

World Athletics Championships

PROJECTS —

World Athletics Championships

Produced at BBC Sport,
Producer - Mark Woodward,
Design and Animation - Sara Nesteruk
2013.

Graphics, animation, motion graphics, and stings, idents - a kit of parts, components, was designed for production of material, on-site in Moscow.

The idea was based loosely on Propp's theories of narrative, exploring the fairytale, story-telling, athletics, heroes, villains, stories of revenge, deceit -

bravery, and intrigue.

I wanted to design a series, set of cast and characters, that viewers would become familiar with, over the course of the games, and the coverage.

A fairytale, without a story.

Broadcast on BBC One and BBC2, August 2013.