

Bianca Silva
Broadcast Design
Re-branding Proposal

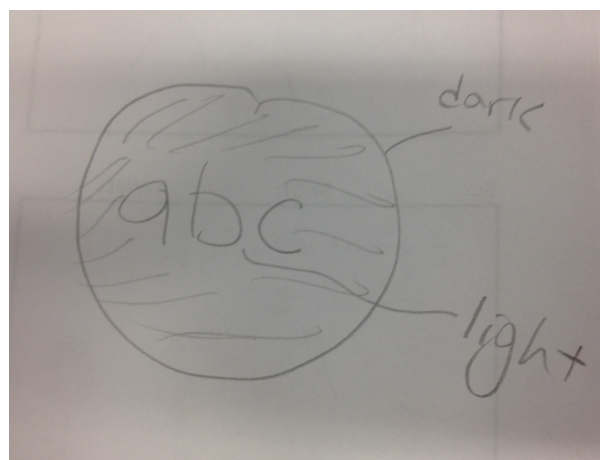
The network company I am going to re-brand is the abc network. Abc stands for American Broadcasting Company. This network has broadcast many programs that have contributed to American popular culture. With shows like Once Upon a Time, Dancing with the Stars, Resurrection, Marvel's Agents of S.H.I.E.L.D., Modern Family, Scandal, Revenge, Castle, etc.

For my video I am going to show a fall 2014 line-up. I won't show all shows but some of the favorite continuing series and some of the new series. I'm going to start with introducing what the video is going to be about. I will have images of the old shows and the new shows. I will have some text with quick clip of a show. For the logo I was thinking of changing the font for the abc and have a dark shading of a color around the letters and then a light shading with the colors, while the letters stay white.

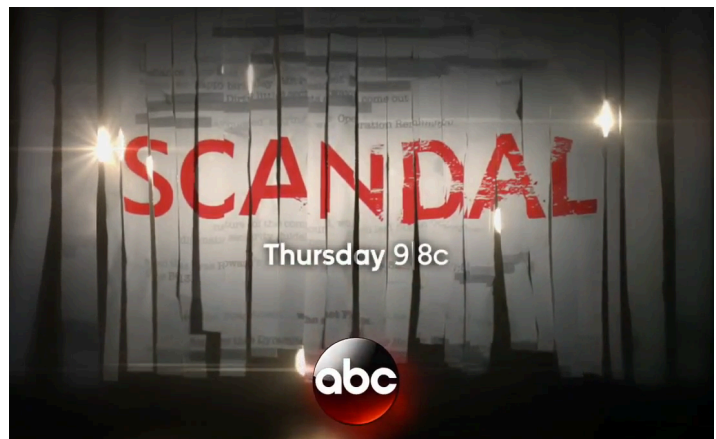
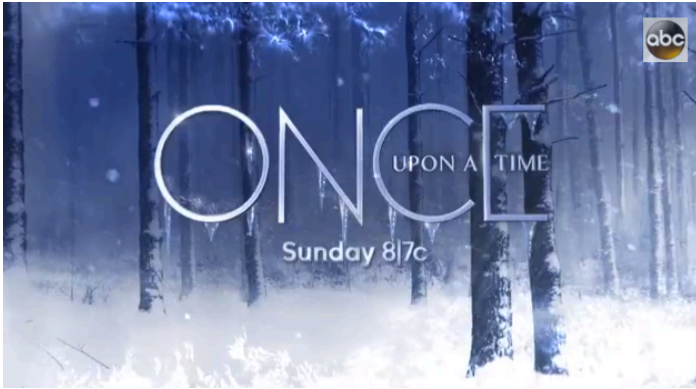
Current Logo



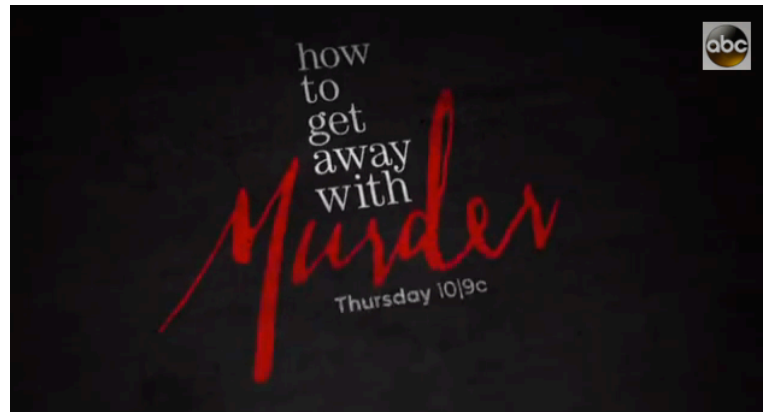
New Logo



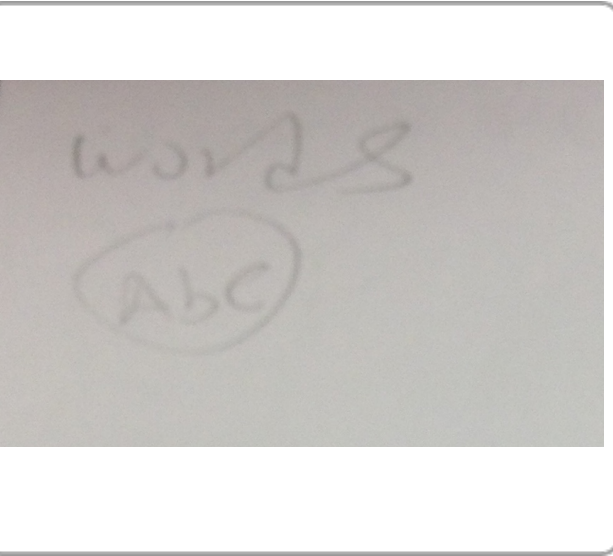
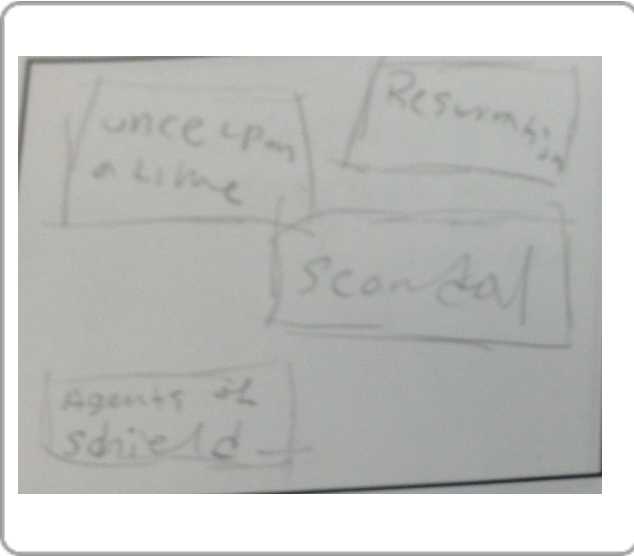
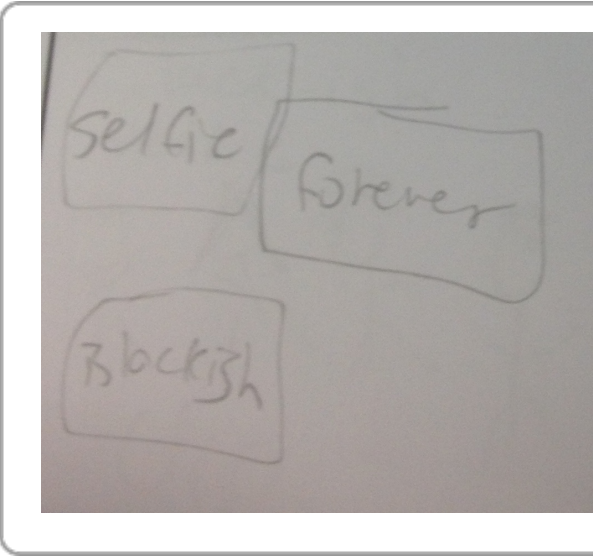
Returning Shows

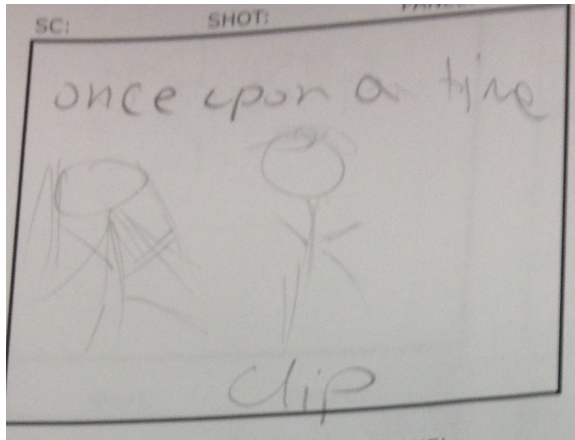


New Shows



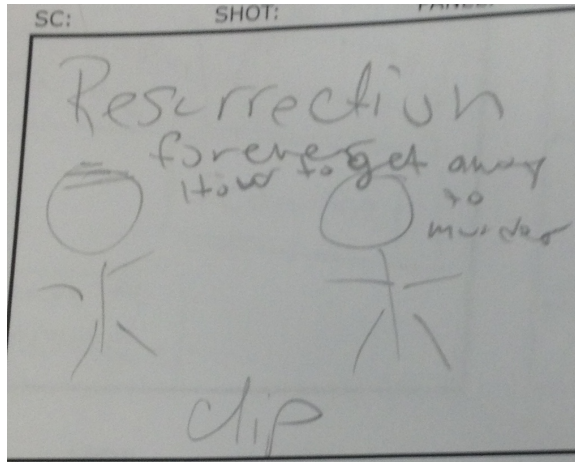
Bianca Silva
Broadcast Design
Re-Branding Storyboard
Network: ABC

		
<p>Description: Opening Scene</p>	<p>Description: Show some of the continuing series.</p>	<p>Description: Show some of the new series.</p>
<p>Dialogue: Coming to you this fall. ABC presents a ton of fun packed shows.</p>	<p>Dialogue: Bring back the old favorites.</p>	<p>Dialogue: With new series, that you'll love.</p>



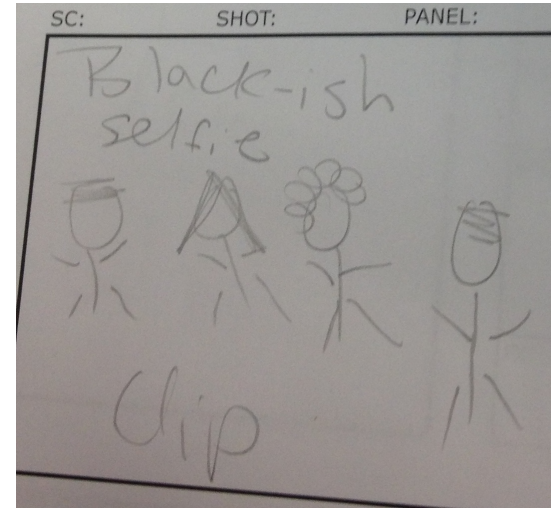
Description: Clip of show

Dialogue: Full of enchanted stories (or characters)



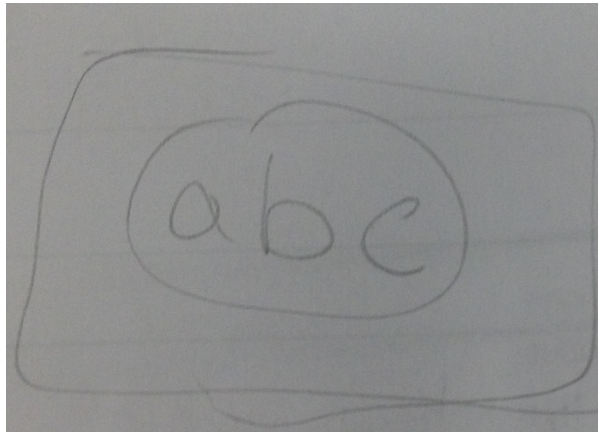
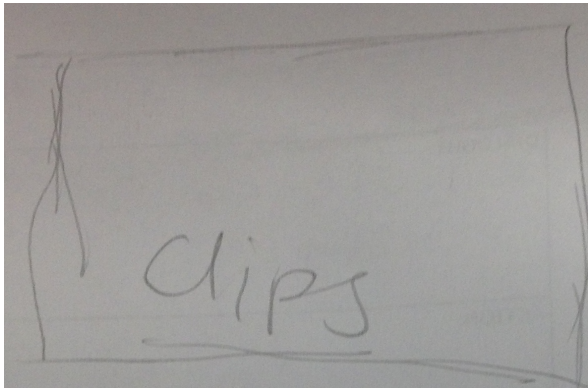
Description: Clip of show

Dialogue: Dealing with the dead.



Description: Clip of show

Dialogue: To family, love and too many selfies.



Description: Clips of shows

Description: Ending Scene

Description:

Dialogue: All of abc.

Dialogue: Logo, music

Dialogue: