



Graphics (1 minute)

The **Graphics** contest focuses on showcasing the ability to create professional and visually appealing broadcast graphics. These graphics should complement and enhance the news or feature story, providing clarity and visual engagement. In this contest, students will create a set of broadcast graphics (up to 1 minute in total) that are well-designed, easy to read, and enhance the overall presentation of the broadcast.

Key Elements of Graphics (1 minute):

1. Clarity and Readability:

- The primary function of broadcast graphics is to provide **clear information** to the viewer. Graphics should be **easy to read** at a glance, with a focus on clean design and straightforward presentation. Text should not be overly complex or decorative; instead, it should prioritize legibility.
- Use **simple fonts** that are large enough to read comfortably on-screen, and avoid overly stylized fonts that might distract from the message. Sans-serif fonts are often preferred for their clarity.
- Example: A clean lower-third (super) introducing an interviewee: "Sarah Jones – Robotics Team Captain."

2. Consistency in Style:

- All graphics used within a segment should have a **consistent style** to maintain a cohesive visual identity throughout the broadcast. This includes consistent font choices, color schemes, and design elements.
- Example: If you use blue and white for one graphic, maintain that color scheme for other elements, such as lower-thirds, title cards, or bullet points.

3. Appropriate Font Selection:

- Choose fonts that are **easy to read** and look professional. Avoid using more than two font types within a broadcast segment, and make sure the fonts fit the tone of the broadcast. For example, a lighthearted sports feature might use a bold, energetic font, while a serious news segment would use a more formal, conservative font.
- Ensure that text is properly **aligned** and that spacing between letters and lines is appropriate.

4. Design within Safe Title Areas:

- Broadcast graphics must adhere to the **safe title area** to ensure that all elements are visible on-screen, regardless of the viewer's screen size or aspect ratio. This means positioning important information within the central 80% of the screen to prevent it from being cut off on certain displays.
- Graphics outside the safe title area might get clipped or become unreadable on certain television or computer screens.

5. Complementing the Story:

- The graphics should **enhance the content** of the broadcast without overpowering it. They should support the information being delivered, providing clarity and additional context without distracting from the main message.



- Example: In a sports story, use graphics to show the **final score** of a game or **highlight key statistics**.
- 6. **Use of Color and Contrast:**
 - **Color choices** should be made carefully to ensure that the text stands out against the background. There should be sufficient **contrast** between text and the background to make the information easy to read.
 - Avoid overly bright or clashing colors that might make the text difficult to read or visually unpleasant. Stick to a professional color palette that suits the tone of the broadcast.
 - Example: Light-colored text on a dark background often works well, as does dark text on a light background.
- 7. **Use of Lower-Thirds (Supers):**
 - **Lower-thirds** are one of the most common types of graphics used in broadcast news. They are displayed at the bottom of the screen to provide additional information, such as the name of the person being interviewed or a brief description of the story.
 - The lower-third should be **simple**, concise, and placed within the safe title area. Use **consistent font sizes** and formatting across all lower-thirds used in the broadcast.
 - Example: “John Smith – Bellville High School Principal” in a clear, bold font that matches the broadcast’s overall style.
- 8. **Titles and Overlays:**
 - **Titles or overlays** may be used at the start of a segment to introduce the story or provide key information about the topic. These should be designed to catch the viewer’s attention but should not be overly distracting or busy.
 - Titles should be kept simple, often incorporating the main color scheme and font choice used in other graphics. Avoid complex animations or excessive effects that might detract from the professionalism of the broadcast.
 - Example: “Bellville High Robotics: On the Road to State Finals” displayed on-screen at the beginning of a segment.
- 9. **Animations and Transitions:**
 - If animations are used (for example, transitions between graphics or text appearing on-screen), they should be **smooth and subtle**. Avoid flashy or over-the-top animations that might distract from the content of the broadcast. The goal is to maintain a professional appearance while adding visual interest.
 - Example: A subtle fade-in of text is more appropriate than flashy, fast-moving text animations in most news or feature contexts.
- 10. **Spelling and Content Accuracy:**
 - All text included in the graphics must be **accurately spelled**, with correct grammar and punctuation. Errors in spelling or content can undermine the professionalism of the broadcast and distract the audience from the message.
 - Double-check all names, titles, and information for accuracy before incorporating them into the broadcast graphics.
- 11. **Timing and Flow:**
 - The total time of all the graphics in the entry should not exceed 1 minute, and the **timing** of the graphics within the broadcast should be appropriate. Graphics



should appear on-screen long enough for viewers to read and understand the information, but not so long that they become stagnant.

- Ensure that the graphics **flow smoothly** with the rest of the broadcast, appearing and disappearing at natural points without disrupting the pacing of the story.

12. Technical Quality:

- The graphics should be of high **technical quality**, with sharp lines, clear text, and no pixelation or blurring. Make sure that all graphics are optimized for the broadcast format being used, whether it's high-definition or standard-definition.
- The resolution of the graphics must be high enough to look professional on various screen sizes, from computer monitors to television screens.

Criteria for Judging:

- **Clarity and Readability:** How easy the graphics are to read and understand.
- **Professionalism and Style Consistency:** The overall look of the graphics and how consistent they are with each other.
- **Use of Safe Title Area:** Whether the graphics are positioned properly within the safe title area to ensure they are visible on all screens.
- **Appropriate Font and Color Choices:** How well the font, color, and design elements work together to create a cohesive look.
- **Relevance and Enhancement:** How effectively the graphics complement and enhance the broadcast content.
- **Timing and Flow:** The smooth integration of graphics into the broadcast, ensuring they appear and disappear at appropriate moments.
- **Spelling and Accuracy:** The accuracy of the text, including spelling, grammar, and factual correctness.

In summary, the **Graphics (1 minute)** contest challenges students to create polished, professional broadcast graphics that enhance the presentation of the news or feature story. It requires careful attention to design, consistency, readability, and technical quality, with a focus on supporting the broadcast content while maintaining a cohesive and visually appealing style.