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GDEM 1001

CHANNEL IDENT

FOR A NEW MEDIA COMPANY

SEBASTIAN BUCCHERI

CONTENTS

RESEARCH

WHAT IS AN IDENT?

An ident stands for an identification video which is for a television channel. An ident is shown in-between programs introducing what's on next as well as showing a schedule for the upcoming programs. Usually, idents last 10 to 20 seconds; they are created to be aimed at specific audiences as an ident informs watchers of the contents of the program and who it's suited for. An example of this would be channel 4; their programs are usually based on real-life, crime and gangs, which are generally shown in the idents. All information on this page was gathered from *(Boo, 2013)*.

WHAT IS THEIR PERPOSE?

Idents have a mian purpose and thats to inform whatchers on any concernce that might interest viewers such as touchy subjects, swearing, nudity and flashing lights. channel idents are also there for promotional aspects, it gives the channel free marketing from reminding the watcher what channel they are on. ident do also help watchers regain focus and bring their attention back to the programe. the image below shows BBC Two presenting their program shedual. The image below was gathered from *(TV Forum, 2015)*.

NEXT
Great British Railway Journeys

THEN
Food & Drink

BBC TWO

HOW ARE THEY CREATED?

There are many different ways you can create an ident, such as 3d, flat design animation, live-action or a mix between them all.

Having a 3D (three dimensional) ident adds another depth and interest to standard flat illustrations and takes it to another level. Graphic 3D illustrations or text are created in Adobe 3D software; a designer will take designs to After Effects for final editing. An example of a 3D ident would be Pixar's ident. Image gathered from *(Identsandlogos, 2008).*


Flat design animation is a popular design style and properly a style most commonly seen as app icons. The style of flat animation is definitely on the more minimalistic side. These types of designs are usually simple, understanding and crips. A flat design ident would be something created in illustrator or photoshop first, then taken into after effects to make the illustrations come to life by making it move and adding sound. An example of a flat design would be the ident for James Charles YouTube channel. Information and image gathered from *(May, 2018)* and *(Charels, 2022).*

Live-action is the alternative to animation. A live-action ident consists of cinematic videography and photography with the possibility of actors. The benefits are that it may be more relatable as it shows human behaviours and similar scenes, comforting viewers. Information and image gathered from *(Admin, 2021)* and *(LightCreativeLTD, 2011).*

The ident below is an excellent example of mixing styles; as you can see, it involves images, text and animation, giving it a collage effect. This is an inspiring look for the final product because of the choppy style it has and the use of images, text and recording effects. Images gathered from. *(Clough, 2022).*

TIPSY NEVER HAVE I EVER with my YOUNGER sister!

0:02 / 12:15
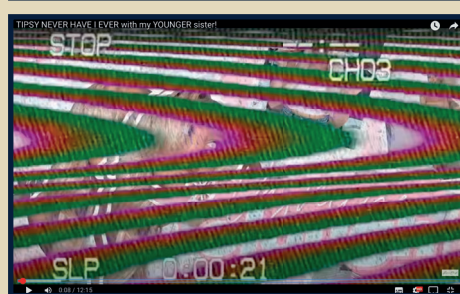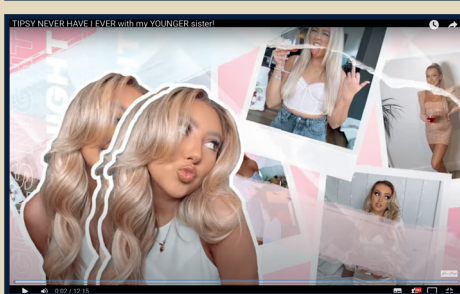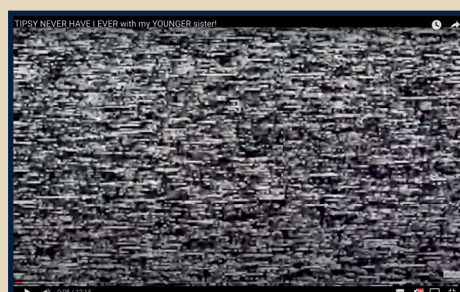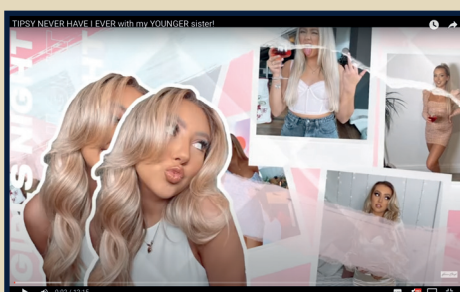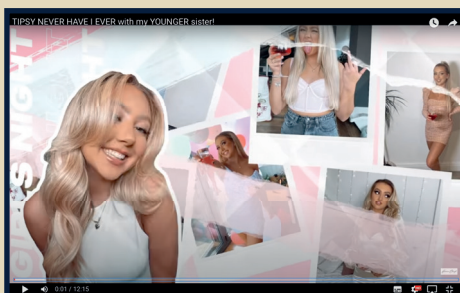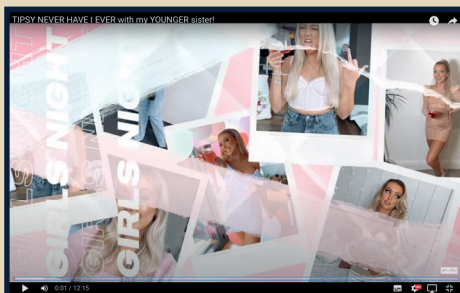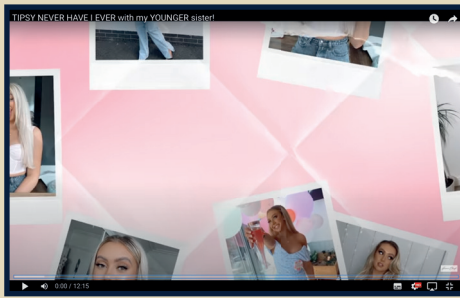
The following two screenshots will relate to my ident as the style and techniques used were highly inspiring for the final ident. Such as the white outlining, which is planned to be used around text, the repetition of an image to the beat of the music and finally, the use of polaroid pictures. These are all quirky small techniques to build the final look of the ident.

TIPSY NEVER HAVE I EVER with my YOUNGER sister!

0:00 / 12:15

As well as everything else mentioned, the actual movement of the youtube channel ident is also an inspiration that will be taken to the final ident.

IDENT ANALYSIS!

BBC ONE IDENT

The image above is the BBC One ident. From this image, you can instantly tell it's for a middle-aged to older age range audience and suggests that the channel is informative and entertaining. This is because the ident shows hippos that are extremely intelligent animals, yet having them swim in circles that they can't do; therefore, this can be found humorous. The ident is filmed in a live-action style that gives the audience a sense of real-life and connects to a more intelligent and factual channel. The colours of the ident are muted greens and blues with sensible and formal colours that relate to an older audience. Image added from *(BBC, 2017).*

MTV IDENT

by *CHEWING FOIL*

This screenshot is from the MTV ident. As you can see, the image is colourful and quite 'trippy'; so it appeals to young adults and teenagers. The ident shows a creative style from the choice of colours to relate to the channel's theme. The ident is a 3D animated ident too added to the cool astetic, and was created by Chewing Foil. Image from *(Presentation Archive, 2020).*

CBEEBIES IDENT

Finally, this image is from the BBC CBeebies ident is aimed at young children and babies. This is obvious due to the colour scheme, font and charters that have been made; the whole screenshot does give a childish vibe. The ident is a 2D animation that makes it simple for children to watch. Image from *(Ravensbourne University London, no date).*
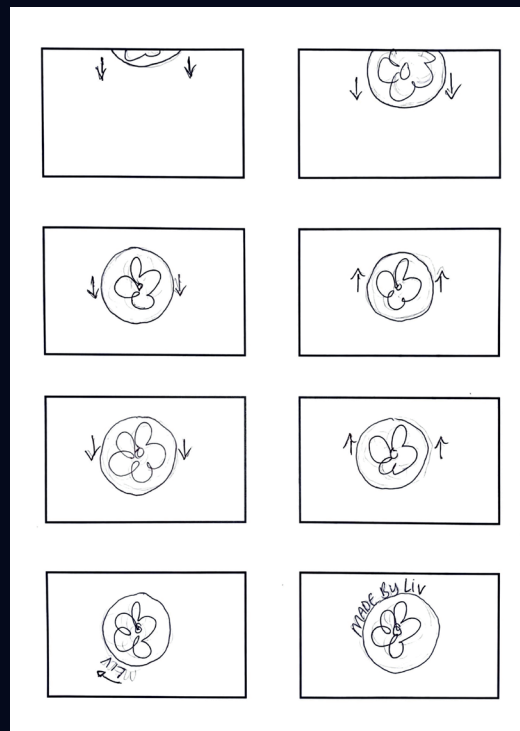
STORYBOARDS
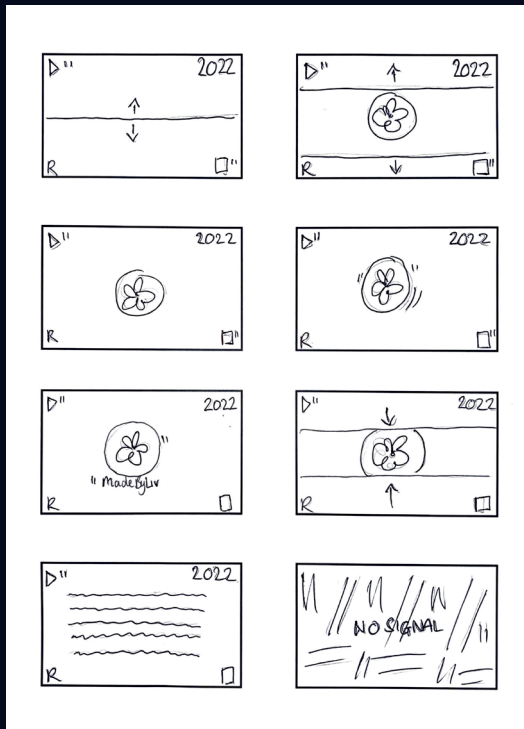
The storyboard shown on the left is a 2D animated ident. The final ident will be bright and colourful to relate to my brand. The storyboard starts with two panels opening up from the middle, revealing the logo with a recording effect on the screen, which continues throughput; the logo then glitches twice. On the second time, the name appears. Two black panels close the screen quickly as if an old fashioned screen was turning off. It cuts to a black and white fuzzy screen and then finally a screen saying no signal; ideas from the research have helped to create this story bored and give it the effects it has, such as the recording effects and the no signal cuts. The music would be upbeat like 'pop' music.
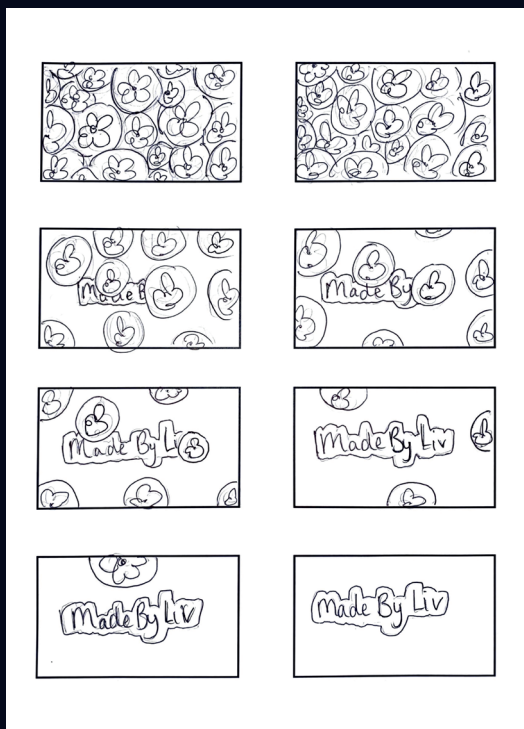
Again this is a 2D flat animated ident. Simply the ident starts with lots of different coloured logos covering the screen, and they start disappearing one by one, revealing the name. This ident has a fun, and simple aesthetic, because of the colours, and not a lot is happening, other than logos disappearing. The music behind the ident would be really simple and make the ident sound like the logos are 'popping' away like bubbles.

The storyboard on the right I debatably too simple. It's again a 2D flat animation. All that happens in this ident is the logo drops down from the top, lands in the middle and bounces. Once the logo rests, the name appears from the bottom and slides around the logo and rests at the top towards the left-hand side. Again the colours will be the primary logo colours and be bright and colourful. The audio behind this ident would sound very simplistic as it's just silent until the logo bounces, creating a 'boing' noise after the audio stays silent again. The worry about this storyboard is that it could come across as too plain.


Looking into other styles of idents was an essential part of storyboarding here; this is a live-action ident of a flower growing filmed in timelapse; this would be technically difficult in the given time frame yet an interesting idea. The audio would consist of the sound of roots developing to act on the raw appeal. Once the flower has grown at the end of the ident, it morphs into the logo.
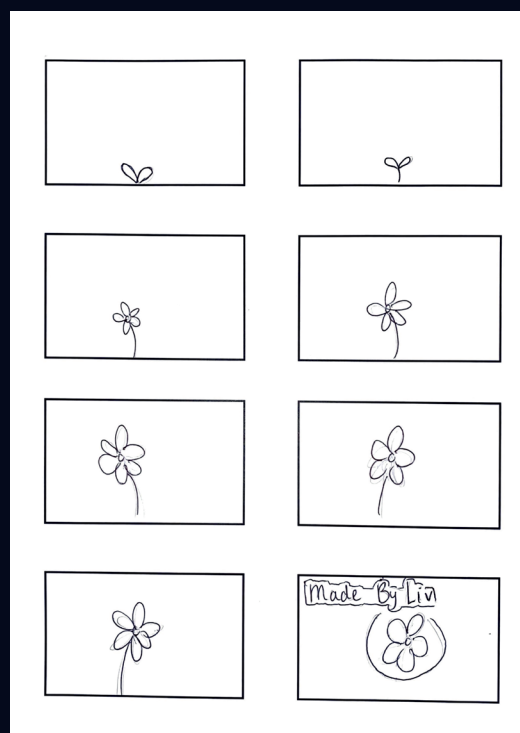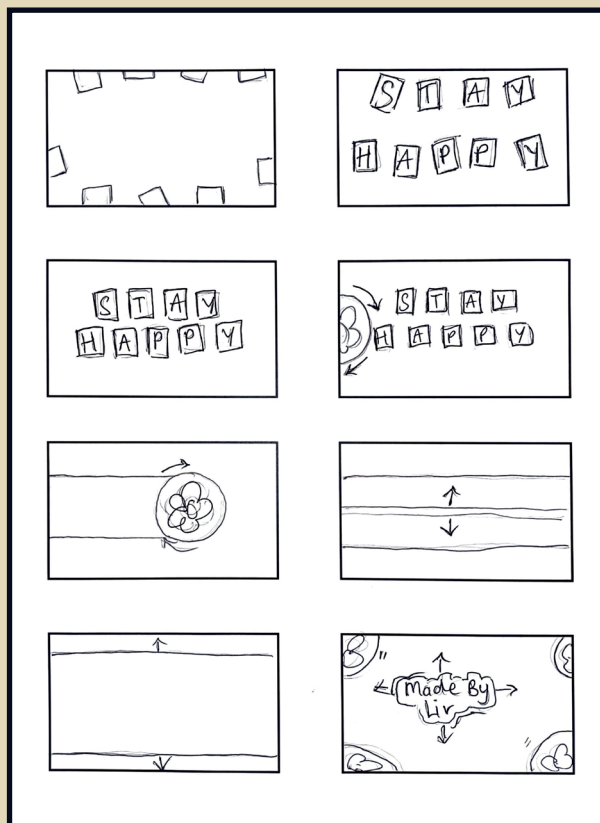
CHOSEN STORYBOARD!

Finally, the chosen storyboard is shown below; this is a guide to follow when creating the final piece. meaning it wasnt followed frame by fame. for the final ident elements were taken from this storyboard and as a whole this is what is was based arround. but ultimatley some things where changed in the prosesce due to making it fit better to the music, preferences and new ideas in the moment.In the first image, you can see the letters that make the words 'stay happy' start emerging for the sides in a choppy path. The words 'stay happy' were chosen as this worked well with the brand on the business. Looking at the fourth drawing, you can see the logo rolling into the frame, leaving a block of colour behind it, Which you can see in the sixth drawing. The block of colour then opens up from the middle, revealing almost a 'new page' which then not only with the logo in different colours but also photographic images to give the ident a personal feel, which personal photos will do. In the end, the name will zoom in from the middle. The edit of this whole ident will be choppy and rough, and the colours will be exceptionally bright and fun. The audio for the ident will be upbeat and have a 'pop song' feel with lots of beats for the graphics to move with.
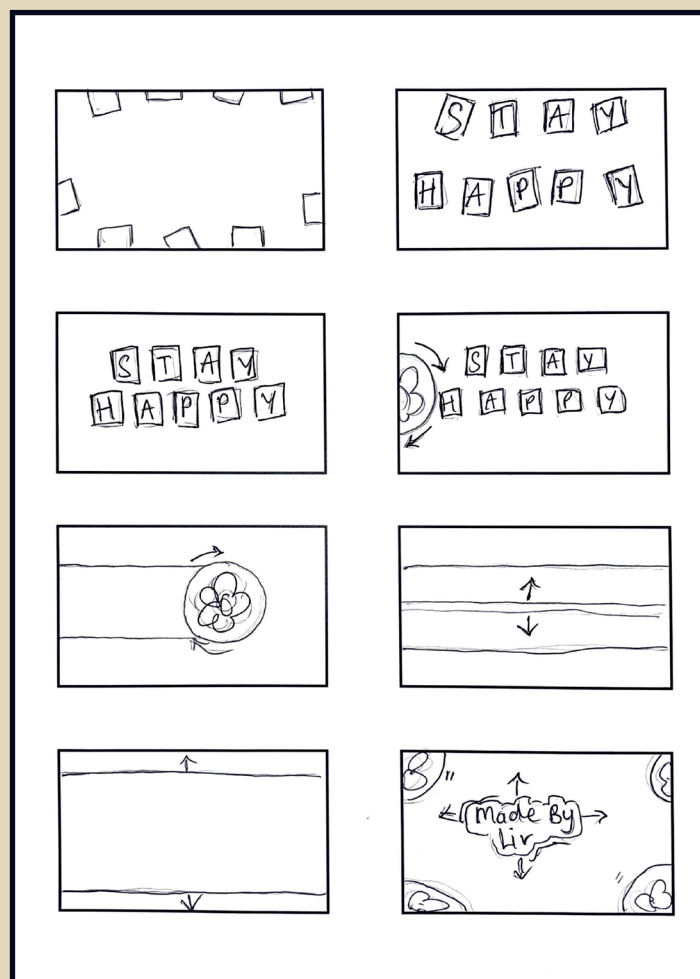
STORYBOARD IN THE PROCESS!

The image below was the chosen storyboard; this was a guide to follow when creating the final piece. Meaning it wasn't followed frame by fame. For the final ident, elements were taken, and as a whole, this is what the ident was based around. But ultimately, some things were changed in the process to make it fit better with the music, preferences and new ideas. The letters that make the words' stay happy' start emerging from the sides in a choppy path in the first image. The words 'stay happy' were chosen as this worked well with the brand on the business. These words were changed to Olivia Bennett in the final ident, which seemed fitting and made more sense. Looking at the fourth drawing, you can see the logo rolling into the frame, leaving a block of colour behind it. The only part of these ideas taken and used in the ident was the rolling logo in the final ident. This was suited as my logo is a circle. The block of colour then opens up from the middle, revealing almost a 'new page' which then not only with the logo in different colours but also photographic images to give the ident a personal feel, which photos will do. Thes ideas weren't taken forward as it didn't seem necessary when creating the ident other than adding personal photos. That element was carried on forward into the final ident. In the end storyboard, the name zooms in from the middle, and this idea stayed the same, except the logo was added.

MUSIC

Looking for audio to go behind the ident wasn't too tricky. freesounds.org was the first website browsed; after looking through the website, there weren't any sounds that stood out or fitted together well with the ident. After the search for the ident followed on to YouTube, where the sound for the YouTube ident was found. This method was pretty simple as it just consisted of listening to different non-copyrighted videos until the right sound was found, which is shown below. Image gathered from: (Sunny, 2021).
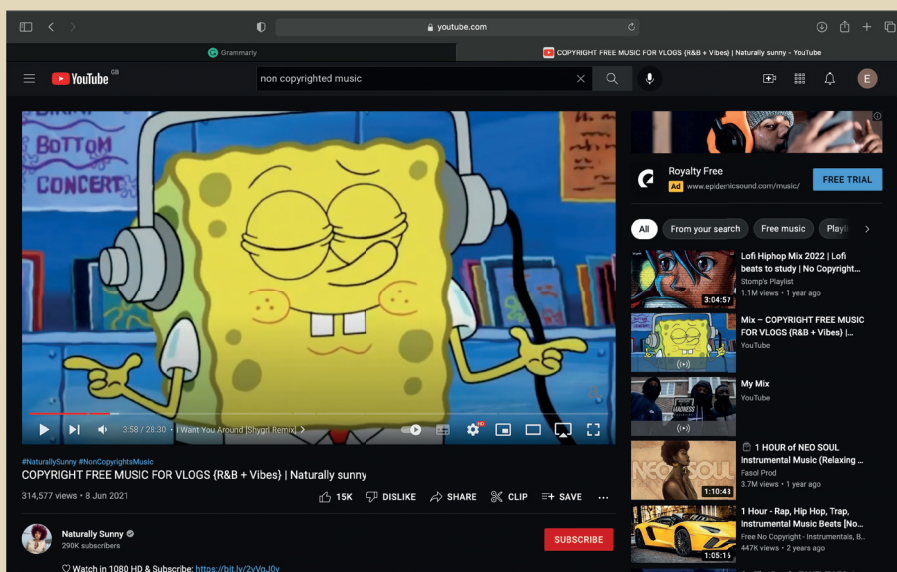
The sound was created on the garage band for the TV channel ident using the 'whirly' keyboard, as the YouTube ident and the TV ident both have different vibes. When creating the sound on Garage Band, the storyboard was definitely in mind, making sure they corresponded well with each other. The sound is a key element that compliments the 2D animated ident. The screenshot below shows the Garge Band project.
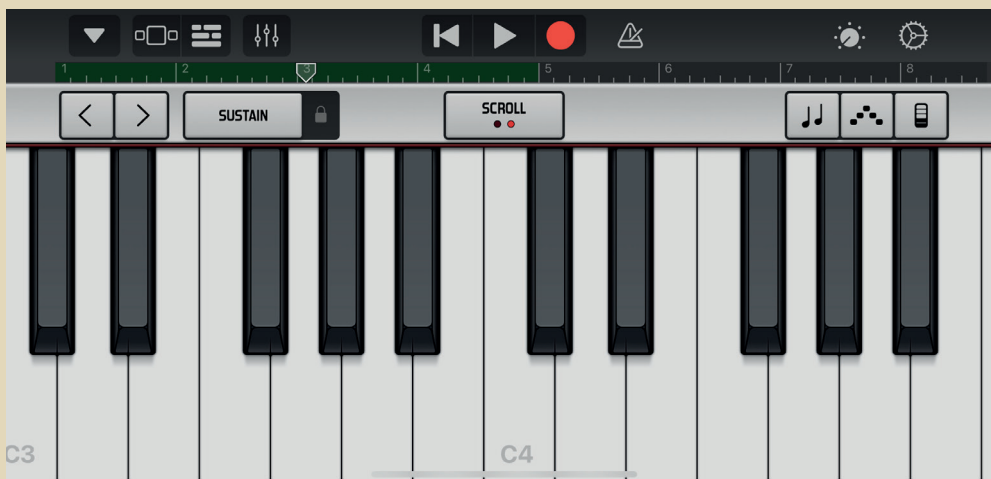
SOFTWARE

The software used to create both idents was an app that people can only download on a mobile phone. Video Star is not a popular software, yet it's a perfect app for beginners. With the app, you can multi-layer adjust keyframes and add effects and much more; this seamed the most accessible software to create the idents.

Choosing to create an ident on the phone seemed the most straightforward way; although it's not for everyone, it gives the feel of being more hands-on and moving elements with your fingers rather than a mouse; this adds a more specific aspect.

Video Star was released back in 2011 and was a hit app for young aspiring adults and teens to create on-trend music videos to post on social media to show off their talent. *Image from (Video Star, 2011)*

The software then used to create the music behind the ident was Garage band; people can use this both on desktops and iPhones. Therefore it fits well with creating something with a phone theme. Garage Band is a simple piece of software where you can create and record music for projects.
*Image from Logodix (2018)*

IDEAS

The image below shows how the ident initially looked. I quickly decided it was all too much, and everything was hectic. Having a textured background had to go as a lot would be happening on screen. Therefore the ident got stripped back to a plain background, and the text got changed to give cleaner crips look, which works a lot better and has a more significant impact than the image below.


The images below show the second ident that was made; this was a more simple ident to see the difference between a busy ident and a simple ident. The choice to go with the busy ident was made as it felt more fitting for the business. Down below, you can see there are lots of different coloured logos that disappear to the beat of the music one by one, and finally, the business name appears to the beat of the music.
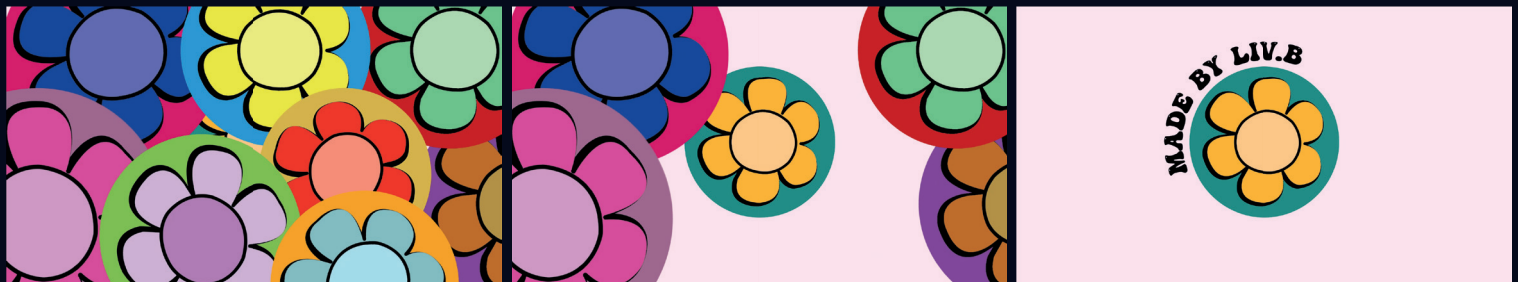
One idea created for the final ident was having two logos cross past each other, yet this had to be cropped out as it took up too much time within the ident. Having two logos travel past each other added an interesting symmetrical feel to the page.
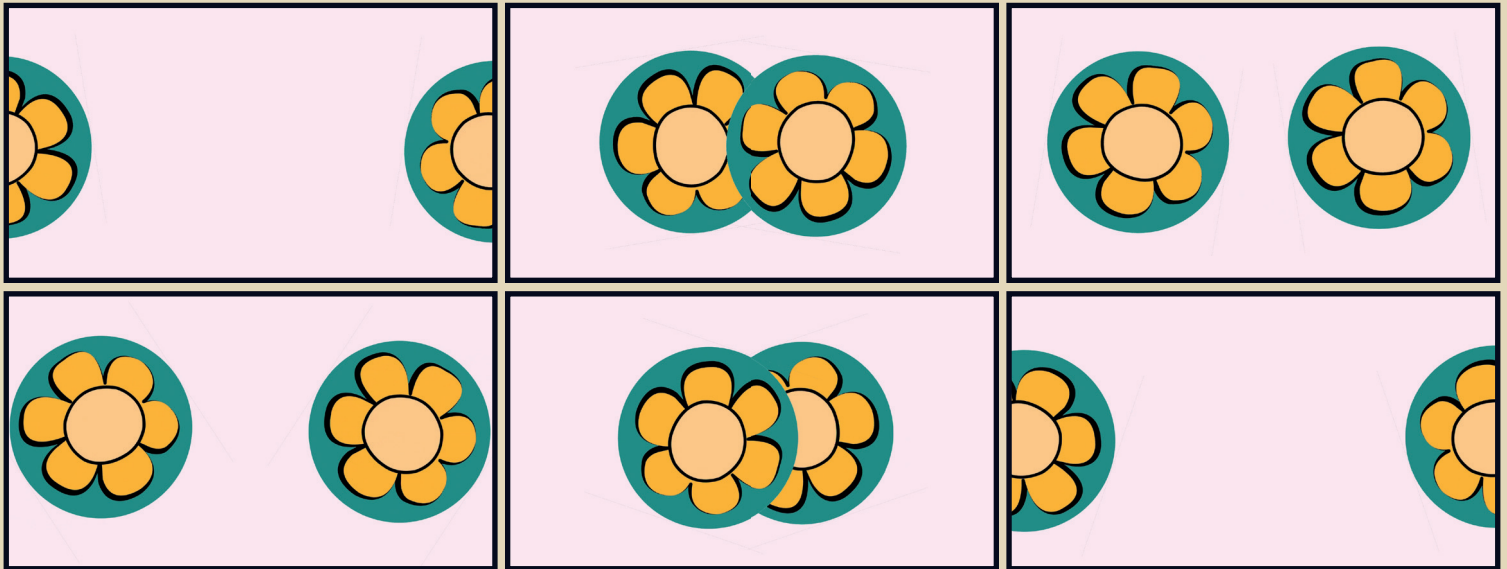
Another idea created for the final scene was having the logo zoom into the page, from small to large, although this lacked creativity.
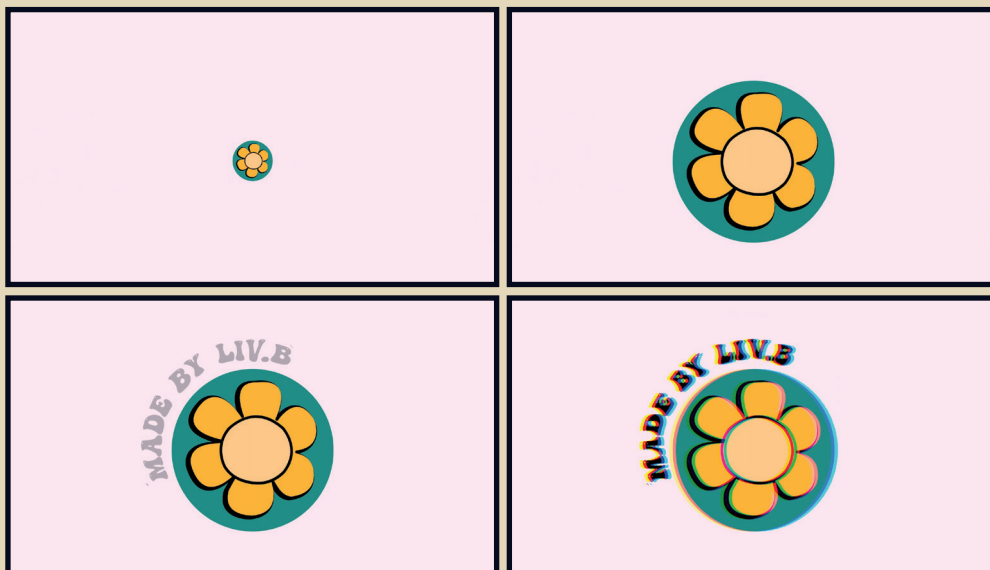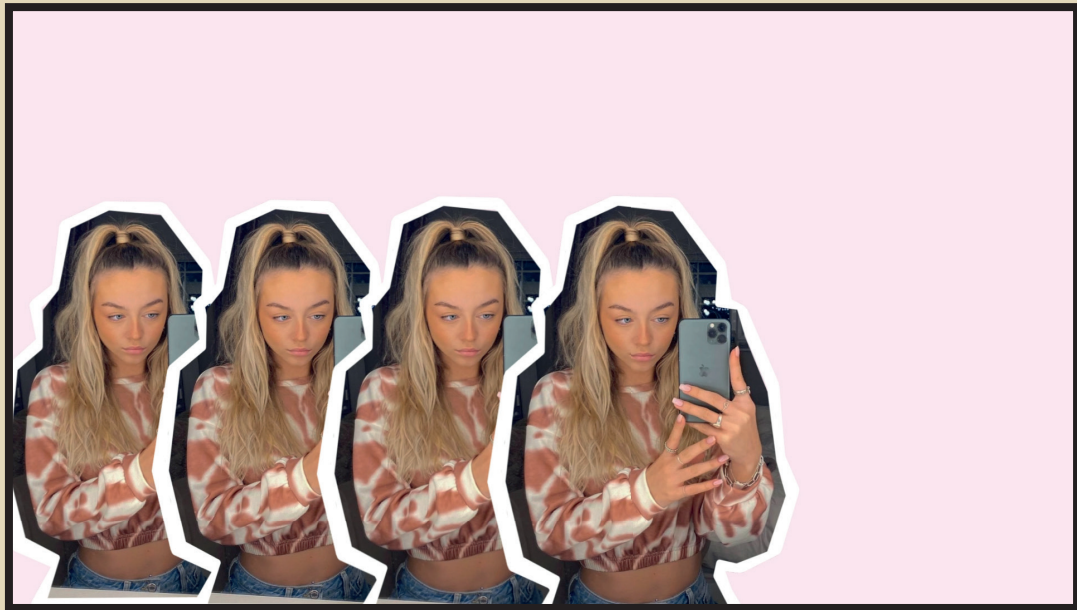
The images above and below are the alternative idea for the repetitive text; these scenes fit the beat of the music. The inspiration for this idea was taken from the researched YouTube ident. Yet, this reaction didn't have the same impact; therefore, the decision to change it to text was made, and that was an excellent decision as when it was changed to the text, it made it the strongest scene of the ident.
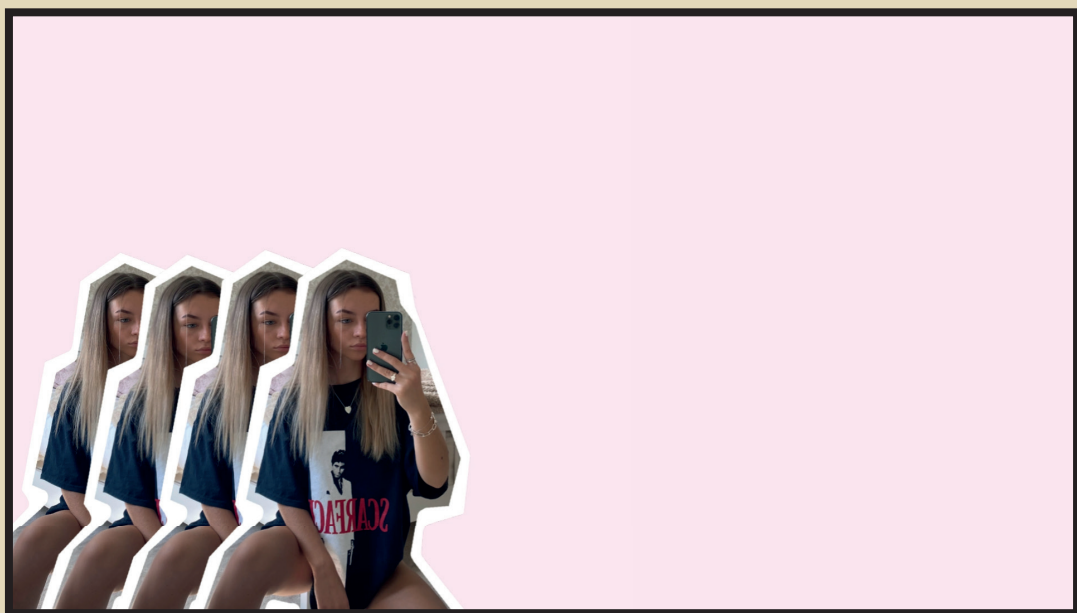
PROCESS

In the making of the ident, the decision of making two came to mind, so ultimately, an ident was created for a YouTube channel that was wanted to come across as upbeat and fun and a tv ident that was still fun but had a more simple twist.

To create a more upbeat Youtube ident having things jump-cut across the page was the effect that wanted to be recreated. Editing keyframes did this, so the elements on the screen would jump around to the beat of the music. First, the ident had a different look, but the decision to change things was made quickly; this was because the first look didn't give a crisp, sharp feel needed for an added upbeat punch.

When creating the ident, everything was mapped out to move with the beat, and different images/text were used until the desired look was built. This process was all about trial and error, meaning lots of other scenes were created in different styles or tweaked, but whatever looked the best was chosen for the final result.

STEP BY STEP

The ident begins with the words Olivia Bennett zooming in from off the screen, it zooms in really small, then comes out to its selected sizes that fills the screen. This is achieved with a straightforward tool within Video Start, wear it allows us to edit the size keyframes which is circled below. Making the text shrink and enlarge. This all happens on a plain pink background, shown throughout the ident. There is a multi-layering option also circled below, so lots of things can happen on the screen at the same time; it makes the most sense to keep the background plain so items don't appear jarring to watch. at the end a glitch effect is added to the text that moves to the beat which is done by re-effects, which you can also see circled below.
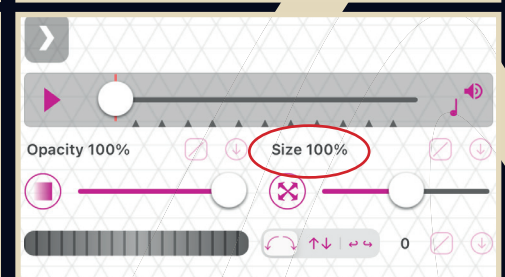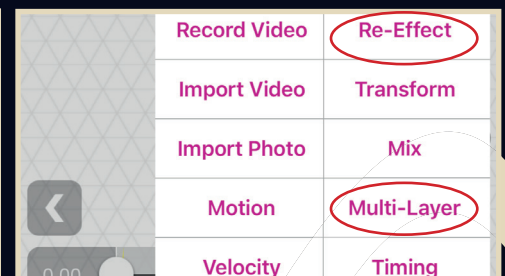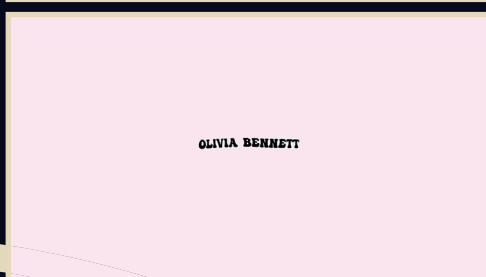
Following the first scene, the words 'let's go' drop from the top of the screen; they are then placed below the name and finally fly back up with the name as if the words have collected the name to take it off the screen. This is done by editing keyframes again, which ultimately creates a path for the text to follow. The words' let's go' were used as they are mentioned in the music; therefore, it makes the ident and music relate to each other and makes it seem like a whole, rather than an ident with music.

The transition into the next idea for the ident moves quickly into letters jumping on the screen to make up the business name 'made by liv' again; the keyframes tool was used to do this effect which is shown below. All that is happening is a path is being created for each letter, which is all on separate layers with jump cuts to make it appear that they are jumping across the page.
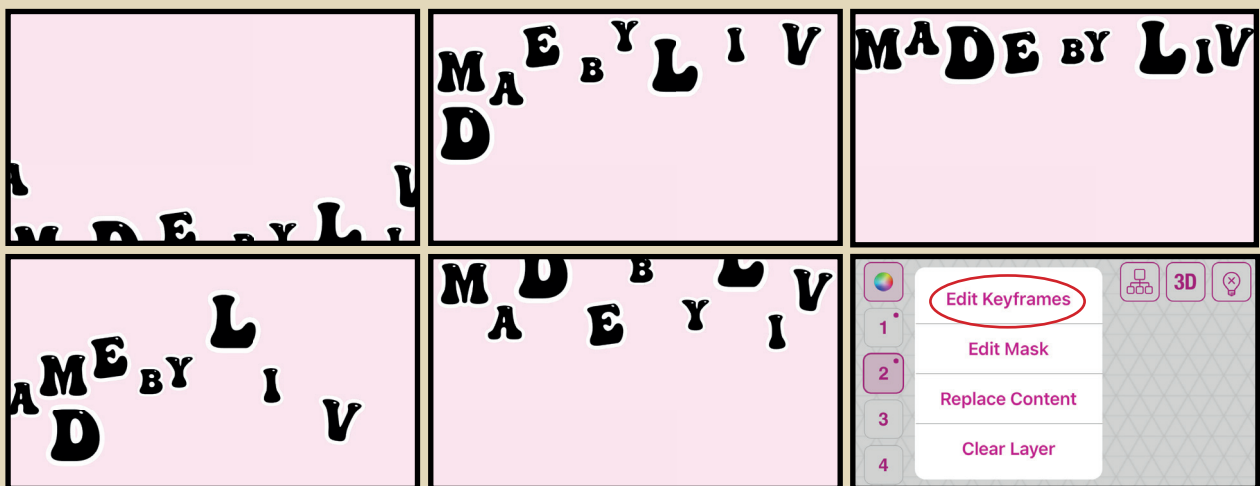
Once the letters stop and stay in place, the business name is duplicated three times and appears in beat with the music and disappears inbeat. This again was a feature that connected the ident and music together. To make the elements appear on the screen, the opacity is markered from 0% to 100%, so it pops on the screen.

After the last name disappears from the scene before, two polaroid looking images jump in from the bottom of the frame towards the middle. Once they reach their positions, the images begin to tilt from side to side to add motion to the frame, so things don't appear flat on the eyes; in the end, the whole page fades away, which means the opacity of all elements decreases.

Unfortunately, the original idea had to go as the logo needed to be on the screen for a long time so people could fully take in the business. Initially, two logos were rolling past each other, but as you can see from the images below, now only one logo rolls in from the left-hand side until it reaches the centre of the frame. After the title fades in from 0 opacity to 100% opacity. After the logo had two effects over the top of it; one being a wobbly effect and the other being a glitch effect, this is so the ident connects with the beginning of the ident. The final image shows the editing proses, and the grey dots show the path the logo has taken.
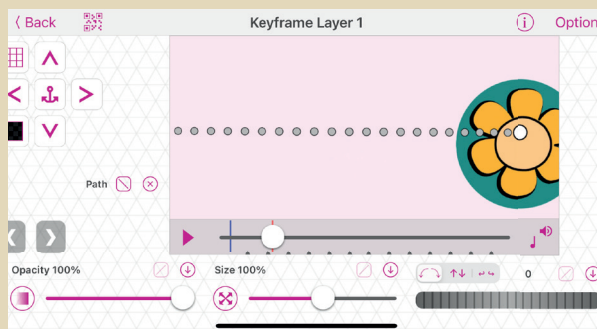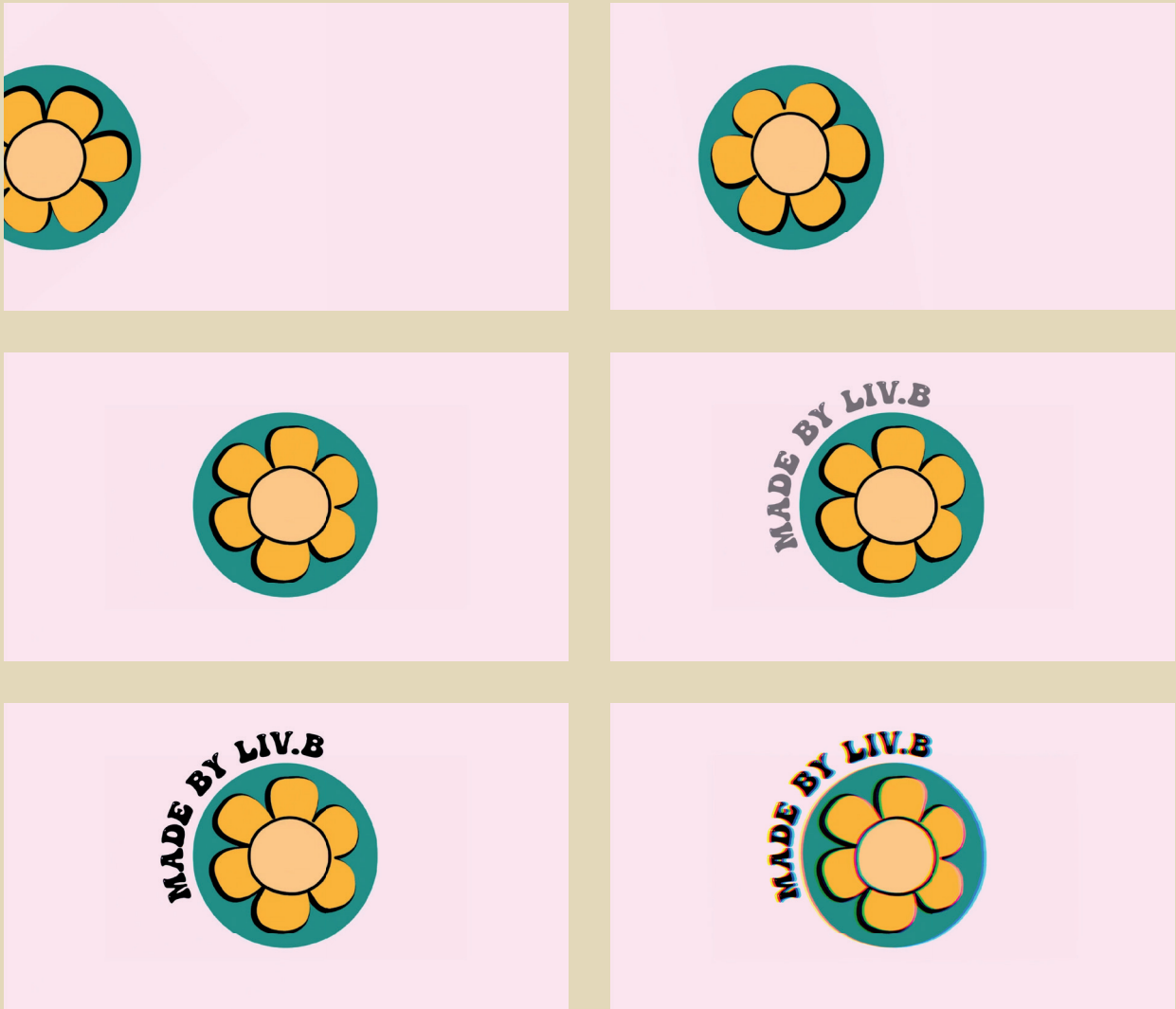
LERNERS REPORT

At the beginning of the project, I had a constant flow of ideas for my ident; having to crush them all together was where I began. Creating storyboards was the first thing that was done by myself to see my ideas starting to come to life. When the brief was first given, I instantly knew I wanted to explore editing on the phone more; therefore, there wasn't much thought on what software I would use. Video Star is something I used a lot when I was younger to create music videos, so getting to explore the software for different uses was exciting. by using the app for various reasons, I gained many skills and have a complete understanding of the software; I now know what can be done with keyframes and how to adjust elements that are multi-layered. Finding the music for my ident was the least satisfying part of the project for me; it was hard to stay motivated after listening to many songs and not finding what I wanted. Ultamatitlty, it's hard to know what you want when you have heard so many sounds. My favourite part of the project was testing out different scenes, different looks and different idents. I was happy that I had time to create two idents; one was busy, and another was simple. As if it gave me clarification on what I prefered, and testing more for the final project is defiantly something I learned from the last brief. My least favourite part of the project was creating music for the other more simple ident I made, and this was because I don't see myself as a musical person there, for I couldn't make a sound to the best potential the software could do. Although I am proud, I didn't ignore the root of making my own sound as I found it very intimidating to start. Problems throughout the process were very minimal. Unfortunately, with the software, if I decided to change something within a scene, I would have to recreate the whole scene again, which did become very time-consuming, although nothing was unfixable. Overall I enjoyed the brief, it was a tremendous insight into what idents are and their purpose, and I had great fun creating one for my own business.

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