

## The News Broadcast Intro Assignment

Every news broadcast opens with a show intro. There is a sample announcements intro posted on the class website for you to view. Some have a very polished cinematic style while others are mostly motion graphic designs. Either way, the news intro usually contains some **required key components**.

- **Station identification,**
- **Personality introduction,**
- **Establishes the tone of the show (Relaxed, Professional, Youthful, Authoritative, etc.)**
- **Connection to the community that it serves (distant, unbiased observer, part of the crowd etc.)**

Visually, the intro is usually some combination of graphics and images. The music/audio selection is usually something that enhances the tone established by the visuals.

Now that we have a better idea of the kind of show that we have, it is time to build it into something even better. Your first goal is to design and create your own SWCTV announcements intro.

### Step 1

#### **Discussion:**

Describe the community that we serve.

Describe the needs of the community that we serve and how we fit into the big picture of the daily activities of the community.

Who is the show accountable to?

How could we expand how we serve this community through our broadcasting?

Now, individually describe the tone of the show or what we would like to tone of the show to be so that it finds a balance between being informative and engaging.

### Step 2

Brainstorm a mind map of visuals that you can use to convey the required key components. Keep in line with the tone that you have established in Step 1.

### Step 3

Decide on your visuals & create a very detailed storyboard for your intro and submit to the producer for approval.

### Step 4

Shoot and edit your TV intro.

### Step 5

Submit your polished final cut for approval for broadcast.

**Your intro must be 30 seconds long...exactly to the frame.**

**All Announcement Intros must be handed in no later than the start of class on February 14<sup>th</sup>, 2012.**

**We will begin running these intros after this date.**