

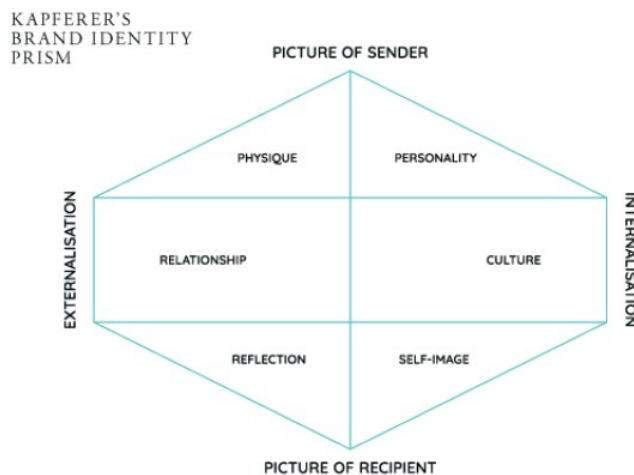
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Pre Production Management: Motion Graphics.

Development Ideas.

Brand Identity Theory.

Before I start planning my motion graphics ident, I wanted to think about how my company should be portrayed to clients through brand identity. After researching into Brand identity, I came across the 'Brand Identity Prism' defined by Jean-Noël Kapferer, this theory signifies particular aspects to think about which help build your own company's Brand Identity. (<https://woven.agency/blog/what-is-the-brand-identity-prism/>) He suggest's there are 6 aspects to consider however I felt that not all of them were relevant to creating my ident.



(<https://woven.agency/blog/what-is-the-brand-identity-prism/>)

These six aspects were:

- **Physique:** "The physical characteristics and iconography of your brand".
- **Personality:** "How a brand communicates with the outside world, which is expressed through its tone of voice, its design and its copywriting".
- **Culture:** "The value system and the principles on which a brand bases it's behaviour."
- **Relationship:** "The relationship between the brand and its customers, and what the customer hopes they are getting from the brand beyond the actual product or service."
- **Reflection:** "The stereotypical user of the brand".
- **Self-image:** "How the customer sees their ideal self."

At the end of this Blog, there were questions which helped me think about these aspects and figure out my brand identity.

- **What do I want to be known for? (Write a mission statement to sum things up.)**

I want my brand to be known for being a hands production company that produces high quality work as quickly and simply as possible.

- **What are my brand values? (Think of at least three.)**

- 1) *High quality productions*
- 2) *Fast, friendly client service.*
- 3) *Planning to distribution as simple as possible*

- **How do I visually convey my brand values?**

A minimalistic logo, grey scale colour palette with classy sans serif font.

- **What is my preferred tone of voice? (Chatty, refined, informal, authoritative?)**

Formal tone of voice

- **What does my buyer persona look like?**

High-end clients with interesting businesses who are open to modern styles of videography.

Creating my brand.

When choosing a brand name, I want something that goes against other trends of company names in the same industry. Due to the fact that I am a student learning videography I want a name which suggested I am new to the industry and immediately I thought of the word 'rookie'.

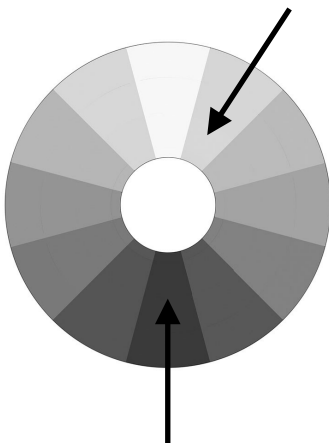
I don't particularly like the way it looks and I wanted something that suggested 'modern'. I turned into changing the orthography of the word and create a variant spelling to make it look different and more 'out there,' so I changed the word to 'Ruki'. I also liked the idea of it being all in capitals too as it would look good in a sans serif font which I would like to use.

I have also researched into the word 'Ruki to make sure there wasn't a company out there already named similar and I have also researched what it means. I found that it was in fact a Japanese name of a person, meaning they are a "natural entertainer, artistic and have creative qualities". The chosen name of my brand became 'RUKI Productions'.

I have always liked the idea of my brand looking sleek and classy and I have also liked the idea of minimalism and always considered the fact that often in design the two go hand in hand. I wanted to understand what minimalism was so I researched into this. (<https://www.sitepoint.com/what-is-minimalism/>)

One quote in particular stood out to me and has helped me with the design process of my brand identity. "**Less is More**". This was a quote from a man who was a key figure in minimalism called *Ludwig Mies Van Der Rohe*. I haven't read much into him however this one quote got me thinking about how I want my logo and ident to look.

Using the idea of minimalism, and the idea of less is more I started looking at colour wheels and colour schemes. However I didn't like the idea of a lot of colour so I started looking at the greyscale colour wheel and considered using greys, whites and blacks against whites to go down the minimalistic route.



[After careful consideration I have chosen a dark grey against a lighter grey as this, I feel, illustrates a sleek, modern look which I am aiming to go for. The dark grey will be used as my background colour and the lighter grey for my text. This would then make the text stand out against the background.

When reading about minimalistic design (<https://www.sitepoint.com/what-is-minimalism/>) Helvetica was particular font which "related to both modernism and minimalism" and I also liked the look of it, which is the reason I have decided to use this as my chosen font for my logo and ident. The exact version of this font I will be using will be 'Helvetica Neue 25 Ultra Light'.]

Final Designs for RUKI Productions Logos.

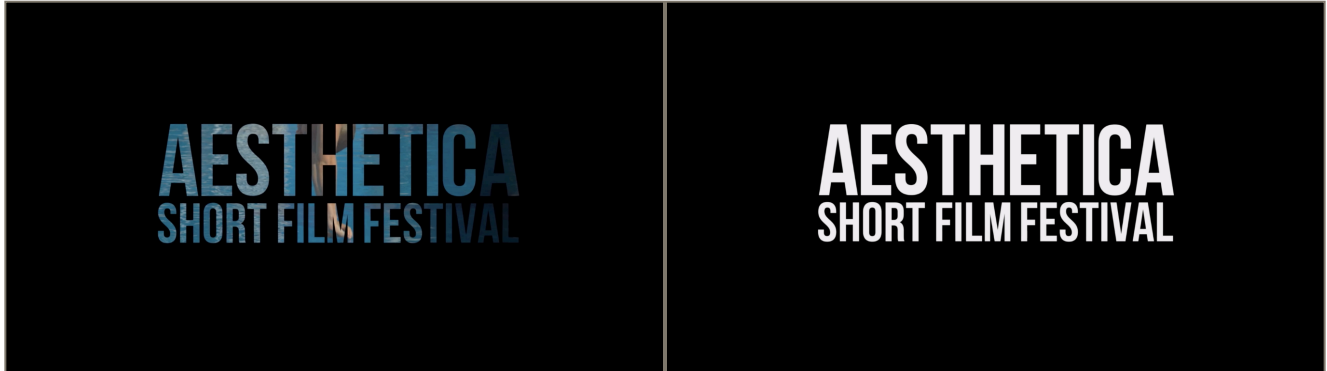


Ident Research.

When planning the ident for RUKI Productions, I have taken a lot of inspiration from idents which I saw at Aesthetica Film Festival in 2018. Two idents which I want to base my ident on is the **UAL: London College Of Communication** and the **Aesthetica Film Festival** ident.

Both idents had showreel footage played within the text, and Aesthetica in particular had a lot of vibrant colours which made the text stand out.

From the showreel I made last year, I had a lot of interesting and vibrant footage which I want use to make my ident.



The ident for Aesthetica reveals a letter at a time with a fade and zoom out animation, with showreel footage in the letters which later turn to a solid colour.



This wasn't the exact ident which I saw at Aesthetica however this UAL ident is very similar and is what I am aiming for. The footage in the text is something I am very keen at producing as it not only looks good but also shows some of the work I have already produced. Once I have created the project in After Effects I could update the footage and replace it to make a different ident yearly for example.

The techniques used in the ident examples above are:

- **Used of the 3D Camera tool**
- **Alpha Matting the text over footage**
- **Range selecting the text to reveal letters/words**
- **Using opacity setting to change the colour of the font**

To create my own similar ident I also have to research how to use these techniques properly. I have provided links to particular YouTube tutorials for the techniques I have never used before or don't feel comfortable using.

3D Camera tool tutorial: <https://youtu.be/Rpi1j3qDGYk>

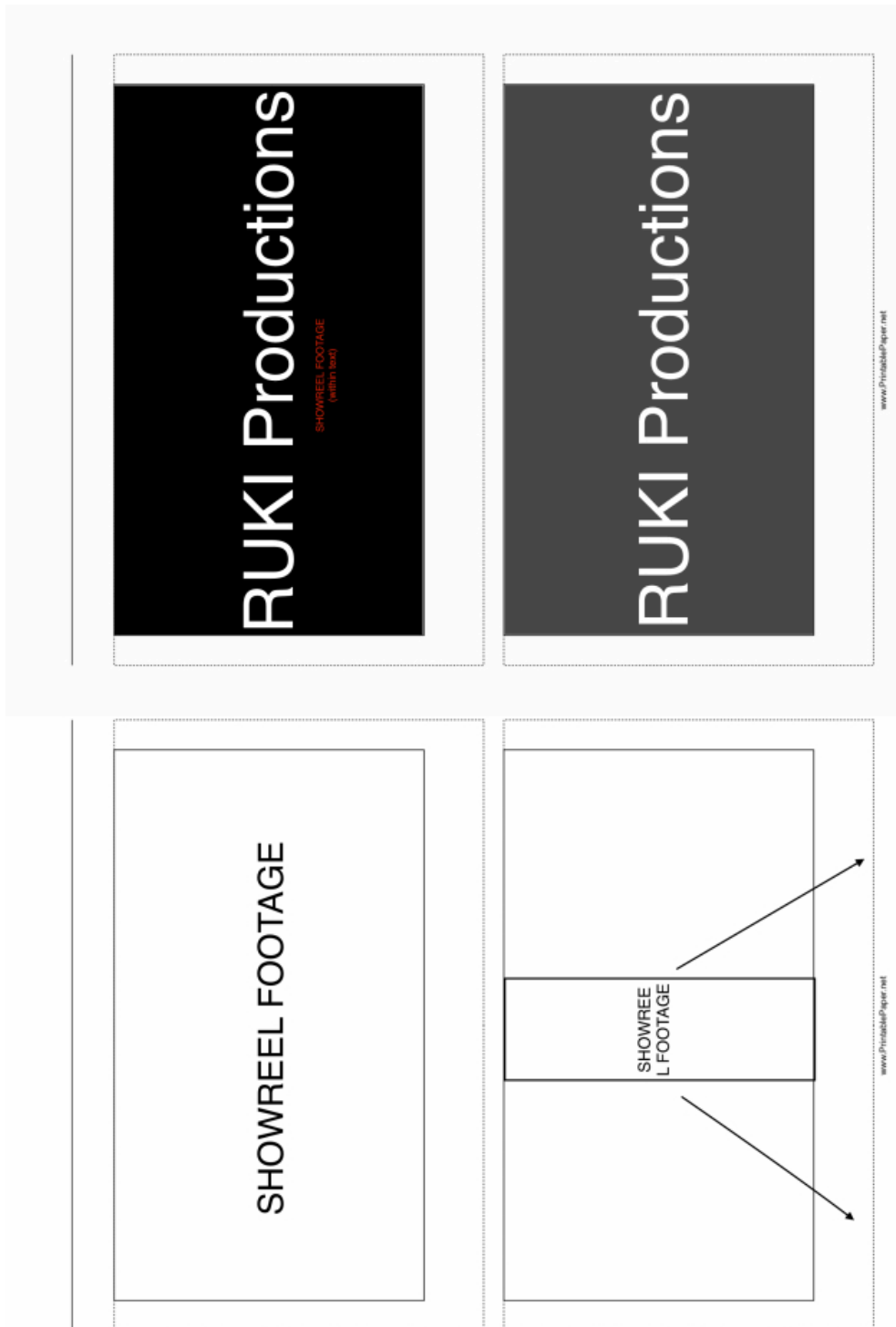
Filling text with video: <https://youtu.be/IsAHc4KHD0U>

Changing the colour of text/background: <https://youtu.be/6SW6y1keh4U>

Ident Planning Documents.


The initial ident for my ident is as follows:

- 1) The ident starts with showreel footage playing.
- 2) The camera zooms out of the text to reveal RUKI Productions in front of a black background.
- 3) It then changes from having a video filling the text to a slowly changing solid colour (the light grey from my logo) using the range selector and opacity tool.



- 4) Once the colour of the text has changed, the background colour changes to the dark grey of my logo to reveal the original RUKI Productions logo.

Breakdown Sheet.

Breakdown Sheet	
Company Name:	Motion Graphics Type:
RUKI Productions	Ident
Description:	References:
<ol style="list-style-type: none"> 1) The ident starts with showreel footage playing. 2) The camera zooms out of the text to reveal RUKI Productions in front of a black background. 3) It then changes from having a video filling the text to a slowly changing solid colour (the light grey from my logo) using the range selector and opacity tool. 4) Once the colour of the text has changed, the background colour changes to the dark grey of my logo to reveal the original RUKI Productions logo. 	

Footage Required:

Showreel footage (5-10seconds long)

Production Notes:

To make this ident the chosen font is required (Helvetica Neue 25 Ultra Light) as well as the colour codes or an example of the logo to get the correct colour for the font and background.