

MUCHMUSIC

**HEDLEY
BUCK NAKED
IN BARBADOS**

**TELEVISED
SHOW
OPENING**

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PROJECT OBJECTIVE

Create a 10 second show opening for a MuchMusic production involving the Band Hedley. This program was a documentary about Hedley making a music video in Barbados.

TARGET AUDIENCE

The MuchMusic audience is composed of Canadians between the ages of 12 and 34 years old, youthfully minded, keenly interested in music, the first to try new products and technologies, brand conscious, and responsible for setting trends. The MuchMusic audience and fans of Hedley expect to see a certain amount of adolescent antics based on the personalities in the band and their past performances at MuchMusic.

CONCEPT

The music video was shot on location in Barbados. Hedley band members have been known to take off their clothes in past MuchMusic productions. The graphics for the opening were based on the title of the show. A skinny dipping theme was developed with the "Buck Naked" title in mind. Additional elements were based on a Hawaiian style of shirt.

DESIGN ISSUES

The opening needed to look fun and be associated with Barbados in some way. The show logo had to be built around the Hedley typeface. The viewer had to be taken on a story that would end on the logo within a 10 second duration.

DESIGN PROCESS

First, samples of tropical patterns were researched and collected. Hedley Album Art and the their official logo were also provided from the record label. Second, tropical plants were illustrated (inspired by a Tommy Bahama coaster design). Third, research on parrots and maps of Barbados were completed and illustrations were created. Fourth, these elements were then animated together as a journey creating a skinny dipping tropical scene.

OUTCOME/RESULTS

The show opening successfully illustrated the title while capturing the spirit of the band.

DATE PRODUCED

This project was produced in March of 2008.