

Graphics Package Breakdown

About This Package: This was the final project for a Broadcast Graphics course at the Art Institute of Tucson. The assignment was to create a broadcast graphics package around a proposed music-oriented network called "Studio B." This also included an original design for the network's logo as well as providing photographic and video content for said package. This package was created using various Adobe Creative Cloud programs such as Photoshop, Illustrator, and especially After Effects.

1. Fullscreen Logo-Standard bumper with full Studio B logo animation
2. Fullscreen Promo 01-Promotional bumper for upcoming programs
3. Fullscreen Promo 02- Variation of first Fullscreen Promo with an alternate color scheme
4. Animated Bug-miniature version of animated network logo which would appear during the program on the lower left/right corner of the screen. Footage was shot by me.
5. Lower-thirds Promo 01-A mini-promo that would occasionally appear at the bottom of the screen to promote an upcoming program. Live action footage was shot by me.
6. Lower-thirds Promo 01-Variation of the first Lower-thirds Promo with new footage provided by me.
7. Channel Lineup 01-Fullscreen bumper showing upcoming programs with still photos taken by me (albeit slightly tweaked in Photoshop)
8. Channel Lineup 01-Fullscreen bumper showing upcoming programs with alternate color scheme and live-action footage taken by me.