

Aaron Munoz.

Art direction · Storytelling · Production

Ideas shaped through craft.

Selected projects and the thinking behind them.

aaronmunoz.art



The Big Ideas Podcast

An illustrated world.
Built to move.

The brief: turn an album-cover collage reference into a podcast identity that could work across an opening and recurring graphics.

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

IDENTITY / MOTION / EDITORIAL GRAPHICS

[Watch the opening](#)



A world with a center.

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



FIREFLY / GENERATE & COLLABORATE

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



CHATGPT / DEVELOP & REFINE

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

GEMINI / EXPLORE MOTION

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

An identity that stays with the show.

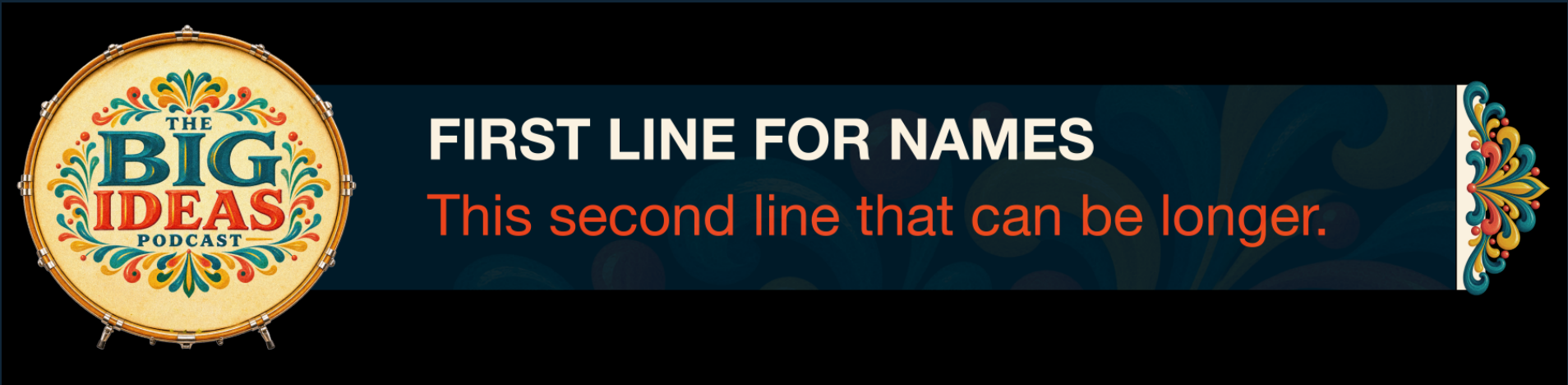
The drum and ornamental details connect the opening, segment titles and guest identification. Simpler layouts make the illustrated world usable throughout an episode.



THE BIG IDEA



ASK AI



GUEST IDENTIFICATION / LOWER THIRD

Carry the character into conversation.

The drum anchors a patterned name bar, with two editable text lines for names and supporting information.

Full-resolution still supplied by Aaron. Template sample text shown.

An opening became a bigger idea.

Concept development / Art direction / Design & animation / Templates / Format adaptation



PROPOSE THE NEXT STORY

Asked to create a Black History Month open, I developed the art direction and animation. I then proposed featuring a key figure at segment endings, expanding the assignment into a recurring three-fact format.

EXTEND THE VISUAL DIRECTION

I built an editable template and adapted the work across placements, then repurposed it for the mini-documentary Beyond the Block.

BUILT FOR PROGRAM DISCOVERY

[Watch the BHM collection](#)

Electronic program guide (EPG) artwork helps viewers recognize a program while browsing. For Beyond the Block, 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



Made for game day.

Make the preparation part of the appeal.
One-person concept, shoot, edit and graphics.

[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. Beer brings a faster rhythm to the same game-day occasion.



PIZZA / THE PAYOFF



BEER / ENERGY & DETAIL



BRIEF WALK-OUT



HARD CUT TO LANDING



FOOTBALL WIPE TO CTA

Portfolio refinement

A shorter lead-in preserves the pizza landing. The football wipe resolves into a cleaner closing message.

Retrospective revision; original La Bella identity retained.

[Watch the pizza spot](#)

Ticket Hackers

A familiar object, disrupted.



VISUAL CONCEPT / DESIGN / MOTION

CBS needed an identity and explanations for its ticketing story. Working from the reporting and voiceover, I developed one hacker-inspired direction across the package.

[Watch the identity](#)

Make the mechanism visible.

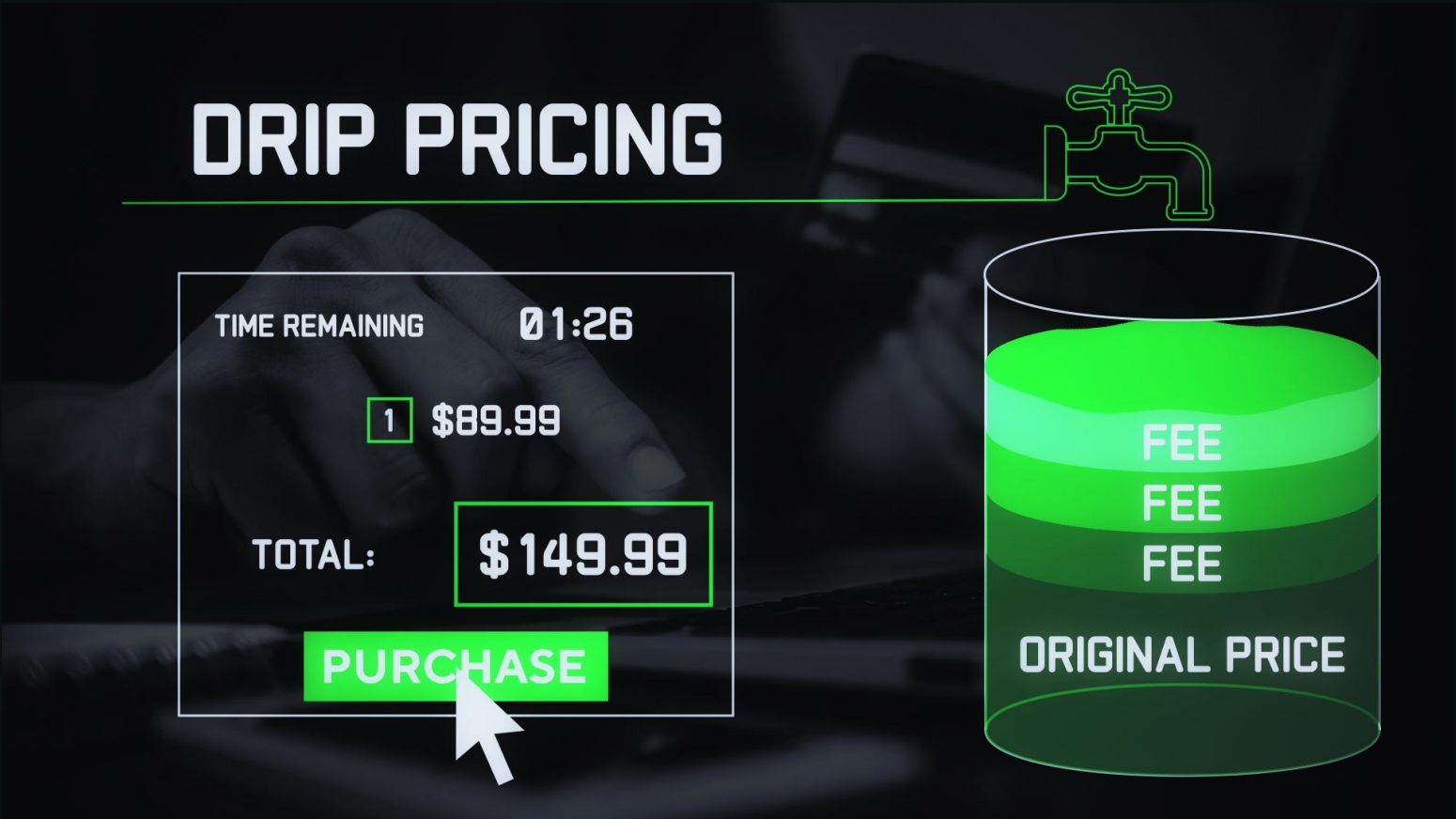
I translated the editorial team’s reporting into two visual models, linked by a shared palette and linework.



01 / AUTOMATED BUYING

I chose branching purchase paths over a literal robot: the diagram explains how one source multiplies transactions and connects to resale.

[Watch software bots](#)



02 / ACCUMULATING FEES

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](#)

A show identity built for daily production.

Extend supplied NOW / CBS artwork into a coherent opening, set environment and recurring show graphics.



THE BREAKDOWN / SET COMPOSITE

I carried the identity's curves, blue-and-white palette and layered depth into the show environment, then connected the opening and segment artwork through the same visual language.

[Watch a complete cold open](#)



COLD OPEN / RECURRING STRUCTURE

Show artwork, motion design and template development by Aaron Munoz. Starting identity supplied.

Design the segment. Build it for new stories.



A CONNECTED VISUAL ENVIRONMENT

I created The Breakdown's segment design, OTS graphics, transitions and reusable motion templates. The white map environment and blue segment strip connect the presenter with the changing story graphics.

CONTENT THAT CAN CHANGE

The OTS template supports one-line, two-line and no-title layouts, replaceable imagery, font colors and tint controls. A separate image-wipe template carries the transition.

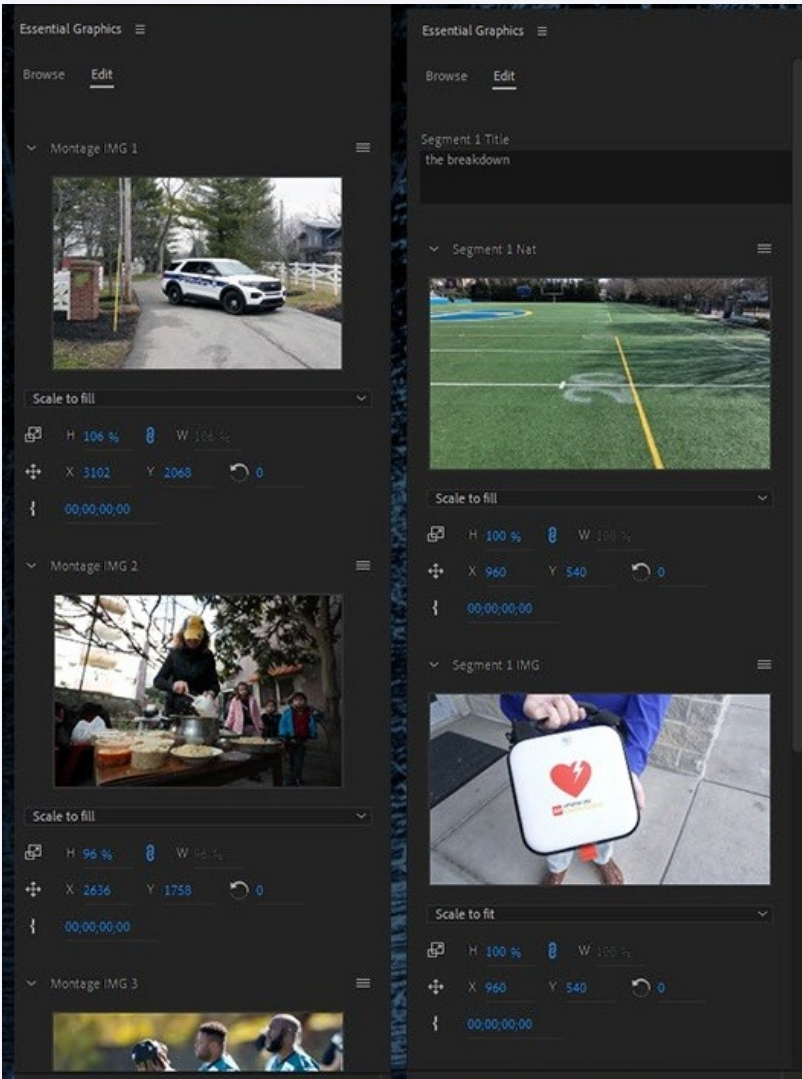
The title introduces the topic; supporting imagery changes inside the same frame.

Watch the Breakdown desk example

Segment design, graphics and templates: Aaron Munoz. Reporting and presentation: CBS News team.

Change the story. Keep the system.

Daily cold opens needed fresh material without rebuilding the design. I made media and titles replaceable inside reusable motion templates.



THE EDITOR CONTROLS

Archive screenshot from the original workflow.



03 JAN 2023 / OPENING EXPORT

What changes

Segment title and media; nine image-grid slots. The Breakdown overlay also provides title-layout, image and color controls.



03 FEB 2023 / OPENING EXPORT

What stays coherent

The frame, type treatment and motion structure give different stories a recognizable place inside the show.

Design decision: expose the story inputs while keeping the visual structure reusable.

Let's work together.

Art direction. Storytelling. Production.

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More projects, films and process on the site.