

David is an illustrator most widely known for his work in film, TV and digital media. After working in feature films and commercials as a PA, director's assistant and videographer, a passion for art led to him becoming a storyboard and concept artist.

www.jonasmoores.com the production team david allcock storyboard artist

He has storyboarded commercials for many of the worlds top production companies and agencies and his most notable film projects include *Mutant Chronicles*, *White Noise* and *Terry Pratchett's Hogfather*. He also produces artwork for comic books, graphic novels, posters, record covers/bands, logos, animatics, websites and all print media. David earned a degree in film and video at the Surrey Institute of Art and Design and currently resides in Hertfordshire, UK

WHAT'S DIFFERENT ABOUT THIS PROJECT?

Jonas Moore is certainly unique. At it's core it's a science fiction graphic novel but it has many other dimensions. I believe Howard originally wrote it as a screenplay, and the script I received from him when we first started sketching out scenes was in screenplay format. Comic books are normally scripted in their own special format, not like a movie script.

This is a living, breathing comic book...it moves, it's being animated and it features real people mixed in with artwork. So I guess it's halfway between a comic book and an animated movie...Howard likes to call it a 2nd generation graphic novel, which I think is fairly accurate. It truly is multi-media

WHAT IS THE PROCESS?

I sit down with Howard and go through the scenes and thumbnail it out shot by shot like you would with a movie...figuring out the camera angles, some blocking and kind of doing a paper edit. I then draw the shots up neater, getting closer to comic book artwork. Howard goes away and shoots his actors against green screen according to my compositions. Those photographs are then taken to the CG guys where the backgrounds are added, transitions, text, music and sound fx and

the whole thing is built up in layers and sort of animated. It isn't full on animation, we're not doing 3D, 24fps or rotoscoping, it's more of an animatic. The whole time trying to keep the look and feel of a graphic novel...a moving graphic novel.

WHAT ATTRACTED YOU TO THE PROJECT?

The scope of it. It crosses a lot of boundaries. The internet and digital formats are becoming the foremost entertainment platforms. We now listen to our music, watch movies and communicate with each other almost solely over the internet or on some kind of digital format. I think the comics industry is starting to realise this and they too are going digital. And once you go digital there is so much flexibility and potential for expansion. There's a lot of technology out there now and joe public is very technically savvy and also very demanding. They want something new and they want it yesterday. We live in a fast food culture. Jonas Moore has the potential to hit big in all the digital entertainment channels. I know Howard has plans for virals, podcasts, soundtrack albums, websites, interactive games. The other thing that attracted me was Howard's sheer enthusiasm. I have to admit that when he first got in touch with me and explained it, I didn't have a fucking clue what he was talking about. It didn't make any sense at all, I thought he was bonkers and it was never going to work...but man, sounds like a great challenge, lets give it a shot!

IS IT GROUNDBREAKING?

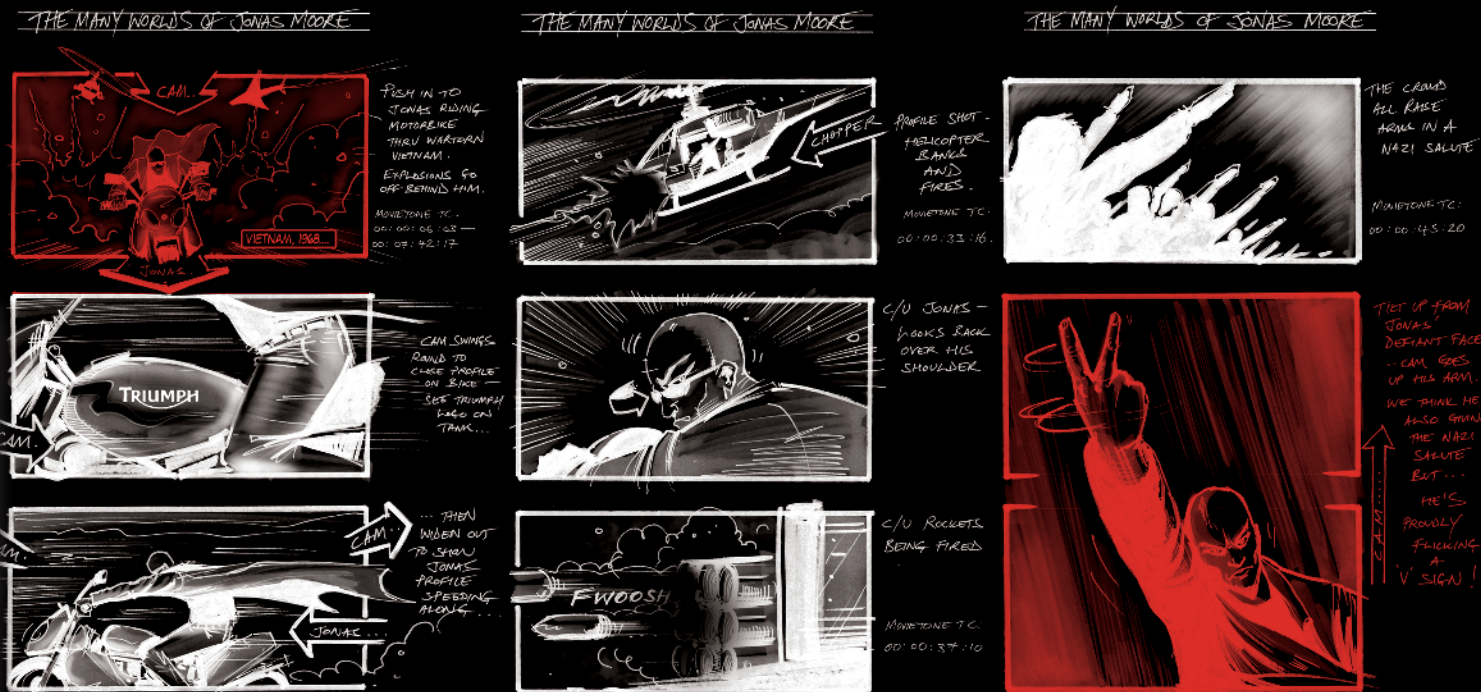
In a way, yes. There are lots of other people out there mixing media and taking comics online but I haven't seen a project that combines this many elements. I think the hook is the 'cast'. It's a graphic novel... but it has actors! Jonas is played by Colin Salmon. It's also somewhat subversive and satirical.

WHY IS IT IMPORTANT?

It's pushing the boundaries and expectations of comic books and changing the way they are viewed. That can only be a good thing. Keeps things fresh and keeps people on their toes. It's always good to test a system or format to its absolute limit.

WILL IT CHANGE THE WAY WE VIEW COMIC BOOKS AND GRAPHIC NOVELS?

Totally. The comics market is changing as we speak. Graphic novels are becoming a lot more popular and there are so many blockbuster movies being adapted from comics now. They are being taken very seriously and there is no longer a stigma attached to them. They're big business. Jonas Moore combines all the best elements of comics, movies and animation. It bridges the gaps and could introduce a lot of kids to the format that might never have picked up a comic before. It's progressing the medium and looking to the future. It is the future. You should never be afraid to experiment.



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