



**COMEDY
CENTRAL**

ABOUT

The origin of Comedy Central is that it start on April 1, 1991, in New York City. Comedy Central is about giving the audience a world of laughter whenever they want it through shows that provide super funny, relatable topics, culture, comedic truths of life.

The original idea for the logo for Comedy Central is minimalist, stylish, and very cool. All these ideals are supposed to represent how the channel is creative and keeps evolving with purpose. Even though throughout the years it has changed, it's a symbol for laughter.

The target audience and market that comedy central is trying to aim is ages 18-49 because most of their tv shows comedy with a taste of life, but sometimes their shows may have some mature content that requires some viewers to be older or is able to handle the mature genre, like "South Park" is one of the Animation that Comedy Central Provide, but it has a lot of things that are disturbing. There are some that try to keep it for everyone, "Key and Peele" is an example where sketch comedians create sketches and ridiculous scenarios playing various characters. There is one show where they combine a bit of comedy with News of everyday events, "The Daily Show."

-Audience

300 million viewers worldwide
ages 18-49

-Comedy Central Shows:

The Daily Show with Trevor Noah
Drunk History
Futurama
Hart of the City
Key and Peel
The Jeff Dunham Show
South Park
Workaholics
Seinfeld

CONCEPT

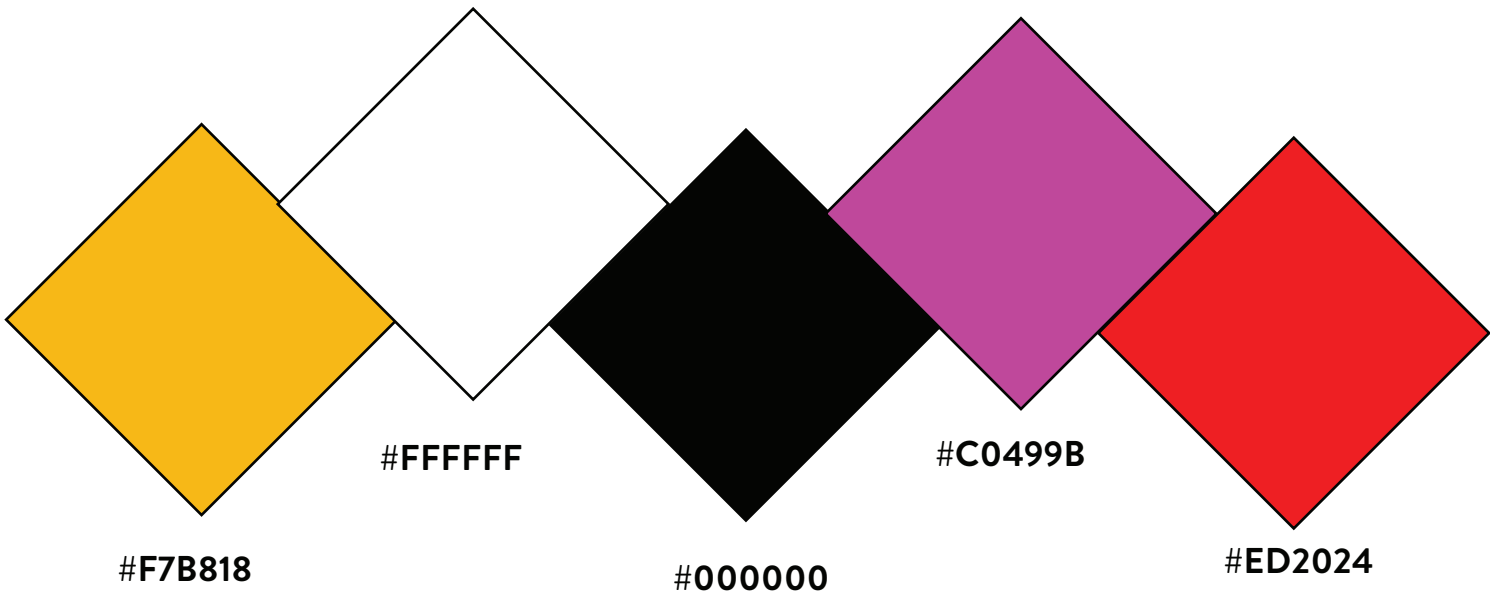
The way I would create a network ID for Comedy Central would be using certain items of comedy. I would use collages for the first set for real-life use to challenge myself, then the second set is animation using my art style.

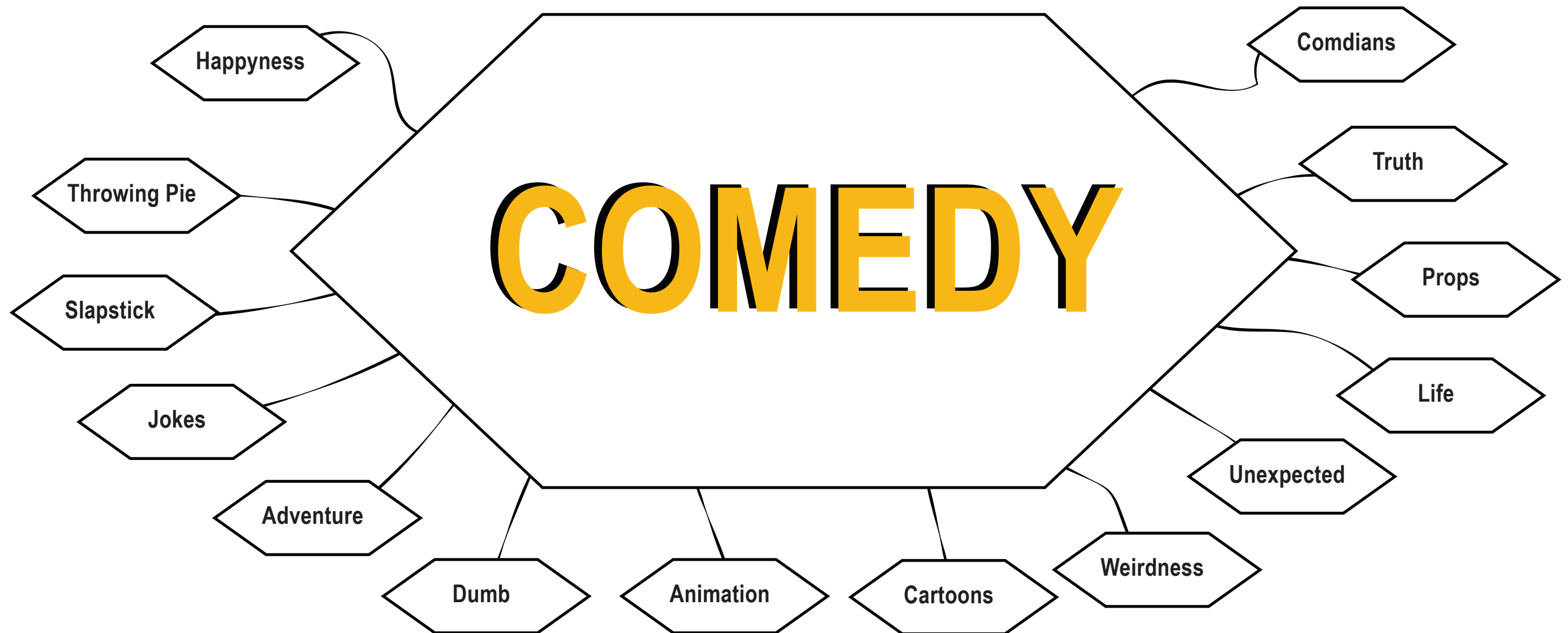
An idea that comes to mind for the first style set is that how Comedy Central is always so humorous and random due to the many comedians and animation. So I used a slot machine to show a variety of humorous people that Comedy Central features. The first style Frame will have the machine spinning around with South Park Stan Marsh in the first slot, Tosh. O Daniel Dwight Tosh in the second slot, and Comedian/Actor Adam DeVine in the third slot to show what Comedy Central presents. The second style frame will have the slot machine change from shows to the Channel logo as it rotates. The final style frame will be a complete set of Comedy Central Logos to symbolize that Comedy Central and the joy it spread is the jackpot and you never know what's coming.

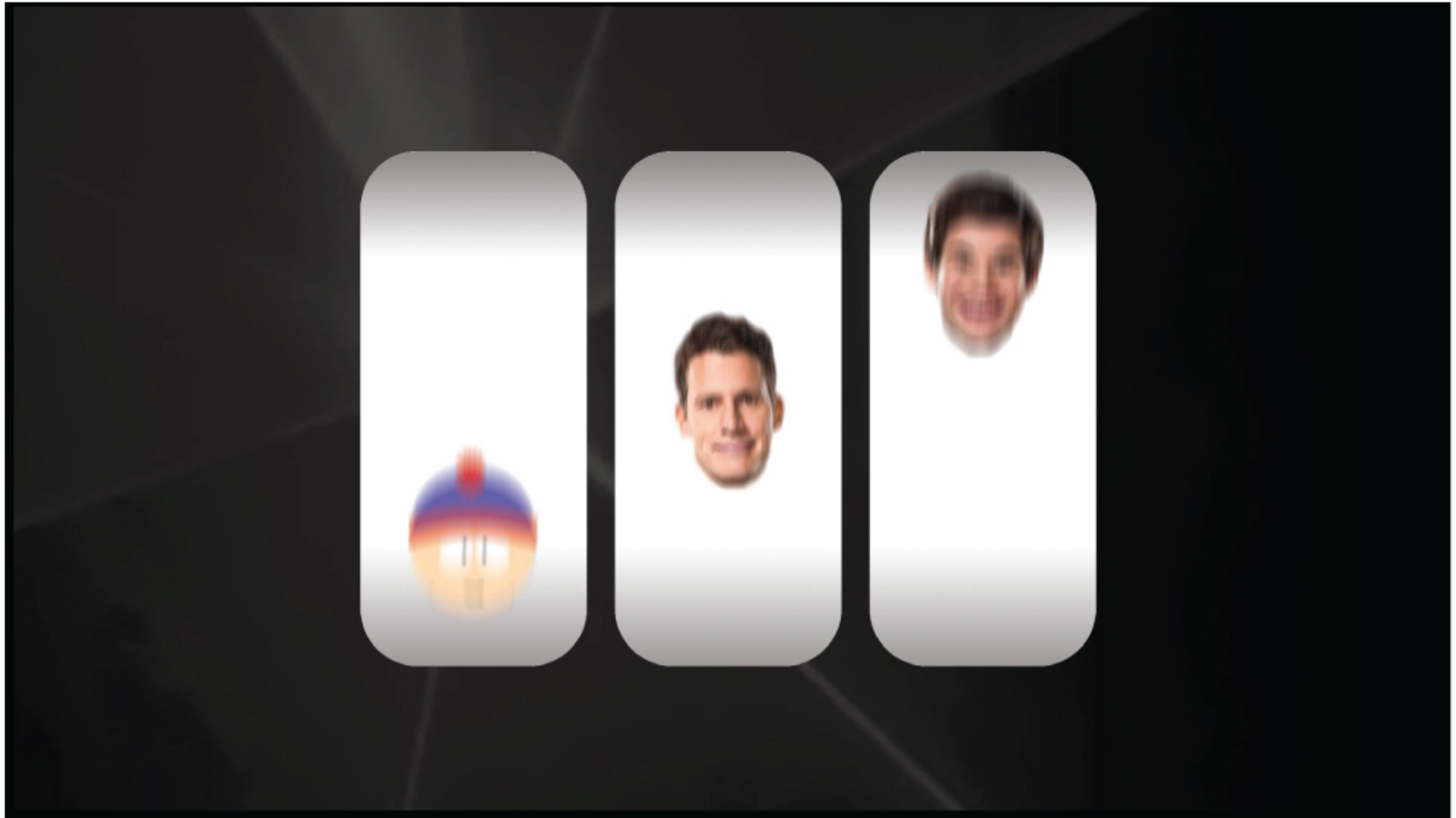
The second style frameset is an animated format in my art form which starts with two doors opening to a stage with a treasure chest with a key off in the corner to symbolize how Comedy Central will have different scenarios for different shows plots. The next frame will lead to the key being taken and used to open the chest to have a giant burst of light, as the channel and its shows how always been shining with ideas and innovation. The final scene will be Comedy Central logo on two separate coins because laughter is a treasure and how it is unlocks people's happiness.

MOODBOARD

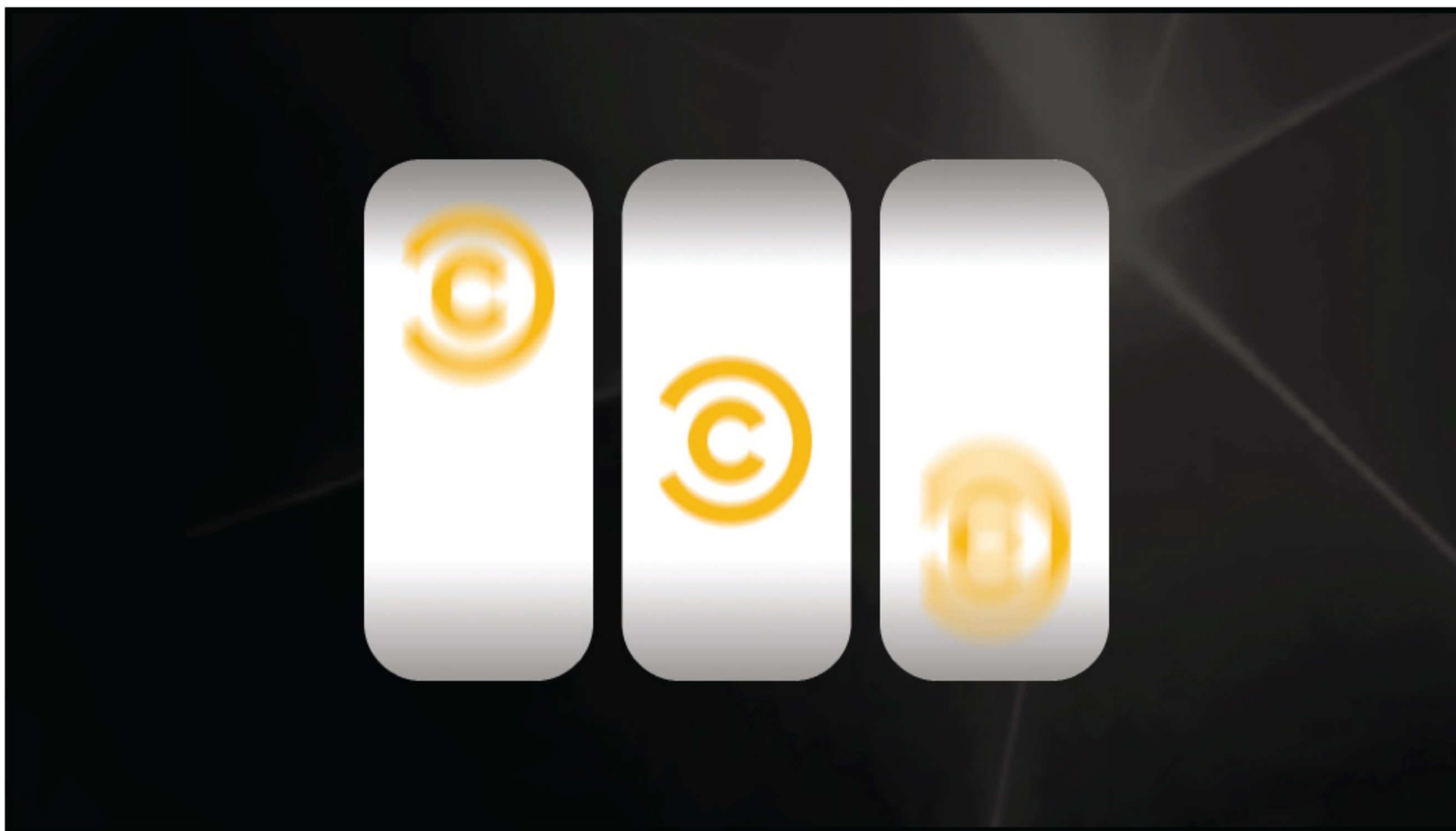
The moodboard pieces that are here are to symbolize **Comedy Central** for everyone who enjoys humor. The colors are the original logo that evolved from red to purple, to using white, black, and yellow.







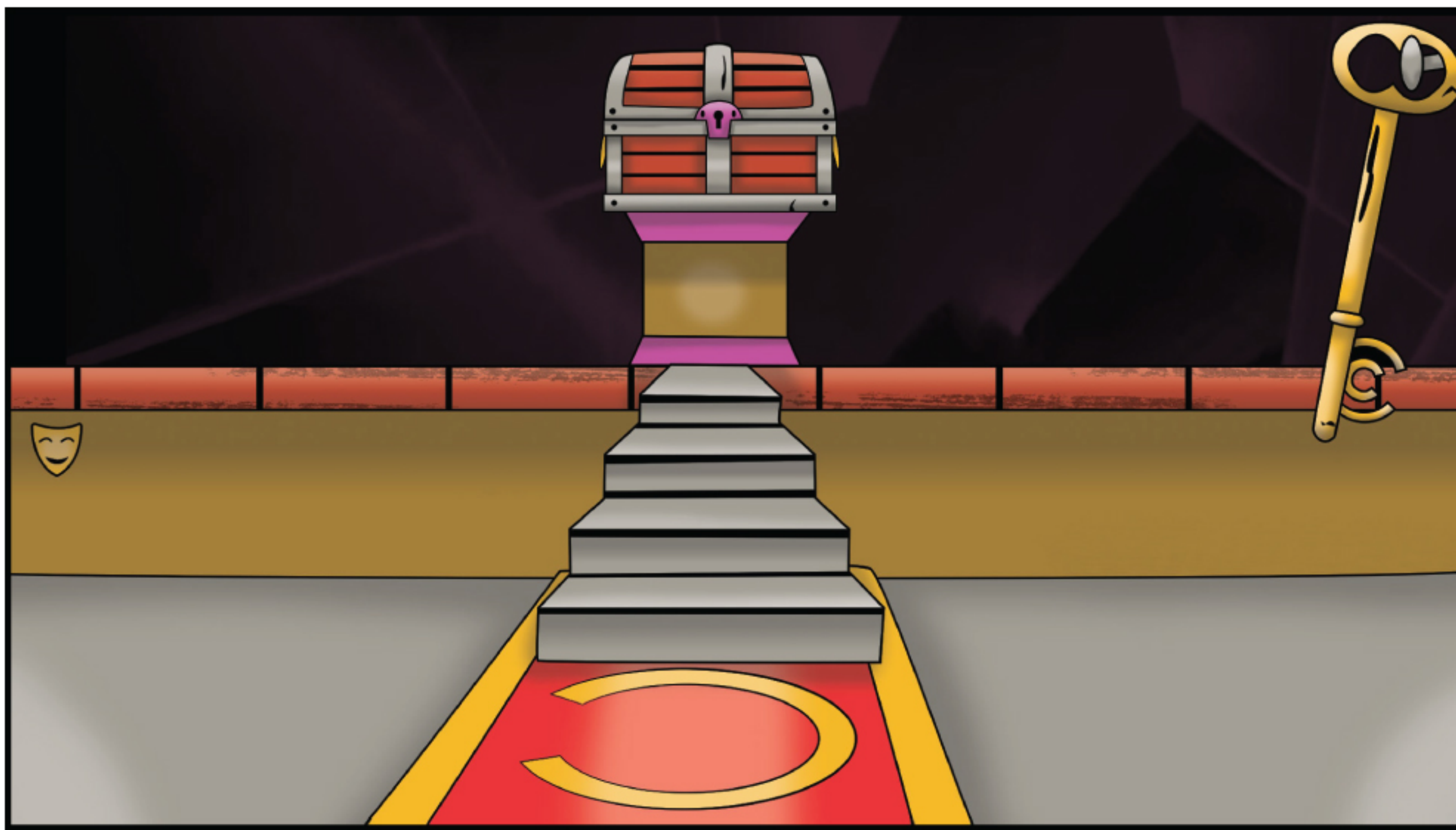
StyleFrame 1A: The slot machine presents the three shows that are Comedy Central's Star and it starts to rotate.



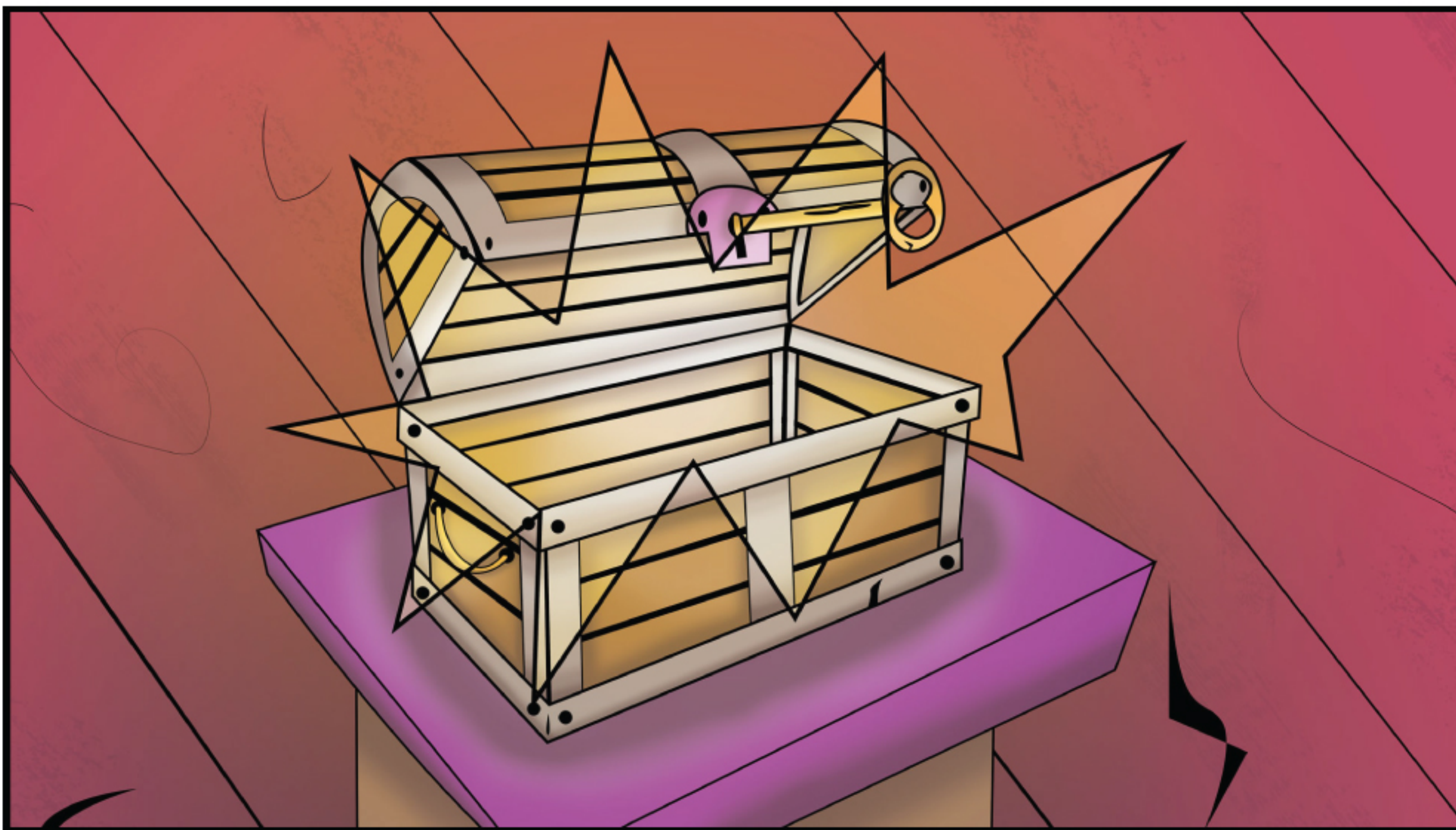
StyleFrame 2A: As the slot machine rotates more, the heads of the star will change to the Comedy Central Logo.



StyleFrame 3A: The slot machine slots will slow down to show the Comedy Central Logo and there will be a ding meaning a winner.



StyleFrame 1B: There will be chest in a room with key.



StyleFrame 2B: As soon as the key enter the chest and open it, a light will shine.



StyleFrame 3B: The item in the chest a gold coin with the Comedy Central logo on it, as comedy is a treasure.