LIVE VIDEO PRODUCTION Report on

Individual Assignment

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Assets relating to both of your live show visual identities via Canvas

Overview:

Understanding logos for the shows:

Before starting the logo design process, one should focus on or understand the show's theme and objectives. This thinking helped me in creating a logo that ties the relation between the show's goal and the target. Show titles, audience and segments tell me the design direction. I would like to mention our Course Lecture Dr Patrick and Coby Sharpe. Mainly I have hardly any idea about logo design. Their instructions and tutorials help me design. Particularly Coby Sharpe showed me some previous logos of past assignments of the students and how they created them. There are two shows one is an art competition named Brush it off and a 1eve1up show named Byte Size.

Choose the right typography and colour scheme:

Choosing the right typography and colour scheme is very crucial in creating a memorable and effective branding logo. The typography should be legible or TTP and the front style should reflect the show's theme and tone. I have used Evil Empire and Montserrat font 1eve1up byte-size and Nexa Demo in Brush it-off! , more font templates of fonts and colour's information and identity are available in the logo file.
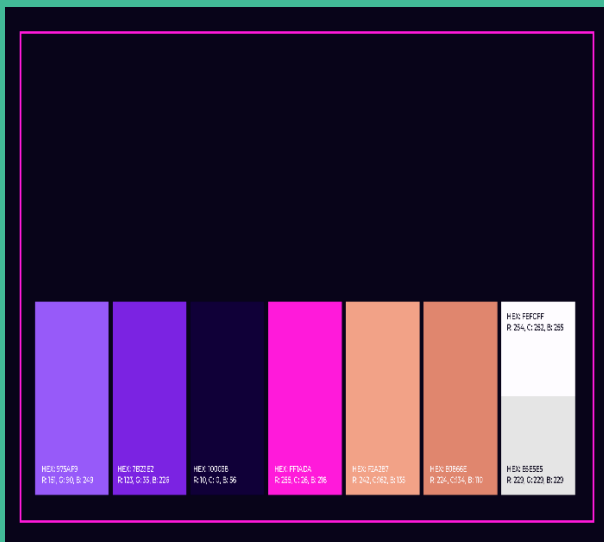
Figure -1 is a logo of art compition and figure two is figure for game compition

Colour Identity of 1leve1 & Brush-it-off show

Why I used These colour: 1eve1up Byte Size:

I use their eight colours but focus on some branding colour in 1eve1up Byte-size.

The HEX code #975AF9 , a shade of purple: a sense of luxury, creativity, or even mystery.

The HEX code #7B23E2, a shade of purple :quite vibrant and has a futuristic or high-tech feel to it.The HEX code #100038, a dark shade of blue with a strong purple undertone, night scenes or outer space

The HEX code #FF1ADA , a bright and vivid shade of pink with a strong magenta hue : attention-grabbing and bold, a variety of design contexts, from fashion and beauty to music and entertainment, a fun and playful quality, a sense of excitement or energy.

The HEX code #F2A287, a warm and muted shade of orange: a warm and earthy quality to it, and might be used in a variety of design contexts, from fashion and beauty to food and beverage, a sense of friendliness, approachability, and comfort.

The HEX code #E0866E, a warm and soft shade of pinkish-orange or coral: can be versatile and could be used in various design contexts, including fashion, cosmetics, or branding for products and services.

The HEX code #E5E5E5, a light shade: a clean and minimalist look, or as an accent colour to provide contrast against darker or brighter colours.

The HEX code #5BA643 , a bright shade of green environmental and nature-themed designs, health and wellness brands, and even in sports or fitness-related designs including environmental and nature-themed designs, health and wellness brands, and even in sports or fitness-related designs.
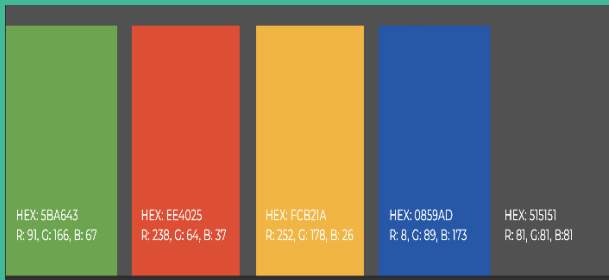
Brush it off:

I used 5 colours and some specific reasons. The HEX code #5BA643, a bright shade of green: lively, with a slight yellow undertone. It could be used in a variety of design contexts, including environmental and nature-themed designs, health and wellness brands, and even in sports or fitness-related designs.
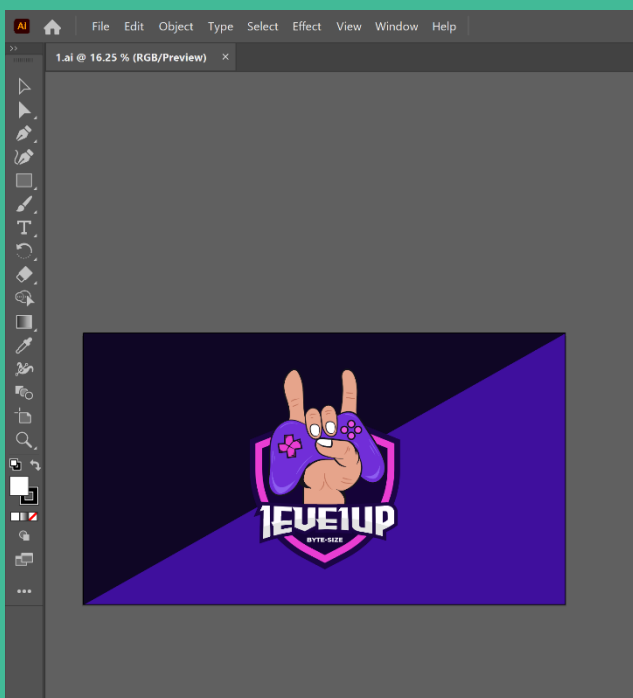
The HEX code #FCB21A, a bright shade of yellow-orange: bright and vibrant, with a warm and energetic feel, a variety of design contexts, including fashion, food and beverage, and sports-related designs, a sense of optimism, creativity, and excitement, associated with fun and joy, a happiness and enthusiasm, s a playful and youthful. The art competition is for a younger group of people.

The HEX code #0859AD, a shade of blue that is quite dark and slightly desaturated : often used in corporate and professional designs, particularly those related to technology, finance, and business, a sense of stability, security, and reliability, neutral colours, such as greys and whites.

The HEX code #515151, a shade of grey that is quite dark and neutral: a neutral and subdued colour, such as in corporate and professional designs, as well as in minim Design logo in Illustrator

HEX: 5BA643
R: 91, G: 166, B: 67

HEX: EE4025
R: 238, G: 64, B: 37

HEX: FCB21A
R: 252, G: 178, B: 26

HEX: 0859AD
R: 8, G: 89, B: 173

HEX: 515151
R: 81, G:81, B:81

Logo design in Illutrator

1EVE1UP: BYTE SIZE

This is for a gaming logo and a gaming platform, at first I have some ideas from sports channels wrestling show to create it , and then

I have made a sketch and then converted it to a vector through illustrator software.

The 5 steps to designing this logo:

Step 1: Evaluate the brand

Step 2: Research the industry

Step 3. Make a list of where the logo will be used

Step 4. Sketch

Step 5. Create digital drafts in vector software

Software used:
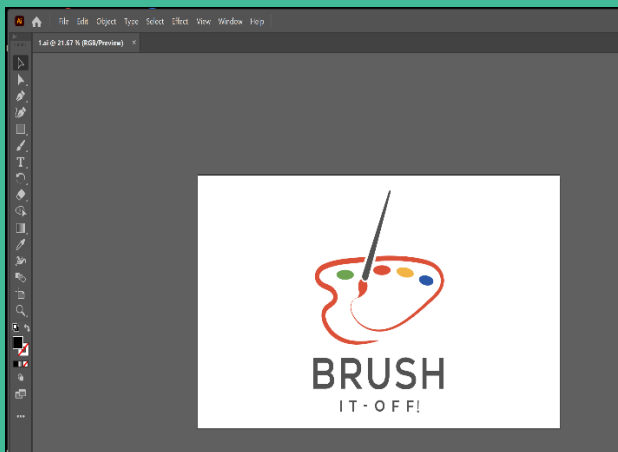
Adobe Illustrator

Tools used:

Select tools. Selection. Direct Selection. Group Selection

Navigate tools. Hand. Rotate View. Zoom.

Paint tools. Gradient. Mesh. Shape Builder.

Text tools. Type etc.

Brush it-off:

This is for a art brush logo for art industry, at first I have some ideas from Kid TV , Google as Instructor Coby told me and and Intended to create, and after that
I have made a sketch and then converted it to vector through illustrator software.

The 5 steps to designing this logo:
Step 1: Evaluate the brand
Step 2: Research the industry
Step 3. Make a list of where the logo will be used
Step 4. Sketch
Step 5. Create digital drafts in vector software

Software used: Adobe Illustrator
Tools used:
Select tools. Selection. Direct Selection. Group Selection
brush tool,Navigate tools. Hand. Rotate View. Zoom.
Paint tools. Gradient. Mesh. Shape Builder.
Text tools. Type etc.

In conclusion, designing a branding logo for a show requires a deep understanding of the show's theme, target audience, and goals. The logo should reflect the essence of the show, evoke the desired emotions, and distinguish the show from competitors. By following the steps outlined in this report, you can create a logo that captures the audience's attention, builds brand recognition, and represents the show's identity.

How I animated logos at Adobe After Effect by following steps
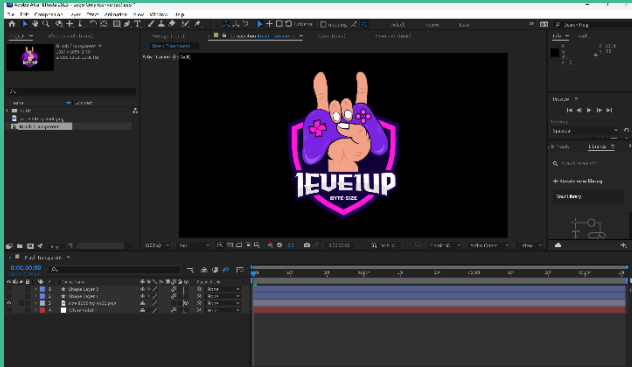
Animating a logo in Adobe After Effects is a great way to add visual interest and make our brand stand out. Here are the general steps I followed to animate the both logos:

Creating a new composition by opening After Effects setting the composition size, frame rate, and duration as per requirement.
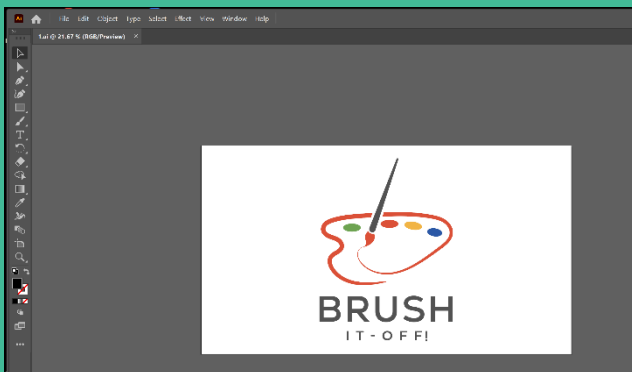
Step:1: Import logo
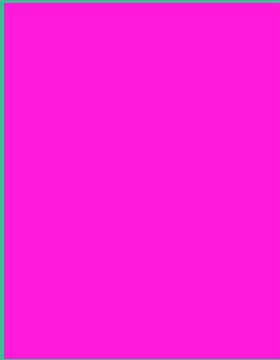
Step :2 : Create a new layer:

Step: 3:Place the logo

Step;4: Add animation:I selected the logo layer, and clicked on the "Animate" dropdown in the timeline. I added keyframes, position, rotation, scale, opacity, and more.

Step 5: Preview your animation

To create a PNG sequence in After Effects, I followed these steps:

Once I had your footage in your project panel, I selected it and dragged it onto the timeline in the composition panel.

Next, go to the "Composition" menu and select "Add to Render Queue" In the Render Queue panel, select the "Output Module" dropdown menu and choose "PNG Sequence".

Creating a wipe transition of colour in After Effects, I followed these steps:

Importing the two clips that I want to transition between into your After Effects project and drag them onto the timeline.

menu and selecting "New" > "Solid".

Choose the colour you want for the wipe transition and click OK.

Drag the new solid layer above the two clips on the timeline.

Select the new solid layer and go to the "Effect" menu.

Precaution:

Here are some key considerations that I followed:

I avoid clutter and too many details as it can make the logo look messy and hard to read and it is simple.

Making it versatile and working well in different formats and sizes.rounds.

Using appropriate colours

Choosing an appropriate font: The font you choose for a logo can affect how it's perceived. It's important to choose a font that is easy to read and aligns with the brand's personality.

Avoiding trends

alist and modern designs, a sense of sophistication, elegance, and timelessness.

References:

- *<u>Module units: Live Video Production [22/23] (sussex.ac.uk)</u>*

- *Class lecture and practical session*

- *https://www.youtube.com/watch?v=F4aVuGtYqDk&feature=youtu.be*

Acknowledgement:

Dr Patrick Holroyd*, lecturer and co-foundered and run a startup business called MAVIS, we are lucky enough to have a Lecturer.*

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