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Savannah design firm creates HD motion graphics for National cable network

The Weather Channel selected Paragon Design Group to develop a HD show package for their weekday programming.

(Savannah, GA) August 6, 2008 – Savannah's only triple-threat design firm, Paragon Design Group, was selected to refresh a show package for The Weather Channel's (TWC's) weekday show, Day Planner, which will run its newly designed motion graphics package for the first time this week, Monday through Friday, from 10:00 am - 2:00 pm EST.

"We wanted to give our network a personality by bookending shows with graphical treatments, and move away from video based elements and stock footage," said Ray Sams, Creative Director of Programming and Production at TWC. Due to Paragon's proficiency in the industry standard broadcast design software Cinema 4D and Sams' prior working experience with Andrew Davies, Creative Director at Paragon, TWC solidified the decision to go with a smaller design house to create the Day Planner show package.

Mr. Sams points out that, "going to a smaller design house was better for us than going to a bigger one because of the pinpointed focus put into the effort." He also mentioned his confidence in getting a final product that would have a fresh, unique look to it, "as opposed to the diluted set of product we've sometimes gotten from a bigger design house."

With Davies spearheading the project, Paragon created an application of visual structure to guide audiences through the Day Planner program. The show package created in Cinema 4D includes: the Show Open (animation that sets the tone and look of the show), animated bumps that play when going to and coming from a commercial break, transitional elements between segments, backdrops for on-air talent, and more.

Philip Joyner, Technical Director at Paragon, created animated camera moves and complex lighting elements to mimic glass reflection and refraction for the 3D components. Using natural elements such as refracted sunlight and clouds, the fluidity of nature is reflected, contributing to The Weather Channel's overall mission of demonstrating how weather ultimately affects our lives. Moreover these graphic images assists TWC in their efforts to capture the minds of their audience using rich colors, radiant images, graceful transitions and familiar icons like globes and clocks.

The Weather Channel has always taken an innovative approach in the creation of stimulating weather programming, which aligned perfectly with Paragon's style of creative design. TWC continues in this spirit with the addition of such improvements as enhancing graphics, maps and programming for local forecasts and national broadcasts, along with programming in High Definition (HD) from a new 12,500-square-foot facility since its launch June 2nd, 2008. TWC will continue to strengthen their competitive position by delivering more visually impactful programming that gives the audience a vivid experience.

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