

TV IDENTS

COMM1790 – Design for Digital Media // Sophie Riordan



// Rock central is a music channel within the rock genre. It is aimed at young adults with an interest in music, particularly rock music and those who typically engage with such music and musicians within the genre. Therefore, throughout my logo and TV idents it was important to convey this message. This included using images which represented the genre, helping the audience to identify what the TV idents were representing, but also using images of individuals similar to those within the demographic, so that the audience could identify with them. Similarly, the style of the idents, although unique appeal to this particular audience as they are relatively bold and convey the channel effectively.



IDENT 1

Each of my TV idents follow the same theme, consisting of the same logo and background, but supported by a range of different people, which act as the supporting layers.

For this design I included images of two people with whom my target audience can identify and placed them as a layer on top of the other two aspects to create my final design.

TECHNICAL SPECIFICATIONS

These are the settings which must be applied to each of the TV idents displayed within this document:

FORMAT: TIFF

RESOLUTION: 72DPI

COLOUR MODE: RGB

WIDTH: 1920px

HEIGHT: 1080px



IDENT 2

I chose to create an outline on each of the designs almost like a scrap book to help make the design stand out but also to reinforce its uniqueness. As shown in this particular design each of the borders surrounding the characters can be found in the logo design. This helps to create a sense of unity between the different features of the design.

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IDENT 3

This design uses some of the same images as the following two designs, but uses corresponding colours to help the viewer to differentiate between the two ident. The use of the white and red layered on top of each other helps to create an effective, eye catching design for the viewer, due to the vast contrast between the two.

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IDENT 4

For this particular design, I decided to use one figure rather than two as I believe that this alone is effective. Also due to the shape of the character it would have been difficult to select the correct corresponding figure. However, this design still follows the same theme as the others, consisting of a 'cut-out' background, followed by colours which are the same as those used in the logo, to create a sense of unity and consistency.