

Eye-identifying with Discreet® Flint

CBS 2 Chicago uses Flint to create a new visual personality

By Claudia Kienzle



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Images courtesy of CBS 2 Chicago

For stations like WBBM-TV, the CBS/Viacom-owned affiliate in Chicago, station branding is a daily challenge. As news segments, programming specials, and promotions join the lineup, elements such as graphics and program opens must be created to tie the show content to the overall look of the CBS 2 brand.

"With most of our deadlines in hours and days rather than weeks, 'station branding' is a creative and technical challenge that our broadcast design department faces everyday. The toolset in Flint enables us to realize any creative vision while meeting each project's criteria and deadline," says Joshua Nard, CBS 2 Chicago's broadcast designer.

"Flint has aided us with short turn arounds, while maintaining total creative control over every element we create," Nard added. "Whenever we need to revamp an existing element, the procedural work environment allows us to pull up previous projects, change only what needs to be changed, then immediately lay off new elements to tape without having to outsource our work. And that's a big timesaver."

A good example of this versatility is the "Franchise Opens," a series of seven-second opens introducing segments-such as "Inside Chicago" and "TechnoGadgets"-presented during CBS 2 Chicago newscasts. While "Franchise Opens" must all maintain the channel's distinctive branding, they need to set the tone for the content of the segment.

"Inside Chicago" uses a dynamic, multi-layered montage, featuring places of interest like Chicago's lakefront, shops, and restaurants, all moving across the screen in a visually pleasing pattern.

"TechnoGadgets" uses the same animated choreography, only the montage features images of new technology like computers, PDAs, home stereo equipment and other cool electronic toys.

"Flint allows us flexibility to create the pieces with different text and video content while maintaining the 'CBS eye' logo, typefaces, color palette, and other animated design elements that maintain the consistent brand identity that remind viewers they're watching CBS 2 Chicago," says Nard.

Flint also gave life to program opens for new shows "Eye on Chicago" and "¡Oye, Chicago!" These visually dynamic, color-intensive opens capture the personality of the shows while maintaining the CBS 2 environment. The open and promos for "Eye on Chicago," the half-hour show hosted by Antonio Mora with news, entertainment, and politics in Chicago, relied heavily on color correction to match the warm color temperatures to the specified show color palette and tone with aerial shots of the city.

And "¡Oye, Chicago!," a half-hour special devoted to the city's prominent Latino community, made creative use of the GenArts Sapphire sparks plug-in "Fly's Eye" for the show open. After taking digital color still photographs of recognizable places in Latino neighborhoods, Nard says they color corrected and then processed them through "Fly's Eye" which gave them a captivating, prismatic look and illusion of motion.

"Flint has become a useful tool for creating, maintaining and evolving the visual identity of CBS 2 Chicago," says the station's Director of Design Abel Sanchez.

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