

Terrence Boyce

Award-winning designer, strategic thinker, and visionary leader with over 25 years of experience transforming concepts into compelling creative work.

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PRODUCER / SENIOR GRAPHIC DESIGNER

E. W. SCRIPPS / WTVF NEWSCHANNEL 5 NETWORK
APRIL 2006–PRESENT

Design and production of all manner of visuals for one of the top-rated CBS affiliates in the country.

Primary Responsibilities

- Brand management and usage guidance.
- Motion graphics and art direction for award-winning promos and investigative series.
- Designing the looks of image campaigns involving digital, OTT, broadcast, and OOH components.
- Copy editing and non-linear video editing.
- Audio editing including voiceovers, music, and sound effects.
- Design of promotional merchandise for events.
- Design and maintenance of graphics templates used by news producers and reporters.
- Providing graphics support to news reporters and producers.
- Production of interactive presentations.
- Design of vinyl graphics for fleet vehicles.
- Design and production of augmented reality content.
- Training and mentoring of art department interns and employees.
- Creation of training videos for producers and teammates.
- Design and integration of election graphics with third-party election software.

Major Accomplishments

- Instrumental in station's graphics transitions in 2006, 2011, 2016 and 2020. This includes rebranding *Talk of the Town* multiple times, the longest running locally produced talk in the nation, providing all-new logos, show opens, in-show graphics and set graphics.
- Converted graphics-related sponsorship forms from paper to cloud-based system in 2014, improving efficiency and accessibility.
- Created an animated Steeplechase horse race in 2020 based on previous winners using the Unity game engine.
- Digitally remastered a cartoon animation from 1974, frame-by-frame, from standard definition to 4K resolution.

SKILLS AT A GLANCE:

Many years of experience providing art direction, graphic design, motion graphics, video editing, photography and illustration.

Creative asset and brand management, project management, vendor selection, and budgeting experience.

Strong working knowledge of nearly every app in the Adobe Creative Suite, as well as Cinema 4D and Blender.

FORMER DESIGN POSITIONS

SHOP AT HOME NETWORK (2002–2006)
Animated promo production. Broadcast design.

BROADVISION (2001)
Multimedia presentations and website design.

CJ ADVERTISING (1999–2000)
Broadcast, print, and web design.

GRESHAM, SMITH & PARTNERS (1998–1999)
Environmental graphic design.

ARMOUR & ARMOUR ADVERTISING (1996–1998)
Print design and photography.

ACHIEVEMENTS & AWARDS

Regional Emmy Awards (2007, 2019, 2021)
Edward R. Murrow & National Headliner (2016)
National Promax Gold (2020)
Regional Promax Silver (2022)

EDUCATION

Associate of Applied Science (1995)
Visual Communications | Graphic Design
Nashville State Community College