





National Geographic

process book

Demographic Profile

60% Male

40% Female

Source:

<https://www.broadcastingcable.com/post-type/national-geographic-channel-analysis-151927>

Demographic Profile (pt. ii)

Age Groups

A 18-34	24%
A 35-54	32%
A 55+	44%
Median Age	52

Education

Attended College	44%
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Household Income

\$75K+	41%
\$50K - \$74,999	20%
\$30K - \$49,999	16%
Median Income	\$64K

Presence of Children

1+ child HH	29%
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Source:

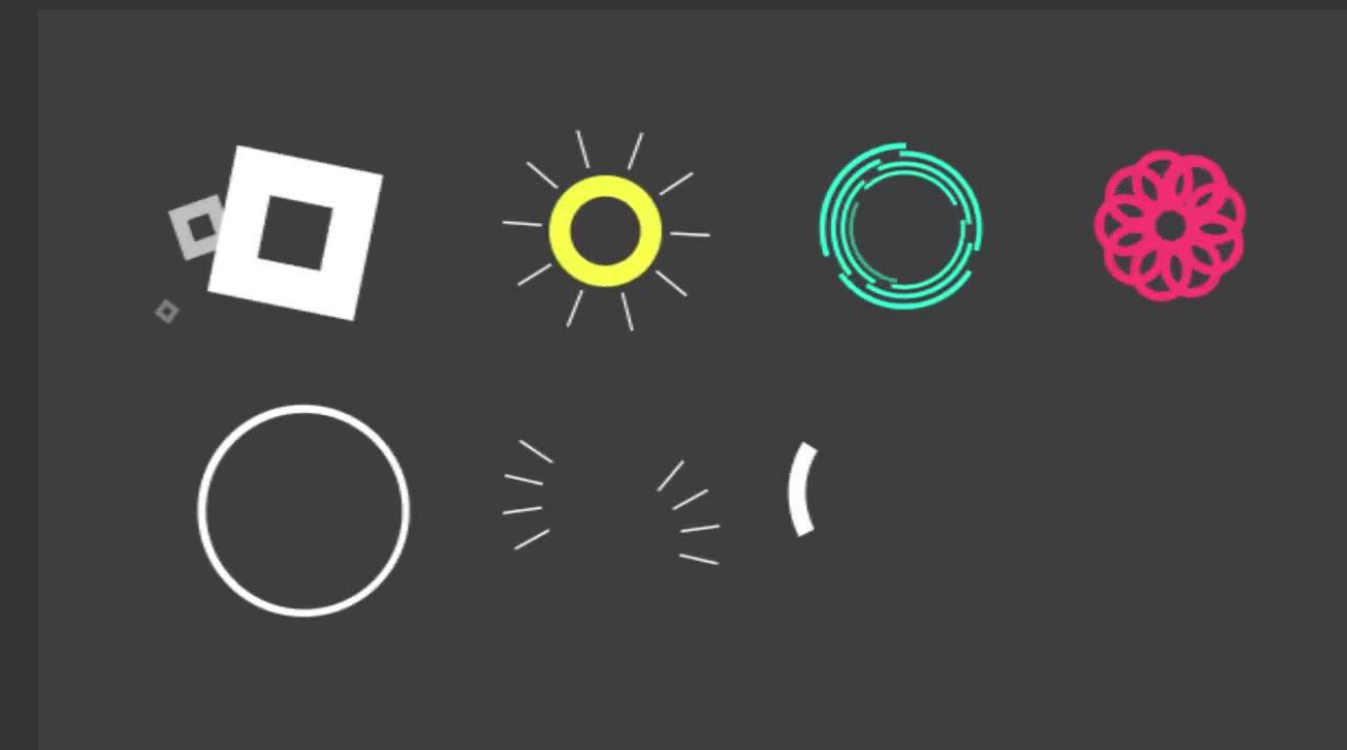
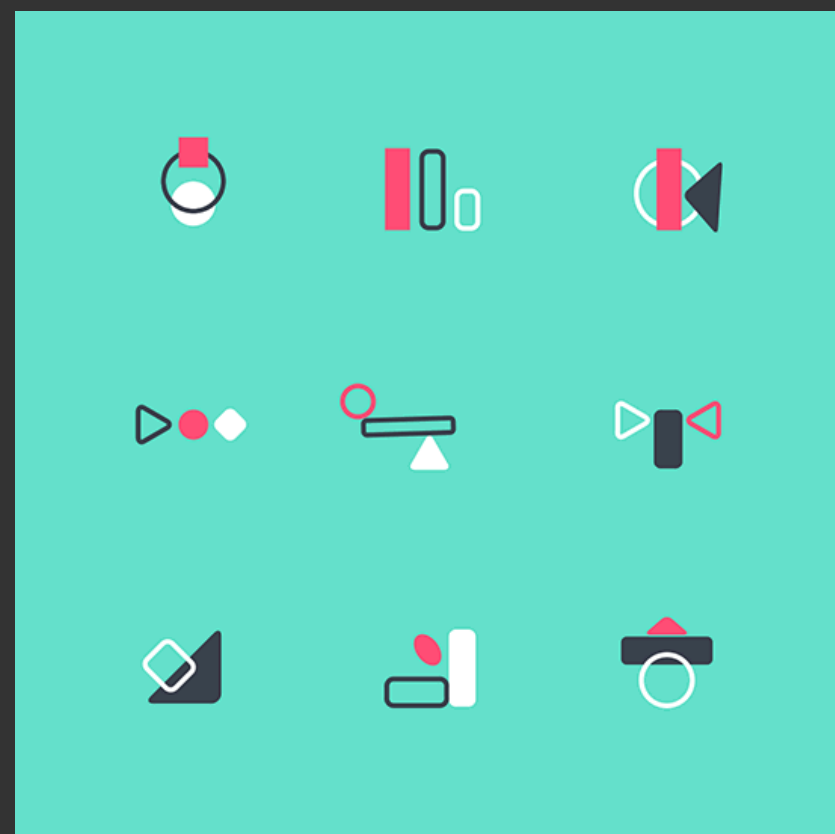
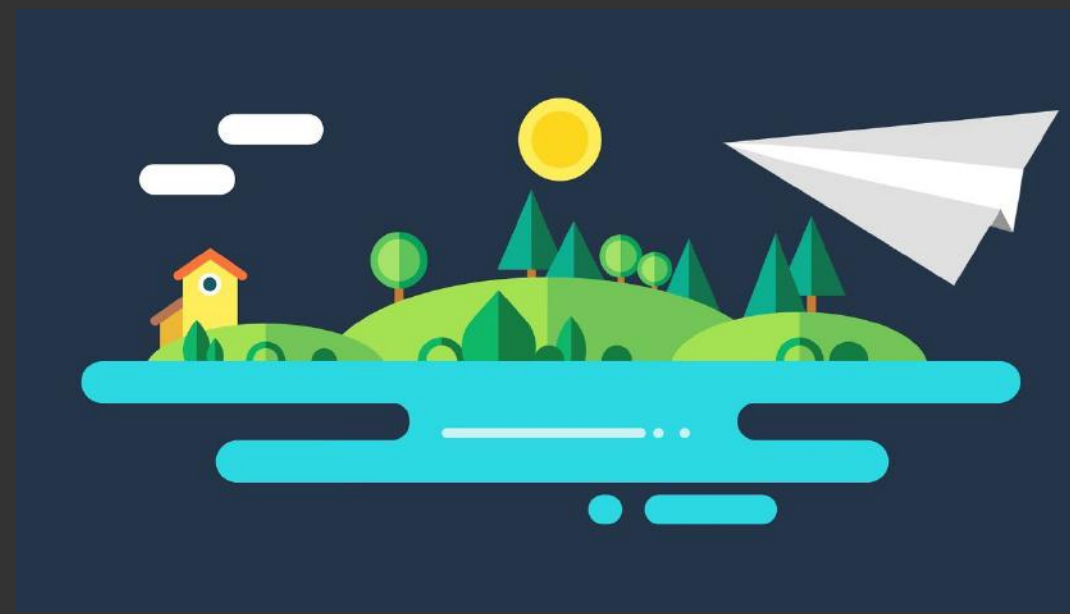
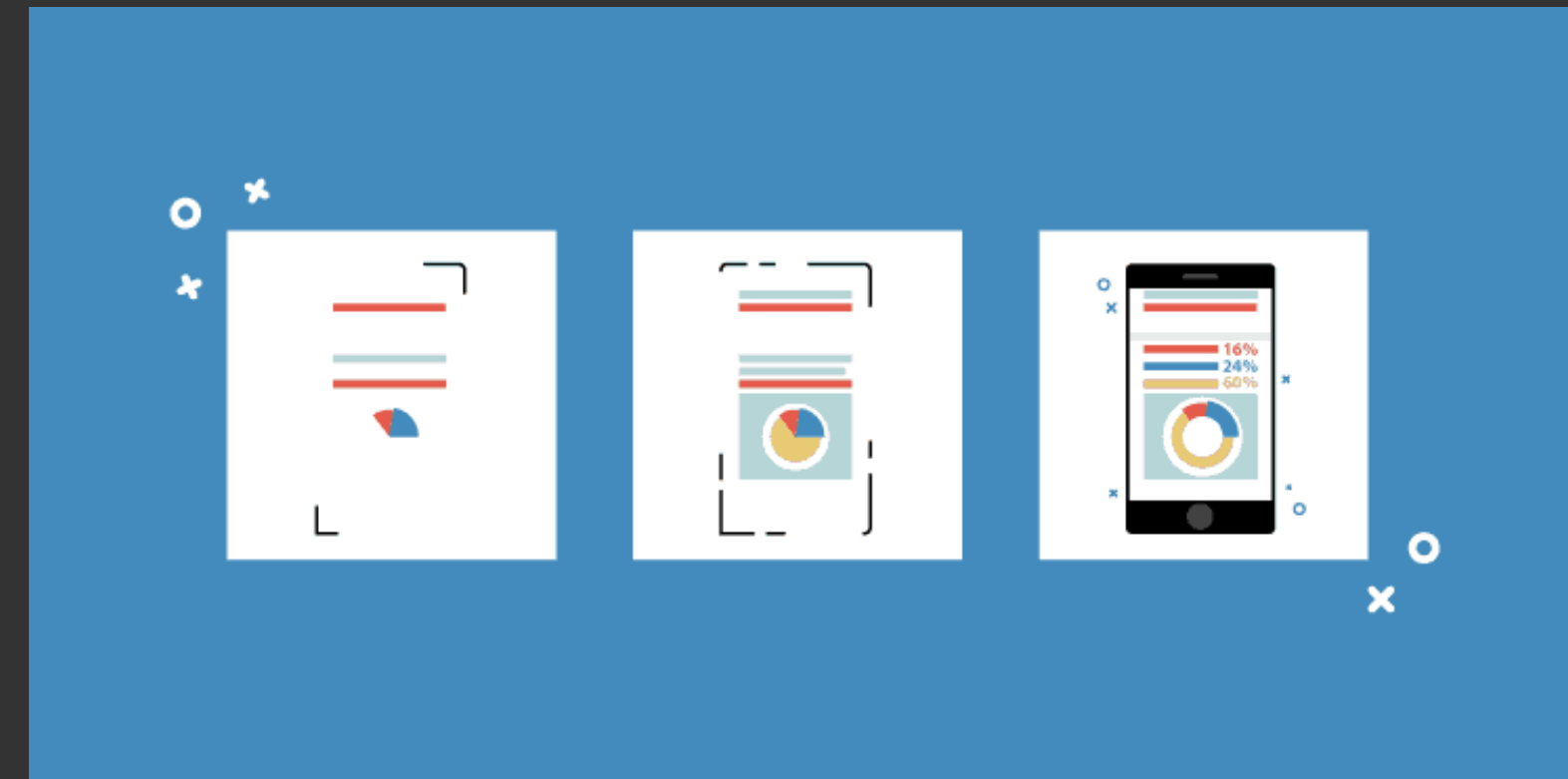
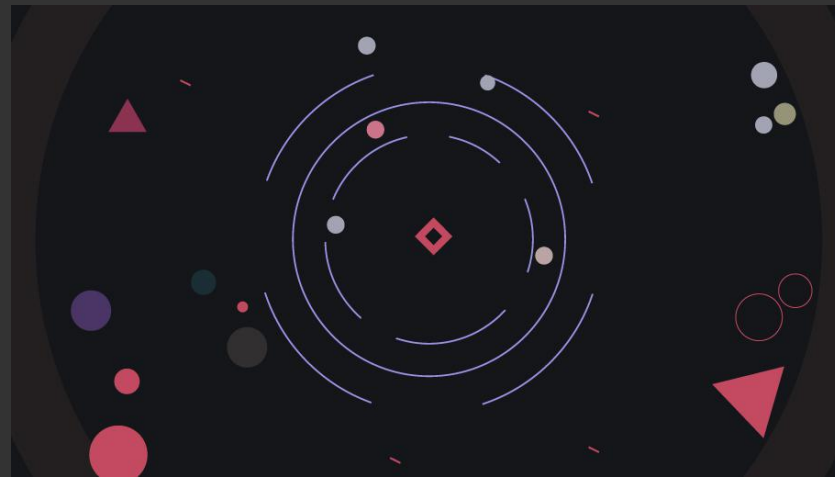
<https://www.nationalmediaspots.com/network-demographics/NationalGeographic.pdf>

Concept

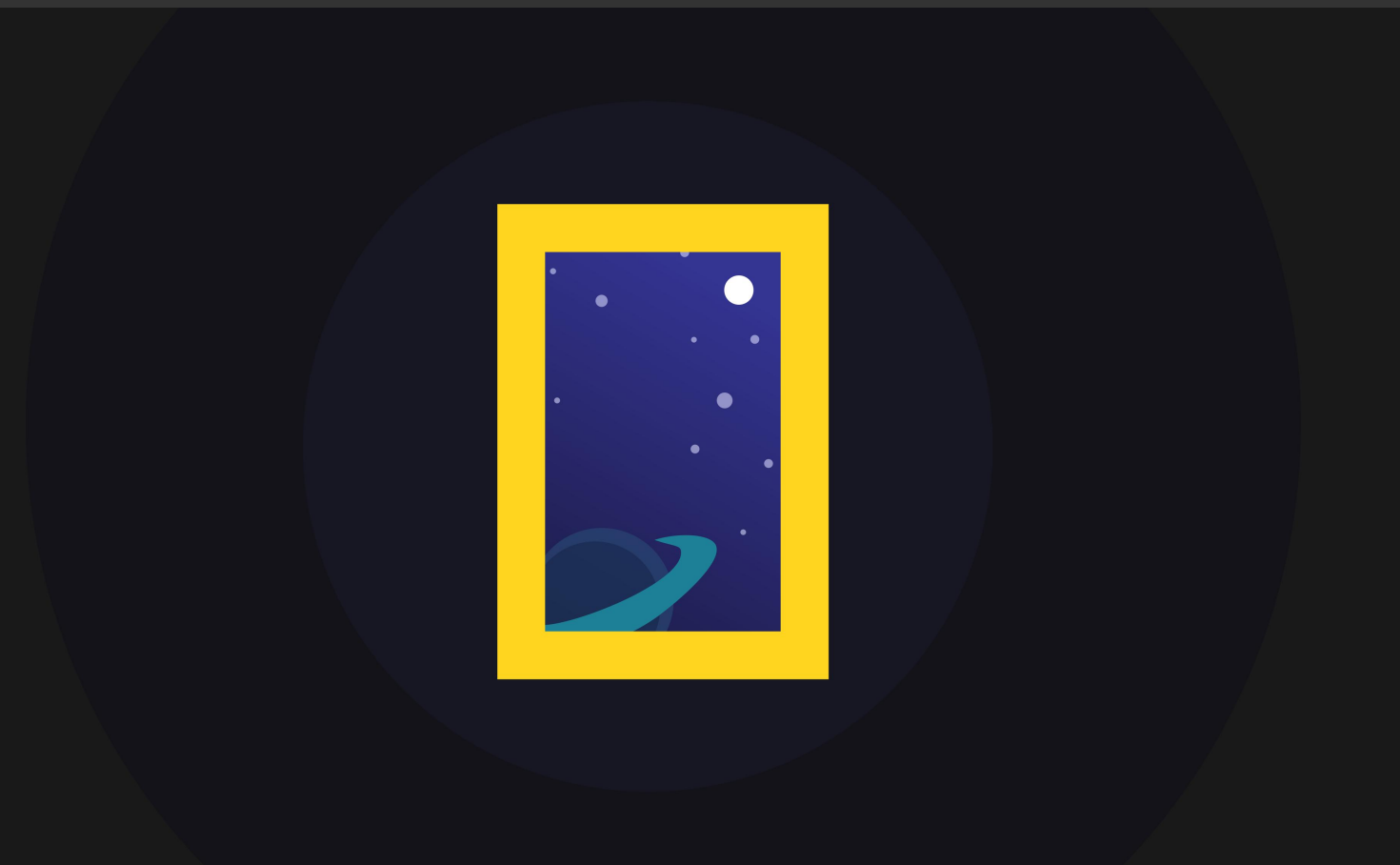
A presentation of the stories and topics presented on the National Geographic channel through the logo as a “window”.

It will present a graphical aesthetic and use animated illustrations to represent three different topics presented on the channel.

Visual Inspiration



Style Frames



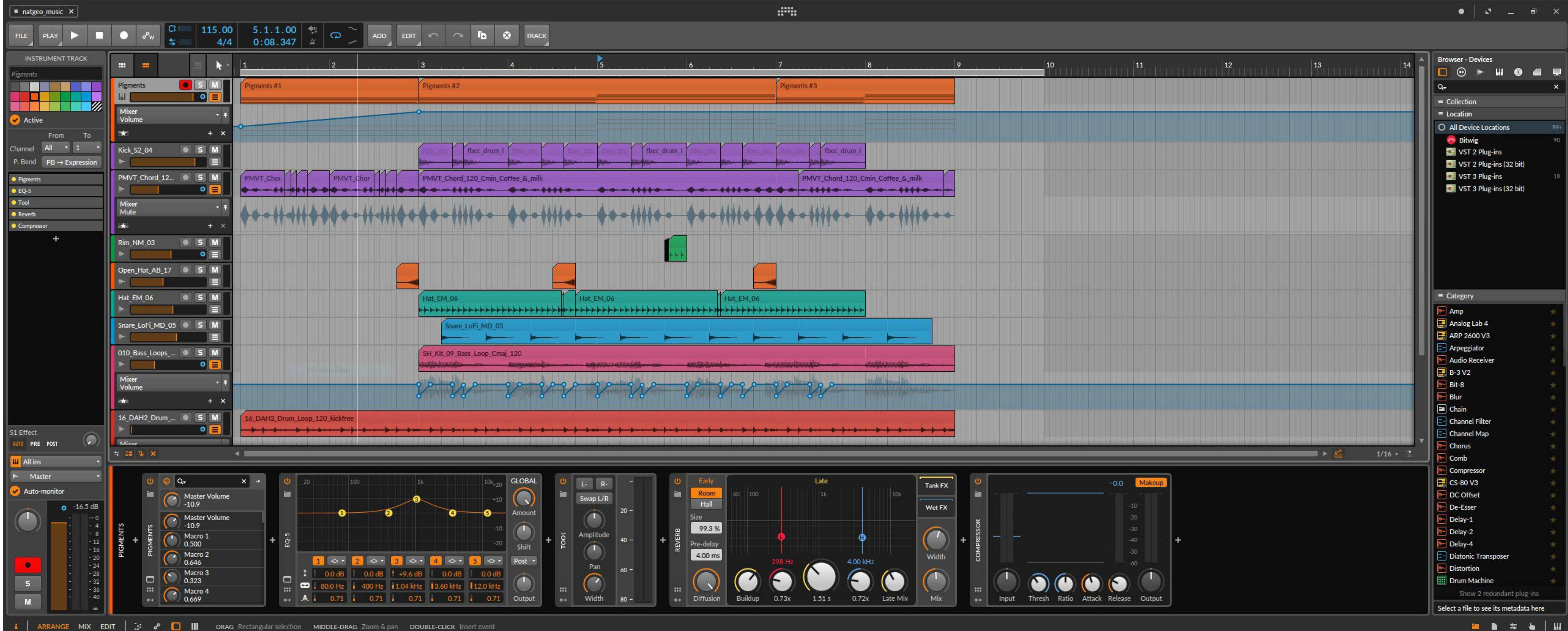






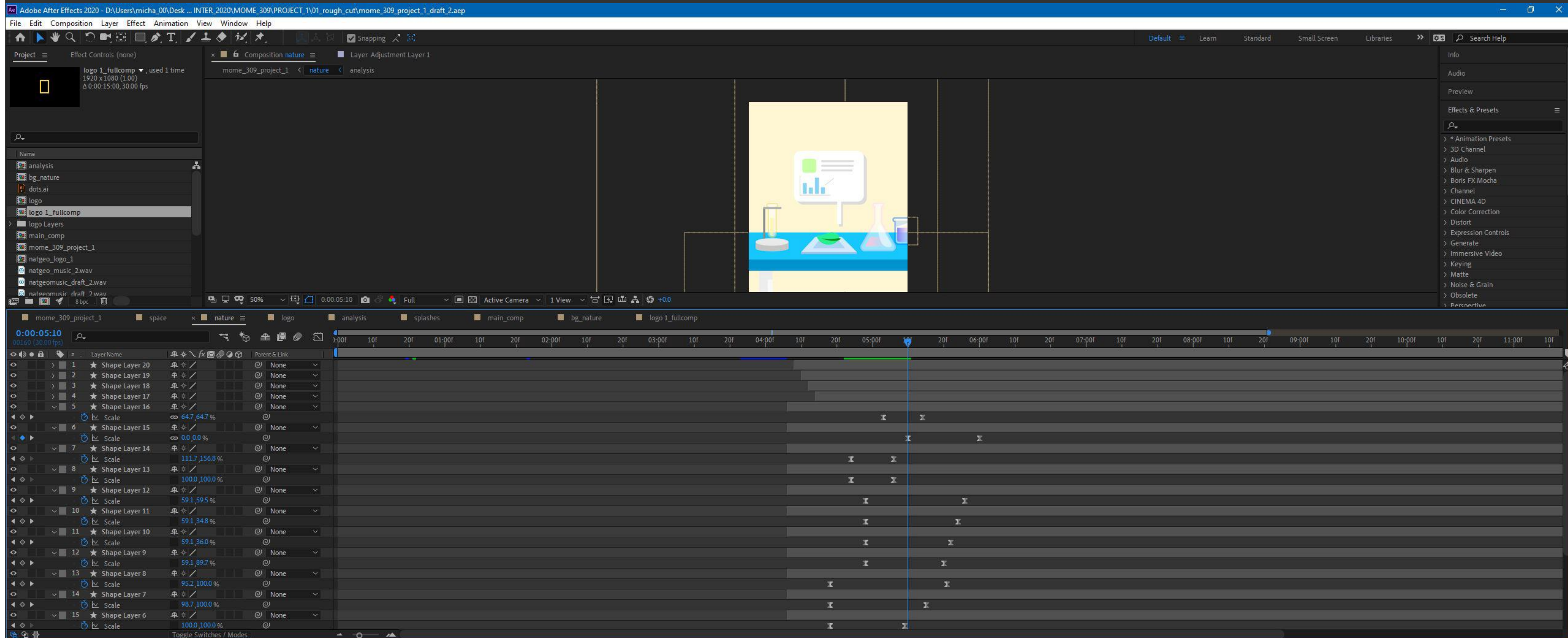
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Music Production



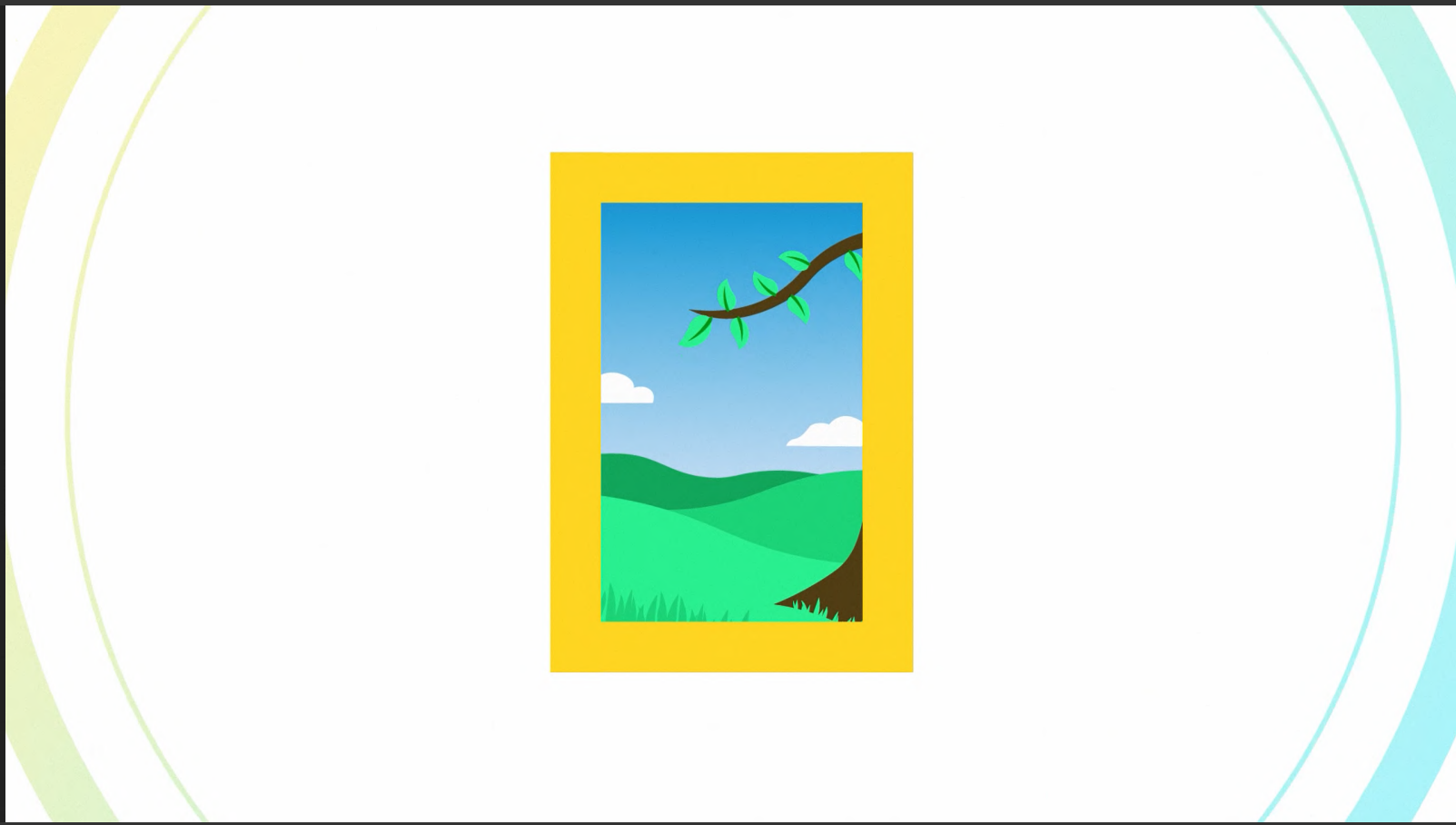
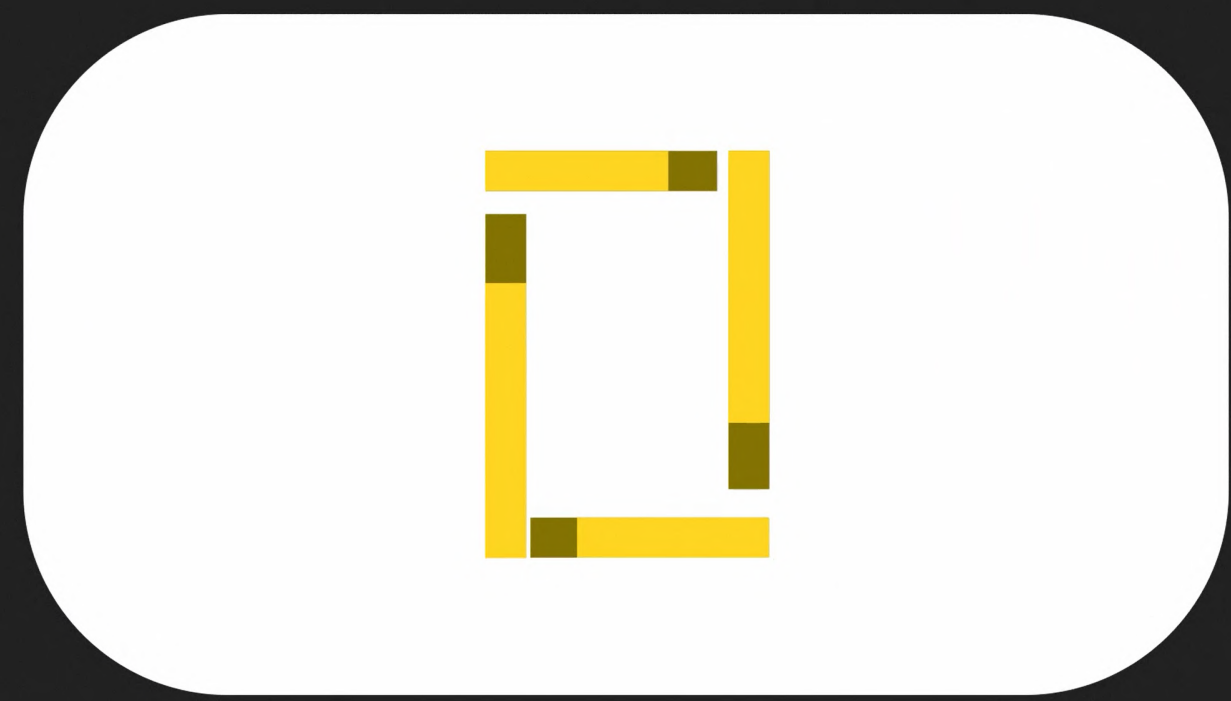
I wrote the music for this animation first in Bitwig Studio 2. I wanted to make an energetic electronic piece to complement the smooth, colorful animation in my initial concept.

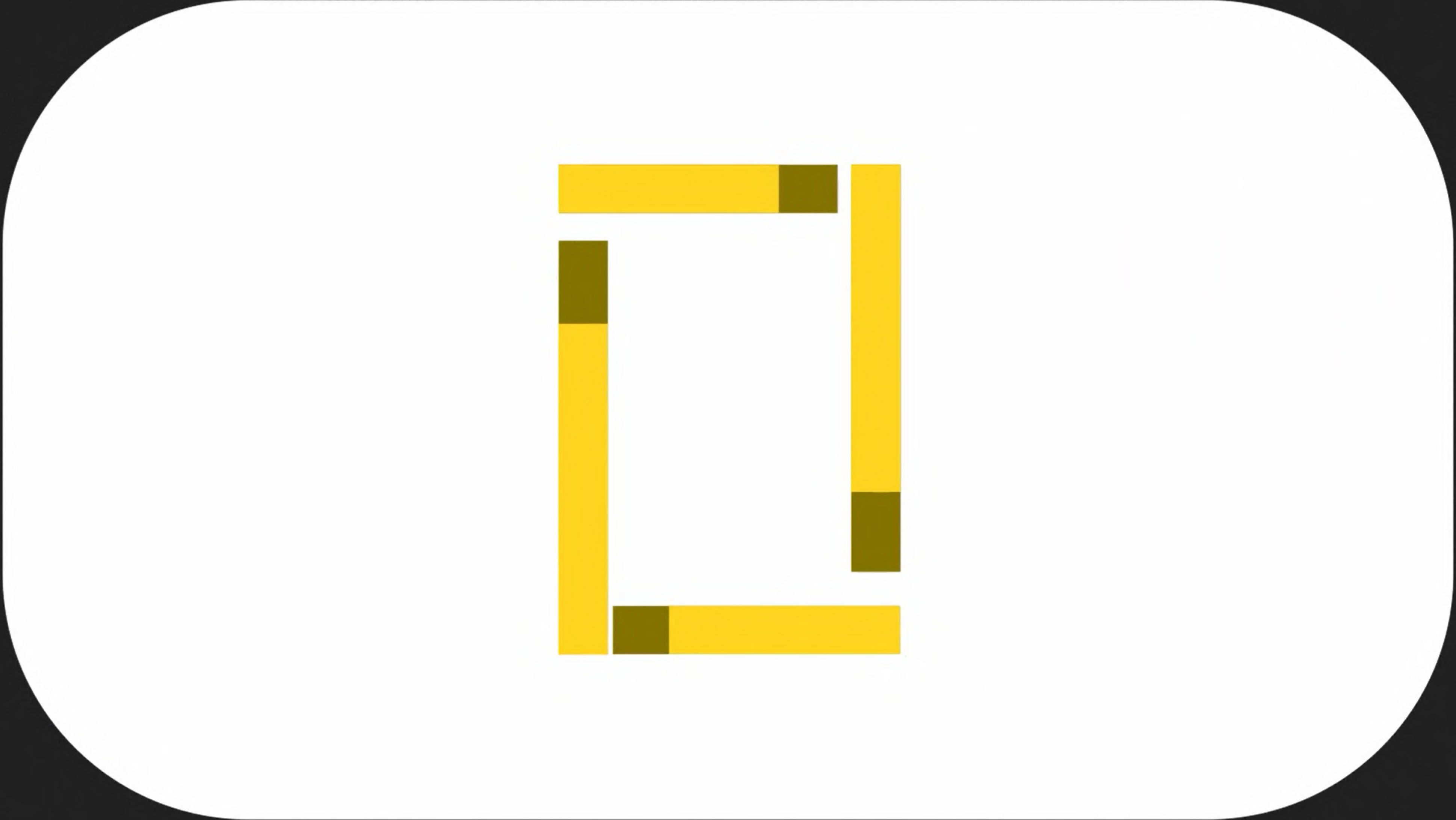
Animation

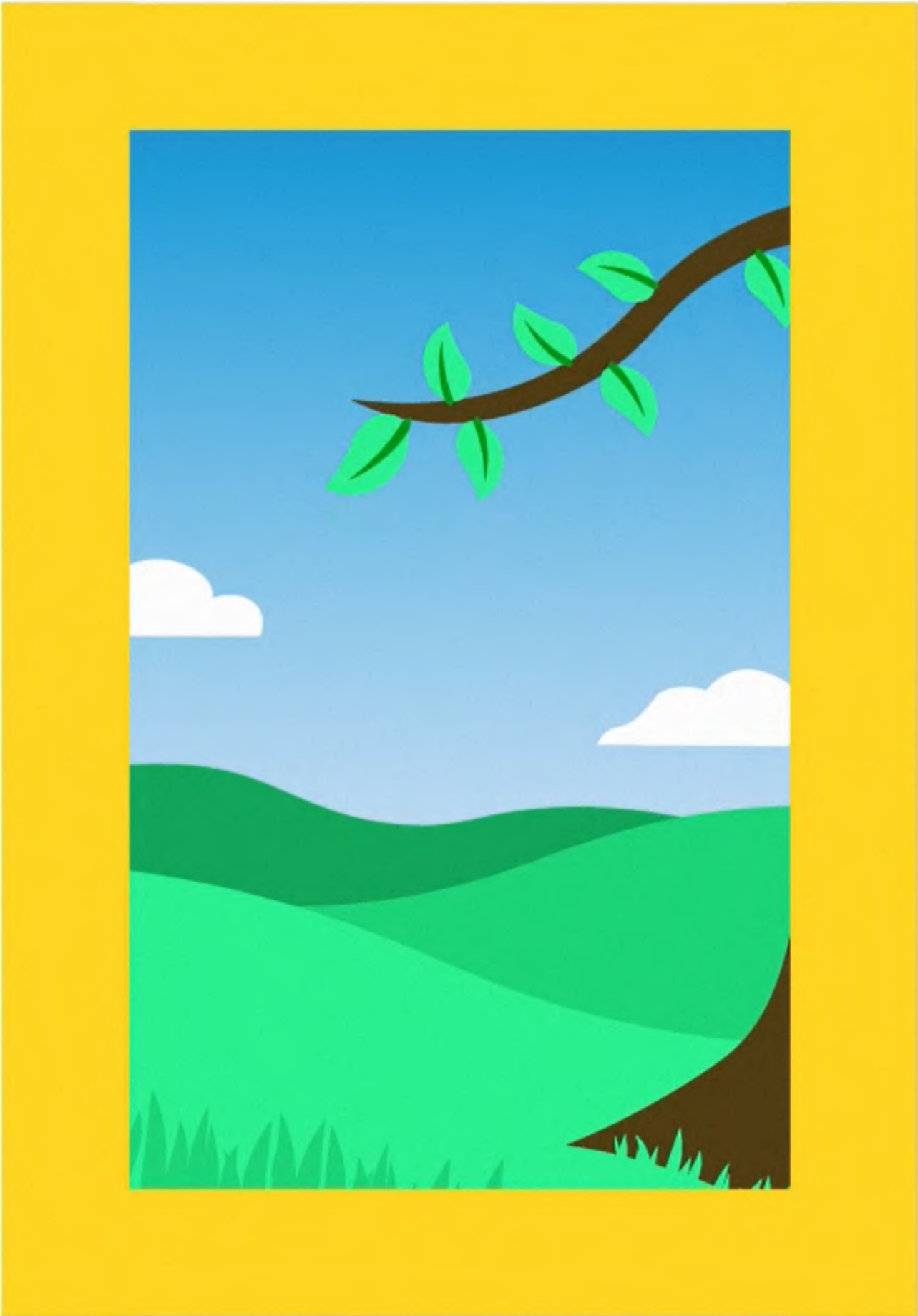


After creating all of the illustrations in Adobe Illustrator, I animated each illustration in after effects to bridge the gap between each scene smoothly.

Final Frames









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thank you!

