

SA PRESS CLUB AWARDS 2010

Best Designer in any Medium

Matt Pike, AdelaideNow

CAREER OUTLINE

The thing I enjoy most about designing for the online environment its ever-evolving nature. Graphics aren't necessarily moments in time, as they are in-paper, but they follow the journey of a story, often changing several times during the process. This presents a unique set of challenges in design style, application, quality control and working at speed.

Two of the three pieces I am submitting for the SA Press Club Designer award highlight this. The 2010 World Cup and this year's State Election set the challenge of producing a wide range of graphics that complemented a larger ongoing theme.

I have tried to reflect the evolution of the design of these projects in my entry. This entry is not about one-off design pieces but snapshots across the life of these projects.

CONTACT DETAILS

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1. 2010 WORLD CUP VERTICAL (SOUTH AFRICA: ONE GOAL)

June-July 2010

For me this was the most entertaining and demanding project of the year. I was heavily involved in the planning and deployment of the site, led by Michael Owen-Brown, as well as creating the editorial graphics during the tournament itself.

This meant burning the midnight oil (and 5am oil) through all the matches while updating site and flash graphics as stories broke and results came in.

It was important to create a visual style that did justice to the scale and importance of the tournament, and also married up with the design of the One Goal website. As One Goal, based out of Adelaide, was being shared across all News Limited masthead sites, consideration had to be given to how it would integrate with the look and feel of each.

Recurring elements in the graphics, such as the national flags, the 'blue flame' and the angled elements, I believe, achieved this.

Due to the way the website was developed the Flash multimedia module became a central component. Developing content in Flash allowed us to avoid publishing delays and pump content out almost instantaneously. Therefore the lead editorial story was depicted graphically within the Flash environment, allowing us to instantly update readers with live scores, the latest qualification tables and breaking news.

VIEW THE SOUTH AFRICA: ONE GOAL WEBSITE HERE:

<http://www.adelaidenow.com.au/sport/world-cup-2010>

MONDAY MORNING: THE FINAL

BLOG LIVE WITH VAL MIGLIACCIO

NETHERLANDS SPAIN

BARRACK LIVE FROM 4am KICK-OFF 4.30am (AEST)

LIVE BLOG DEBATE THE GAME WITH VAL MIGLIACCIO

GALLERY ALL THE BEST ACTION PICS

HIGHLIGHTS FOX SPORTS POST-GAME WRAP

ANALYSIS OUR TEAM EXAMINES ALL THE ANGLES

REACTION YOUR SAY ON THE BIG GAME

TOP STORY FIXTURES TABLES TEAM PROFILES STAR PLAYERS VENUES

The Flash graphic in the lead-up to the tournament final between Spain and the Netherlands reflected the style and recurring themes of the One Goal website design

LIVE NOW | LIVE NOW | LIVE NOW | LIVE NOW | LIVE NOW

GROUP D LIVE LADDER

	W	D	L	GF	GA	P
GER	2	0	1	5	1	6
GHA	1	1	1	2	2	4
AUS	1	1	1	3	6	4
SRB	1	0	2	2	3	3

BLOG LIVE WITH PAUL AGOSTINO

2 SOCCEROOS V SERBIA 1

1 GERMANY V GHANA 0

KICK-OFF 4.30AM (AEST)

Socceroos' date with destiny

Can Australia defy the odds and make it through to the second round of the World Cup? Follow the clash with Sebia live.

England 1:0 Slovenia | Still a lot to do

USA 1:0 Algeria | Donovan delivers

TOP STORY FIXTURES TABLES TEAM PROFILES STAR PLAYERS VENUES

We used the Flash module to deliver live group ladders during the last game of the first phase of the tournament. The design allowed us to take advantage of Flash's instant updating capacity

SOUTH AFRICA: ONE GOAL WEBSITE:



1 The Flash module played a key role in delivering content on the One Goal website.

2 Another key graphic area was the 'Barrack Live' module which pointed to upcoming live blogs

MAIN FLASH EDITORIAL IMAGE:



Working in with the rolling news cycle of the site, key graphics were also generated to point to statistical analysis, feature reads, sponsored content and other areas of the One Goal website

SOUTH AFRICA: ONE GOAL NEWSLETTER:

The bulk of the graphic generation during the tournament revolved around match results and reports



When the timing was right, graphics were created pointing to the lighter, fun elements of the site.



Highlights from the daily World Cup newsletter



Graphics reflected the action of the World Cup and kept to the style of the site.



2. ELECTION 2010 (SA)

March 10

AdelaideNow's coverage of the 2010 South Australian election changed the game for online coverage across the network and around Australia.

A core component of this coverage was live video from press conferences, studio interviews and the finale, Saturday Night Live - a three-hour election night live broadcast.

Live video became the central focus of all news coverage across print and online. It changed the way news was delivered, which in turn presented some unique design challenges.

I wanted a strong and immediately identifiable style for all graphics across print, online and video. The South Australian colours (red, blue and yellow) and the "elect10n" brand achieved this.

Beyond the basics, I wanted the style to reflect a coverage that was fresh and innovative. The use of curves, modern fonts, the tilt on the "10" and contemporary music (within video elements) positioned what we were doing as unique from standard print/online coverage.

BRANDING: The elect10n logo*



HOME PAGE:



1 LIVE "iFrame" banner - allowing instant updating (without Fatwire delay)

2 Thumbnails - extending the use of the brand across the site

3 Slideshow - brand extension within templated slides

4 Standard banner pointing to future live event

5 Lead image for mailout

E-EDITION DAILY NEWS EMAIL:



LIVE & EXCLUSIVE FROM 7.30pm ELECTION NIGHT

SOUTH AUSTRALIAN
ELECT10N
SATURDAY NIGHT LIVE

THE BEST WAY TO FOLLOW THE COUNT [CLICK HERE](#)

LIVE @ THE UNION

SOUTH AUSTRALIAN
ELECT10N
PUNCH DRUNK
WHO'S COME OUT SWINGING, WHO'S DOWN FOR THE COUNT?

LIVE 4PM TODAY

NEWS

SOUTH AUSTRALIAN
ELECT10N
WHO WILL WIN?
TELL US LIVE FRIDAY 8.30am

TODAY AT HIGH NOON

MIKE RANN KELLY NESTOR
RANN LIVE NOW

WEBSITE GRAPHICS

Expanding the Elect10n brand across the AdelaideNow website involved banners and slideshow images

SOUTH AUSTRALIAN
ELECT10N
LIVE AT NOON:
MICHELLE CHANTELOIS
HER FINAL WORD

LIVE VIDEO GRAPHICS

Graphics for live video including intro graphics, credits and supers for all live crosses, press conferences, studio interviews (High Noon) and the daily election show Punch Drunk with Kelly Nestor and David Penberthy

COMING UP...
4PM
PUNCH DRUNK
LIVE @ THE UNION
KELLY NESTOR & DAVID PENBERTHY

TOMORROW...
HIGH NOON:
KELLY NESTOR INTERVIEWS
KEVIN FOLEY
LIVE

SOUTH AUSTRALIAN
ELECT10N
SATURDAY NIGHT LIVE

RECENT SEATS TO FALL:

SEAT:	RESULT:
ADELAIDE	LABOR HOLD
BRIGHT	LIBERAL GAIN
CHAFFEY	INDEPENDENT GAIN

SOUTH AUSTRALIAN
ELECT10N
SATURDAY NIGHT LIVE

STATE OF PLAY
MAGIC NUMBER: 24

LABOR	LIBERAL	OTHER	UNDECIDED
0	0	0	47

TOTAL SEATS: 47

SATURDAY NIGHT LIVE GRAPHICS

On-screen graphics for the live election night broadcast included seat updates, video intro and sponsored links

SOUTH AUSTRALIAN
ELECT10N
SATURDAY NIGHT LIVE

SPONSORED BY

3. ADELAIDENOW SPLASH GRAPHIC

2009-10

The homepage splash image at AdelaideNow is the main visual portal into the website. Great emphasis is placed on creating images that entice the user further into the website.

Here are some examples and how they were created:

PAST MY BEDTIME

Combining and colour-correcting images in Photoshop.

SONIC BOOM

Combining and colour-correcting images in Photoshop.

RAISING THE BAR

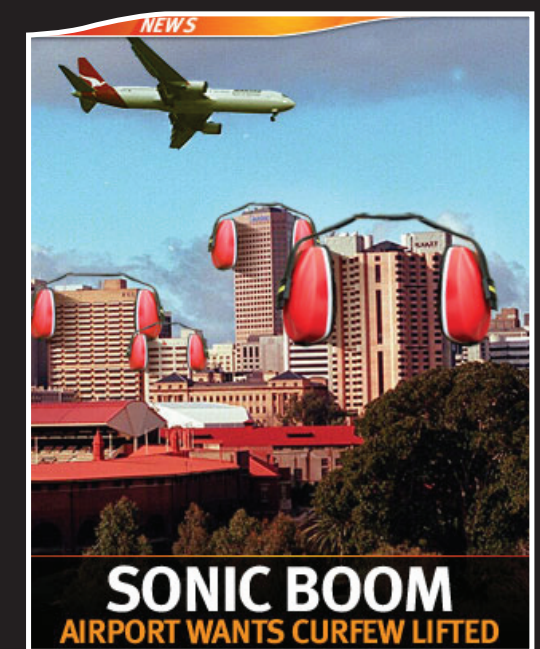
This was a Photoshop layer-fest. After sourcing an appropriate beer image (right) I superimposed fragments of the image over a “21” to create the final effect. The finishing touches were applied with cloning, blending and airbrushing.

NEXT BACKFLIP?

AdelaideNow had run a campaign against Michael Atkinson’s policies on anonymous blogging during the election period, resulting in him reversing his policy. This follow-up story about his opposition to an R18+ rating for video games which used recurring themes in the Atkinson saga as well as the gaming images relevant to this story. Photoshop work included Hue & Saturation, Levels, Blur and Sharpening.



Bernard Tomic gets grumpy when an Australian Open match keeps him up until after 2am



Longer Airport hours - Adelaide says 'no'. NB: earmuffs not to scale :)



Michael Atkinson finally under a gamer's control



I guess the beer gods won this battle