



# *motion graphics*

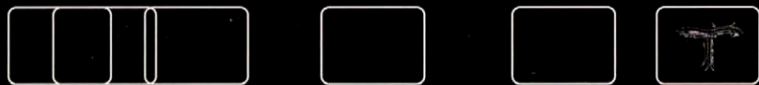


GRAPHIC DESIGN FOR  
**BROADCAST AND FILM**

ROCKPORT

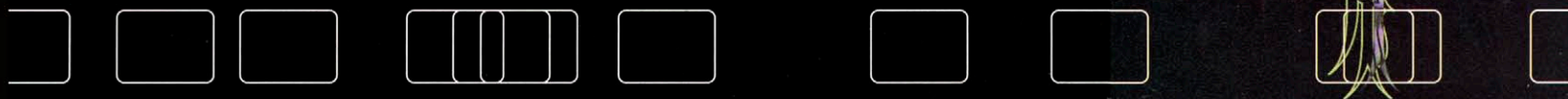


STEVE CURRAN



## ANIMATED ELEGANCE

While a majority of on-air design comes from specialized broadcast design firms and in-house departments, a growing number of print-oriented design boutiques have thrown their hats into the arena of design for television and have made their presence known. For an example, look no further than Margo Chase Design. Over the past eleven years, the firm's landmark logo designs for music icons Madonna, The Artist Formerly Known as Prince, and Bonnie Raitt, and the firm's movie-poster designs, including Francis Ford Coppola's *Dracula*, have gained it international recognition. The firm's earlier reputation in the entertainment business was based on Margo's elegantly stylized, Gothic-inspired identity and promotional print work and packaging. When the chance came to expand her talents into broadcast animation work on a project for ESPN, Margo jumped at the opportunity:



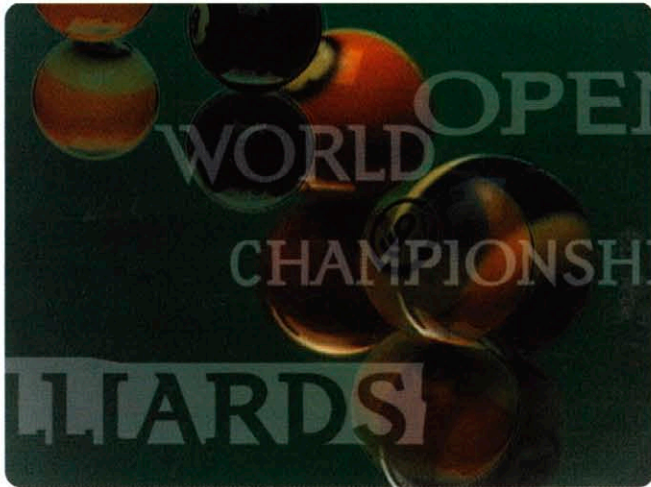
"ESPN called and asked us to design logos for boxing and billiards, and the idea was that somebody else would animate it," she recalls. "I said, 'We would like to animate it ourselves.' At that point, we had been experimenting with motion graphics and I had been taking classes, but we didn't have a reel. But I convinced them that we would do a great job and promised that if they weren't satisfied, they wouldn't have to pay for it." ESPN agreed, and the project turned out to be a great success for all involved, earning gold and silver awards at the 1997 Promax/BDA conference.

ESPN got outstanding show openers, and Margo got a boot-camp production experience by working with a film crew and hands-on with Media 100 nonlinear editing and After Effects animation software. She says that she now views the style of animation in the ESPN projects as "primitive" compared with the firm's current work. But she notes that it was appropriate for the concept, which was based on old-time boxing posters.

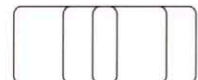
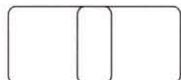
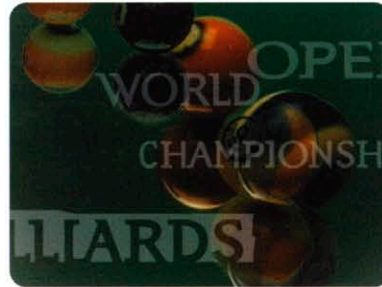
The firm's experience in motion graphics has carried to the Internet, where it is designing and producing Web sites and animation for entertainment clients. Margo emphasizes that the diversity of the work is creatively important to the firm. When it comes down to choosing her favorite medium, however, she is still a print designer at heart. "What I like about designing print or packaging is that when the job is finished there is something physical to show for it—it's timeless. With the broadcast work, once it's been seen, it's already old."

# ESPN BILLIARDS — SHOW OPEN

The show opener for *ESPN Billiards* combines bold typography composited on graphic abstracted pool-table footage. The typography breaks and scatters in all directions, just as balls do at the beginning of a game of pool.



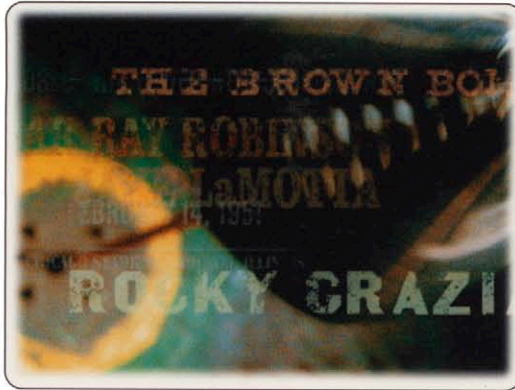
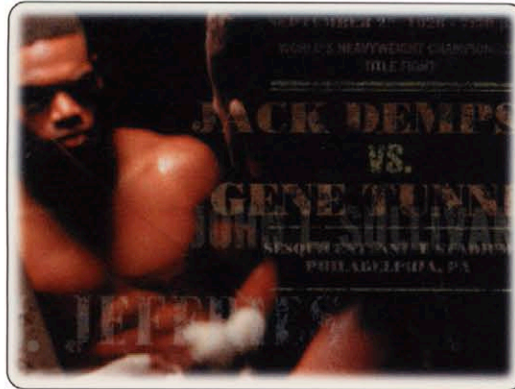
**CREATIVE DIRECTOR** > Noubar Stone  
**DESIGNER** > Margo Chase



# ESPN BOXING — SHOW OPEN

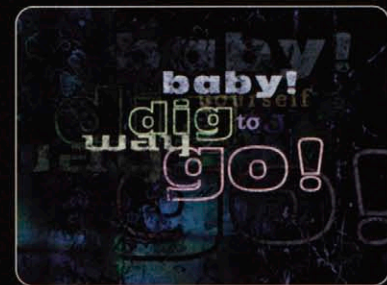
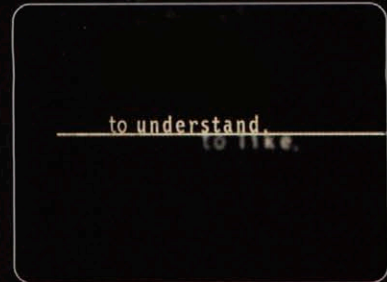
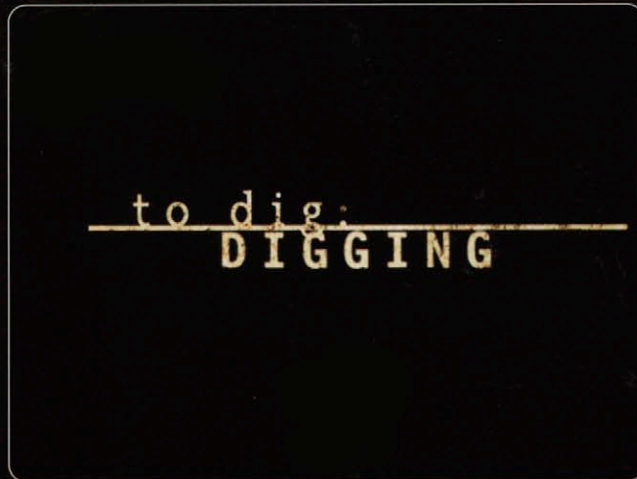
For a show opener for *ESPN Boxing*, Margo created a look reminiscent of old-time boxing posters, with woodcut typographic headlines that recall the history of the sport. The graphics were superimposed on blurry action footage of boxers in a ring.

**CREATIVE DIRECTOR** > Noubar Stone   **DESIGNER** > Margo Chase   **PRODUCTION COMPANY** > John Colby, FUEL Audio





CREATIVE DIRECTOR > Margo Chase DESIGNER > Margo Chase  
AUDIO > Rhino Records > Del Close, John Brent



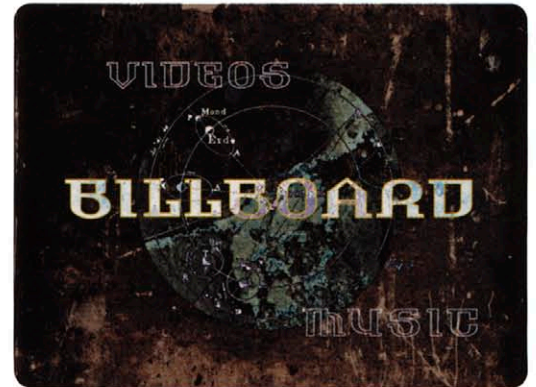
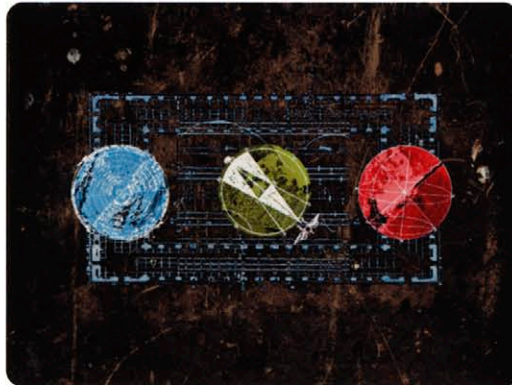
## RHINO RECORDS — BASIC HIP, PROMOTIONAL VIDEO

For this promotion for Rhino Records, simple typography underscores the humorous audio, in which a straightlaced narrator attempts to define the concept *hip* through an interview with a beatnik. The typography graphics illustrate the audio through a contrast of *hip* and straight typography and simple and complex compositions.



# BILLBOARD LIVE — TELEVISION IDENTITY

For the on-air identity and menu system for a broadcast version of *Billboard* magazine, Margo Chase Design created an atmosphere that is raw, textural, youthful, and contemporary.

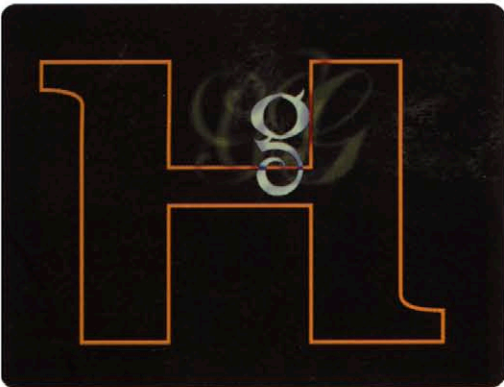


**CREATIVE DIRECTOR** > Adam Bleibtreu  
**DESIGN DIRECTOR** > Margo Chase  
**DESIGNERS** > Brian Hunt, Andreas Heck, Dave McClain



## ALPHABET — SELF-PROMOTION

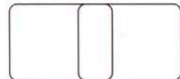
This self-promotion piece serves as a showcase for the firm's exceptional artistry when creating original letterforms. The simplicity of a child's voice reciting the alphabet is playfully illustrated with unique and sophisticated individual letterform designs.



**CREATIVE DIRECTOR** > David Shih

**ART DIRECTOR** > Margo Chase

**AUDIO** > Hum





## AMERICAN HEALTH NETWORK — TELEVISION IDENTITY

Cable Health Network *AHN* needed a facelift for its planned expansion into new markets. The graphic solution combines three-dimensional transparent typography, bold colors, and stylized backgrounds. These features communicate the forward-thinking high-tech nature of the network with an element of fun to which families could relate.

**CREATIVE DIRECTORS** > Margo Chase, Christopher Willoughby **DESIGNER** > Jonathan Sample

