

Title – Fuse: Broadcast Graphics Package

Program of Study – Graphic Design

Presentation Type – Juried Art

Subtype – Graphic Design

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Proposal: I was given the task of creating a graphics package for a late night sports show.

The research problem was to develop the style/branding of the show. I was told that the show was going to be called Fuse and would be about sports, but run like a late night show. From here I was given the freedom to take the project in whatever direction I found to best solve the problem. I had to create a logo, intro, lower thirds, transitions, cap, fullscreen, outro, and set graphics for the show. The person in charge of making the show met with me to tell me the direction he wanted the show to go in. He wanted something bold and dynamic. It was supposed to be slightly edgy but also have mass appeal. The show was going to be entirely student lead and produced in the GameOn/LFSN Studio.

The goal was to communicate to the viewer what kind of show they are watching. It needed to give them a taste for the content of the show and the style of delivery. It also needed to catch the viewers attention and get them interested in the show. The intro to a show will dramatically impact the viewer's expectation and experience of the show. A strong visual identity is essential to building credibility with the viewer. By seeing professional level graphics the viewer automatically assumes the content and quality of the show is professional. The graphics serve as a tool to support the show visually and practically. A good transition is necessary for making a smooth transition into each segment. The lower thirds are very important because they provide the viewer with valuable information regarding things about the anchors or things they are talking about. The goal of the graphics package was to

communicate the content and style of the show (a late night sports show). Another major communication objective was to build credibility with professional quality graphic elements.

My visual solution was a full graphics package that captured the feel of the show. The logo was designed to be bold and have a dynamic flow to it. By using Gotham bold italic (an iconic font style found in sports graphics) the viewer immediately gets the idea the show is sports related. The "S" was specifically designed to follow the contour of the U creating a strong sense of dynamic movement. I went with the color yellow because it is bright and often used to get peoples attention (like caution tape, taxis, and penalty flags). Yellow also captures the high energy feel of the show and overall the design of the package. The secondary color, bright blue, provides great contrast to the yellow making the logo really pop. For the graphic elements, I created a 3D version of the logo. The main body of the logo has a bright, matte metallic finish. There is a second bevel around the logo that is a reflective black. This second bevel catches light reflections and gives the logo a polished look; creating a very professional feel. In the animation we find the camera pulling out of a dark corridor as blue bars of light turn on in sequence following the motion of the camera. The logo then shoots forward into the light revealing the title of the show (Fuse). The floor is a rough metallic texture that reflects the light bars and logo creating a dramatic effect. As the logo comes forward and catches the light I added a subtle flare (A common practice in sports graphics) to added a second level of detail and really sell the clean polished look of the logo. The style of the package is a combination of very clean and polished elements and also rough, dark elements.

In order to create the graphics package, I started with the logo. I first made lots of sketches trying out different concepts. I narrowed those down to the best options and created digital roughs in Adobe Illustrator. From here I was able to get a feel for how the logos were working and I decided on one to finalize. With the logo finished I began to do visual research for the style of the graphics package. I created a mood board of graphics that I felt communicated the message I was going for to use as a reference and inspiration. From here I

started working on the intro. By doing the mood board research I knew I wanted it to be 3D, so I modeled the logo in Blender. I then materialized and lit it for a final render. I then brought that into Adobe After Effects to create the rest of the intro. When making an intro you first want to come up with a still frame for what the final reveal will look like. So I took my 3D render and created a dark corridor of blue light beams and a gritty, reflective floor. Once I had the still frame figured out I began storyboarding the animation on paper frame by frame. Once I had come up with an idea that would support the purpose/feel of the show I began to create the animation. After finishing the intro I had a good grasp on the style/brand of the show and it was just a matter of creating the other elements for the package. I then designed lower thirds and finished them in Xpression (a software program that allows a controller [person] to edit the inputs on them [names and information]). From here I designed the transitions, cap, fullscreen, and outro following the design of the intro. The final step was to create the set graphics. I first went into the studio and got a good feel for how the set was set up. I then experimented with some designs in Photoshop until I came up with the right look. I then animated it in After Effects and formatted it to work in the studio's set. This was the process I used to create the graphics package for the show; Fuse. I used the research I did to guide the direction the brand would take and also relied on the principles of design I had learned from my classes, textbooks, and mentor.