

NICKELODEON AFTER MORE AWARD WINNERS

After Nickelodeon's Nick Jnr ID's in 2011 winning multiple Promax Awards, the DMC Initiative has been re-hired to produce a series of eight Logo ID's for the Nickelodeon international brand.

The ID's build on themes for special occasions and seasons through the year, all using the foundation Nickelodeon branding as the centrepiece.

In playful 3D animation, the logo letters tumble from Santa's sack, presents are torn open, shells crack and chocolates are eaten whilst punctuated by sound design by ISM Studios. The DMC Initiative team worked on these ID's over a 3 month period from concept development, design and animation.

The DMC Initiative's creative director Nathan Drabsch says 'Working with Nickelodeon was a great opportunity to support their brand across all global regions and allowed us to seriously flex our muscles in 3D with water and particle simulation around strategic stories'.

The DMC Initiative's team is built on strong foundations of design, directing and visual story telling, rather than the approach of a typical visual effects house.

The new ID's for Spring and Summer are about to launch in the US.

<http://thedmci.com.au/NICKELODEON-Global-Seasonal-Idents>

