

# JOSHUA G. R. FLETCHER

Director / Editor

## Introduction

I am an experienced director and editor of branded content, short documentaries, music videos and short form narrative. I'm interested in telling meaningful stories with an emotional core; those that make you stop and consider the lives we lead and the ones we don't.

The influence of sound and music on my work is incredibly important. I instinctively look for opportunities to sync subtle details found in moving visuals with unique rhythms found in audio to enhance a viewer's engagement with the piece.

I'm from a graphic design background so design thinking and strong conceptualisation is an integral part of what I do. For me, good editing is routed in good design. Well designed storytelling and conceptual understanding in the preparation phase rationalises every choice made in editing the final result – in the end the film is the edit.

## Work Examples

**Showreel** (Director / Editor)

<https://vimeo.com/478665275>

**Short Football Doc** (Director)

<https://vimeo.com/478665275>

**Music Video** (Director / Editor)

<https://vimeo.com/387763355>

**Branded Doc** (Director / Editor)

<https://vimeo.com/315706551>

## Key Skills

- Creative writer and conceptual thinker.
- Experienced in client facing scenarios pitching creative ideas and pre production meetings.
- Thrive on working with actors and talent, building relationships to gain performances.
- Highly experienced in directing large crews on set, collaborating with DOPs and producers as part of a creative team.
- Excellent communicator & team player. As happy to take direction from other team members as I am directing teams myself.
- Experienced editor in Adobe Premiere Pro.
- Experienced motion graphics designer in Adobe After Effects as well as compositing skills.
- Worked abroad in Europe with foreign crews and on site editing in studio environments.
- Camera operating skills on location and in studio environments.
- Directed sequences with actors in vehicles with remote monitoring.
- Degree level graphic design & typographic skills and building slick creative treatment documents.

## Projects

**Albion in the Community – Changing Lives Through Football** (Director)

Mini documentary for Brighton & Hove Albion FC's charity following the story of 3 young players asking the question; what would you do if football didn't exist? I developed the creative treatment with the client, conducted pre interviews with our cast and directed the 4 day shoot.

**Howz x EDF Energy** (Director / Editor)

Short branded documentary for EDF Energy's IOT product 'Howz'. We invited a cross generational group of people to share stories about independence throughout their lives. I expanded the creative treatment from agency Brilliant Noise into the film's narrative arc and directed 2 camera units on the shoot day.

## Projects

### **Gabrielle Aplin - Like You Say You Do** (Director)

Split screen narrative music video for Gabrielle Aplin dealing with the anxieties of social media. I developed Gabby's initial idea into a stylised creative treatment, creating meticulous storyboards to brief the DOP, set stylist, costume designer and hair and makeup artists.

### **Victoria Beckham x Reebok** (Editor)

I cut together a series of BTS social media edits for the launch of Victoria Beckham's collaboration with Reebok for her 2 million Instagram followers. A script was provided for structure and I embraced organic camera moves and jump cuts to reflect the style of the clothing.

### **Making 'Walk With Me In Sound'** (Director / Editor)

I shot and edited a behind the scenes film following the process of documentary filmmaker Marc J. Francis recording his audiobook Walk With Me In Sound. I developed a narrative arc where mindfulness actually became a key part in the recording process.

### **Walk With Me In Sound - Audiobook Trailer** (Editor)

I co-edited the trailer for the audio book spin off of the feature documentary Walk With Me, featuring the voice of Benedict Cumberbatch. I also shot additional footage for the trailer's opening.

### **Anthony Burrill x Harewood House** (Director / Editor)

Directed and co-edited a process film for Anthony Burrill's installation as part of the exhibition Useful / Beautiful at Harewood House. We followed the print maker over 4 weeks from locations in Rye, Gloucestershire and Leeds.

### **Fiat - Break the Mould** (Director)

A stylised online commercial for Fiat, working with a large crew (and a cat). We shot a range of interiors and night exteriors. The creative was set by agency Hearst and I directed the shoot day.

### **Brilliant Noise - Agency Showreel** (Editor)

Tasked with bringing the marketing agencies projects to life from a range of mixed media such as; photography, social media posts, branding, motion graphics and film. I created animated sequences and creative transitions to bring the 2D aspects of the work to life.

### **Life Labyrinth - London Design Festival** (DOP / Editor)

I shot and edited this short film for director Marc J. Francis, documenting the last days of 'Life Labyrinth' an installation outside of Westminster Cathedral as part of the London Design Festival 2019. Sound by Anna Bertmark.

### **A Cloud Never Dies - Short Documentary Title Sequence** (Editor)

Yet to be released. A short documentary about the life of Zen Buddhist Master Thich Nhat Hanh. I edited and created animated sequences for the film's title sequence narrated by actor Peter Coyote.

### **Of Empires - Baby Darlin Sugar - Music Video** (Director / Editor)

I shot and edited this documentary style video from 15+ hours of footage captured throughout the process of rehearsing and recording for sessions at Metropolis Studios. The video was play-listed on MTV Rocks and featured as one of their videos of the week on MTV.co.uk.

### **Rebel Energy - TV Ad** (Motion Graphics Designer / Editor)

Editing and motion graphics design for renewable energy company Rebel Energy's first UK TV advert.

### **EDF Energy x Powervault** (Director)

I directed a 2 minute promotional video for EDF Energy's collaboration with their solar battery storage partner Powervault. We depicted how the battery is fitted alongside everyday family life scenarios where the battery would be used, e.g. charging your EV during peak times.

### **Here I Am - Feature Documentary** (Camera Operator)

I shot footage for the opening sequence of director Marc J. Francis' upcoming feature documentary featuring writer Elizabeth Gilbert author of Eat, Pray, Love.

## Employment

### **JGRFLETCHER: Freelance Filmmaker** – 2014 – Present

Freelance filmmaker working as a creative concept writer, director and editor. I specialise in branded documentary, social media content, music video and narrative. Clients include: EDF Energy, Fiat, Hearst, Victoria Beckham, Crafts Council, Brilliant Noise, RocketMill, Brands at Work, Speakit Films, Relentless Records, Lucky Number Music, Never Fade Records. Press / acclaim: Nowness, MTV UK, Dr. Martens Blog, Clash Magazine and Nylon.

### **Fatsand Films: Freelance Filmmaker & Creative** – 2014 – 2016

I carried out a short term full time contract and several freelance projects as art director and creative lead on branded content and corporate film projects. Responsible for development of creative ideas developing written and visual treatments, developing storyboards, directing films, making and sourcing props, designing and dressing sets. Clients include: Footlocker, Converse, League of Legends, University of Sussex, UK Home Office, PwC.

### **Red Design + Art Direction: Graphic Designer & Art Director** – 2011 – 2014

At Red I gained a wealth of experience working as a designer and art director, working with creatives teams across many sectors. Clients included: TomTom, Ministry of Sound, London Jazz Festival, Dennis Publishing, Bottletop & Battersea Arts Centre.

## Qualifications

### **Winchester School of Art – BA (Hons) Graphic Arts**

Duration: 2008 – 2011

Grade(s): 1st Class (Hons)

### **Brighton MET – BTEC Art Foundation**

Duration: 2007 – 2008

Grade(s): Distinction

## Contact

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