OUR DAY AT JUMP - a design and marketing agency
SOME OF THEIR WORK

Newcastle University Careers Service

National Innovation Centre for Ageing at Newcastle University
• Andrew, who ran the day at Jump, gave us a brief for a company called EZPMO. They are a company that created a PMO software, that generates reports of information from multiple platforms into one document

• We researched EZPMO to find out about goals, history and to get a better understanding of their brief. We highlighted flaws in the company by looking at what was wrong with its design and formatting, such as the name ‘EZPMO’ which lacks clarity and doesn’t communicate the brand

• We then discussed ways they could overcome their problems, and ways to reinforce USP of the company while reaching the target audience

• Also, we discussed names and tag line for the company with some simple sketches of a logo

• We then presented our ideas to Andrew
AN EXAMPLE OF OUR WORK
What you learned about the company and the role you observed:

• We learned a huge amount about the company by talking with Andrew who went through a presentation of work the company has completed.

• We learned about the process the company goes through when they get a new brief. A new brief begins with extensive research, and then development of ideas and then actually designing the scheme.

• Jump have a varied range of clientele, and they work on both large and small projects.

• Day to day life a JUMP involves working on various tasks. They move between projects quickly, and Andrew highlighted this as something employees struggle with when they first join company.

• It was emphasised that a huge part of the role was focused around team work. It is always a collaborative effort.
• Rather than having different employees for different roles, all designers worked on projects collaboratively

• They were all such a close team; going out for socials like bowling, meals and nights out quite regularly

• There was no hierarchical structure

• There was only two main sections to the company: a creative team and a development team
HOW THIS EXPERIENCE WILL HELP YOU GOING FORWARD?

• It gave us a taste of what it's like to work in a marketing environment

• Working on the brief gave us a chance to apply what we had learned at University to a working environment

• An opportunity to enhance our CV

• We found out JUMP take on third year students so we can apply to further experience