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Broadcast design and television branding bear an important prominence in our world today. Audiovisual design, in terms of content and technology, is fast-paced: the TV landscape faces great changes in distribution channels and different content models. Those changes demand a strict strategic brand development, which should be suitable for the on-air designs as well as for a range of other media channels and merchandising. With Broadcast Design Björn Bartholdy introduces the corporate design of ten selected international TV channels like BBC, FOX or arte. It gives examples of on-air design positions, introduces the collaboration between channels and design agencies and features interviews of the channel's representatives. Enclosed is a DVD to show the audiovisual media in their natural environment: on screen.

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