

A case for project expansion

This ideas were developed in reference to a project created for the Rugby League titles at BBC Sport. Available to view on Vimeo here - <https://vimeo.com/103931978>

The idea is to open up the pitching process, for a wider feedback to loop - between the designer and client, at the pitching stages of the project. Inarticulate visuals, that are clear, unrefined, with space - for imagination, and the rest of the project to unfold.

A good solid reference, in motion and, or, in style frames - to imagine the work as finished, show the ambition fo the project, rather than the details from it.



○ Initial Brief / Starting Point