

ActorDemoReels.net design Brief

Who we are/What we do

We acquire media from actors in the form of DVD's, MOV, USB, YouTube, Vimeo, etc convert them to an editable file and piece them together to showcase the actors talent. These demo reels are uploaded online to facebook, or youtube, or many of the actor websites that they use to show their materials for their craft.

Film elements:

Film reels

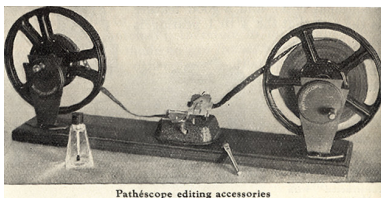
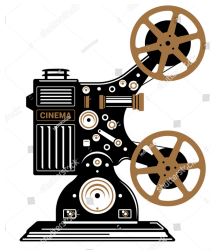
Film

Projector

Camera

These are the types of elements usually used in film logos.

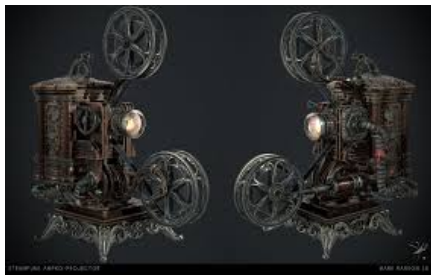
I really like the idea of OLD projectors and old editing equipment. Here are some examples of some of the cameras and editing equipment that I like.



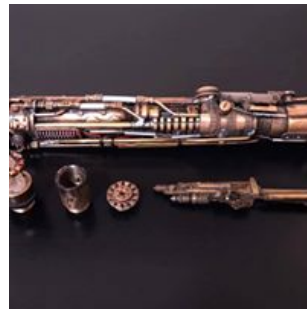
AESTHETIC

Steampunk is a subgenre of science fiction or science fantasy that incorporates technology and aesthetic designs inspired by 19th-century industrial steam-powered machinery.

This is where things get complicated. I love this aesthetic EVEN THOUGH it doesn't fit my company, or the simplicity that I am looking for. But if I could incorporate it somehow...that would be AWESOME!

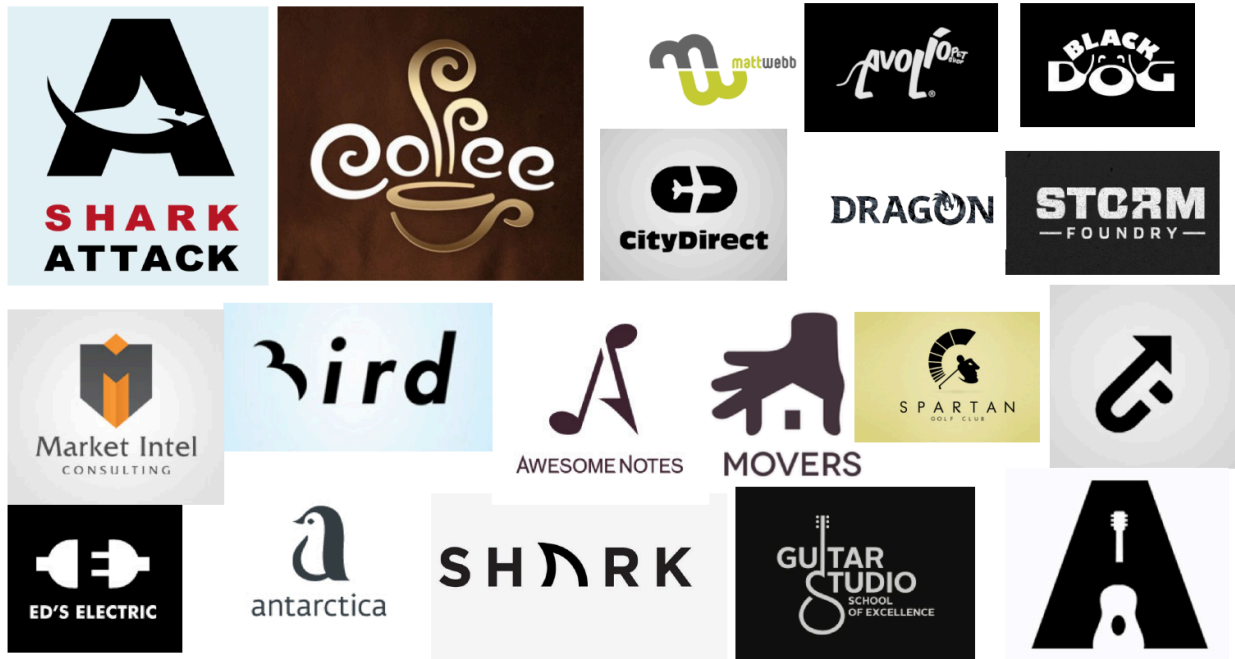


I love this Projector



Negative space art

I love the simplicity of these logos. They tell a story with their hidden symbols and pictures.



FONTS

Here are samples of types of fonts I like

These two were vector letters that I love.



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COLORS:

I like black, white, grey, maybe even maroon or burgundy

I AM NOT A DESIGNER!

This is basically my equivalent to a napkin drawing. They are rough, and I am not looking to have a cleaned up version of what I did...I am looking to have professionals look at the aesthetics, and make it into something good.

I keep coming back to something like this
The bicycle is steampunk, the wheels are movie reels, and ADR is highlighted. My wife thinks it is too complicate. ADR with the bicycle might not make sense?



Here are other versions
This one seems too detailed for a logo that may be embroidered or duplicated and the bicycle doesn't fit well into the logo except that it has reels as wheels.



I like the simplicity and the incorporation of steampunk in this. And played with a couple of fonts.



And finally...Here is a more minimalist design that shows how I download their files to my computer, cut the footage, and export it back to them.

