

SELECTED WORK

# Aaron Munoz.

Art direction · Storytelling · Production



**Ideas shaped through craft.**

Selected projects and the thinking behind them.

[aaronmunoz.art](http://aaronmunoz.art)

# The Big Ideas Podcast



An illustrated identity.  
Built for motion.

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

Watch the opening



# Give the world a center.

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



I organized the collage around the drum, giving the show a clear focal point. Then I rebuilt the composition for widescreen so the motion could reveal its details.

Client-supplied reference and EFI brand assets. Existing drum artwork retained.

# 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.

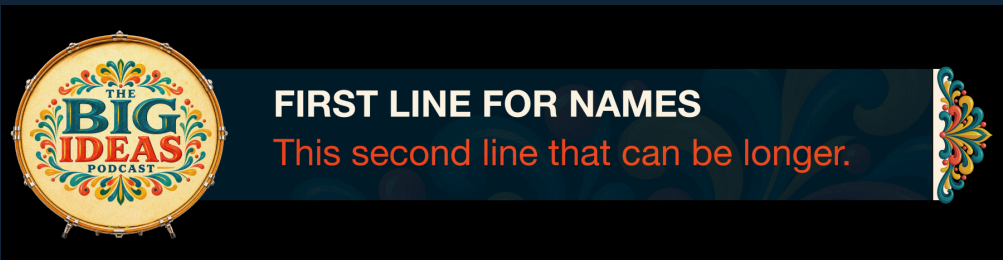
# Keep the identity in the episode.



THE BIG IDEA



ASK AI



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

# An opening became a bigger idea.



I was asked to create a Black History Month open. I developed the art direction, design and animation, then proposed historical-figure features for segment endings.

A portrait and three facts gave the package a recurring storytelling format beyond the original assignment.

Concept, art direction, design and animation: Aaron Munoz.

[Watch the BHM collection](#)

# Recognizable before you press play.

I adapted the BHM treatment for Beyond the Block. Electronic program guide (EPG) artwork helps viewers recognize a program while browsing. I adjusted title scale, spacing and accents across six formats.



16:9 landscape



2:1 wide



4:3 landscape



1:1 square



3:4 portrait



2:3 portrait

[Explore the complete EPG kit](#)

[Watch the BHM collection](#)

AARON MUNOZ

CLIENT / LA BELLA

# 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.

# A segment designed to tell the story.

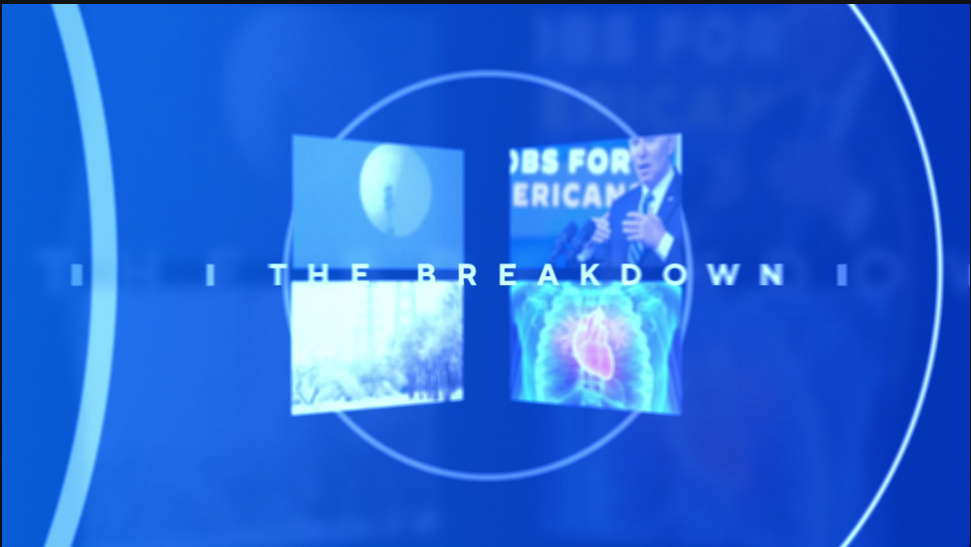


I created the segment design, OTS graphics, transitions and reusable motion templates. The presenter stays in place while the title and imagery change beside them.

**Watch the Breakdown desk example**

Reporting and presentation: CBS News team.

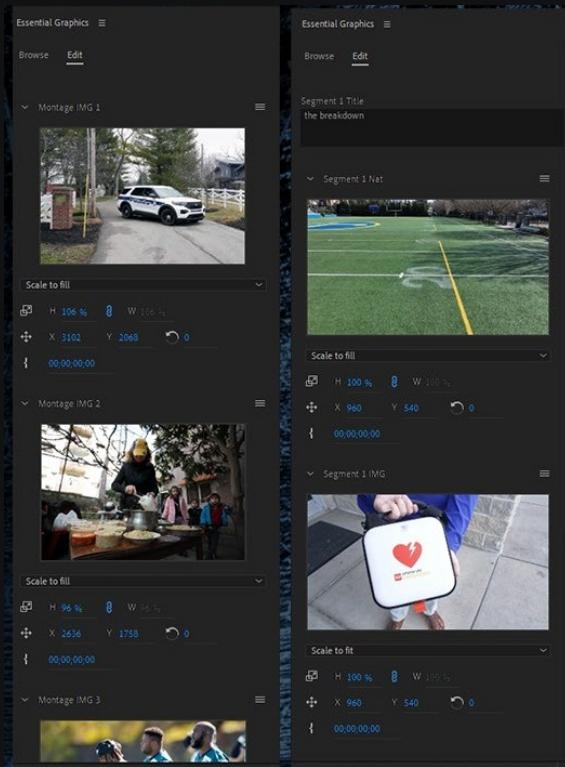
# Change the story. Keep the system.



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.

AARON MUNOZ

# Let's work together.

Art direction. Storytelling. Production.

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More projects, films and process on the site.