

Jesse Jacobs

Director, Spy Films

How did you get into directing?

When I first learned to draw, I asked my dad, "How do I get my hand to do what is in my mind?" I always loved characters and stories that existed in a bent reality, and at some point I realized these ideas couldn't be shot with a camera alone. Creatively, I built a foundation in theater, improvisation, visual effects, animation and design, then started in TV commercial post in Chicago, where I created spots and shorts that finally led to directing work. Since moving to L.A., I've been a spot director, first with Ka-Chew! and later, with Anonymous Content.

What is your most recent spot project? If you haven't done a recent commercial, what is your most recent project?

Some of my recent spots showcase my abilities for creating live action with a visual twist. Skittles was a blast. We went into the shoot meticulously prepared for an efficient production to allow improvisation that would later fit together seamlessly with the visual effects. I also directed and animated a UPS whiteboard commercial featuring a woman whose dry erase marker drawings come to life.

What is the best part of being a director?

I love bringing an idea into reality and playing in the moment at each phase of the process. I'm drawn to concepts that emerge from the unconscious. It's great fun figuring out how to bring a dream to life and to create an atmosphere where characters and stories unfold spontaneously.



skittles - Mindbender