

# Set Design

TGJ 4M

When we decide to design a studio set for a Television Series there are many details that need to be taken into account when we sit down and begin the planning process.

Some of the key points that we want to keep in mind are;

- Genre of show
- Studio Space
- Audience demographic
- Budget

Knowing the genre of the show that you will be designing the set for is one of the most important factors to keep in mind. We need to keep this in mind because the overall on screen image presented to the viewer is going to reflect the theme – and attract the viewer to the program. Below are a few samples of Studio Sets that I have found on the internet. Keep in mind that when broadcasters decide to design a set budget is the last item on the list that they will often consider.

## Sports Set



### ESPN Sports Center

Sets for sports programs are often times futuristic looking. They are designed to be eye catching, modern and utilize bright vibrant colours in their schemes. This set was designed with the sports enthusiast in mind.

*Courtesy ESPN & Newscast Studio*

## Morning Talk Show



On this view of the Breakfast Television set we see on the left hand side room for a band to set up and perform. Note the simple design?

CityTV's target demographic is the 24-40 urban professional. The kitchen set is modern and sleek looking – you might find this set very similar to someone's kitchen.

## Breakfast Television on CityTV

Morning TV Talk Shows are often designed with the "rise and shine" viewer in mind. The goal when designing a morning show set is to keep it inviting, bright and cheery.

*Images Courtesy CityTV (Rogers Communications)*



## Olympic Interview Set



*Courtesy CTV & Newscast Studio Set*

## CTV Vancouver Olympic Set

Notice the warm overtones of the wood, stone fire place and bay windows overlooking scenic British Columbia. This set offers a west coast "ski lodge" appeal.

# Network News

*Courtesy MSNBC & Newscast Studio Set*



## MSNBC News

It's fast paced flashy and functional. When News sets are designed the News Room often times shares studio space or is a part of the News Set. Notice the bank of 12 monitors to the right – this gives the viewer the impression that the information they are receiving is immediate. The monitors will display news networks from around the world. The person(s) delivering the news have a

huge impact on the viewing audience. Think of CTV's Lloyd Robertson.

# Informal Talk Show

## The Hour on CBC

Who watches *George Stroumboulopoulos*? Thirty Something's, that's who! George originally got his start "Vee Jaying" for Much Music in the 90's. Since then his resume has become decorated with numerous achievements. Over the past decade George has developed a loyal viewing and listening audience. Pay special attention to the use of the colour red, the use of angles, light and the eclectic photographs used on set.



*Courtesy CBC Television – The Hour*

# Radio Set



## The Q

Radio studios are tight for space – very similar to the conditions here in the Studio. Take a look at the pictures I grabbed from the show and make notes. What is being used for back drops? How does the use of sporadic light and use of colour set the tone for the set?



*Images Courtesy CBC Radio*

In a group draw a rough sketch of what you think the set for the session should look like. Keep in mind that we have a very limited space to work with and an even tighter budget. Be sure to include two main areas for the set; one for interviews and the second for performances.

Remember to address lighting, backgrounds and props.

Retailers such as Home Depot, Ikea and Walmart are great for props and set pieces.