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TZ creates new looks for Bravo & BBC

NEW YORK — TZ, here, has completed work on two new broadcast packages for BBC America and Bravo. Both redesigns set the tone for the networks' new looks.



The BBC package will air in the US, replacing the original UK package. According to Iain Greenway, TZ's VP/creative director, the facility created 10 IDs, all shot on color 35mm film and then given a monochromatic treatment. The IDs have a fresh and surprising look, combining black and white imagery of subjects such as cowboys and beautiful women, with the bold color of the British flag. The Bravo package is aimed at positioning the network beyond just film & arts. The new design suggests the theme of specials and eclectic programming, with the tagline, "Not your everyday... every day on Bravo." Six environments were created for the package and each environment includes six versions.

All compositing and treatment for the packages was handled using Discreet Inferno V.4.0.3 and Flame software with Genart's Sapphire Sparks running on an SGI Onyx 2. 3D elements were created using Alias/Wavefront's Maya 3.0 running on both SGI and dual processor NT workstations. Design and additional element creation created with Adobe Photoshop/Illustrator and After Effects running on Apple G4's.

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