

# VERBAL ANALYSIS



**Title:** Fox Classics - Forever Classic

**Released:** January 2011

**Client:** Fox Classics

**Designed, Directed and Animated by:** The DMC Initiative

**Creative Director:** Nathan Drabsch

**Lead Designer:** Luke Bell-Booth

**Designers:** Zena Santos, Bernard Tan, Nathan Drabsch

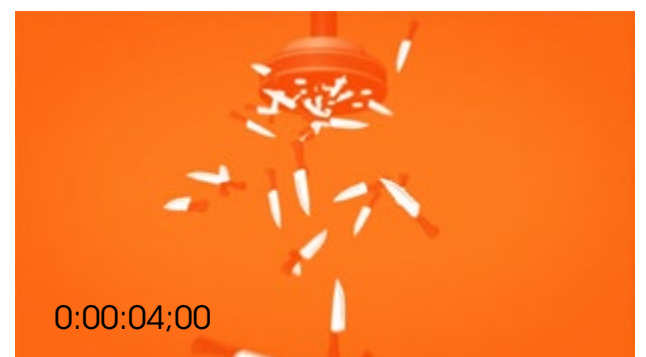
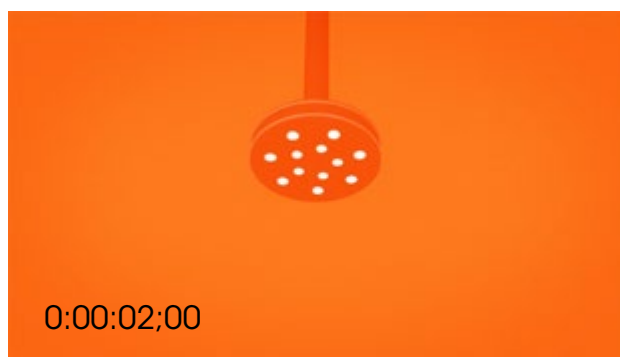
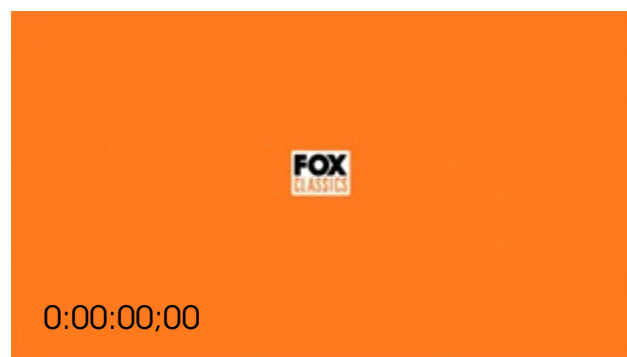
**Audio Design & Composition:** Mark Brandis

**Length:** 60 seconds

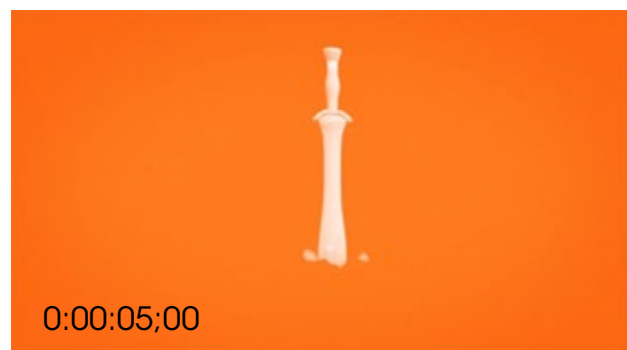
**Context:** The DMC Initiative developed this series of IDs for Australian Television Channel, FOX CLASSICS.

FOX CLASSICS showcases classic films, and the ID series was designed to take viewers on a guessing game journey through the world of classic cinema. Each spot sticks to the channel brand with the aim of guiding the channel into a new phase of sophistication. Each ID interprets a series of films, merging them together through iconic design and audio.

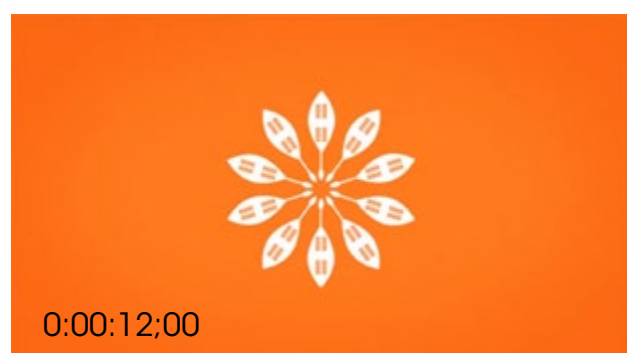
**URL:** [http://motiongraphics.nu/motion/fox-classics-forever-classic-id-a-full-minute/#smoothscroll\\_id](http://motiongraphics.nu/motion/fox-classics-forever-classic-id-a-full-minute/#smoothscroll_id)



1. The video begins with the Fox Classics logo in the center of the screen.
2. The circular shape of the showerhead comes out of the "O" towards the viewer.
3. Knives begin falling and spinning out of the showerhead as the camera quickly pans downwards.



1. One of the knives sticks into the ground and gradually transforms into a sword.
2. As soon as the viewer sees the sword, the camera pans right as 2 wooden wheels roll across the screen from the left.
3. The wooden wheels kick up sand and the scene turns into a desert environment.
4. A robed figure is seen standing on a sand dune with the sun setting in the background.
5. The figure's scarf is blown away to the right and the camera follows it.



1. The scarf forms a pedal shape and then multiplies itself radially to the left, forming a flower shape.
2. The flower shape then quickly spins to the right and becomes a nuclear symbol with a heart in the middle.
3. At the same time, the background becomes white with a subtle orange vignette on the edges.
4. Shortly after the viewer sees the nuclear symbol, the nuclear bomb falls out of frame as a cowboy hat swirls in the wind towards the viewer.