

THIS PRESENTATION IS FOR THE PITCH OF:

# SZN 3 2022

## *Art* Direction



WHERE WE'VE BEEN + WHERE WE'RE GOING:

SZN 01



SZN 02



SZN 03



**IDEA***Context:*

This has been a year of brand exploration and redefining who we are as a church, SZN 03 would be the finale to this narrative. In SZN 01 we explored what VOUS is, then SZN 02 explored our community in correlation to the city. In SZN 03, we would highlight our **connection to God** and what He brings into our lives through VOUS.

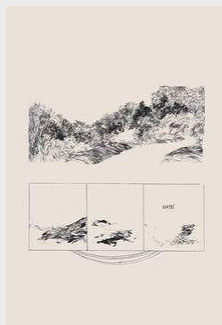
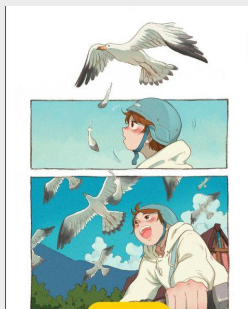
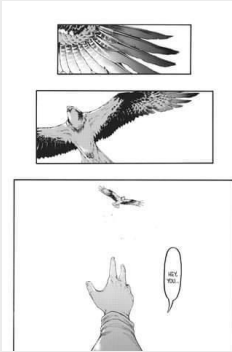
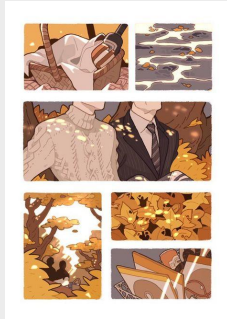
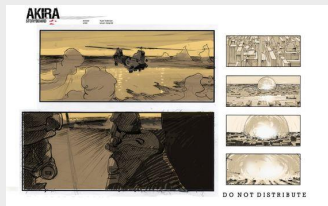
*Concept:*

We want to take **keywords of things God can bring into our life, or that represent His significance in our lives.** Through these keywords, we want to build illustrations that depict them.

*Goal:*

Create different **scenes** each week that highlight the story of the what **God has done in us through VOUS.**

CRTV DIRECTION - "SCENES"





## CRTV DIRECTION – INVITE LAYOUTS

### Layouts:

These are the four layouts being used weekly. Each will have visual references within the next few slides.

#### “Layout 01”

+ Doves / Cityscape with crowd / **Freedom**

#### “Layout 02”

+ **Reflection** / Water

#### “Layout 03”

+ Mountains / **Generational**

#### “Layout 04”

+ Trees / **Hope**

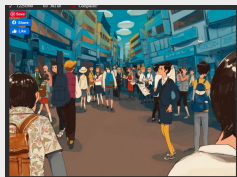
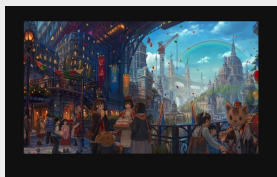


### CRTV DIRECTION - INVITE LAYOUTS

#### Layout 01:

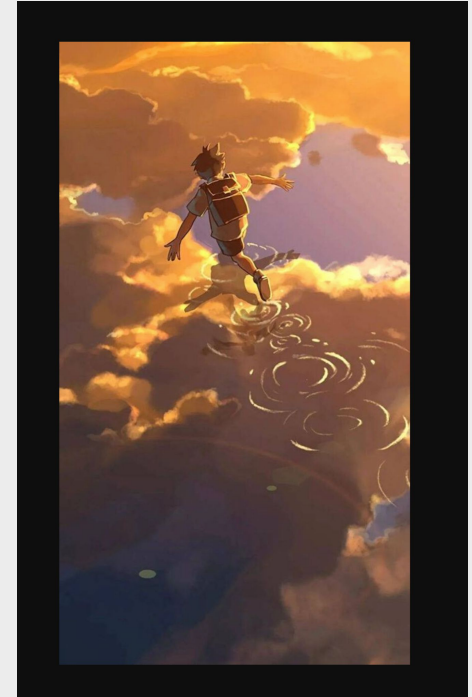
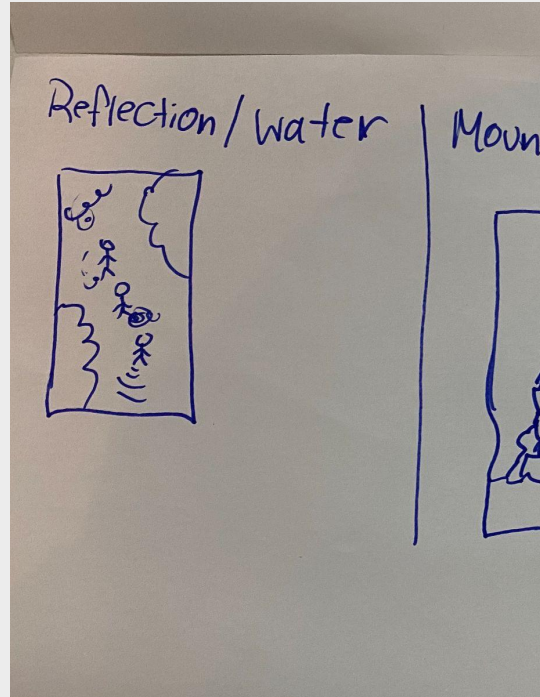
For the setting of this scene, we would create a crowded urban area. In a chaotic environment (Downtown, a Crowd, etc.), the use of doves as a symbol of freedom and serenity.

#### Other References:



**CRTV DIRECTION - INVITE LAYOUTS***Layout 02:*

Create a primary scene with a variety of kids running, skipping rocks, and having fun across a lake or pond in an aerial perspective to display the sky's reflection.

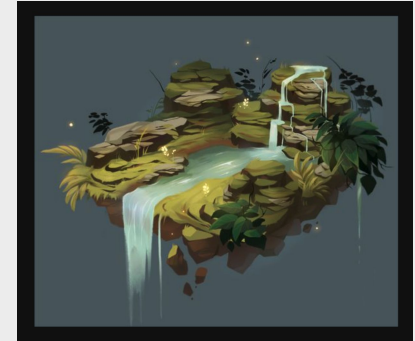




**CRTV DIRECTION - INVITE LAYOUTS**

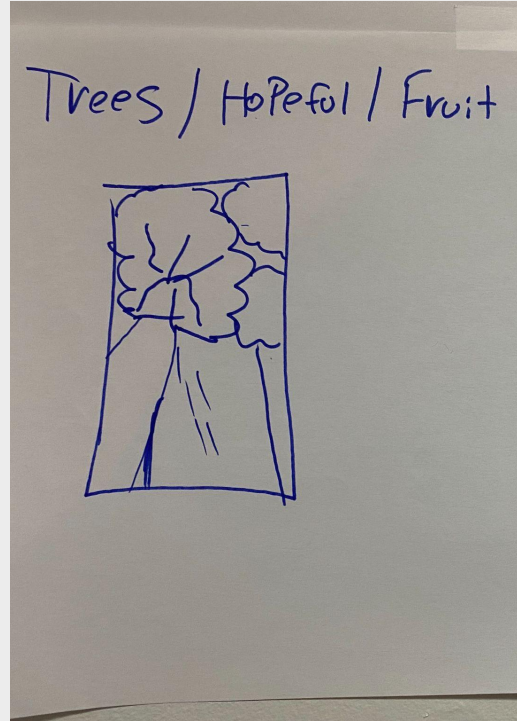
*Layout 03:*

Make a scene with a range of ages of people standing on the rock. Create from the words "layers," "generational," "mountains," "rocks," etc.



**CRTV DIRECTION – INVITE LAYOUTS***Layout 04:*

Create a scene of a forest or other place with trees and an ecosystem to show hope, life, and fruitfulness. Bring in animals and show the setting from a low angle.

*Other References:*

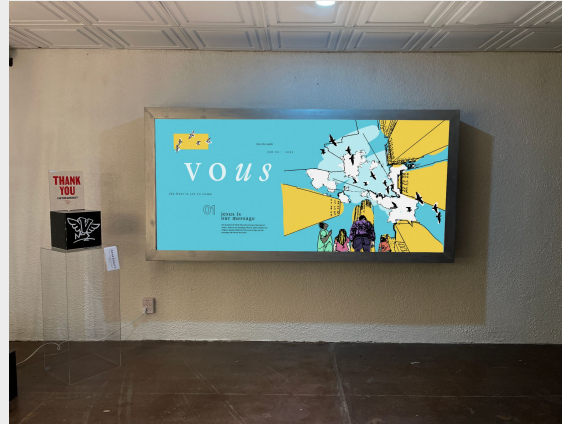
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# Design *Assets*



LIGHTBOX

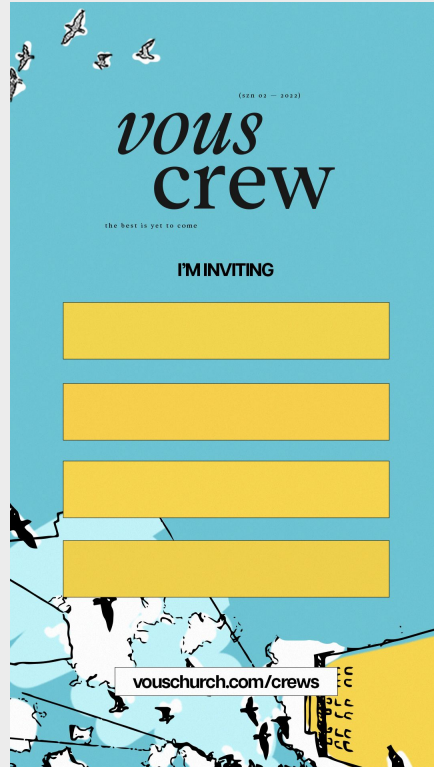
Three designs, rotating once a month



SUNDAY INVITES

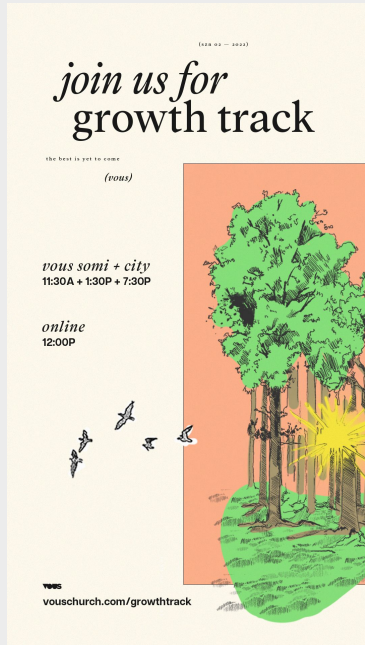
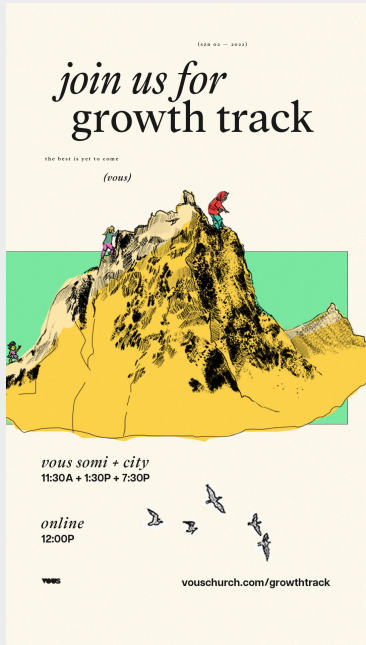
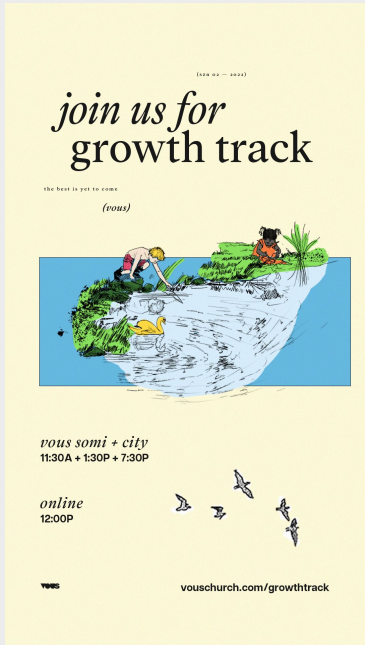
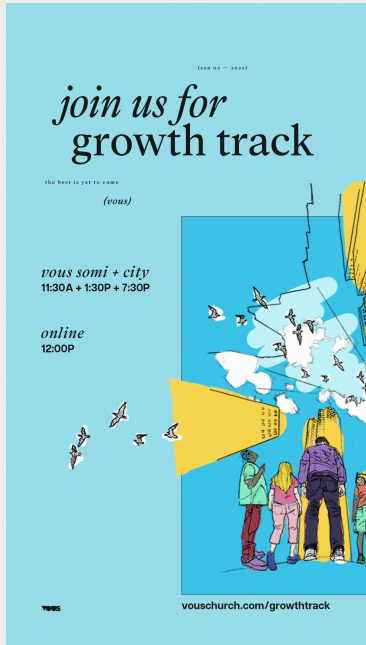


CREW INVITES





GROWTH TRACK INVITES

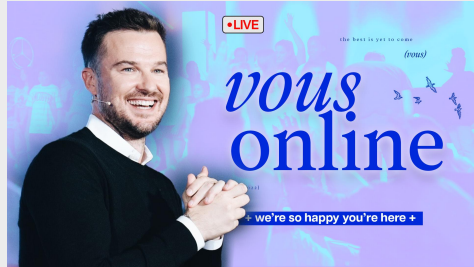


YOUTUBE – LIVE THUMBS

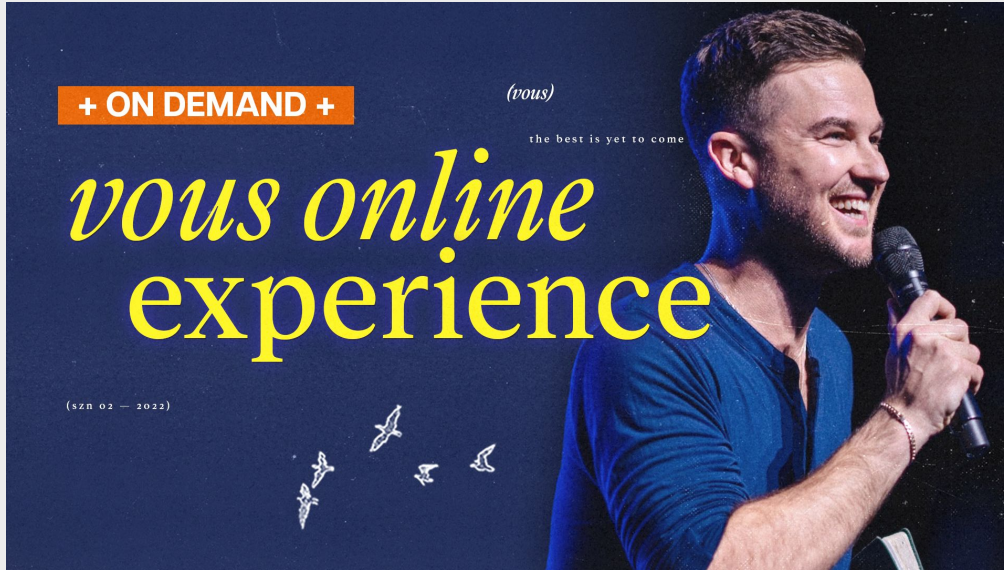
Pastor



Guest Speaker



YOUTUBE – ON DEMAND THUMB





CREW CARD

(2020-02 - 2022)

# VOUS crews

the best is yet to come  
*(vous)*



We believe that real life change and growth happens through authentic relationships. You can't do life with everyone, but we can create a world where everyone has someone to do life with.

**what is a vous crew?**

VOUS Crews are small gatherings of 10-15 people who meet in person or online to hang, discuss a recent Sunday message, and pray together. These gatherings take place every other week each season.

**why are crews important?**

Freedom is found in the context of community. We believe Crews are vital moments to build your faith and surround you with a family. If you're looking for friendship, faith, family - Crew is for YOU!

**days**

Monday, Tuesday, Thursday, Friday, Saturday

**types of crews**


Co-Ed, Mens, Womens, Home, College, Fitness, VOUS High, Spanish, Online, Care



# VOUS crews



the best is yet to come  
*(vous)*

**we're got crews in all these locations!**



(2020-02 - 2022)

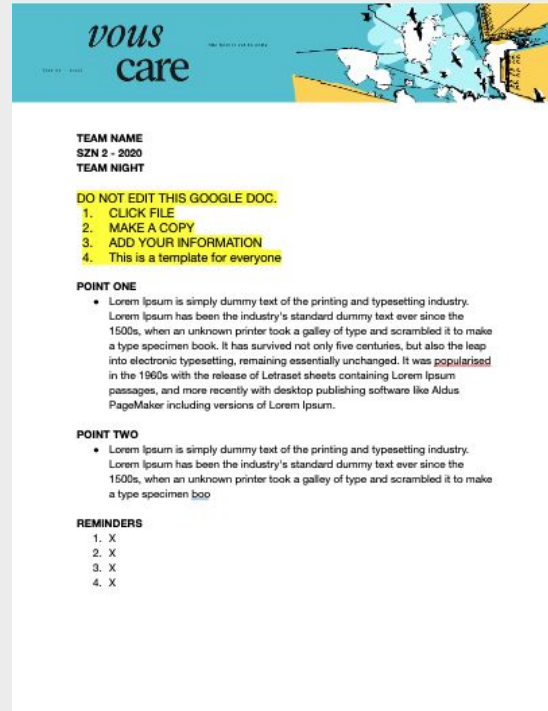
- AVENTURA
- BOCA RATON
- BOYNTON BEACH
- BRICKELL
- COCONUT GROVE
- CORAL GABLES
- DADELAND
- DESIGN DISTRICT
- DORAL
- DOWNTOWN MIAMI
- EDGEWATER
- FT. LAUDERDALE
- HALLANDALE
- HOLLYWOOD BEACH
- HIALEAH
- KENDALL
- LITTLE HAVANA
- MIAMI LAKES
- MIAMI SHORES
- MIDTOWN
- MIRAMAR
- NORTH MIAMI
- PEMBROKE PINES
- PLANTATION
- SOUTH BEACH
- SOUTH MIAMI
- WYNWOOD

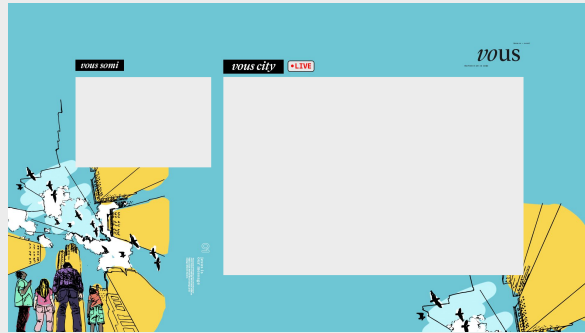
VISIT [VOUSCHURCH.COM/CREWS](https://VOUSCHURCH.COM/CREWS)



## GOOGLE DOC + SLIDES



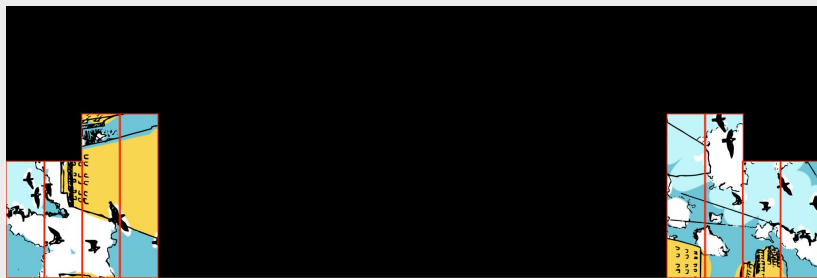
LEDS - WEEK 01



LED + Mortise

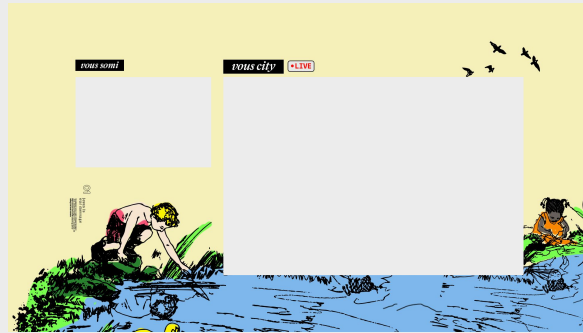


SoMi Banner



City Banner

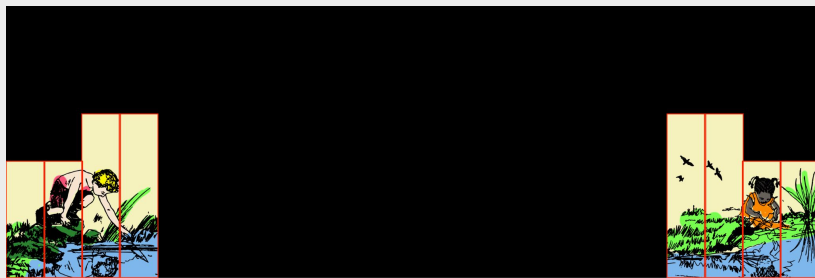
LEDS - WEEK 02



LED + Mortise

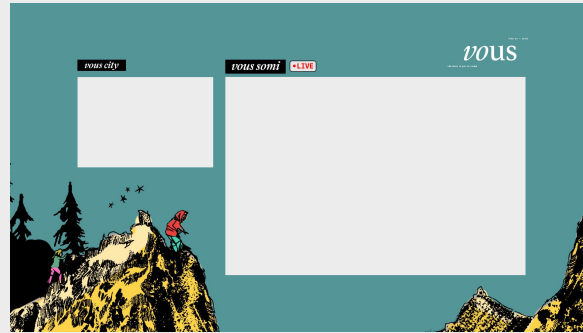


SoMi Banner



City Banner

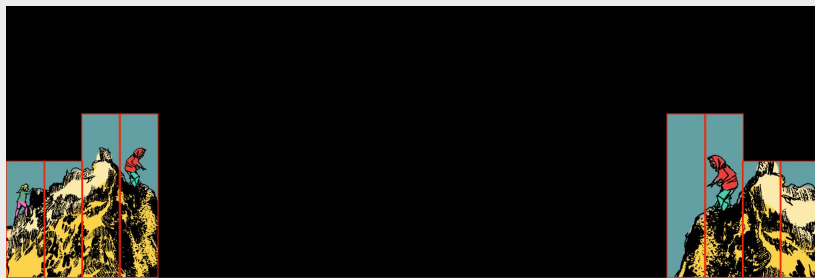
LEDS - WEEK 03



LED + Mortise



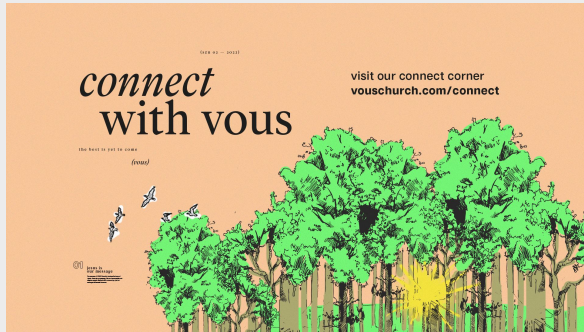
SoMi Banner



City Banner



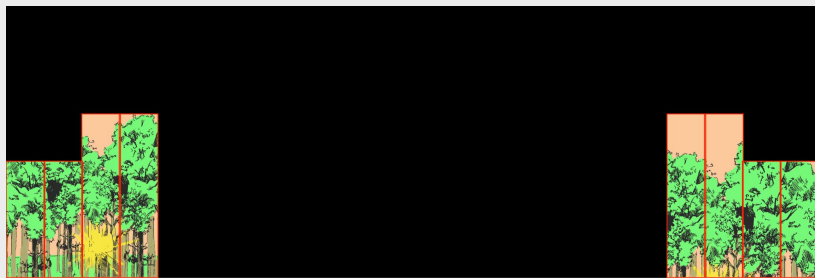
LEDS - WEEK 04



LED + Mortise



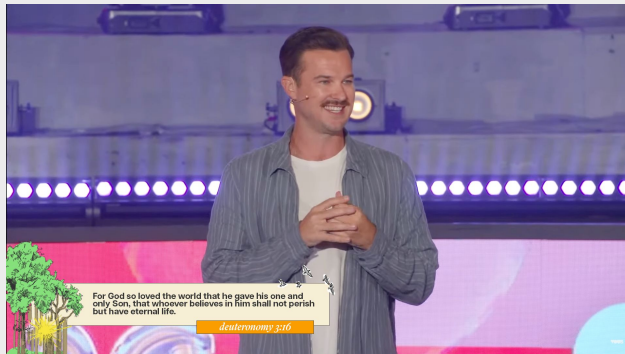
SoMi Banner



City Banner

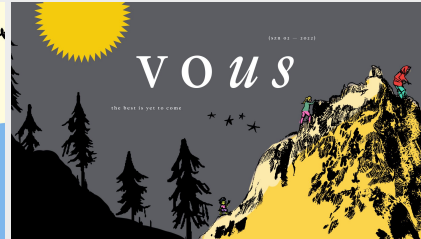


LTs



PRE ROLLS

Intros to Pre Rolls per week

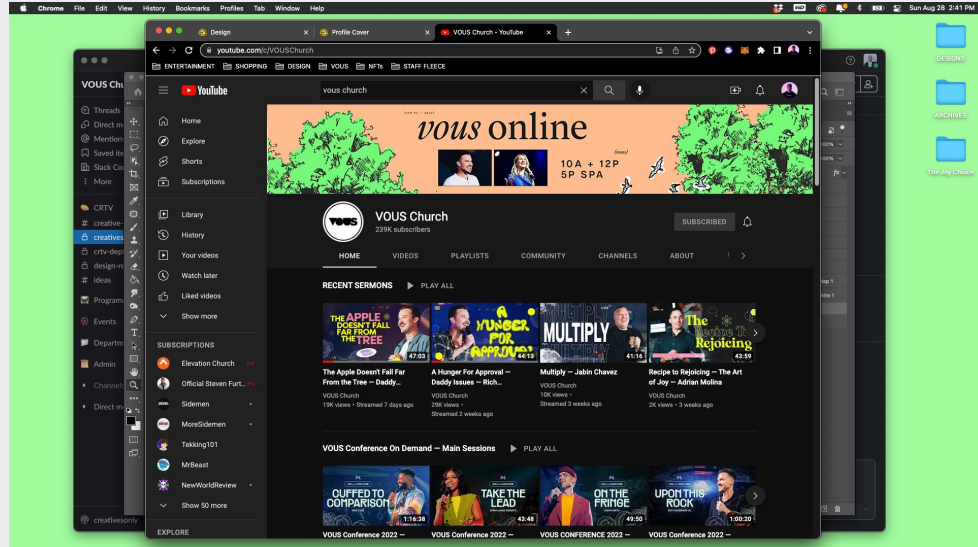
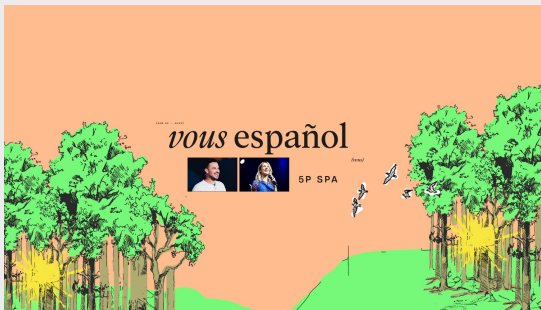
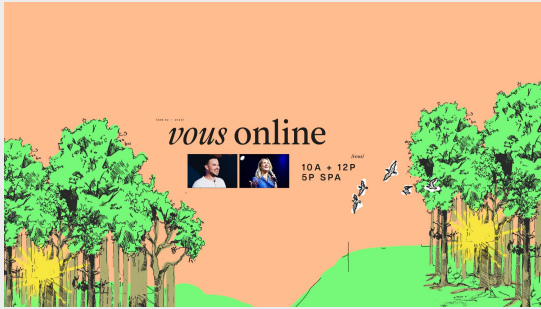


Welcome + Announcements



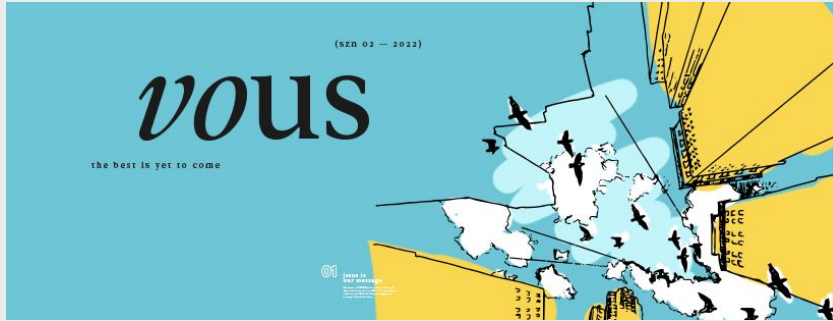
### SOCIAL MEDIA PROFILE COVERS

#### YouTube Cover



**SOCIAL MEDIA PROFILE COVERS**

Twitter + FB



# Culture *Room*

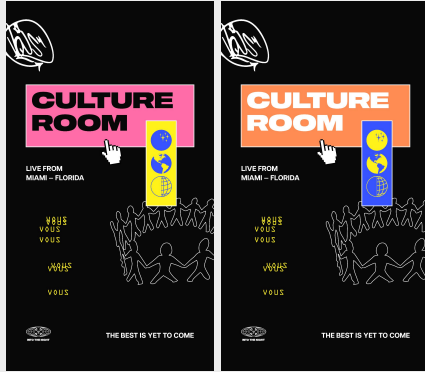


OVERLAYS





SLIDES



Slides



Mock

INTRO SLIDES w B-Roll



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# Environments

SOMI WINDOWS





**BIYTC SOMI**

- Tubular Wall
- Wayfair Couch
- Wayfair Planter Box (2)
- Floor Lightbulbs 16" (2)
- Floor Lightbulbs 10" (2)
- Concrete Pillow (2)
- Faux Ferns
- Gold Floor Lamp

Total: \$\*\*\*



## BIYTC CITY

- Tubular Wall
- Wayfair Couch
- Wayfair Planter Box (2)
- Floor Lightbulbs 16" (2)
- Floor Lightbulbs 10" (2)
- Concrete Pillow (2)
- Faux Ferns
- Gold Floor Lamp

Total: \$\*\*\*



DESIGN MOCK

