

Case History

# BRANDED ENVIRONMENTS

WJXT-TV Jacksonville, FL





## BACKGROUND

WJXT Channel 4, owned by Graham Media, is an independent television station licensed to operate in Jacksonville, FL.

Wright Set, based in Hermosa Beach, CA, is known for bold, unique set design that creates an identity and makes on-air talent look their best.





## CHALLENGE

- Fabricate and install a Wright Set design for WJXT's 2,100 sq. ft. news broadcast studio.
- Create a detailed, two-month schedule to meet the unique requirements of a 24 x 7 x 365 operation, including the demo/refurb of existing assets and fabrication/installation of new items.



## ACTION

- Create criteria, select and on-board partners to ensure open communication and smooth progress throughout the production and installation phases.
- Translate the set design into a best build strategy and align materials with budget and production/installation timeline.
- Employ a consultative, forward-looking approach to anticipate issues, develop solutions and remain on schedule.
- Sequence engineering, graphic production, structural fabrication and installation of state-of-the-art studio properties:
  - CAD drawings and graphic templates for all on-camera structures and backdrops.
  - Anchor desk, interview area and flooring system fabrication with vinyl branded graphic, brushed metal logo and frosted acrylic.
  - Three large format, silicone edge graphic panels that create the side and rear backdrops of the main set.



## RESULT

- State-of-the-art set with custom properties that enhance the story telling capabilities for the market's number one news station.
- Modern functionality to quickly reconfigure the set for special coverage and programming.
- Uniquely branded assets with color and accessories that elevate the visual experience for viewers.



A woman with short brown hair, wearing a red sleeveless top and a necklace, is sitting at a news desk. She is giving two thumbs up. The background is a news studio set with a city skyline at night. The text "THE LOCAL ST" is visible on the screen behind her. There are decorative elements: a large black circle on the left containing text, and a red and white striped curved shape at the bottom of the page.

## About Dimension Design

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