

PATRICK LUMB
PRODUCTION DESIGN

This spot gave me the opportunity to work once again with long time creative collaborator, the director **Harold Einstein**.

FOR **AWARDS CONSIDERATION**

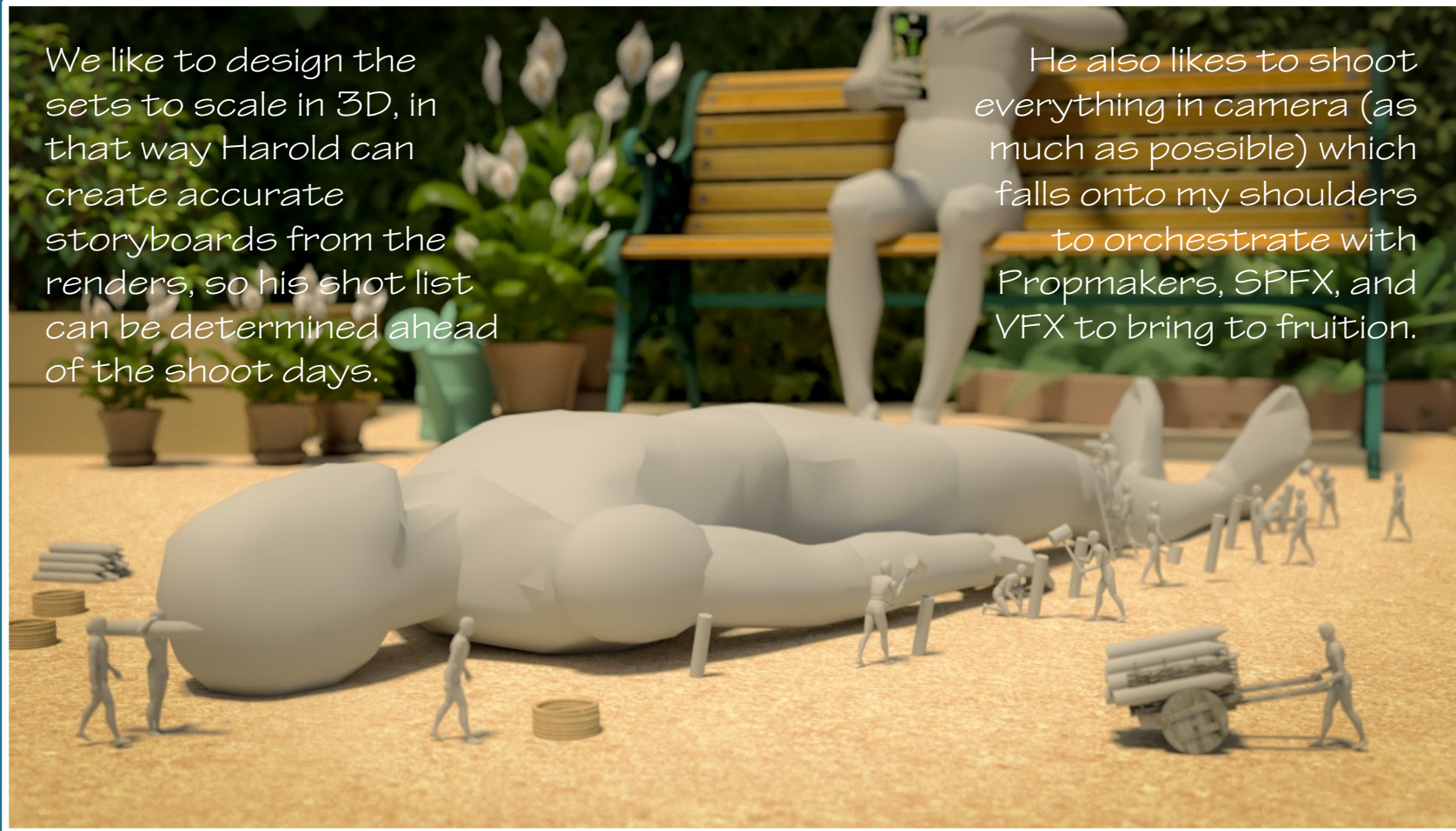


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We like to design the sets to scale in 3D, in that way Harold can create accurate storyboards from the renders, so his shot list can be determined ahead of the shoot days.

He also likes to shoot everything in camera (as much as possible) which falls onto my shoulders to orchestrate with Propmakers, SPFX, and VFX to bring to fruition.



Set Render



Inspiration

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Storyboard

3/D Set Render



Shoot Still



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Frame grabs from broadcast spot

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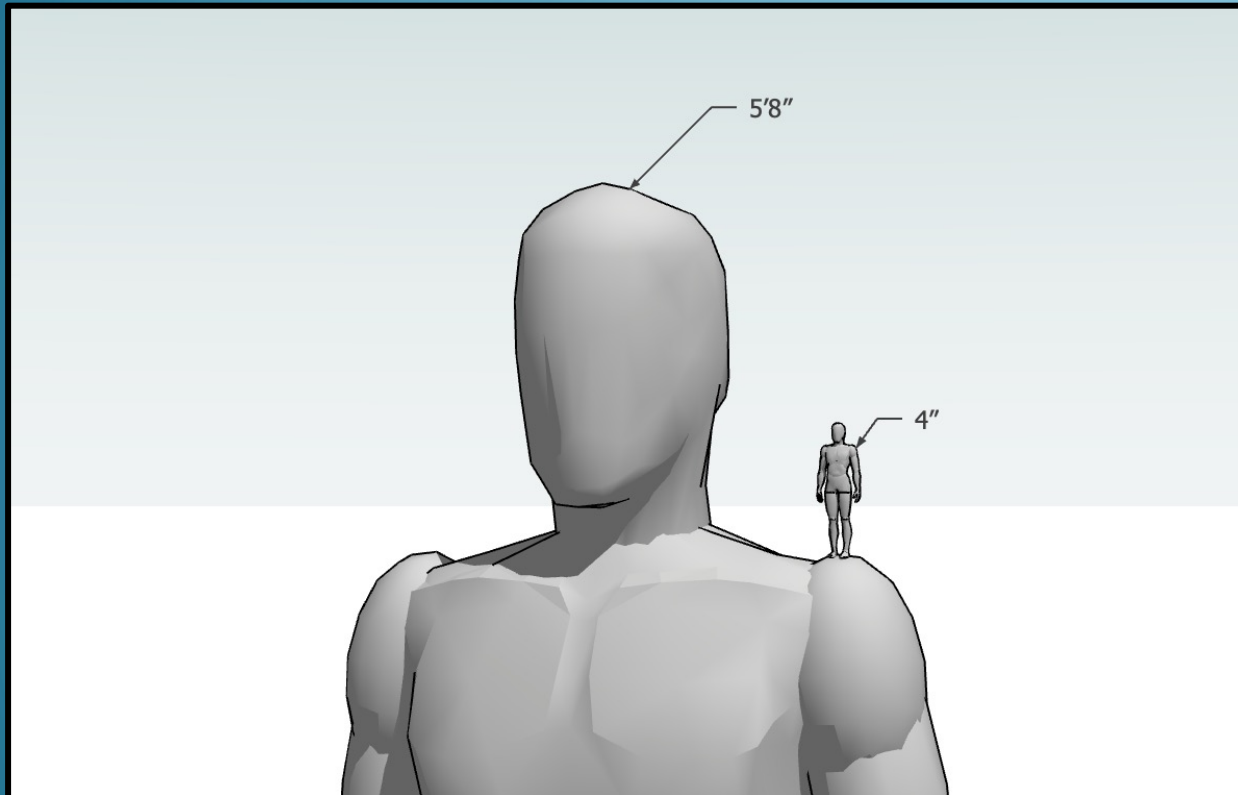


3/D Set Renders



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Getting the Scale right

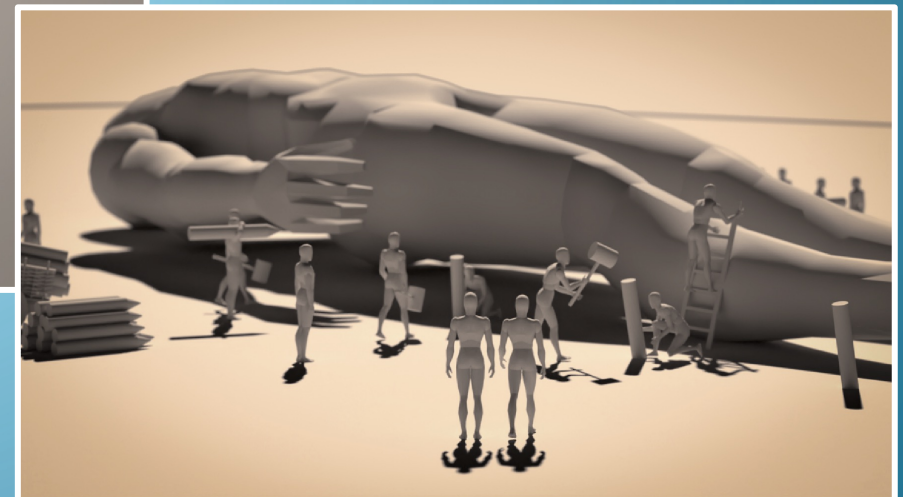
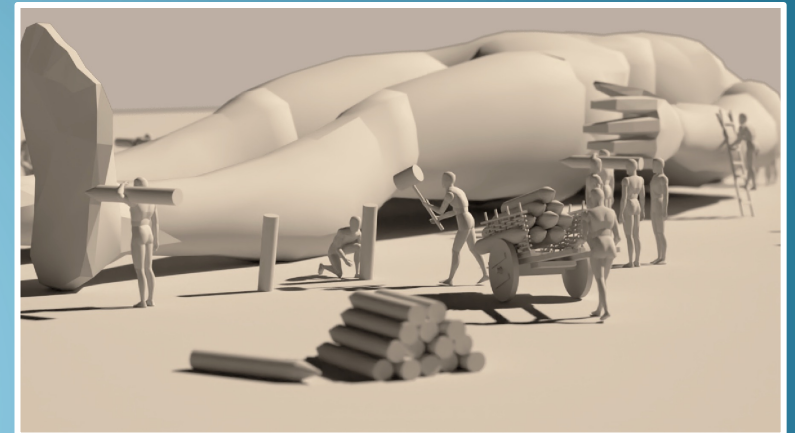


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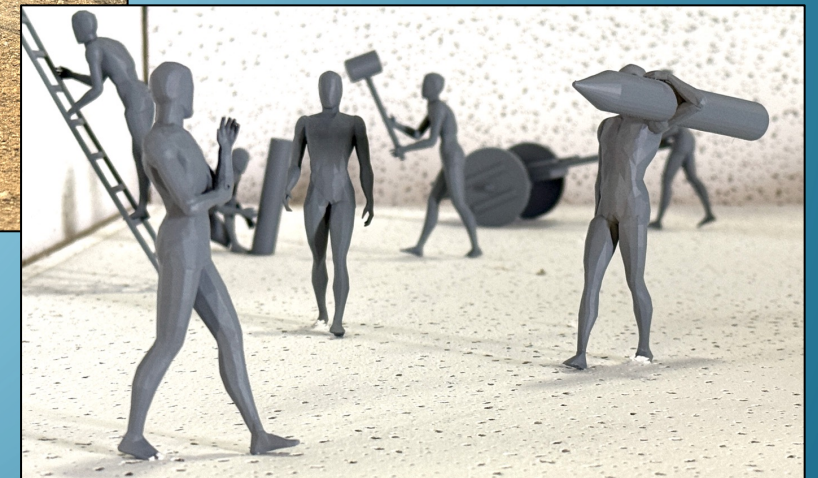
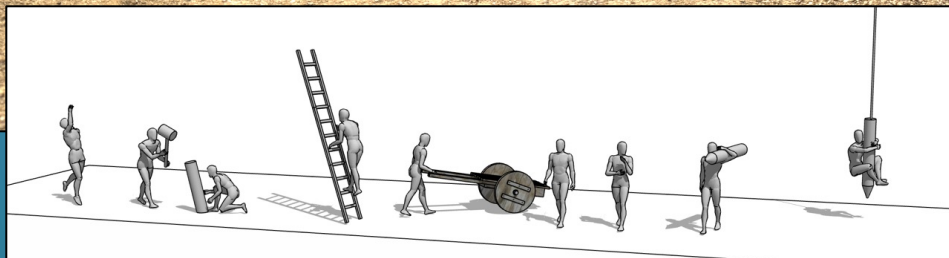
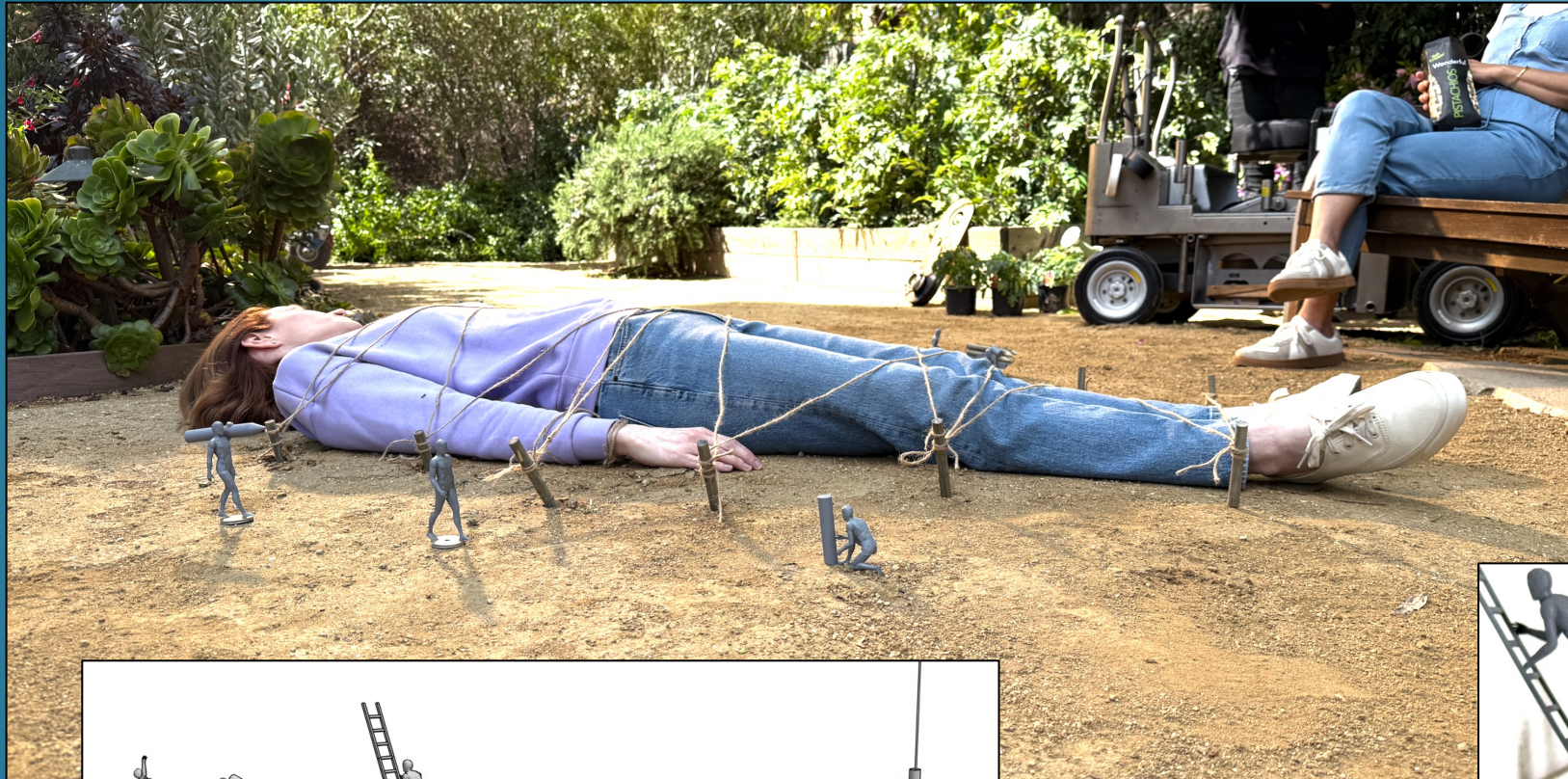
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Initial ideas in Sketchup

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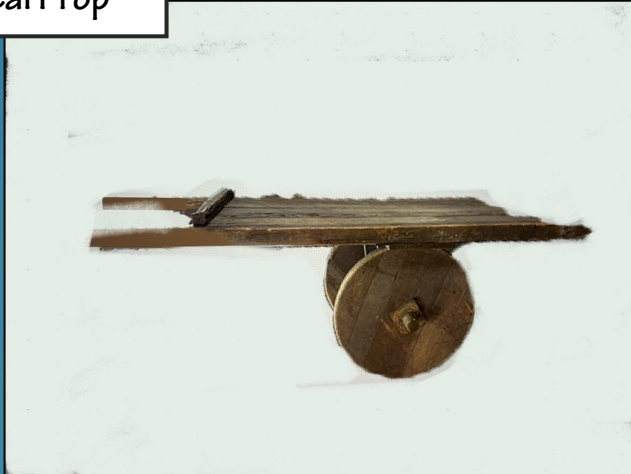


We 3D printed a set of characters to scale to help visualize and set up the shots on the shoot

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Rental Prop



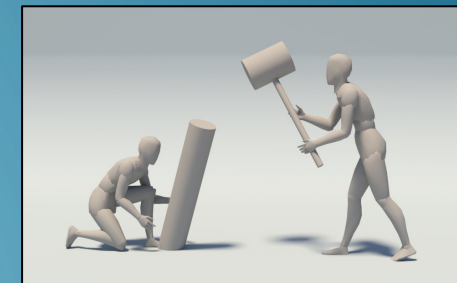
Removable Augmentations

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The second day on stage to shoot the live elements for VFX to scale down and add later in post



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Shot on Stage at



Under the Jurisdiction of



THANKS TO THE ENTIRE CAST AND CREW!

AND THANK YOU FOR YOUR CONSIDERATION!

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