

05 March 2007

## **Motion Foundry updates Network Ten**

Network Ten Australia has refreshed its on-screen identity with an engaging new look. Designed by Motion Foundry, the package includes idents of various lengths, nexts, button push ID's, and playoffs.

Motion Foundry's key design objective was to develop a contemporary and stylish look, targeting not only the key 16 – 39 demographic, but also with appeal to older viewers.

Alex Edwards, Creative Director for Motion Foundry explains "We decided to introduce an element of playfulness using an abstract version of 'silly string' to offset Ten's 'Seriously' tagline. It's a fun, fresh style, enabling the shows to be linked together and branded with the Network Ten colour palette".

The talent was shot in L.A, New York, Melbourne, Sydney and Brisbane on white and dark blue backgrounds. 3D line animations were integrated with live action, and camera movement was added in the composite. An extensive production schedule lasted more than three months, with the design, animation, grading and compositing produced at Motion Foundry's new studio in Sydney.

Gregory Lowe, Director of Production for Motion Foundry comments: "It's a cool and polished look, with the line animation giving us the opportunity to complement the actors' personalities. We worked closely with Ten's internal graphics team to develop a practical kit of parts that would be straightforward to implement on a daily basis".

Says Jane Eakin, Network Creative Director: "Motion Foundry really understood the philosophy of the brand. Within a short space of time they were able to come back with an excellent design concept and develop a striking on-air package that totally nailed the brief".

### **Motion Foundry**

Design, Animation, Grading and Compositing

Creative Director: Alex Edwards

Director of Production: Gregory Lowe

[www.motionfoundry.com.au](http://www.motionfoundry.com.au)

### **Nylon Studios**

Sound Design

### **Network Ten Australia**

Network Creative Director: Jane Eakin

Network Art Director: Tatiana Chipisuboff

