

The 53rd Regional Emmy Awards Program Cover & OTT Streaming Art

Our 53rd Regional Emmy Awards was held outdoors under the stars at the Lucas Oil Family Estate in Carmel, Indiana. Since the event was outdoors – I called it “Emmy Awards Under the Stars”, and adopted Vincent Van Gogh’s “Starry Night” as inspiration for the cover.

The cover started with a composite of the Lucas mansion, sky and clouds removed, replaced with solid blue, and an Emmy Award behind the Lucas mansion.



I studied Vincent Van Gogh’s painting style called impasto, thick application of paint on canvas. The paint itself caused shadows and highlights from the thick paints.

In Photoshop, I used various paint brushes including a palette knife brush. A painting technique used to lay paint on so thick that the texture of brush strokes are clearly visible. To emphasize the look I used “Bevel & Emboss” in Photoshop to brighten and a darken the strokes to build the illusion of paint thickness on the brush strokes.

I painted over the mansion and Emmy Award composite on separate layers, repeating this process till the final result was achieved.

The Starry Night sky replaced the solid blue sky in the final composite.

I painted the background first since the iconic imagery would dominate the cover.

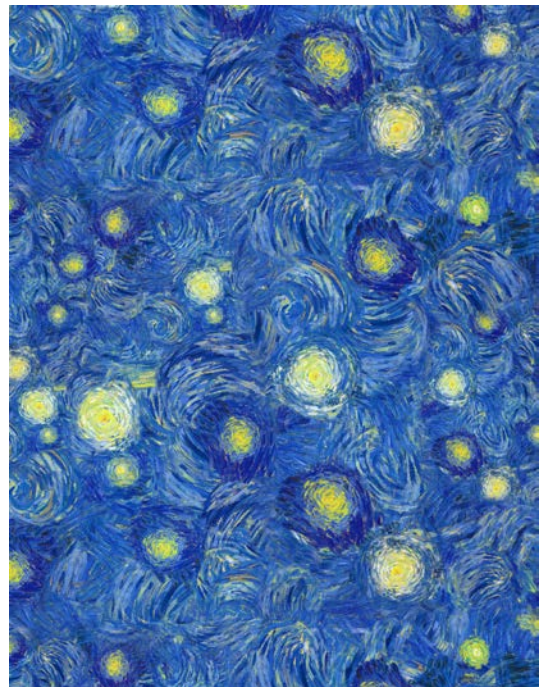
Over a blue background six stars were made, copied and placed round the empty sky.

Brush stroke swirls were added on layers above and below the stars’ layers. Stars were made to look different by overlapping the blue sky’s texture and adding additional colors.

Bevel & Emboss was used to a lesser degree than on the buildings and the Emmy Award to add thickness to the brush strokes to the stars and sky.

Sky swirls were copied and repeated in various sizes and orientations throughout the sky.

Additional brush strokes filled in the gaps over a blue solid base layer to complete the sky. I think it’s a faithful homage to Van Gogh.



The final cover can be seen at - <https://greatlakesemmys.tv/wp-content/uploads/sites/6/2022/06/53-Program-opt.pdf>

The watch.theemmys.tv app does require a free registration to be able to see the artwork. The regional awards are archived here - <https://watch.theemmys.tv/regional> scroll through the nations regional awards to see all the artwork from other chapters as well on the Great Lakes Awards artwork being presented on the web portal.

OTT Images were created to mirror the program for the OTT platform with a multiple device display options. Five different sizes were requested they are:

Primary Thumbnail 16x9 – 3840 x 2160

Vertical 4000 x 6000 (2:3)

Square 6000 x 6000 (1:1)

Featured Image 3840 x 1440 (16:6)

Featured Mobile Image 3000 x 2625 (16:14)

The various sizes were in some cases simply cropped for size in other cases the elements were copied one photoshop layer at a time and the images were built up one layer at a time.



The 3840 x 2160 image was the primary thumbnail. This was the 16 x 9 television aspect image. This image was displayed on the OTT app in advance of the streaming Emmy Awards. It was displayed in rotation with other Emmy Awards Ceremonies from around the country being streamed at the same time.

The 4000 x 6000 (2:3) was designed for display on tablets. This image was created second using the crop of the Emmy Award layers in photoshop. The background was merged into a single layer and cropped from the 6000 x 6000 image. All the text layers were copied from one image to another. The single Emmy image was copied three times to multiple photoshop layers. Each Emmy on each layer was hand painted separately to insure they did not look exactly the same.

If a layer was able to be copied from another image, each copied layer's attributes were manipulated so as not to completely match the other images. To make it look like all three Emmy awards were painted independently from the others – not a cut and paste.





The 6000 x 6000 image was created first. I had only one Emmy image and I had to copy it 3 times. I knew that this image was going to be the master photoshop file for all the other sized images. The background is 4 backgrounds blended to create a seamless starry night faithful to Van Gogh's painting. The "Under the Stars" themed art was very well received by everyone, from the people at the live awards who received a printed program as well as those watched on line and downloaded the program or simply scrolled through it as the show progressed.



Left is the 3000 x 2625 (16:14) Featured Image
Above is the 3840 X 1440 (16:6) Featured Mobile Image. (images resized to fit on the page)

The links are – the program - <https://greatlakesemmys.tv/wp-content/uploads/sites/6/2022/06/53-Program-opt.pdf>

The NATAS OTT app – watch.theemmys.tv (registration required and is FREE)

NATAS regional chapters where the artwork can be seen - <https://watch.theemmys.tv/regional>

Thank you for your consideration.