



# Signs Of Life

## BBC Immersive Drama

The largest commission of its kind, this online experience is a seamless combination of over 3 hours of games, psychological tests and drama centred on teenagers caught up in the astrological events of a misty English village.

[www.bbc.co.uk/signsoflife](http://www.bbc.co.uk/signsoflife)

### Responsibilities

- Creative Director
- Format Development
- Story Development
- Script Editing
- Game Design
- Art Direction
- Brand Design
- Sound Direction



## Punch Drunk TV Web Show

Developed as an original Endemol show, this weekly 15-minute webisode format features bizarre news, celebrity gossip and breaking viral content packaged into an unruly and eventful renegade chat show.

The brand required a combination of light entertainment values with a provocative edge.

### Responsibilities

- Creative Director
- Art Direction
- Brand Design
- Pitch Design



# Shine

## Social Network Platform

This format, developed for Channel 4 by Endemol Broadcast Department, was devised as a Social Network based on users' intimate and personal values. Celebrating individuality and diversity, the brand called for something both epic and inviting.

### Responsibilities

- Creative Director
- Brand Design
- Pitch Design



# ROAR CBBC Game

This flash-based animal park simulation became the BBC's most popular online game ever and its ratings at times surpassed those of the TV show. Development involved concepts that synchronised the broadcast show with progress in the game.

Production included television spots and coordinating a brand style across 6 simultaneous work streams for illustrators and animators.

[www.bbc.co.uk/cbbc/roar](http://www.bbc.co.uk/cbbc/roar)

## Responsibilities

- Creative Director
- Format Creation
- Game Design
- Art Direction
- Brand Design
- Sound Direction

# FOUND

IT HOLDS A SECRET THAT  
WOULD DESTROY  
A GOVERNMENT

NOW IT IS IN THE  
WRONG HANDS

YOURS

## Found Immersive Political Drama

This web format was developed for the BBC Entertainment and Drama Department as a tense political thriller concerning the contents of a confidential mobile phone that falls into the hands of the player.

It was proposed as a dramatic new way to present the workings of government to teenagers, engaging them with the election process.

### Responsibilities

- Creative Director
- Art Direction
- Brand Design
- Pitch Design



# THE Baltimore DROP

## The Baltimore Drop Web Game

Endemol wanted a new lease of life for an under-performing flash game based on numbered balls.

The Baltimore Drop represented a new name and identity to position the game as a 'classic' casino activity for more serious gamblers.

The game was subsequently passed for development for web, kiosk and betting shop platforms.

### Responsibilities

- Creative Director
- Art Direction
- Brand Design
- Game Design

# KiRiLL

## KiRiLL MSN Web Behaviour Adventure

This superhero brand for an MSN-based adventure format called for the Marvel movie styles of Spiderman and The Fantastic Four. Devised as a drama to inspire users to explore MSN's search tools, it featured a character desperately trapped in the future, communicating with our world via messenger and the internet.



### Responsibilities

- Creative Director
- Art Direction
- Brand Design
- Pitch Design



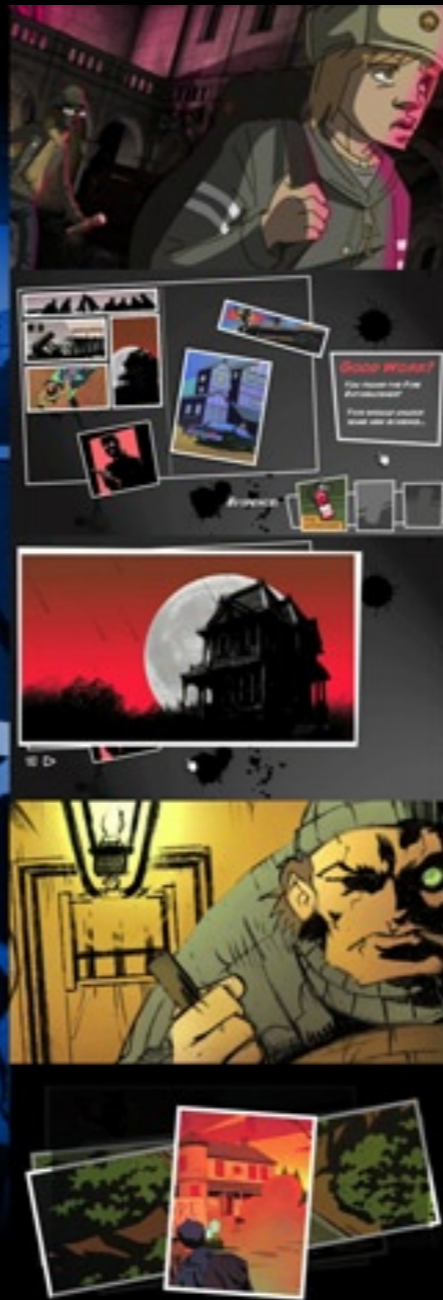
# Battleships National Lottery Instant Win Game

This is an original soft gaming spin on the children's classic. Made in Flash, it proved to be the National Lottery's most successful game after Monopoly and it's No.1 non-branded game overall.

## Responsibilities

- Creative Director
- Art Direction
- Brand Design
- Game Design





# CrossBone - The Death Of Valkyrie King Immersive Drama

This interactive format was developed for BBC Switch, specifically aimed at younger teenage boys.

The concept involved a mix of animation, game play and a story featuring a gang of snow boarders caught up in a Goth Rock legends murder

## Responsibilities

- Creative Director
- Art Direction
- Brand Design
- Format Design