

TELEVISUAL

JANUARY 2008

SKY MOVIES IDENTS



AGENCY: DUNNING ELEY JONES

PRODUCER: MARIO FILLO

MUSIC: HUM

Dunning Eley Jones produced Sky Movies' new idents when it re-packaged its portfolio of 12 movie channels by genre. Animation based on multiple projector beams was choreographed to reflect the movie genre being depicted. Hum was commissioned to compose music for the idents, with each ident's score being different. Some reflected the film score's musical style whereas others were more emotional, expressing concepts such as 'scale' for HD and 'a sense of occasion' for Premiere.

"Hum has created music that is powerful, emotional and truly evocative of the cinema", says Marcus Jones, Creative Director at Dunning Eley Jones.

Hum's MD Joe Glasman believes scoring to picture gives the client something unique and ownable, showing emotional change throughout the visuals. This wouldn't happen if he wrote the music first as "it goes backwards and forwards between the client and the composer and evolves during the process."