

Client Information

Client: PBS Arizona

Product: Catalyst Television Program

Producer: Walter Cronkite School of Journalism and Mass Communication (WCSJ)

Taglines: Shaping the Future

Competition: NOVA PBS

COMPANY OVERVIEW

PBS Catalyst is a television program that explores research, done at Arizona State University, and the influence it has on the world. Hosted by award-winning television journalist Vanessa Ruiz, the series tells the stories of the people behind the research, spotlighting their pursuit of groundbreaking discoveries.

Audience

TARGET DEMOGRAPHICS

ASU students, and non-students who are seeking new and groundbreaking information on research done at ASU.

Audience ages range from 16+ and available for all genders and backgrounds. The area of interests, connected to Catalyst are science and research.

GOAL

The goal for the Catalyst bumper is to benefit the program with a more artistic and fun tone. It will help make any video program have modern qualities and stand out from regular programs that might be presented.

Project Information

The main objective, for this project, is to give PBS Catalyst a new and exciting video bumper. The tone granted will be soft and relaxed, as well as on the more contemporary side.

BRANDING AND MARKETING

SWATCHES & HEX



FONTS

Effra Medium

Ubuntu Bold

LOGOS

