

# **VICELAND**

**IT'S A NETWORK ID**

## CONCEPT DEVELOPMENT: RESEARCH

### ***What is Viceland?***

A multinational brand of television owned by Vice Media, whose content ranges from food, politics, music, fashion, sex, and technology. The content strives to embrace all facets of culture: good, bad, provocative, controversial, and sometimes fetishistic. Ultimately, the channel explores the reality of human nature and the curiosity to learn about people and cultures vastly different from our own. It is embracing the world that we live in, in its purest and rawest form.

## CONCEPT DEVELOPMENT: WORD LIST

RAW	BOLD
SUB CULTURE	DEFINITIVE
BLUNT	CONTROVERSY
WEED	CURIOSITY
OBSCURE	FILM
FUCK	DEFINITIVE
DOCUMENTARY	SEX
GLOBAL	ALTERNATIVE
NEWS	INFORMATIVE
TRANSPARENT	MILLENIALS

## CONCEPT DEVELOPMENT: TO DO & NOT TO DO

### TO DO

SLEEK

MINIMAL

CLEAR FOCALS

VECTOR

AUTHENTICITY

RAW

### NOT TO DO

FANTASY

3D / TACTILE

BRIGHT COLORS

BE PRETENTIOUS

OVERTHINK

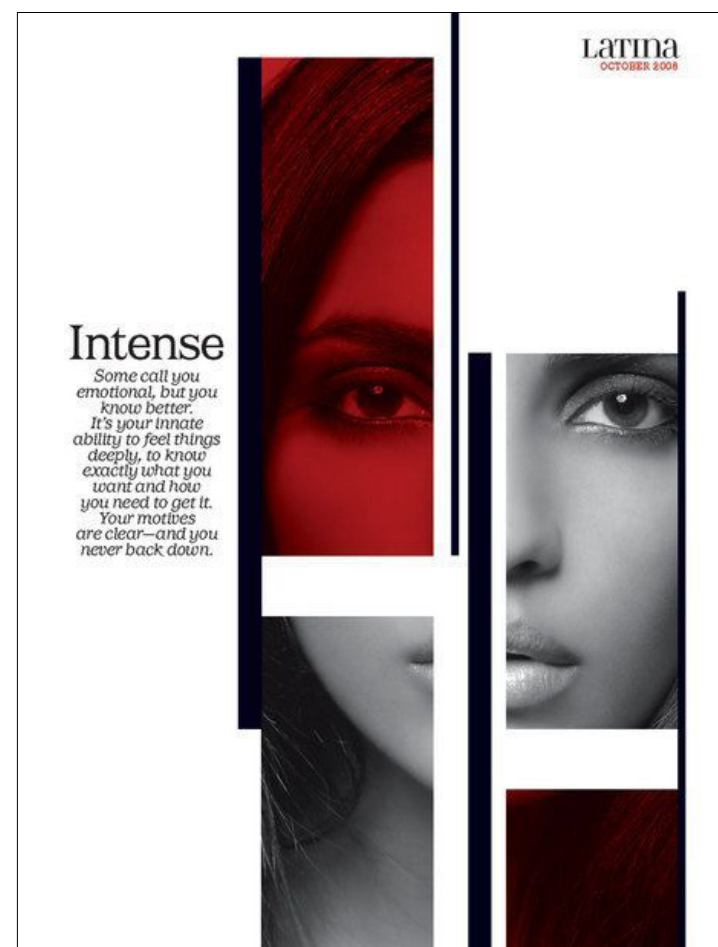
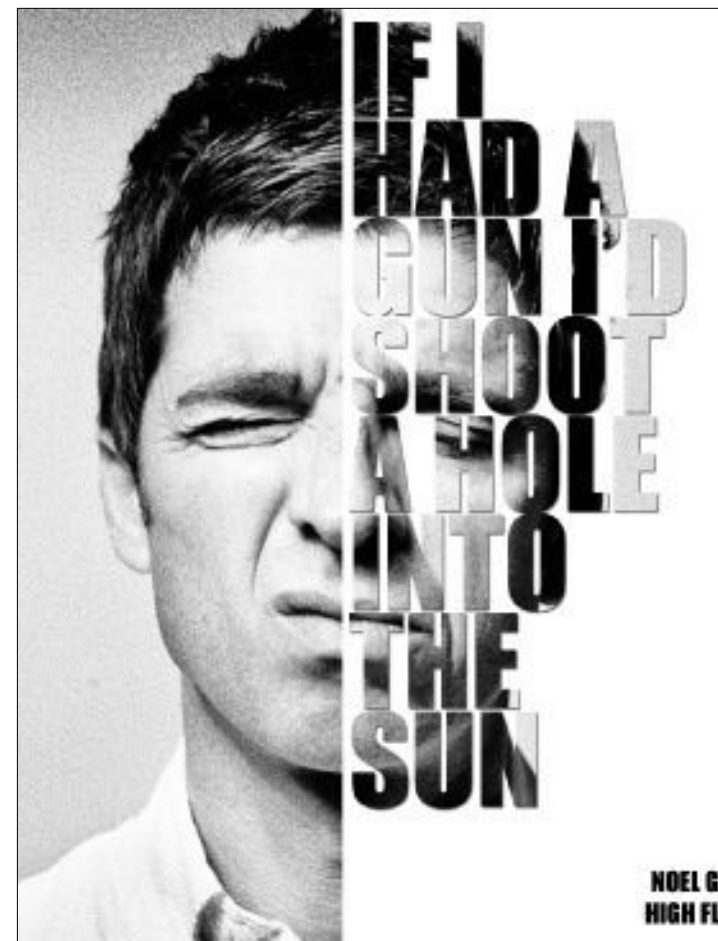
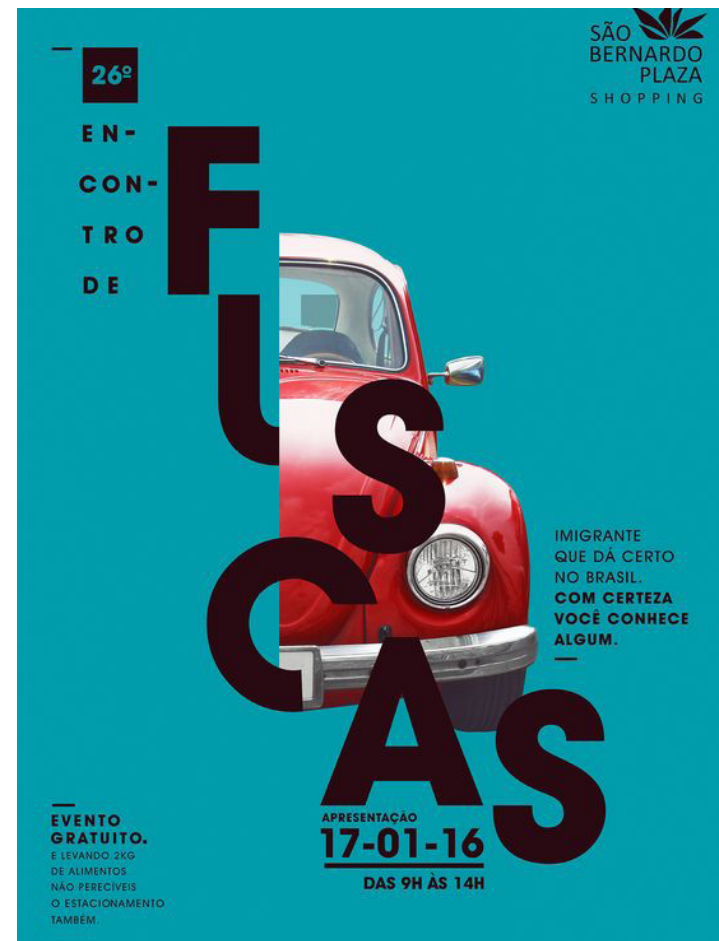
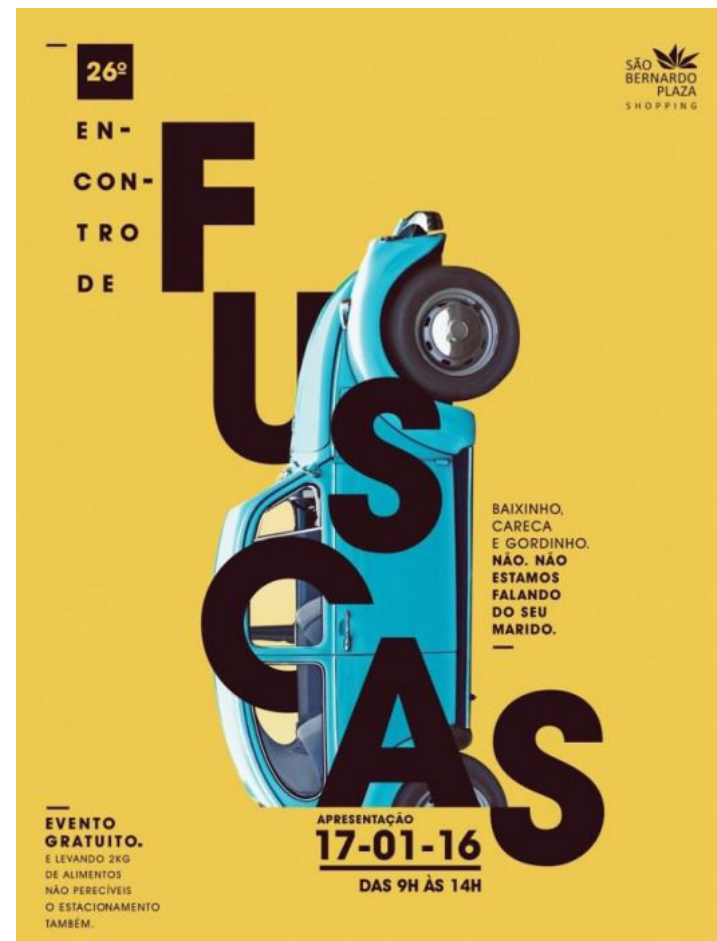
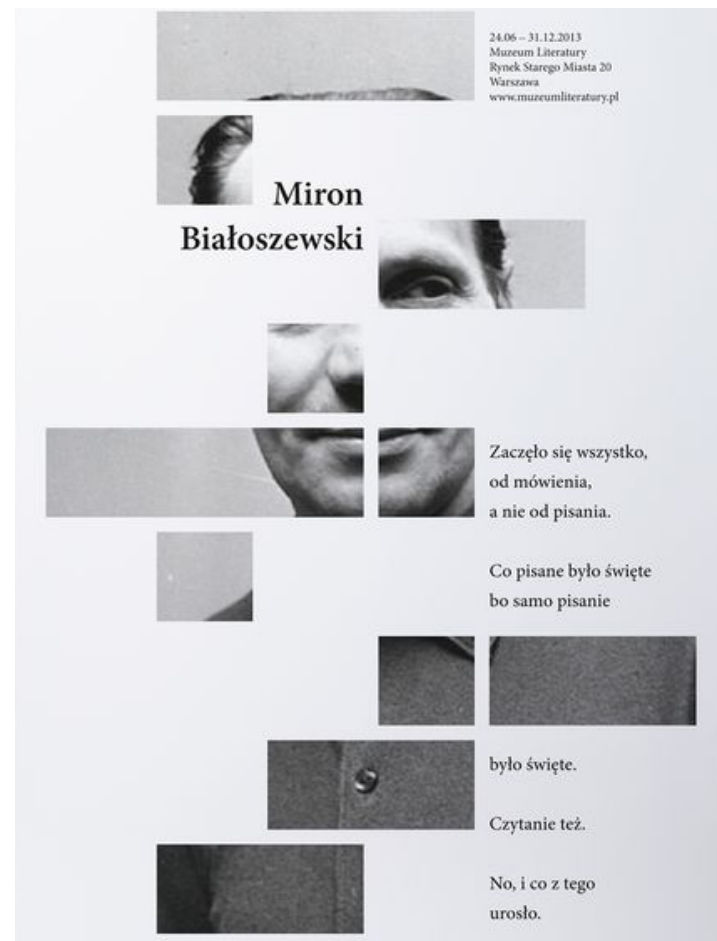
BE SENSITIVE

### *The Unbrand*

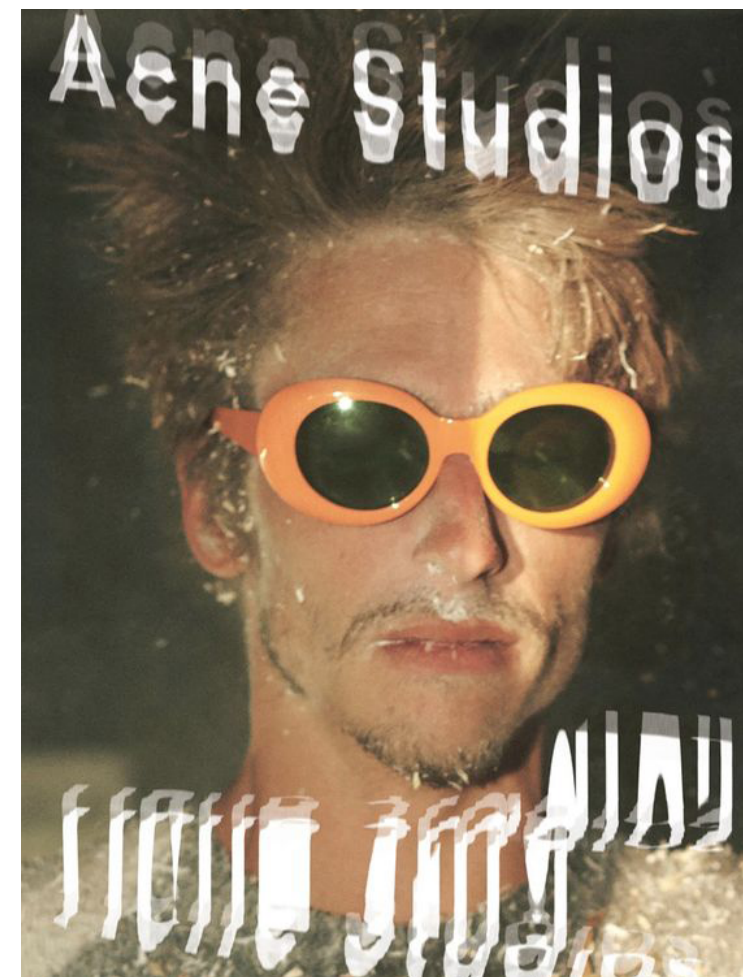
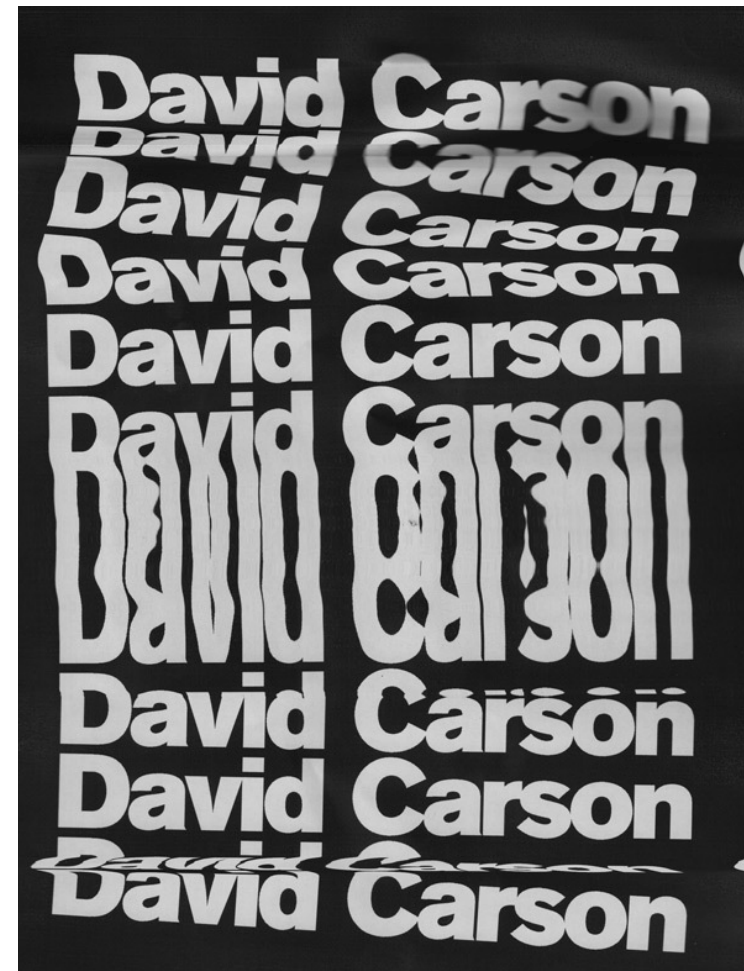
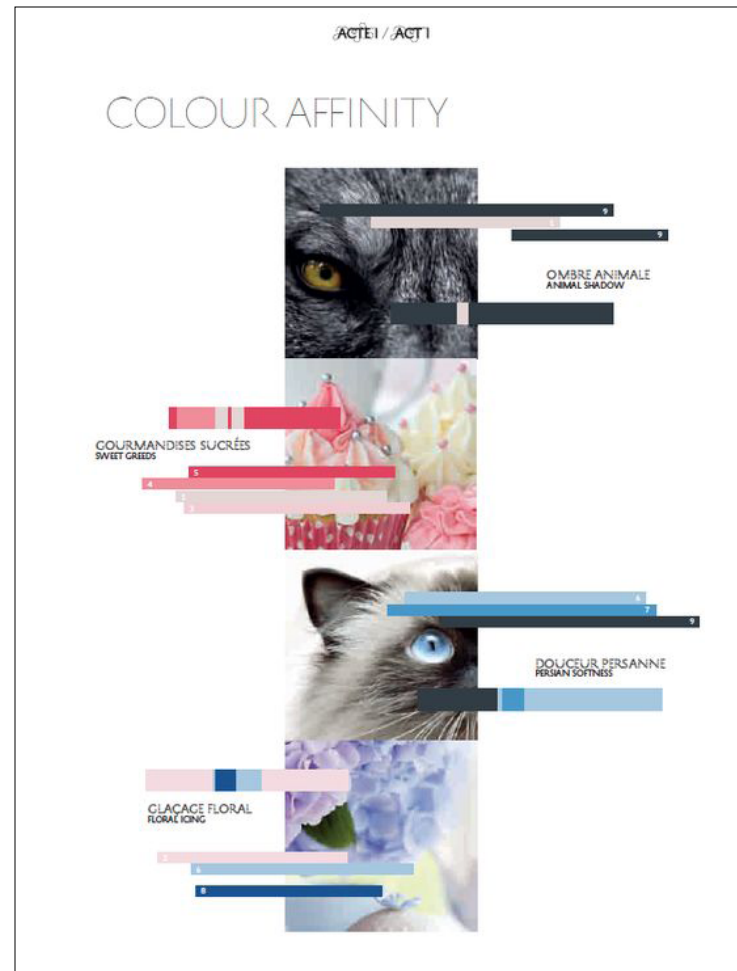
The range of content provided on Viceland deviates from any particular label or category. Simply put, the channel strives to explore the most interesting facets of human nature. Because Viceland's content deviates left and right, the pre-established "branding" for the channel has come to fruition as the "Unbrand." The brand aims to be an "objective frame," stated by Gretel Design, that provides functional aesthetic marketing for the content.

This network id aims to explore this concept by utilizing the letterforms in Viceland to literally create the frame for the channel's content. Rooted in functionality and design, each letter will be animated and masked to showcase some of the channel's shows, juxtaposing the simplicity of their branding with the rawness of Viceland's best series.

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**THANK YOU.**