



National Geographic

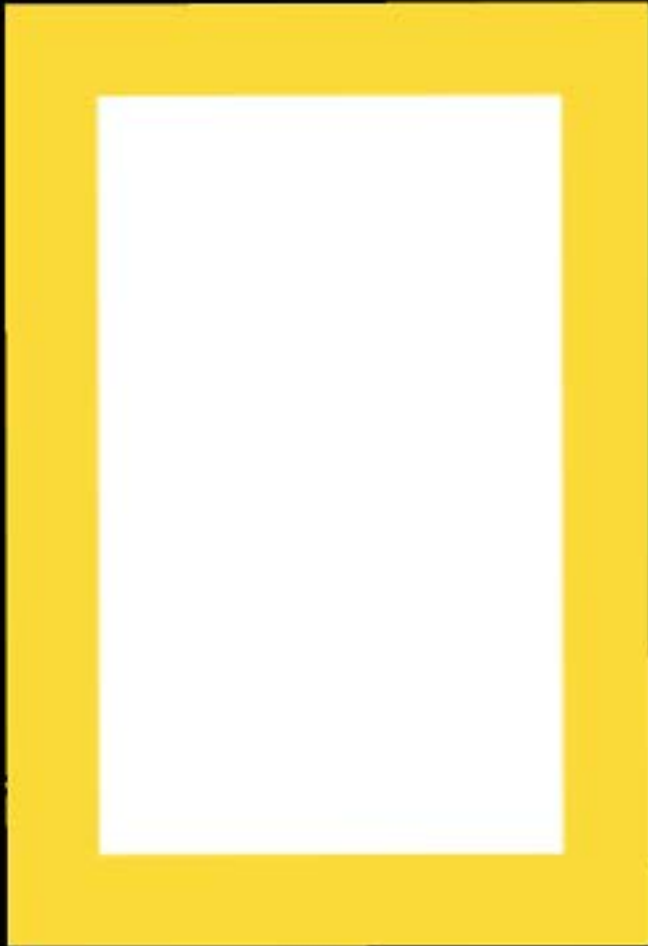
Nat Geo Network ID

MoME 209

Prof. Duff

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Research



National Geographic is a magazine Published by the National Geographic foundation since 1888, that prides itself on the discovery of our world in all it's aspects, including nature, science, history, religion and geography. In 1997 the National geographic chanel was launched, focusing on visual documenteries focoused around any and all things planet earth. Later Re-branded as Nat Geo they continue to be a popular household name, reaching over 30 million homes in over 38 languages worldwide

Brand

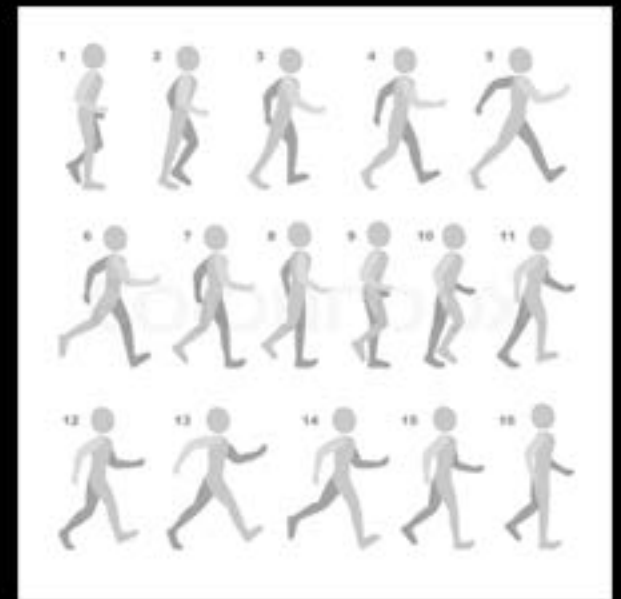
The National Geographic channel is suitable for all age groups with predominantly G rated programming. Seemingly intended for the intellectuals of the world. Those who wish to learn and discover what the world has to offer. However there are also programs intended for entertainment's sake such as TV dramas and movies. Nat Geo prides itself on being accessible to anyone who makes it so, for any reason at any time.



Visual Research



Style Research/References



Mind map key words

Exploration

Kingdom

Plane

Expansion

Discovery

Wonder

Grandoise

Broad

Early Styleframes



Storyboard

