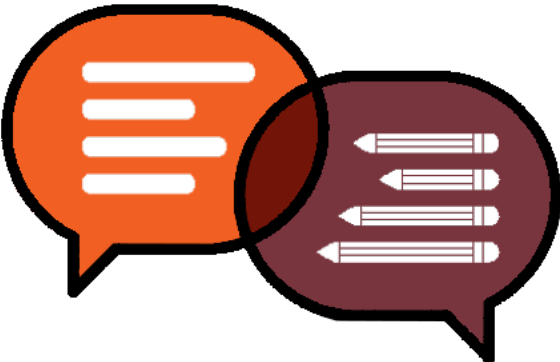
A CREATIVE WORKPLACE

PROJECT RESEARCH



FLEXIBILITY

Organization is providing the ability to come together to think about a problem and then disperse to let ideas develop



COLLABORATION

There is focus on the individual within a community and how communities connect to build on their ideas



CHOICE

The future of the creative office is a place for people on the go, driven by mobility and choice



INSPIRATION

Inspiring surroundings have a direct effect on employees' creativity

JumpCut is a leading digital ad agency

Impacting the field with their **unpredictable** and **cutting-edge** content

Young startup company with some of the most **creative** designers in LA

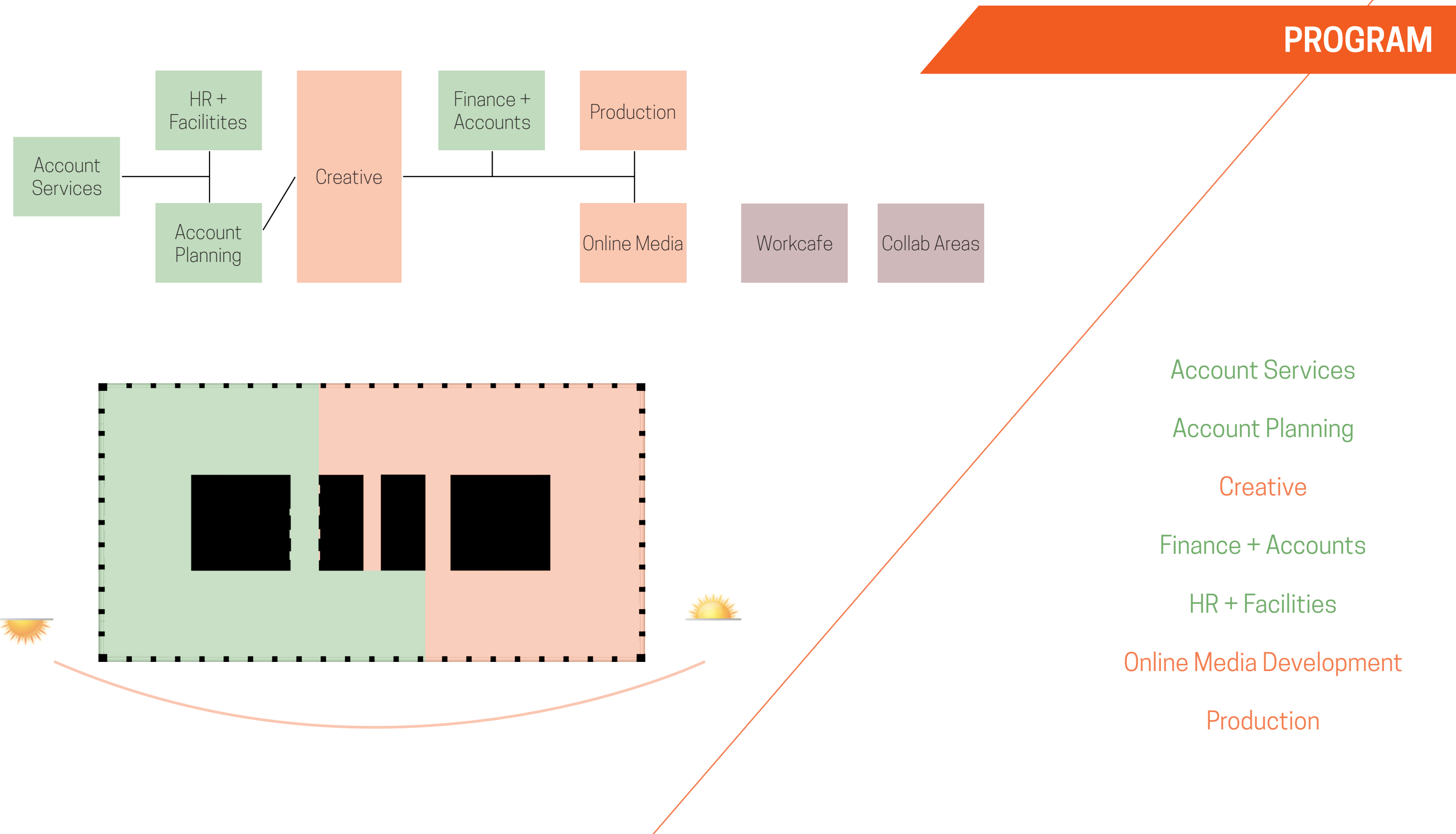
Cutting-edge way of how a business works and how their office **functions**

Shifting from the norm by layering raw film with unique visual effects

Every department comes together to create the **big picture**



CLIENT

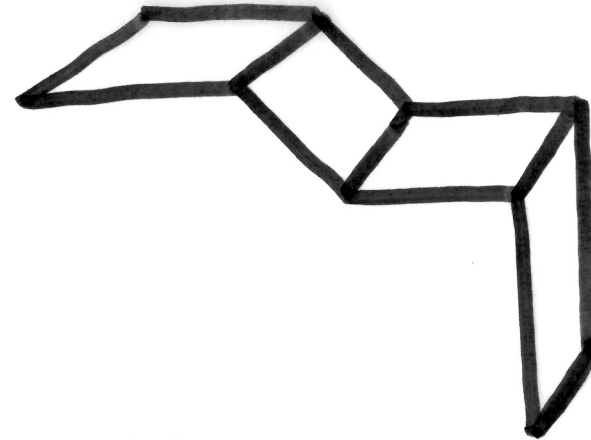


CONCEPT



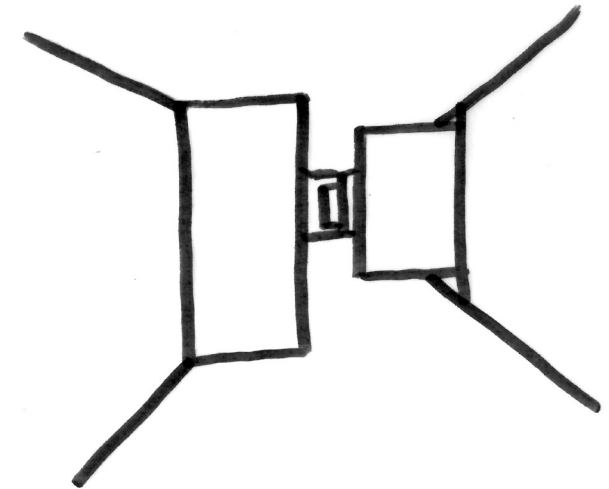
FILM FUNCTION

Sequential shots of the same subjects taken from different camera positions with slight variability



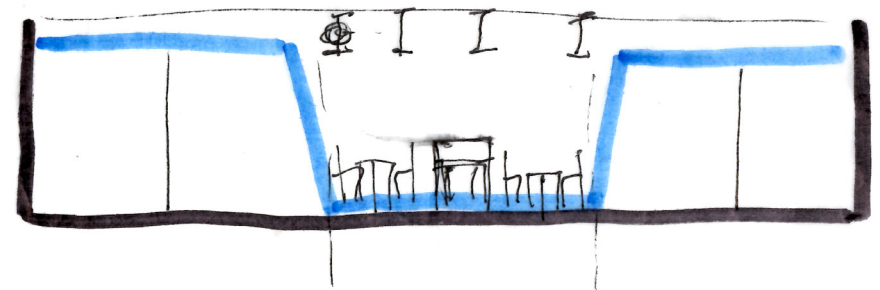
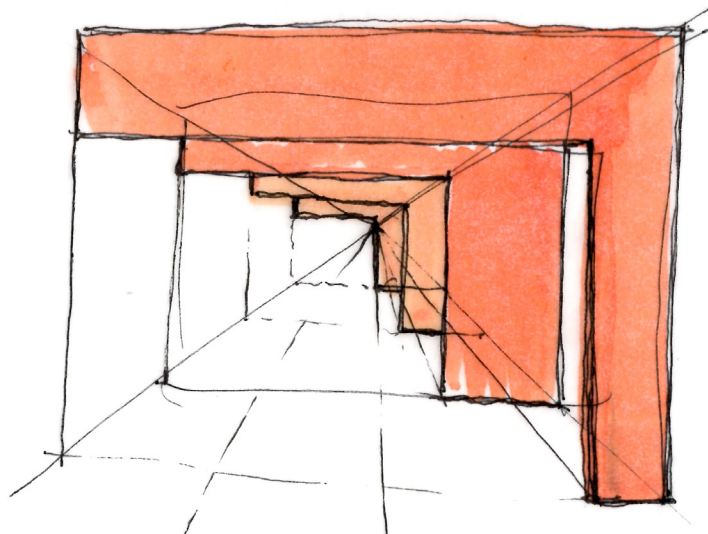
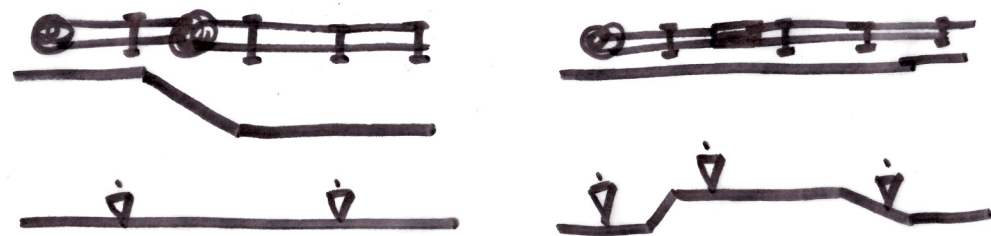
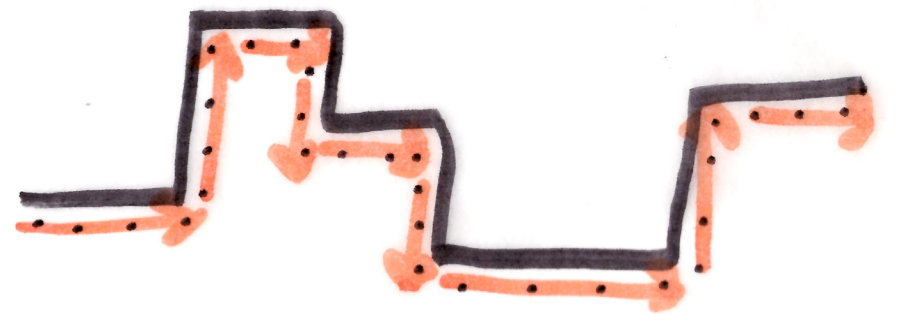
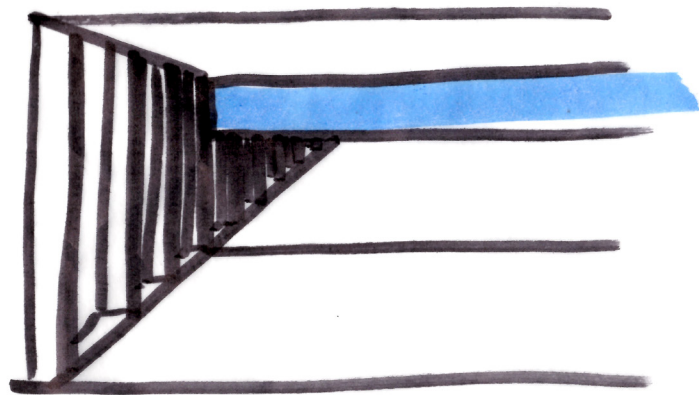
SPATIAL IDENTITY

Visually created by discontinuity, exposure, and compression through emphasis and jarring reactions



USER EXPERIENCE

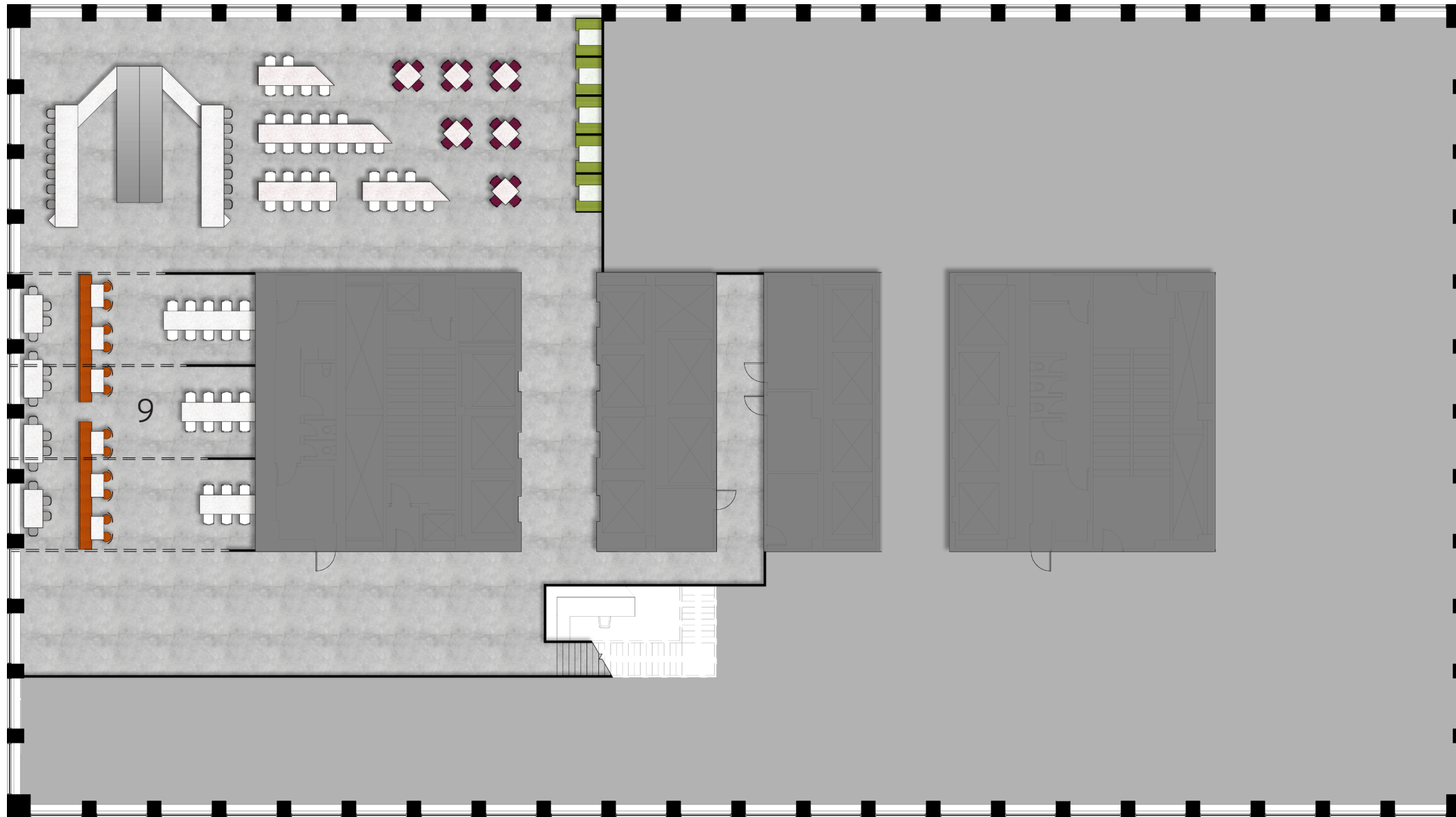
Manipulate human perception to create a sense of unpredictability that emphasizes the surprising content that JumpCut creates





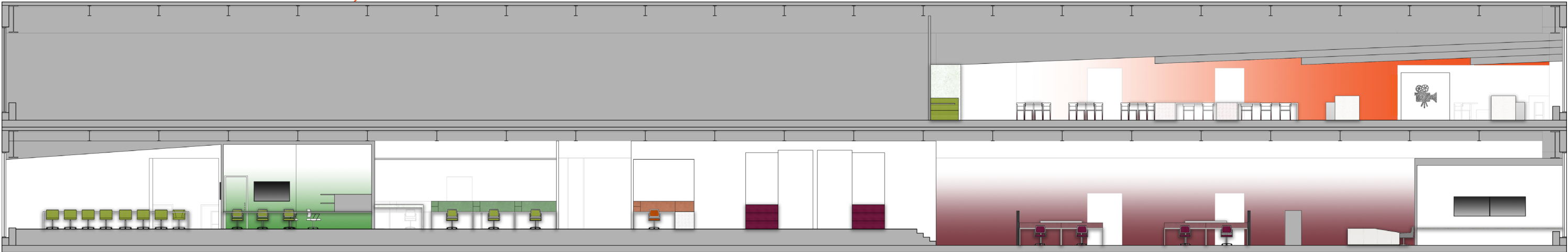
KEY

- 1 Reception
- 2 HR + Facilities
- 3 Account Services
- 4 Account Planning
- 5 Finance + Accounts
- 6 Production
- 7 Social Media
- 8 Creative



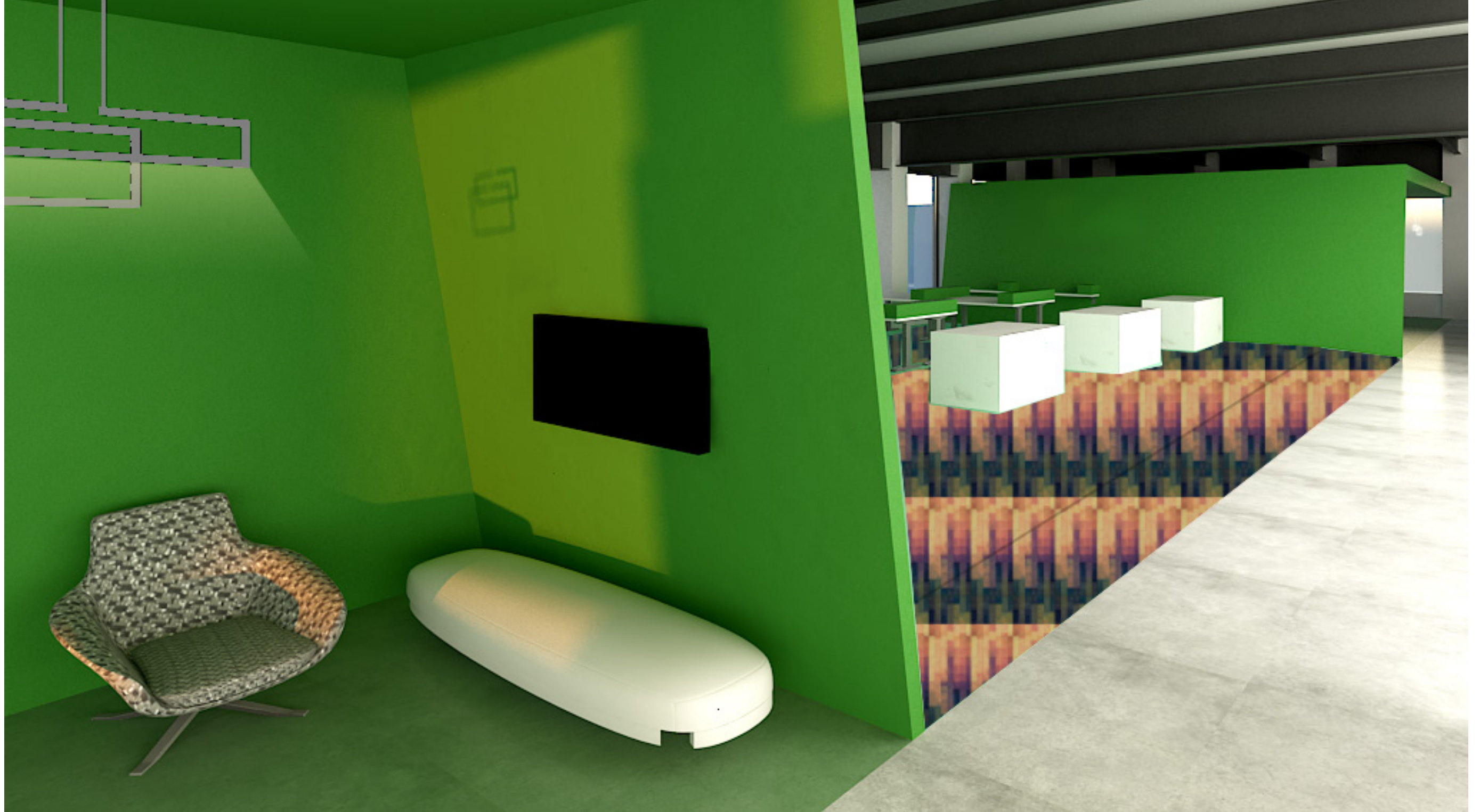
KEY
9 Workcafe

SECTION ELEVATION





PERSPECTIVE



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PERSPECTIVE

FINISHES, LIGHTING, AND FURNITURE

