



Design Brief



Brochure Design Brief by Olivia Hayward

Research

Revision3 is an Internet television network that is based in San Francisco. Technology visionaries Kevin Rose, Jay Adelson, Dan Huard, Ron Gorodetzky, and David Prager created this company in 2005 because they believed there was a missing voice on traditional television. The different shows on Revision3 are definitely for a niche audience, however the programs mostly share a common theme of technology and popular culture.

The television programs that run on Revision3 are free and can be viewed in many different ways such as, direct streaming from Revision3.com, YouTube or as a downloadable file that can be assessed from Revision3 or from the iTunes store as a Video Podcast. Many of the shows are uploaded weekly and have the average length of an hour. Over 6 million downloads of television shows are downloaded every month. The company takes pride in the fact they have committed and loyal fans that are passionate about the topics being discussed in the shows they produce.

Revision3’s main goal is to be as accessible as possible and to keep their content free, thus their revenue is generated by advertisements, which are read by the different shows’ hosts during a certain portion of the episode.

Objective

To help the client spread awareness about their company, shows, and generate more viewers and other companies who will be sponsors for their shows.

Audience

The people who are currently watching content on Revision3 are mostly men (sadly, this might be because of the content or because there isn’t enough outreach to women) ages 15-35. The programs are free and accessible to anyone as long as they have Internet access. The shows are created in the United States by Americans, thus tend to only voice one point of view and are only released in English, thus closing the gap for who is able to watch the shows even if they are available for free online.

Concept

To create a clean, informative and visually appealing brochure that will help generate more awareness about Revision3. In order to do this a hip, innovative and youthful design is necessary. Since this company is web based and all of their content is online I think the design needs to have some inspiration from the web, meaning an easy to navigate feel, but with an extra flare. The philosophies of the company will be expressed as well as summaries of some of the most popular shows. The link to the site will be a vital part of the design because that is the goal of the brochure, to generate more traffic to Revision3.com.

Budget

The budget for this project is: \$711.50 for printing 2,000 copies on 11”x17” paper with double sided printing and tri (letter) folding. Labor and design costs will be \$1,500.

Delivery

November 29, 2009



Push the Status Quo with Revision3
PUSH THE STATUS QUO WITH REVISION3
Push PUSH HELLO PEOPLE
Challenge the Status Quo with REVISION3
Challenge the Status Quo With REVISION3

Type
Experiments

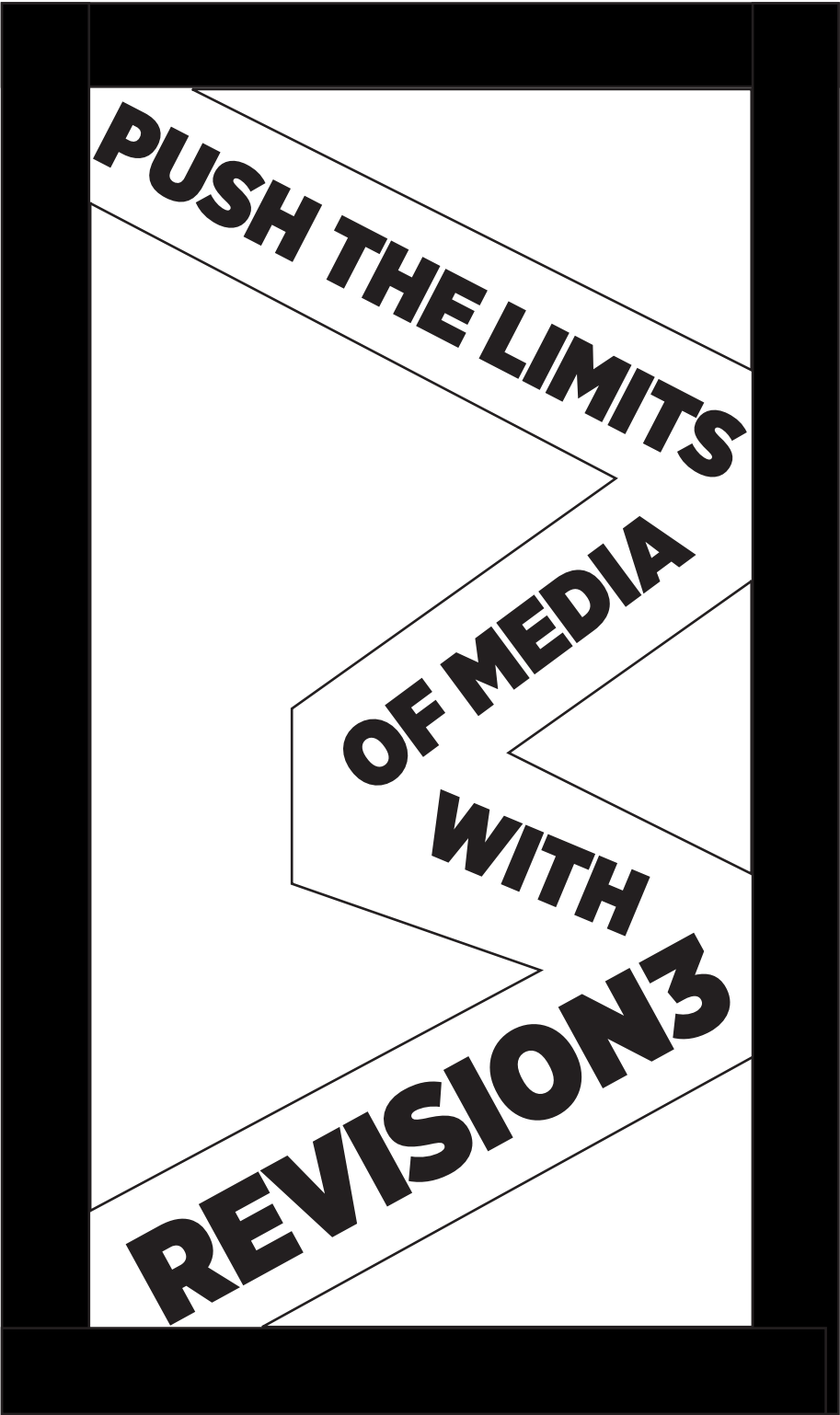
REVISION3 IS AWESOME
PUSH THE STATUS QUO WITH REVISION3
PUSH THE

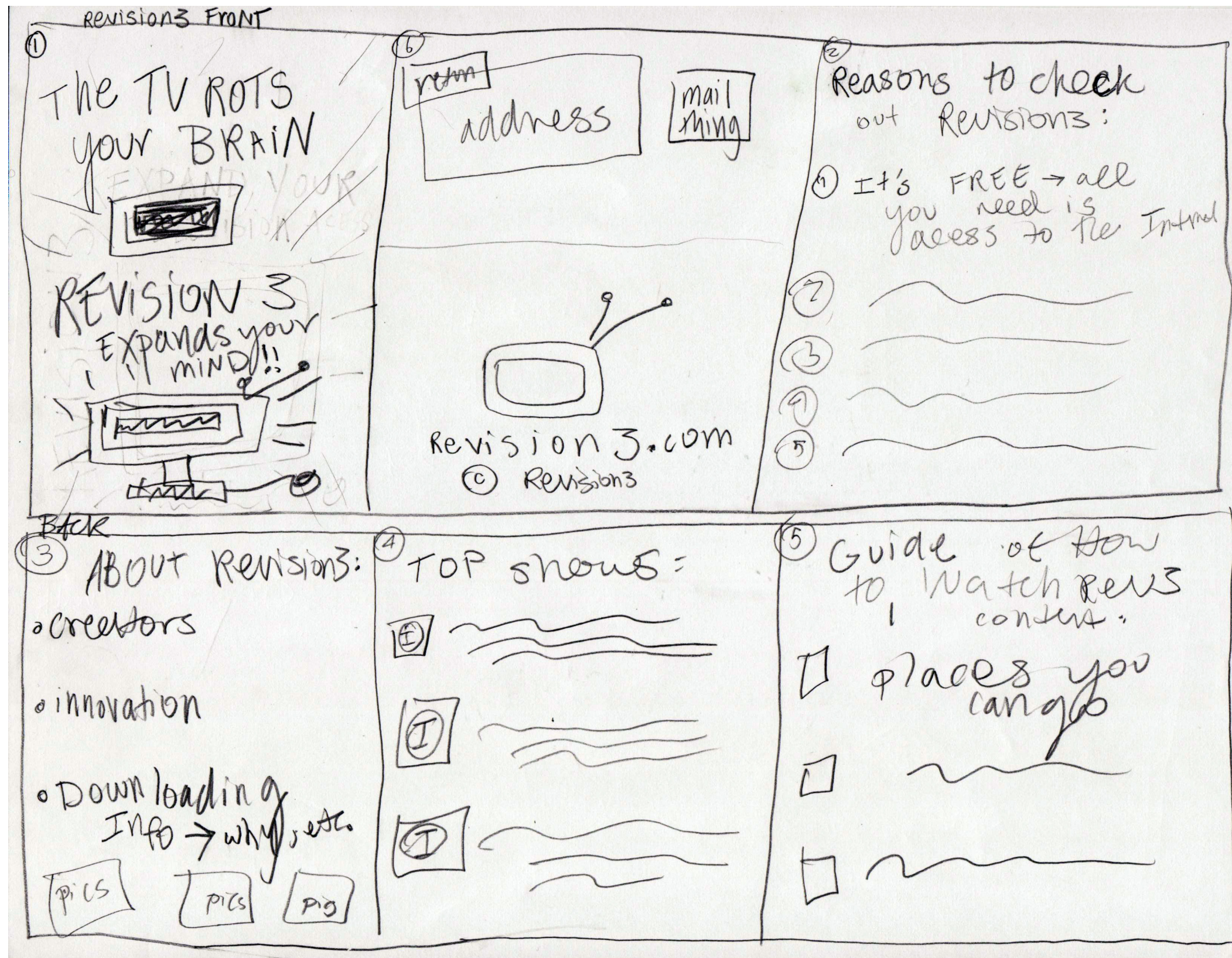
STATUS QUO
WITH
REVISION3

PUSH THE LIMITS
OF MEDIA
WITH
REVISION3

innovation revolution
innovation revolution
explore the web
download podcast

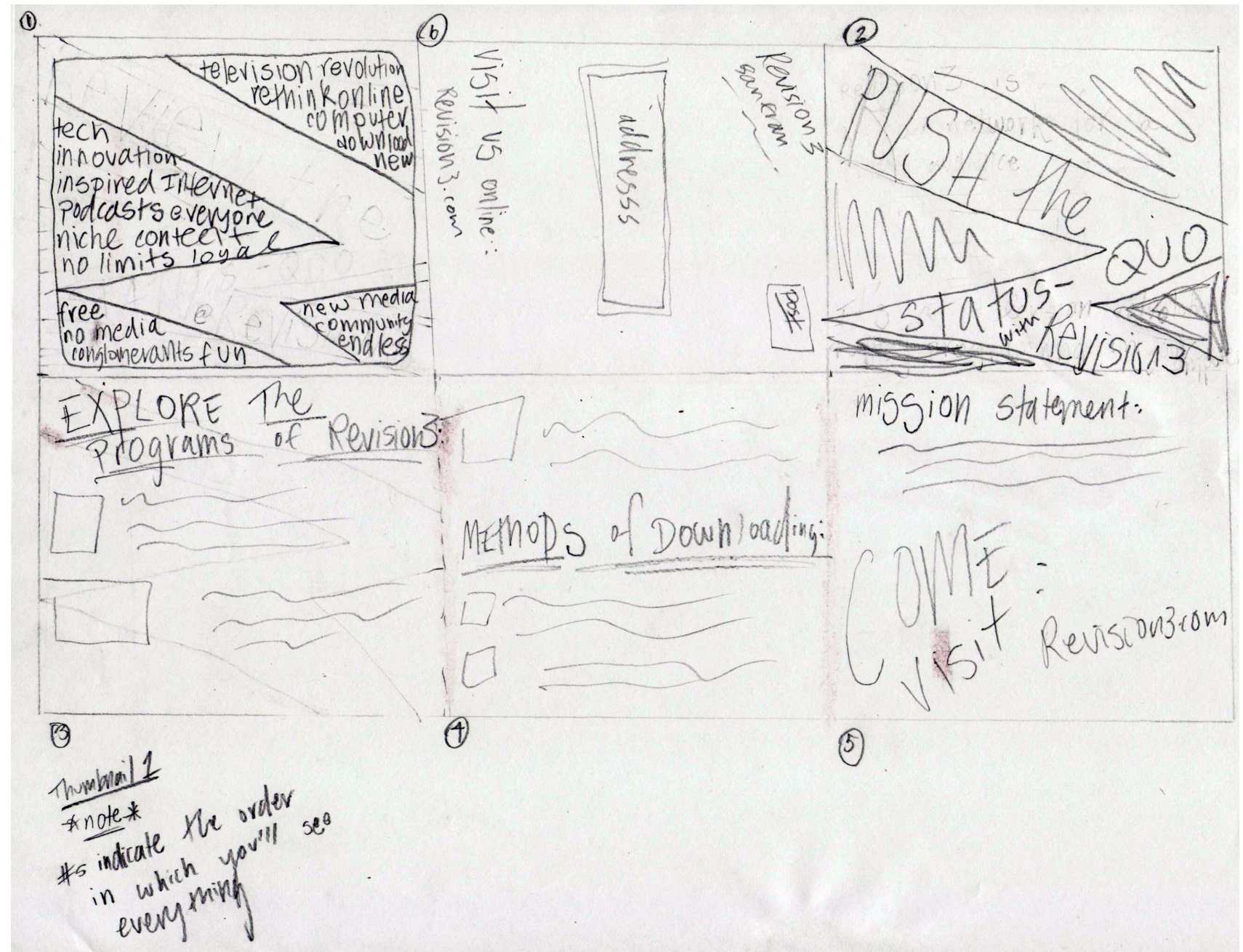
REVISION3 WITH

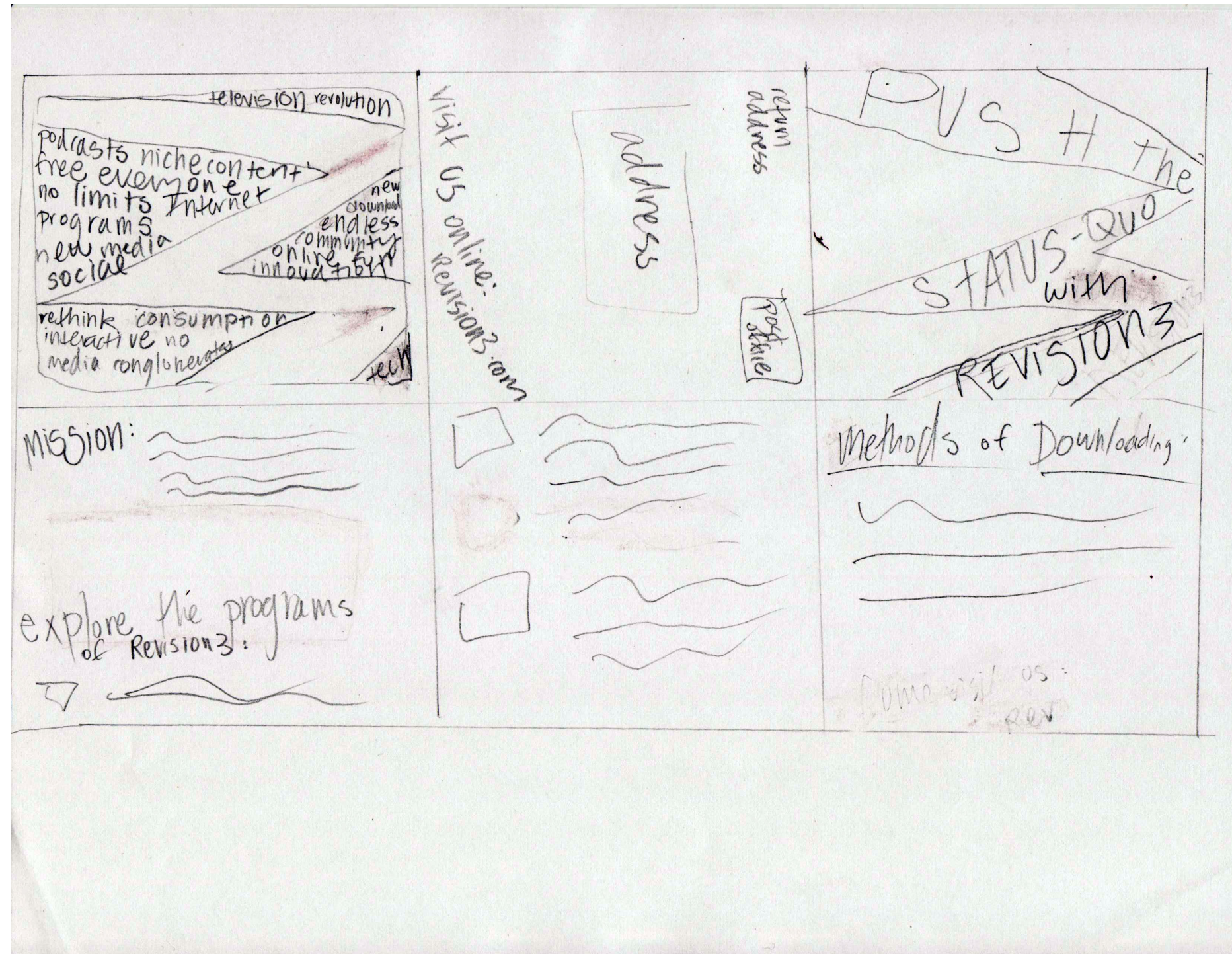


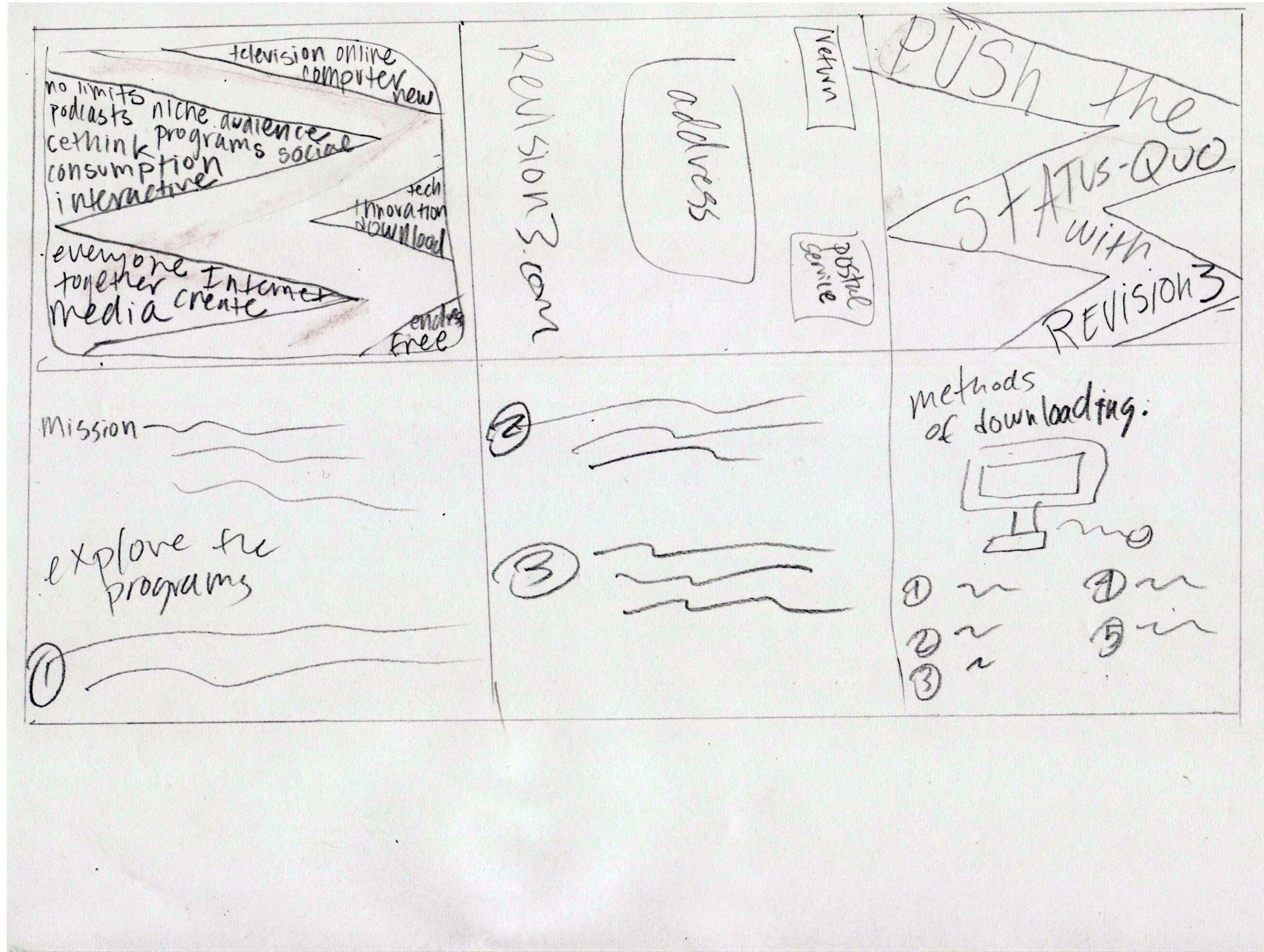


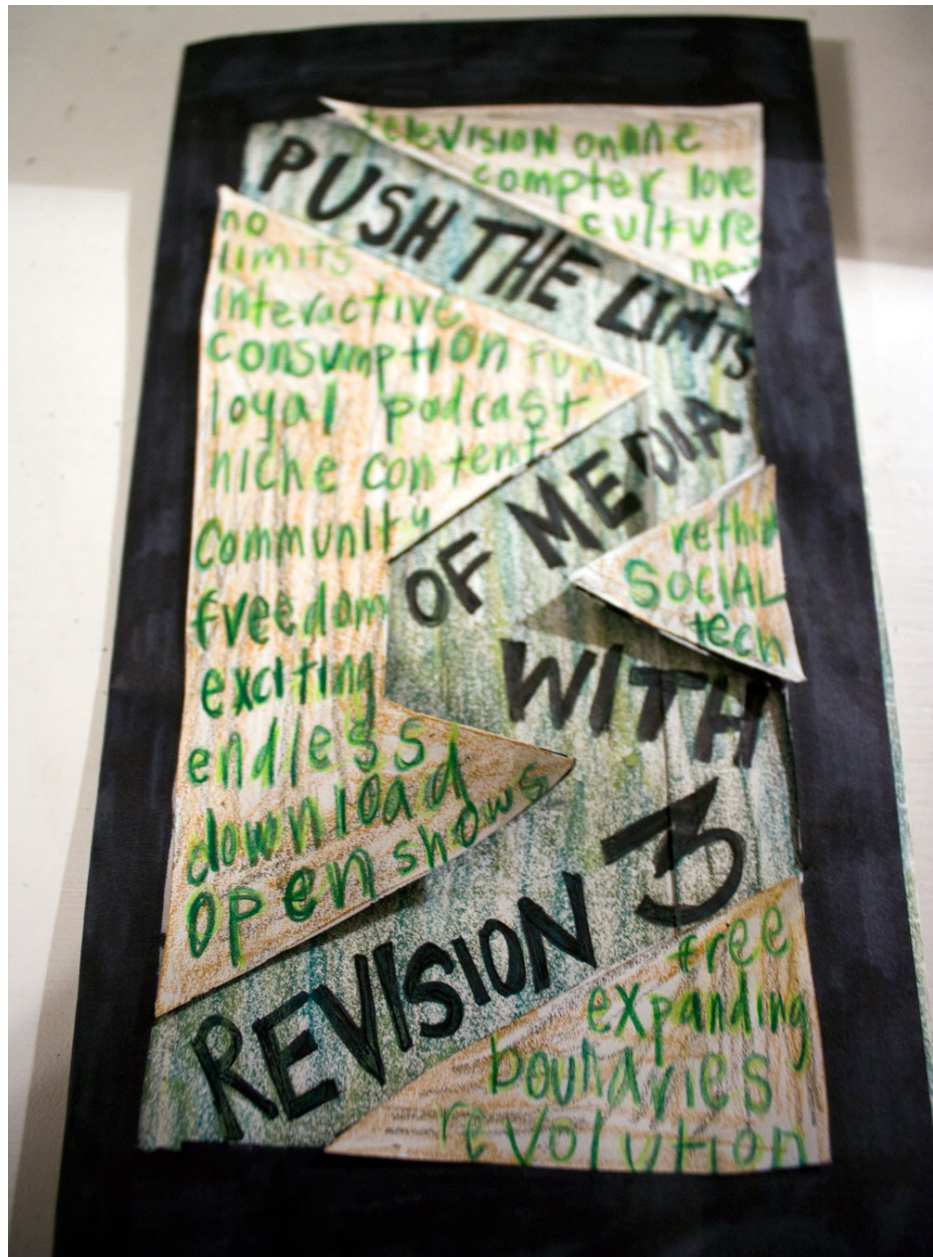


Thumbnails



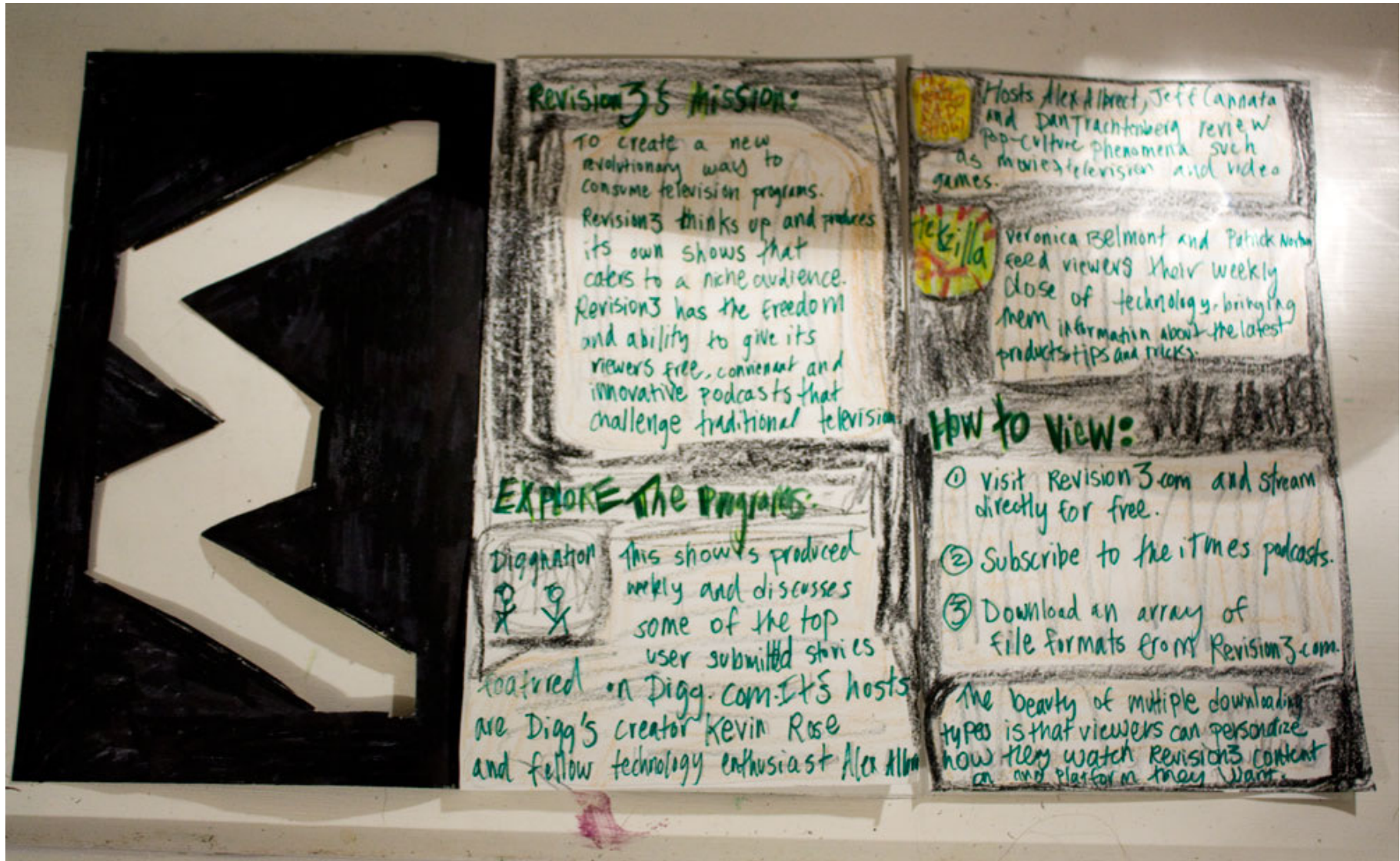




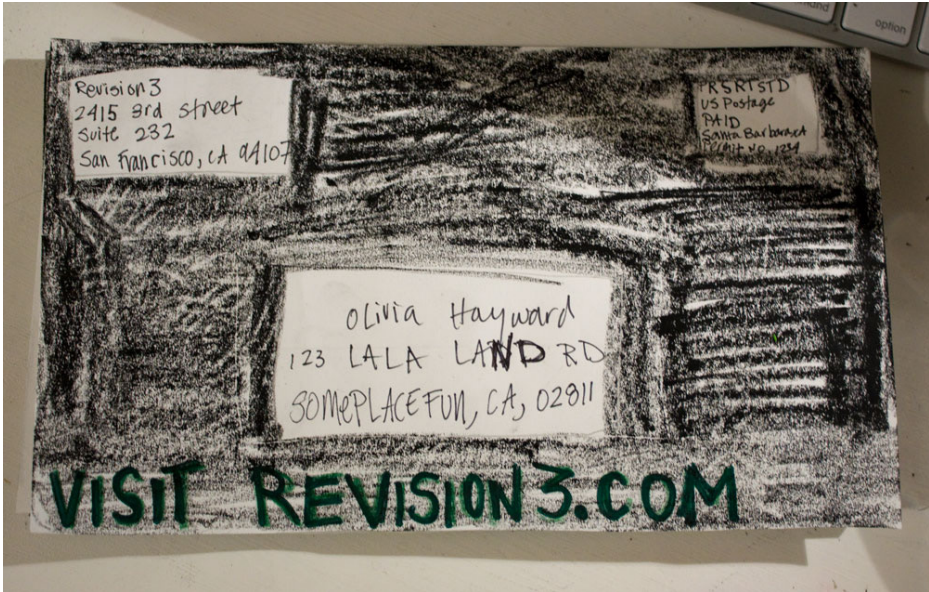


Prototypes - small
version of brochure
trimmed and folded





Prototypes





Mockup Photo





television free social
computer love
rethink

no
limits now
interactive online
community revolution
loyal podcast culture
exciting endless
technology
expanding
innovation
personal
engaging
niche content
real entertainment
quality video
alternative
instant

new
learning
fun

watch
possibility
redefining
consumption open

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US Postage
PAID
San Francisco, CA
Permit No. 8965



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Join the Party Today at **Revision3.com**

**BREAK OUT. NEW
FUN. MEDIA
TIMES.
REVISION3**



Revision3's Mission:



To create a new revolutionary way to consume television programs. Revision3 thinks up and produces its own shows that cater to a niche audience. Revision3 is an independent company and has no ties with mainstream media corporations. This allows for Revision3 to have creative freedom and the ability to give viewers free, convenient and innovative podcasts that challenge traditional television.



Tekzilla's Veronica Belmont and Patrick Norton feed viewers their weekly dose of technology, bringing them information about the latest products, tips and tricks.

How to View Revision3 Shows:

1. Visit Revision3.com and stream directly from the site.
2. Subscribe to the iTunes video podcasts of the shows.
3. Download an array of file formats from Revision3.com

The beauty of having multiple ways of watching Revision3 shows is that viewers can personalize their viewing experience.

Explore a Few of the Programs:



DiggNation is a show that is produced weekly and discusses some of the top user submitted stories featured on Digg.com. The hosts are Kevin Rose and Alex Albrect. The duo work together to create a funny, offbeat and informative program. Think *Wayne's World* meets social media.



The Totally Rad Show's hosts are Alex Albrect, Jeff Cannata and Dan Trachtenberg. The group review weekly pop-culture phenomena such as recently released movies, television shows, comic books and video games.

Rethink TV.
Please Visit
Revision3.com



