

# LOWER THIRDS CREATIVE BRIEF

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## Client Information

Client: NFL Miami Dolphins

Product: Lower Thirds

Taglines: Fins Up!

Competition: New England Patriots, Buffalo Bills, New York Jets, Indiana Colts, Pittsburgh Steelers

### COMPANY OVERVIEW

The Miami Dolphins is an NFL football team that represents Miami, Florida. The team plays their home games at the Hard Rock Stadium. The team is currently owned by Stephen M. Ross and were founded by politician Joe Robbie, and comedian Danny Thomas, in 1966. Brian Flores stands as the current head coach of the team. They won the 1974 Super Bowl against the Minnesota Vikings.

## Audience

### TARGET DEMOGRAPHICS

The target demographics are the football fans, especially those who are super fans of the Miami Dolphins. The target demographics include people of all ages and, for the most part, US Americans. However, other countries are kept in mind as US Football interest can be international.

### GOAL

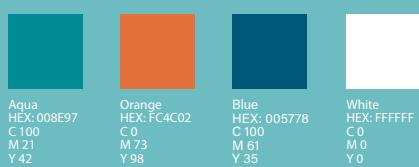
The goal for the Lower Thirds project is to create a creative stance for the team and to enhance the design and look with a more modern execution.

## Project Information

The main objective, for this project, is to give the Miami Dolphins a very creative and modern design to their lower third designs and animations.

### BRANDING AND MARKETING

#### SWATCHES



#### TYPEFACE

NFL MIAMI DOLPHINS

#### LOGO



### ONE, TWO, THREE TIER SKETCHES

