

SWIPED

Director // Mark Malloy
PD // Jason Hougaard

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This was me, as I sat down to submit a project I worked on for the 2023 ADG Awards only to realize I needed to make a presentation document to go along with it., and the deadline was fast approaching!

Shoot!



Ok, that wasn't really me. That was Bridget, but she sort of conveyed the feeling pretty well.

So, this won't be the slickest deck you come across, but hopefully it will suffice, we will learn a few things and maybe even have some fun along the way!

What more could you want from an *Underdog* anyway?

Oh right, The Underdogs, that's what Bridget and this lovable bunch of knuckleheads over to the left has been known as since 2019 when they first appeared in Apple and Mark Molloy's award winning "The Underdogs - Apple at Work".

Since then, I have had the absolute pleasure of working with Apple, Mark and the Underdogs on each of the Underdogs films, from 2019's Partner's Film, to 2020's harrowing experience filming "The Whole Work From Home Thing" to 2022's "Escape The Office" and finally with this year's joyous reunion "Swiped".

Sharing a creative partnership with Mark Molloy throughout these films has been one of the greatest experiences of my career. As we learned more about these characters, with each passing film, we have had the opportunity to build on that understanding and drill down deeper into the characters and the world they inhabit, the land of The Underdogs.





But... now for a bit of info on this one. Well, it wasn't the easiest shoot in the world. Locations that seemed to be easy finds in theory ended up being massive re-dresses with substantial construction, loads of detailed dressing, graphics galore and a lot of late nights. As per usual, a huge percentage of our work never made the final cut, but we are certainly proud of the work!

Almost all of the interiors had to be stripped down and reimaged virtually from scratch, though we did have a bit of luck with some of the market stalls, all other locations were a pretty heavy lift. Luckily, I was supported by an incredible team headed up by the unparalleled Monica Bidault

I won't bore you with too many details.... plus, the clock is REALLY ticking on this submission, but, over the next few pages I'll try to illustrate a few of the transformations the team and I undertook to bring the Underdog's world to life once more.



From Lighting Store



to Pawn Shop





We had a ton of fun with the exterior graphics working with vinyls, creating neons, and doing loads of hand painted lettering.

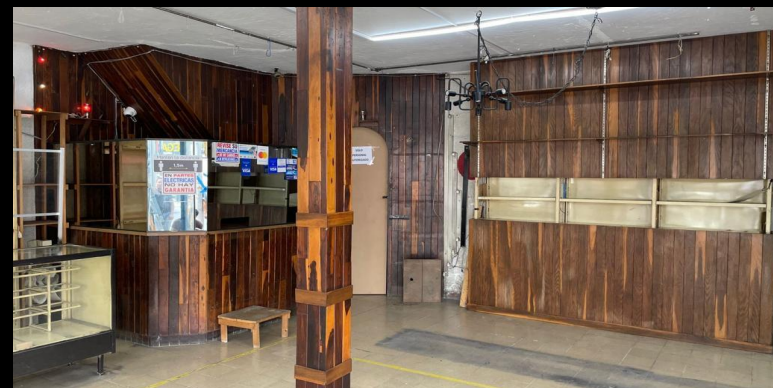




Original Interior Location



Inside we started by sweeping most everything out and adding additional wood details to bring some warmth to the space.



And then we brought on the Pawn!



From Stationary Store



to Dated PC Repair Shop





Original Exterior Location

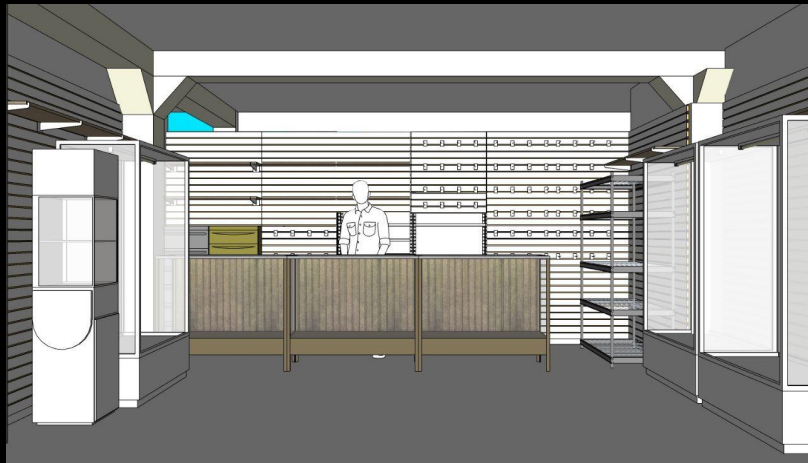
Again, we had a blast with the exterior! Building out a shop front door where only a rollup existed, working with scrolling LEDs, holographic vinyl, terribly designed sale flyers, creating faded vinyl signs, and playing with more hand lettering along with some terribly ugly paint choices!





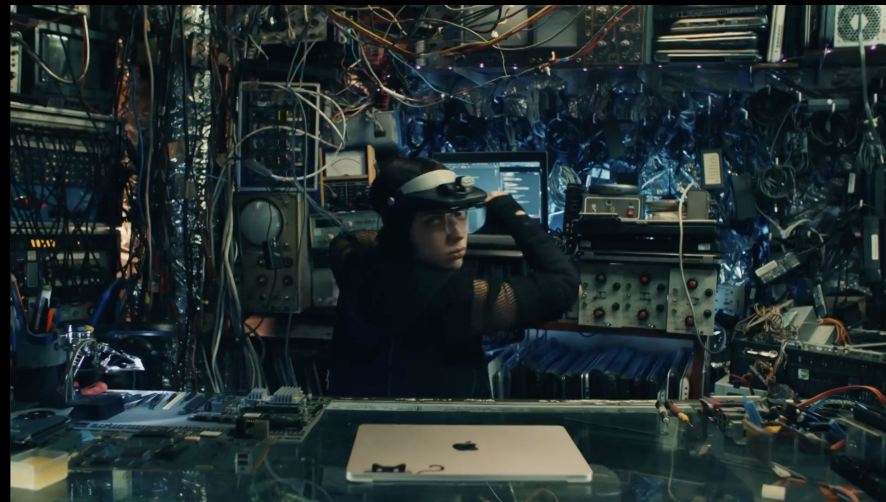
Original Interior Location

The interior needed some work as well... But we loved the layout!





From Computer Repair



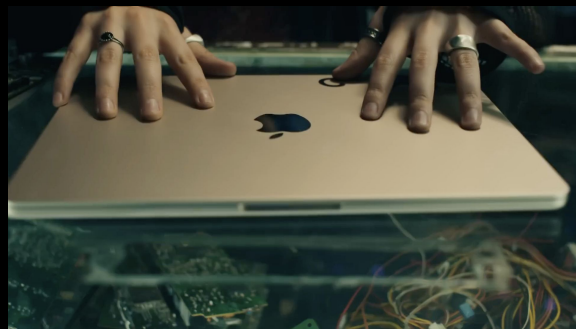
to umm Computer Reeper?



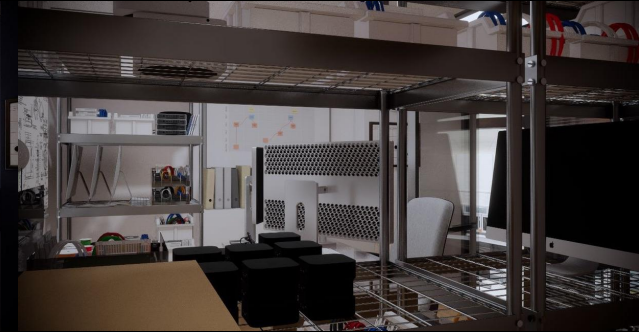
This Mac is Locked
Your system PIN is required to use this Mac.



Your Mac has been locked by your organization.

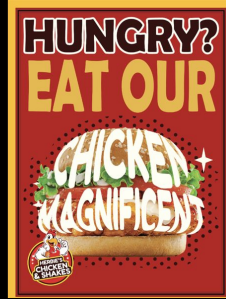


While those were some of our favorite sets, there was no shortage of other tasks on the docket including an IT office build for Daniil, a returning character from the Underdogs' Universe.



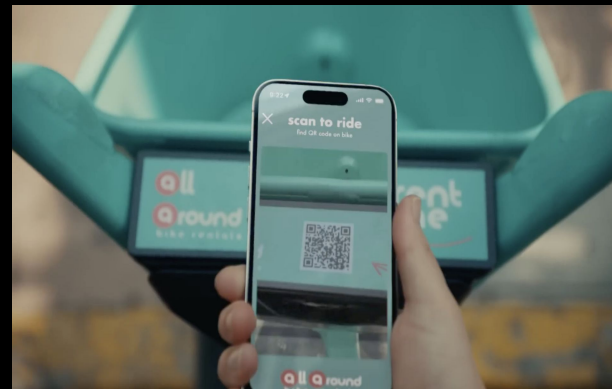
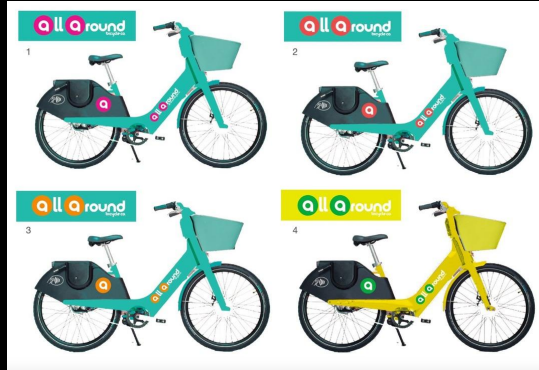


We got to name a chicken shop after our director's son and have some fun with branding!





The branding and creation of a Bike Rental Company that would pass legal was a fun one!







While I have tried to share some of the elements that went into this project, it really only begins to scratch the surface. From hand bedazzled phones to aged motorbikes in multitude, from faux computer brands to burned down market sets, there was more heart and soul put into these sets and props than one could possibly begin to illustrate, especially when they only have 10 more minutes before they have to submit this presentation!

So I'll leave things there and thank you kindly for your time and consideration. It has been an honor to be a part of these films for the past few years and my gratitude goes out to the folks that invited me to the table and the incredible crew that worked tirelessly by my side.

Thanks again for your time,
Jason Hougaard
Production Designer

[LINK TO FULL FILM](#)