

Media release - Pro-Bono 3D TVC Released for Coeliac Australia

A pro-bono TVC for Coeliac Australia has rolled off the Jumbla production line to mark Coeliac Awareness Week (13-20 March).

MELBOURNE, VICTORIA, AUSTRALIA, March 19, 2018 /EINPresswire.com/ -- A pro-bono TVC for Coeliac Australia has rolled off the [Jumbla](#) production line to mark Coeliac Awareness Week (13-20 March).

[Watch the spot here.](#)

All characters from the 3D animation were developed in Maya and delivered in eight weeks to meet the 13 March broadcast deadline.

Jumbla's Executive Creative Director Callan Woolcock said the piece was produced by a multi-disciplinary team featuring a director, concept artist, character designer, modeller, rigger, renderer and two 3D animators.

"When we learned about Coeliac Australia's need for a video to raise awareness about the disease, we jumped at the opportunity to be involved," Callan said.

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Other than a style guide provided by Coeliac Australia, we were given creative freedom. The narrative really gelled with a 3D, character-based approach.”

Jumbla's Executive Creative Director Callan Woolcock

“Each year, we produce several pro-bono animations for charity groups Australia-wide. It's something we pride ourselves on as a studio.”

To support the TVC's primary message - that coeliac disease is difficult to spot - Jumbla included a number narrative devices to reinforce its 'master of camouflage' reputation.

In the very first scene a chameleon blends in with its surroundings, while each character - such as the lethargic

teenager and bellyaching toddler - displays certain traits that could be dismissed as age-related ailments.

Even minor details, like the teenager's clock showing 10am despite the fact he's still tired, demonstrate how detrimental coeliac disease can be in everyday life.



In the final scene, we see every character full of life and energy, which may not have been the case if they weren't diagnosed with coeliac disease.

"Other than a style guide provided by Coeliac Australia, we were given creative freedom for everything else. The narrative really gelled with a 3D, character-based approach," Callan said.

"It's told from a family's perspective, so we designed characters to reflect the diverse age groups that can be affected by coeliac disease, and the impact it has."

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Jumbla is a design-driven motion design and animation studio with offices in Melbourne and London.

Jumbla develops TVCs, branded online video, broadcast packages and video game cinematics for clients including ESPN, the BBC, QANTAS, Microsoft Studios, Leo Burnett, McCann, Barclays, Toyota, and Netflix - among others.

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