

Broadcast Graphics Package

Submission Deadline: 04/30/2024

Objective:

Create a cohesive broadcast graphics package for a news station, sports broadcast, or YouTube channel. Your work will include establishing brand guidelines for your client that reflect the brand's identity and audience to ensure consistency across all graphics. You will design and animate vital graphic elements that can be adapted to various segments and content types to engage viewers and elevate their experience.

Timeline:

- **Concept and Sketches Due:** Tuesday, April 9, 2024
- **Initial Drafts Review:** Thursday, April 18, 2024
- **Final Deliverables Due:** Tuesday, April 30, 2024

Specifications:

- **Resolution:** 1920x1080 (Full HD).
- **Duration:** Varies
 - **Opening Title:** 10-30 seconds
 - **Lower-Thirds:** Up to 5 seconds
 - **Segment Intros:** 5-10 seconds
 - **Data Visualizations:** Flexible, based on content
 - **Closing Credits:** 10-30 seconds
- **File Format:** .mp4
- **Frame Rate:** 30 fps
- **Audio:** Voice-over narration and background music or sound effects.
- **Footage:** Stock video and images for the graphics to be overlaid on.

Deliverables:

- Design Research: Moodboard, Guidelines Draft, and Opening Title Storyboard
- Completed Brand Guidelines
- Completed Graphics Set (5)
- Completed Animation (1)
- Presentation

Objective:

- **Opening Title:** A compelling start to the broadcast, including the name and possibly a tagline, with animations that capture the viewer's attention.
- **Lower-thirds:** For introducing speakers, locations, or critical information, designed to be legible and non-intrusive.
- **Segment Intros:** Concise introductory animations for broadcast segments, reflecting their content while maintaining the overall theme.
- **Data Visualizations:** Clear, engaging graphics for presenting statistical data or information, adaptable for various data types.
- **Closing Credits:** An end sequence that can include acknowledgments, contact information, or social media links.

Opening Title Example:



[Image Source](#)

Lower-thirds Example:



[Image Source](#)

Segment Intros Example:



[Image Source](#)

Data Visualizations Example:



[Image Source](#)

Brand Style Guide Requirements:

Brand style guides are comprehensive documents that detail all visual and textual elements that represent a brand's identity—its look and feel. They specify the elements—such as colors, fonts, logos, and images—and the rules for using them. Brands use style guides to ensure that everything they create looks consistent and recognizable no matter where it is displayed.

Color Palette:

- Primary (2) and secondary (3) colors with specific color codes (RGB and Hex).
- Guidelines on how to use these colors for backgrounds, text, and UI elements.

Typography:

- Primary and secondary typefaces, including specific fonts for headings, body text, and accents.
- Guidelines on font sizes, line heights, and letter spacing for different uses.

Imagery and Icons:

- Style and usage of photography, illustrations, and iconography.
- Examples of appropriate imagery and icons that fit the brand's tone.

Motion Graphics Style:

- Animation principles and styles that align with the brand (e.g., easing types, motion paths).
- Examples of motion graphics that embody the brand's energy and pacing.

Data Visualization Style:

- Templates for charts, graphs, and infographics.
- Guidelines on color usage, typography, and layout for data representations.

Video and Audio Guidelines:

- Styles and treatments for video elements, including transitions and filters.
- Types of music and sound effects that complement the brand's identity.

Layout and Grid Systems:

- Templates for standard layouts and grid systems for digital media.
- Margins, padding, and alignment rules for consistent spacing and structure.

Additional Resources:

Graphics Package Information:

- [NBCU Academy - The Art of Graphics](#) - (Blog Post with YouTube Video)
- [NBCU Academy - How NBC Creates Graphics Magic](#) (YouTube Video)

Traditional Media Examples:

- [UFC Brand Refresh](#) by Troika
- [UFC Fight Night Branding](#) by Ben Bullock for Troika
- [ESPN Rebrand](#) by Superstudio
- [News Station Channel Graphics](#) listed on Newscast Studio

YouTube Channel Examples:

- [Vox Media](#) - News and Documentaries
- [MKBHD](#) - Tech Reviews and Information
- [FutureProof](#) - Businesses and Industries Sustainability Analysis
- [Philip DeFranco](#) - News in a casual format

Brand Guidelines Examples:

- [IBM](#)
- [Dropbox](#)
- [Zendesk](#)
- [Starbucks](#)

Textbook Reference:

- "Adobe After Effects Classroom in a Book (2023 release) 1st Edition" by Lisa Fridsma. Specifically, refer to Lessons 4-8 to refresh your knowledge of the skills used for this project.

Project Grading Rubric:

- **Total Possible Points:** 100
- **Late Submission Penalty:** -2 points per day

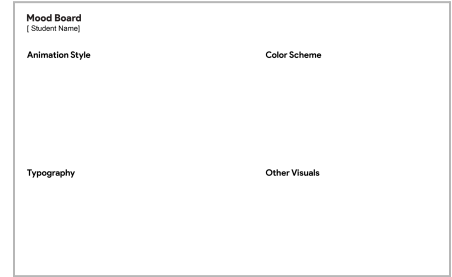
Evaluation Criteria	Poor	Moderate	Excellent	Points
Project Specifications & Technical Execution	Missing requirements; poor technical execution 0	Follows basic requirements; adequate software skills 20	Perfectly follows all technical requirements; expertly uses required software 40	/40
Branding and Strategic Alignment	Unclear narrative; lacks creativity; poor visual design 0	Clear narrative; some creativity; acceptable visuals 15	Outstanding narrative; highly original design; excellent visual appeal 30	/30
Documentation & File Management	Incomplete documentation; poor file management 0	Basic documentation; some file organization problems 10	Complete documentation; perfect file organization 20	/20
Presentation	Poor presentation; unable to explain concepts 0	Clear presentation; explains most concepts well 5	Professional delivery; clearly explains concepts and creative decisions 10	/10
Total Points				/100

Deliverable Details:

Important: Use your actual last name instead of “LASTNAME” for all files.

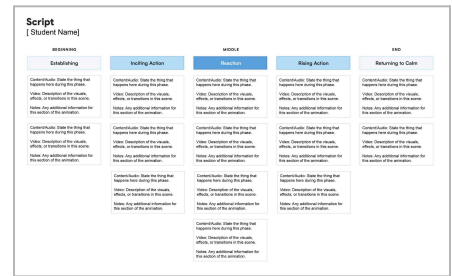
Moodboard:

- Create a collection of images that inspired your animation.
- Include colors, fonts, and graphics you plan to use.
- **Save as:** “LASTNAME-Moodboard.pdf.”
- **Tip:** Label each section clearly (like "Inspiration" or "Color Scheme") so your ideas are easy to follow.



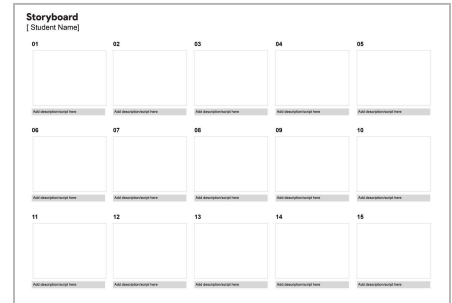
Script Outline:

- Write out your animation's story from start to finish.
- Include key points and dialogue.
- Describe major visual changes.
- **Save as:** “LASTNAME-Script.pdf.”



Storyboard:

- Draw out each important scene of your animation.
- Show camera angles and character movements.
- Add short notes to explain what's happening.
- Number your scenes to match your script.
- **Save as:** “LASTNAME-Storyboard.pdf.”



Completed Animation:

- Render and export your completed animation.
- **Save as:** “LASTNAME-Final.mp4.”

Presentation:

You'll present in person and cover:

- Your creative process.
- Explain your design choices.
- Discuss challenges you faced.
- Explain how your animation fits your target market.
- Show your final animation.

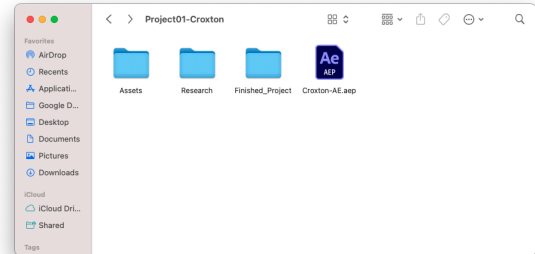
Submission Guidelines:

Important: Use your actual last name for all files and folders to replace “**LASTNAME**”. Replace the “**#**” with the number of the project.

Step 1: Set Up Your Folders

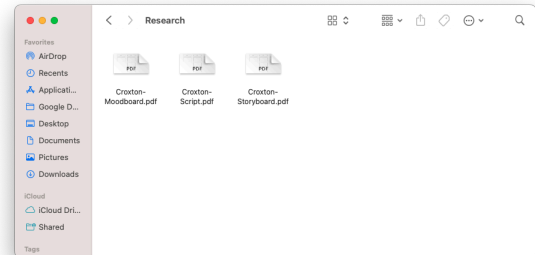
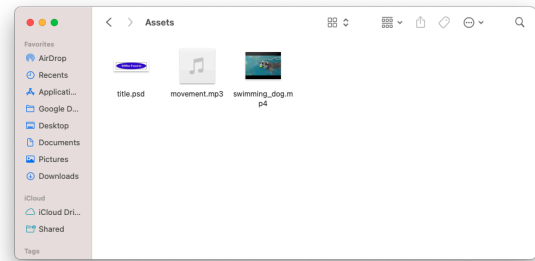
Create a main folder called “**Project#-LASTNAME**” with these inside:

- Your After Effects file: “**LASTNAME-AE.aep**.”
- Three subfolders:
 - “**Assets**”
 - “**Research**”
 - “**Finished_Project**”



Step 2: Put Your Files in the Right Place

- In “**Assets**”:
 - All your images
 - Videos
 - PSD files
 - Any other files used in After Effects
- In “**Research**”:
 - “**LASTNAME-Moodboard.pdf**”
 - “**LASTNAME-Script.pdf**”
 - “**LASTNAME-Storyboard.pdf**”
- In “**Finished_Project**”:
 - Your final video: “**LASTNAME-Final.mp4**.”



Step 3: Submit on Blackboard

- Zip your main “**Project#-LASTNAME**” folder
 - If you need help, here are some tutorials on [how to zip a folder on a Mac](#) and [how to zip a folder on a PC](#).
- Go to Blackboard → Projects → Project #
- Click on “Create Submission” and upload your zipped folder.

