

The Big Ideas Podcast



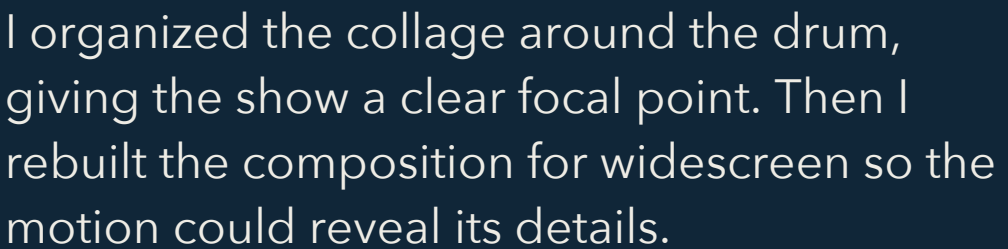
An illustrated identity.
Built for motion.

Art direction, compositing and motion, with
AI-assisted development and animation.

Watch the opening



The brief: turn an album-cover collage reference into a podcast identity for an opening and recurring graphics.



SELECTED WORK

Direct the exploration.

FIREFLY

I generated elements and used boards to organize the exploration and collaborate on the developing direction.

CHATGPT

I explored mockups, generated assets and developed the look, with support for creative milestones and animation execution.

GEMINI

I mocked up animation ideas to explore how the illustrated world could move.

Art direction, selection, Photoshop compositing and motion refinement: Aaron Munoz.

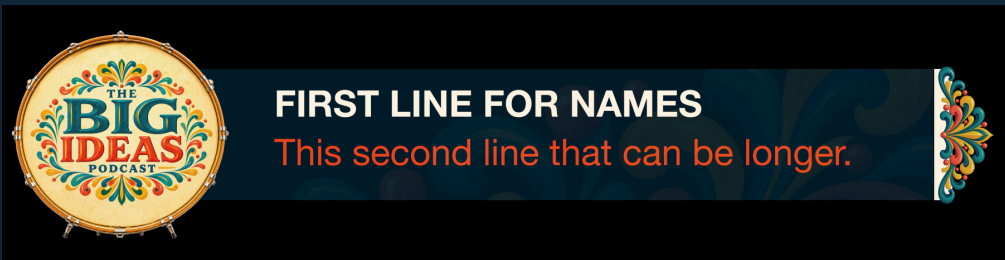
Keep the identity in the episode.



THE BIG IDEA



ASK AI



Lower third: two editable text lines.
Template sample text shown.

Made for game day.



Make preparation part of the appeal.

I handled concept, shooting, editing and graphics. Beer brings a fast, energetic rhythm to the game-day occasion.

Watch the beer spot



Build anticipation. Deliver the payoff.



I shot and edited pizza as a preparation-to-table story, using food detail and the landing as its payoff.

A shorter kitchen lead-in preserves that moment. The hard cut to the landing gives the sequence a clear finish.

Watch the pizza spot



Refine the finish.



01 / BRIEF WALK-OUT



02 / HARD CUT TO LANDING



03 / FOOTBALL WIPE TO CTA

Retrospective portfolio revision.
Original La Bella identity retained.

Ticket Hackers



A familiar object, disrupted.

CBS needed an identity and explanations for its ticketing story. Working from the reporting and voiceover, I developed a shared hacker-inspired visual direction.

Visual concept, design and motion:
Aaron Munoz.

Watch the identity



Make the mechanism visible.



Show how one source multiplies transactions.

I chose branching purchase paths to explain automated buying. The diagram connects the purchase mechanism to resale.

Watch software bots >

Reporting and script: CBS News team.

Make the costs accumulate.



A visual model for drip pricing.

I developed a faucet-and-container metaphor for accumulating fees, then paired it with the checkout price and countdown to show the pressure of buying.

Watch drip pricing



Reporting and script: CBS News team.

A show identity built for daily use.



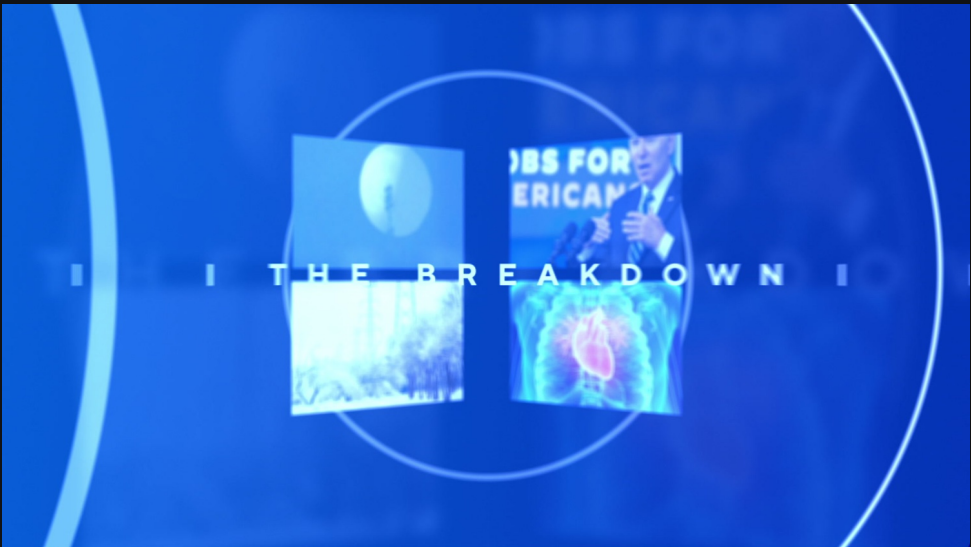
Extend the identity across the show.

I carried the supplied NOW / CBS artwork into show artwork, opening graphics and recurring elements, using a shared palette, curves and layered depth.

Show artwork, motion and templates:
Aaron Munoz. Starting identity supplied.

Image: show-set composite.

Change the story. Keep the system.

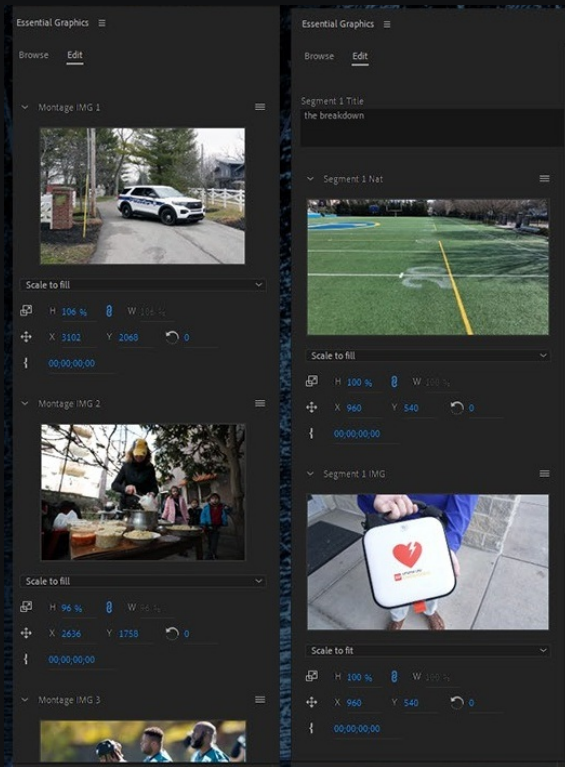


Replaceable titles and media keep new stories inside a consistent visual structure.

Watch a complete cold open



Built to be used again.



I built reusable motion templates with editable segment text, replaceable imagery, a nine-image grid and over-the-shoulder treatments.

The content changes. The framing, rhythm and visual treatment stay connected.

Archival template-control view. Reporting and editorial content: CBS News team.