
Matthew Piper

Curriculum Vitae

Introduction

I'm a graphic designer with 30 years of experience in television. I've worked with a variety of broadcasters and agencies, including ITV, Sky Television, Red Bee Creative and the BBC.

I've created a wide range of design projects for on-air, print, and digital media, including logo design, channel identity, on-screen presentation packages, on-air promotions, title sequences, sponsorship sequences, and automated design systems.

I'm able to generate my own ideas, manage my own time, and lead projects from start to finish. My design work combines typography, illustration, photography, 2D and 3D animation, video, live action, and visual effects.

In addition to my commercial work, I also enjoy developing my design and crafting skills under my own R+D brand mark. This allows me to experiment with different techniques, which I can then apply to my commercial work.

I approach graphic design as a problem-solving process. I enjoy creating solutions that are both visually appealing and effective.

Experience

2010 - Present day

Freelance

Notable freelance projects:

BBC Royal Remembrance:

To mark the passing of Queen Elizabeth II - and the Duke of Edinburgh the previous year - I designed the on screen presentation and packaging that surrounded the BBC's programming and events coverage.

BBC Proms:

For the BBC's prestigious Proms music concerts, I created an illustration that was utilized across all on-air, print, and digital media platforms. My designs adorned the iconic Royal Albert Hall in London.

BBC Radio 4 Foreign Bodies:

To promote BBC Radio 4's "Foreign Bodies" series, I produced an animation for the on-air trailer and a series of book covers inspired by the influential Martin Beck novels for the podcasts.

Ericsson:

I worked with Ericsson to introduce the benefits of 5G technology and showcase its potential for businesses. My designs communicated the transformative power of 5G, paving the way for its widespread adoption.

European Broadcast Union:

To explain the work of the European Broadcast Union I created multiple animations that explained its commitment to public service broadcasting.

Eurosport:

In the realm of sports broadcasting, I contributed to Eurosport's coverage of the Australian Open Tennis and World Snooker Championships, designing graphics and animations for the on-air campaigns.

**2005 - 2010
Red Bee Media / BBC**

While at Red Bee I worked with the BBC on a range of channel and programme related projects. This included individual projects for BBC One, BBC Two, BBC Three, BBC Four, CBBC / CBeebies, BBC News, BBC iPlayer, and BBC Radio. I also developed cross-promotional devices across the BBC network, using automated broadcast systems.

For BBC One Dramas, I crafted design-driven promotions for series such as Dracula, Jekyll, Sweeney Todd, Life on Mars, and Ashes to Ashes. Additionally, I designed trailers for a wide range of programs, including the BAFTA film awards, Doctor Who, EastEnders, Eurovision, and Strictly Come Dancing. I created a logo and a multi-lingual animation for BBC Four's international documentary film strand "Storyville".

Annually I pulled together the on-screen presentation for BBC One's Christmas

season, assembling a comprehensive OSP for the BBC network, nations, and regions during the festive period. I continued this up to 2018.

2002 - 2005
BDA

My role at BDA was primarily focused on channel identity projects. I worked on promotions for channels such as Hallmark and Reality TV, and projects for companies like Barclays and Sky Italia. My most significant contributions were for ITV, including: a complete redesign of ITV2's channel identity and on-screen presentation package; launching a series of sub-brands for ITV2; refreshing ITV1's graphics package to align with the work done for ITV2; creating cross-promotional materials for ITV such as end credits and logo design; and enhancing the broadcaster's corporate identity.

2001 - 2002
Kemistry

During my time at the design agency Kemistry, I crafted channel identities, title sequences, and logos for clients worldwide. This included Cinenova, a Dutch movie channel. I directed live-action idents based on film genres and an on-screen presentation package. I designed logos and title sequences for National Geographic's 'Nat-Geo Genius', Thames Talkback's 'Family Affairs', ITV's 'Night and Day', Endemol / RTL Belgium's 'Star Academy', and ITV's 'Big Match Live'. I also contributed to Sony Europe / PS2 Network, developing an identity and interface concept for the PlayStation 2's early networking capabilities.

1998 - 2001
Sky

In 1998, the rise of digital television brought me to Sky, where I contributed to the visual identity of their flagship entertainment channel, Sky One. My work encompassed designing on-air promotions for popular shows like Friends, ER, and The X-Files, creating strand identities for themed evenings, and overseeing the channel's overall on-screen presentation.

I also directed over 35 live-action film shoots, including both studio and location-based productions, to enhance the channel's visual appeal. My work extended to creating sponsored advertising spots for renowned brands like Brylcreem and Vladivar Vodka.

1997 - 1998
The Weather Channel

After moving to London, I worked as a graphic designer for The Weather Channel for a few months. My responsibilities included designing information graphics, title sequences, and content graphics for the channel. This included designing maps and weather symbols for seasonal forecasts, such as ski reports. I also created titles sequences for documentaries describing weather phenomenon such as El Nino and programmes about winter sports or holiday destinations.

1995 - 1997
Yorkshire Television

My career began at Yorkshire Television in Leeds, producing graphics for science education programmes. I later joined the on-air promotion team, creating graphics for trailers of popular network and regional programmes, including Poirot, Inspector Morse, Taggart, London's Burning, The Bill, Emmerdale, Coronation Street, and European Football.

Extracurricular

2007 - Hot Fuzz:

Logo design based on a police badge. Used in all print / promotional material and as an explosive logo animation at the end of the film.

2005 - Coldcut / Ninja Tune music video:

Visuals for Coldcut music video 'Everything is Under Control'. I created style images by combining photographs of the actors that I took at the video shoot, photographs of London, and propaganda posters that I designed.

2004 - Shaun of the Dead:

Received a credit for helping out with typography used in the opening credits of the movie.

2003 - TV Norge:

Revamp of news and weather broadcasts for Norwegian channel. The client wanted a cleaner, more modern look than they had at the time.

2002 - BBC Top of the Pops:

Directed a live action trailer promoting the long running music show. Featuring presenters Fearn Cotton and Simon Grant, music artists Ms. Dynamite, Liberty X, S Club Juniors, Ronan Keating, Atomic Kitten, Sugababes, and Blue. The script described seamless transitions between the pop stars and presenters. Rather than computer generated visual effects I used in camera transitions and editing.

Skills

Design & Personal Skills

- Problem solving
- Interpreting briefs
- Researching subject matter
- Originating and developing ideas
- Designing across a range of media
- Pitching and presenting ideas
- Project managing
- Creating 2D / 3D visuals
- Logo design
- Typography
- Motion graphics
- Photography
- Directing shoots
- Image processing and colour grading
- Understanding of production and post production
- Delivering complex graphic packages
- 30 years of experience creating logos, typography, image making, graphics animation, on screen presentation, on-air promotions, sponsorship, title sequences, stings, break junctions, channel identity, strand identity, style guides, design systems, online, digital, and print work

Software

- AI Image Diffusion
- Adobe CC Illustrator, Photoshop, After Effects, Lightroom
- Cinema 4D
- Keynote, PowerPoint, etc.
- Working with different file formats

Education

1994 Work Experience

BBC News and Current Affairs

In the final year of my degree course I completed a work placement at BBC News and Current Affairs at TV Centre.

1991-1994 Wolverhampton School of Art

Bachelor of Arts Degree (Hons) Visual Communications: Graphic Design

1989-1991 York College of Arts & Technology

BTEC National Diploma in Graphic Design

1988-1989 York College of Arts & Technology

BTEC Diploma in Design

During my six years at art school, I studied and practiced a wide range of art and graphic design disciplines, including printmaking, photography, typography, animation, fashion, storyboarding, illustration, editorial design, poster design, packaging, branding, corporate identity, advertising, life drawing, still life, materials, colour theory, and communication. As part of my coursework, I also studied the history of art, design, and film.

Interests and Influences

1. Art and Design

I have a wide interest in the arts beyond graphic design. This extends to architecture, industrial design, galleries, museums, film, music, and history.

Architecture is of particular interest to me. From conceptual drawings and model making, through to the materials, engineering and construction. I would like to design and build my own home one day and have used my graphic design skills to experiment with this.

I find architectural structures a great inspiration for graphic design. Abstract, geometric shapes, navigation signage, positive and negative space, the use of light and shade.

Photography

About 15 years ago I reignited my interest in photography, initially focussing on modern architecture and landscapes in London and the south east of England. Since then I have taken well over one hundred thousand photographs. Many of the images reflect my graphic design background through their abstraction, composition, and use of geometry.

My work is editorial and I arrange my photographs into sequences of images that describe my experience of a location or subject.

I have taken photographs since I was a child. Throughout my time at art school I developed and processed my own film and prints, experimenting with different techniques such as solarisation and creating photograms. I'd either combine the images with my design work, or retain them as images in their own right.

During my design and television career I have used photography in my work. While preparing to direct live action shoots I have used a stills camera to pinpoint camera angles during the recce and storyboarding process.

Recently I curated a selection of my photographs into two books - Fragmented and Common Ground. The editing process made sense of the photographs I had taken over the previous ten years and inspired the future direction of my work. The plan is to publish these books.

2. Science and Engineering

From a young age, I've been fascinated by science and engineering. I spent many weekends at the railway museum and station in York, where I grew up, watching and photographing trains.

This led to an interest in industrial heritage, such as canals and industrial architecture.

Physics became one of my favourite subjects, offering a deeper understanding of the universe's workings. This love for science has been a constant in my life.

I also used to enjoy attending airshows at local airbases near where I grew up.

The Space Shuttle missions ignited my interest in space exploration and I continue to watch rocket launches. I've eagerly followed current advancements in space exploration and rocket development, particularly SpaceX's groundbreaking Starship program.

Astrophotography is something that I am interested in and something I plan to explore

in the future. It's an opportunity to learn something new and to use my photography, image processing, and image creation skills.

I've followed Formula 1 from a young age and enjoy it's pursuit of innovation, eagerly anticipating the introduction of cutting-edge technologies.

As well as all of this I enjoy staying up to date with the latest technology developments in my own field of design and also the wider world. Most recently this has meant the introduction of AI and image diffusion models.

3. Play

Problem solving is the favourite part of my job, which comes from the basic satisfaction of succeeding in working something out. I've always enjoyed puzzles and games.

Since my earliest experiences with arcade and handheld electronic games, 8-bit home computers, through to modern day consoles I have always enjoyed playing video games. I particularly enjoy games that include a puzzle or exploration component to them.

I have recently taken up Chess again, competing against other players online. Part of the training process I find fun and helpful are time based puzzle challenges, that aid pattern recognition.

As a child I used to enjoy making Airfix models, playing with Lego, and building machines out of Meccano. I think these are great for both creative and technical development. I still enjoy making models inspired by architecture and building things from Lego.

Growing up I wanted to work in television because for me, public service broadcasting was essentially all about hobbies and interests. Now these are brilliantly covered by content makers and streaming channels, which I follow for a wide variety of content.

4. Other interests

Walking is my favourite form of exercise and something I like to combine with my photography.

This includes visiting National Trust properties and walking along the river and being around nature in the parks near where I live.

In recent years I have taken up guitar playing again, and also experimented with a piano keyboard connected to my computer.

I also like to practice art and craft skills such as printmaking, using different materials, and model making.

Summary

Almost all of my hobbies, interests, and influences overlap and contribute to my professional life.

The attraction of Graphic Design for me has always been the combination of art and technology, This is also true for architecture, photography, video games, film, and music.

I am a creative problem solver with a passion for design and a broad range of other interests. I have a proven track record of using my skills to solve problems in a variety of projects.

My career in television has allowed me to work on a range of content from current affairs and documentaries, to drama and entertainment, and from film to sport.

I am proficient in taking briefs, researching subject matter, originating and developing ideas, pitching and presenting ideas, project managing, design, photography, directing, image processing, and an understanding of production, post production, and technology.

I am always looking for new challenges and opportunities to use my skills and talents. I have a wide variety of interests and my curiosity means I enjoy learning about something new and how things work.

Matthew Piper, 2024.

Website:

Website
matthewpiper.co.uk