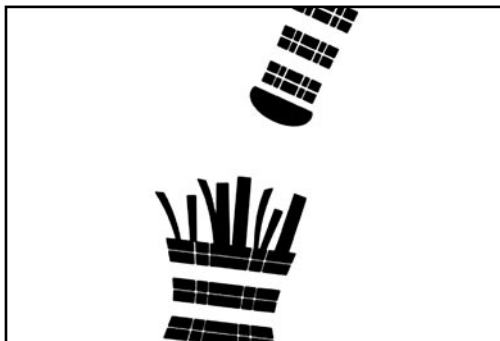


The Commons Logo

The Commons
UMBC



The Commons Logo

When The Commons opened, the campus' newest hangout immediately had a student touch – animated logos which serve as transition points on the building's video messaging network, created by interns from UMBC's Imaging Research Center (IRC). Located at various points in the building, the network includes four flat plasma screens, a video wall and video projection screens offering a variety of campus news and information. In between messages, viewers will see the animated versions of The Commons logo. Think MTV and its well known logo that takes on a number of themes and personalities.



University Center Director Joe Regier was “blown away” by the students' productions . “I was amazed by the quality and breadth of the work. They understood exactly what we were looking for. To have students rather than an outside firm helping to brand this facility is very exciting since they have a more intimate sense of how to connect to their peers. Their work brings the place to life right off.”

Production Notes

Title : The Commons Logo

Client : The Commons, UMBC

Description : Animated Treatments of The Commons Logo

Logo Design : Jim Lord

Project Oversight : Dan Bailey & Brinton Jaecks

Design and Direction : Steve Fall, Monica Gallagher, Bette Lawhon, Dan Marsh, Sean Miller