arte HD

Chad Fillion, MOME 705
Visualization and Concept Storyboarding

Project B
Design a Network ID

Background-

Arte HD is a young broadcast network located in France with combined French and German television programming consistent with the Arts an Culture of these countries. The network airs similar broadcasts to public television here in the United States. Most of the shows and specials run on the station consist of documentaries an art specials along with original programming and specials that provide the viewer a close look of the cultures of France and Germany.

When the station began broadcasting in 1992 it was an evening-only service. During the day the channel shared it's bandwidth and frequencies with other channels in the region. A few years later it began to offer a daytime schedule broadcasting reruns for viewers on digital satellite and digital cable. It wasn't until 2001 that an original lineup of daytime television was introduced for the hours of 2pm - 7pm.

In 2008, the 24-hour German version of Arte began broadcasting in High Definition. Like the national channels of its own respective countries, the German HDTV version of Arte broadcasts in 720p50, while the French one broadcasts in 1080i25.

Programming on the station continues to be that of the Arts and Culture of the regions. One original show in particular, Karabmolage, centers it's focus on the similarities and differences between the two countires. The show explores traditional objects known an widely used in one country, yet are unknown in the other. It is a laughable look at the differences between the closely related worlds. Shows like these are juxtaposed by full length movies, documentaries and art specials that help to round out the channels broadcasts.

LA CHAÎNE CULTURELLE EUROPÉENNE

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Word Map-

The ARTE HD channel is defined as an Artistic and Cultural station. Broadcast elements consist of original programs, documentaries, art shows and feature length films. History, Culture and Arts come to mind as key components of the station.

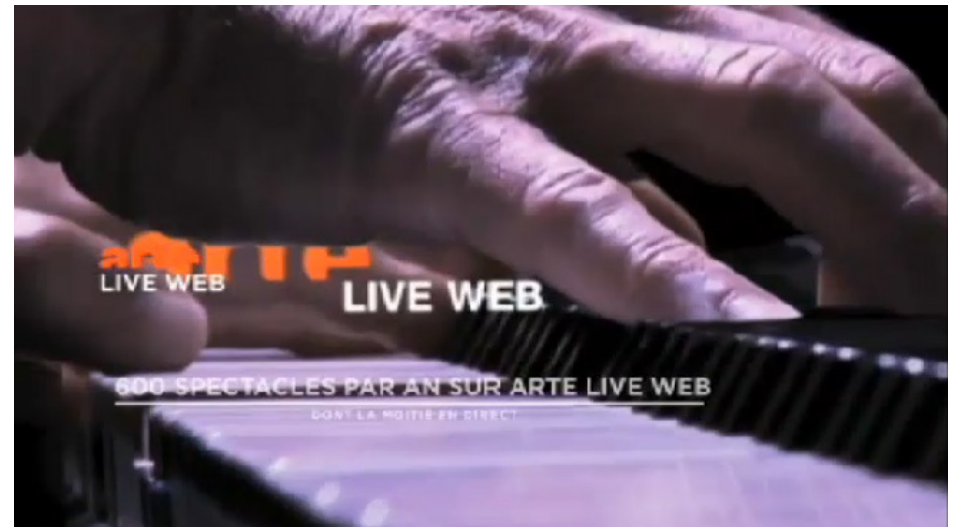## ARTS-

Colorful	Classy
Expression	High Brow
Personality	Freedom
Originality	Fluid
Artist	Liquid
Painter	Amorphous
Creative	Dynamic
Flashy	Educated
Loud	Graduate
Music	Upper class
Performance	Wealth
Bright	
Powerful	
Message	
Self Expression	
Individualized	

CULTURE-

Diversity
Differences
Regions
Stories
Folklore
Religions
Traditions
New ways of
   thinking
Abilities
Language
Communication
Image
Housing
Poverty
Celebrations
Explanations

HISTORY-

Experiences
Passed on
Education
Past Tense
War
Ancient civilizations
Global issues
Natural History
Document

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Spot 1 - "Night Music"

Night. Exterior. On a bridge overlooking the water. An amorphous graphic appears on the screen at the center of the frame and begins to dance across the screen. The shape dances in time with the strum of an impressive solor acoustic guitar performance. All the while, the camera is panning towards screen right at a fast rate giving the bridge and waterfront a blurred feel on screen.

The Arte HD logo appears on screen and the camera slows down the rate of the pan. Settles in on an acoustic performer on the bridge. As the camera slows down, so too does the motion blur on the logo and the backdrop.

The screen stops on the guitarist and the logo suspends at the bottom portion of the screen. The graphic starts to fade away, but continues to dance in time with the music. The graphic is now clearly shown as emanating from the musician as if a visual reference to the audio we hear.
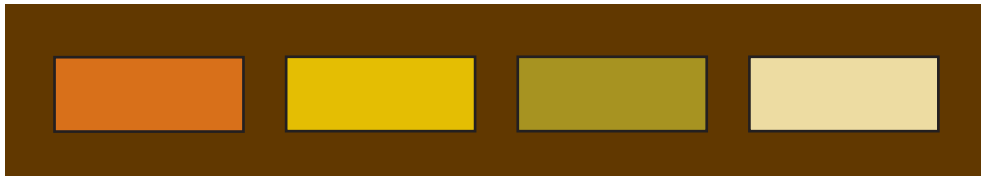
Picking up on the highlights of the nighttime imagery and the lights along the waterfront, the darker oranges and golds will blend well with the current ARTE logo. Using the Golden color will also add a level of "Richness" or wealth to the spot.
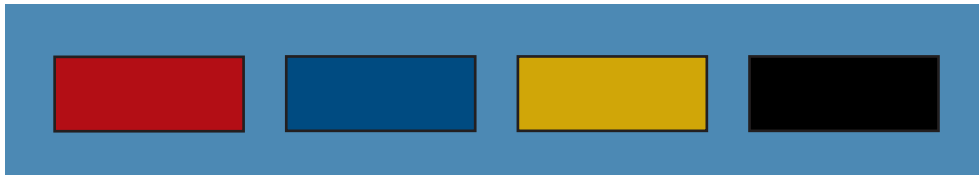
Screen motion direction

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Spot 2 - "Bringing Worlds Together"

Opening sequence of the German Flag on screen slowly fades in imagery to the Flag of France. As the images meld into one the words "Bringing Worlds Together" appear on screen. Once the text is on screen five graphics appear from the top and bottom of the frame to slide in / transition in and cover the flag and words with imagery of the countryside and cities of both France and Germany.

As the masks move up or down into position to create the new scene showing 5 different columns of images, the graphics and landscape photos within the 5 masks move left to right, or up and down as well to add a feeling of motion and depth to the spot.

Once all 5 images land into position the backdrops line up to reveal a consistent skyline across the view of the screen... almost one continuous skyline among all 5 images. Once the imagery stops moving, the ArteHD logo appears lower screen right.

Picking up on the colors from the two flags that the channel represents, the predominant colors in this spot will be the flag colors. Using the Countrys' colors as the backdrop will help add a unified imagery to the spot tying in the "Bringing worlds together" theme the spot delivers.
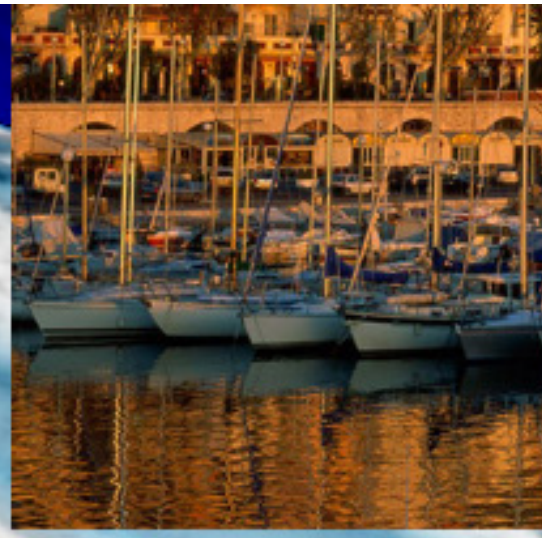
Mask motion direction:

Consistent skyline:

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Bringing Worlds Together