315CR Digital Media Technology 2

Studio task 1: Idents and Adverts (exercise A)

Radio and Television channels have always been required to identify themselves in their broadcasts at least once an hour. In radio, early answers to this were simply to mention the name, along with a catchy jingle, to combine the requirement with a form of anchoring. That is, by repeating the name of the station to the listener, it's hoped that they will better remember the station name and frequency.

For a long time, this kind of *ident* has been unnecessary, from a regulatory perspective. Modern radio and TV broadcasts include an identifier constantly held within the non-visible/non-audible parts of the broadcast. Idents are still used, however, and have become a key component of channel branding in television.

A designer has to ask many questions about the suitability of an ident design – Does it match what people feel about the company? Does it communicate the values that the company want to communicate? Will it be parodied negatively?

Designers are faced with a choice – either to design an ident that is semiotically rich (lots of potential meanings/readings) that sends the right message to the diverse audiences of the company or to 'play it safe' and produce a more 'anonymous' ident.

Motion Graphic 'logos' have become standard for identifying companies on the internet, in games, on products (Think Apple, Windows, Ubisoft, Bethesda ...) These are the modern idents ....

Exercise

Your task is to create an Ident for an existing TV channel or Media outlet.

You should try to put across a sense of the company. So you will need to do research: What is the company and its history? What does it do? What does the company mean to people? What are the values of the company?

Essentials:

- The ident must be no longer than 10 seconds. You may create 2 versions – one of 3 seconds (a 'sting') and one of 10 seconds (an 'ident')
- The ident must be entirely original
- The ident could combine "real" video with computer generated imagery. It doesn't have to be realistic.
- The ident should be accompanied by an audio track *of your creation*.

Reflection documentation:

To add this ident to your portfolio you will need to include planning and reflection documentation.

A short report which should discuss your research into the company. Justify your design choices.

Initial sketches/plans should contain a dopesheet or storyboard and any graphics you have created or drawn (e.g. logos, 3D models, etc)

Describe the techniques used to create it and your reasons for the particular sound and imagery used – refer to the lecture on **Semiotics**.

The report should also contain a reflection and analysis of your final ident. What worked well? What would you change?

 Include any research sources you looked at as a brief bibliography.