Broadcast Design: An Introduction

Broadcast design is a relatively new area of visual communication, considering the media of television has only been around for approximately 60 years. In recent times, in Australia and worldwide, designers have been pushing the boundaries of broadcast design, which has consequently emerged as a distinct field of "design in motion".

The aims of broadcast design include providing a stylish and distinctive on air presentation and a strong sense of network branding to television channels. As a design field, it combines the concepts of branding with creativity and covers everything from concept development, visual effects consultation, storyboarding, on-air promotions design to news graphics and title sequences to programmes.

We chose to research this area, because of the accessibility of the medium which reaches millions of viewers every day, as well as our collective interests in screen based design, video and motion graphics.

Example of Channel 7 station identity