PROJECT 2
PROCESS BOOK

PROJECT OVERVIEW

The final outcome will be equivalent to 3-4 uniquely designed pieces across multiple media. Again, one must have great depth of content, i.e. a lot of copy or information. Should you decide to do one deliverable that is more extensive, that one component may count for 2 components. The Professor will determine with each student what quantity and mix of work will satisfy the requirement. The end products should support a consistent, unified theme/concept/idea on an identified topic that is aimed at a specific market or interest group. I would suggest using several different media if you can. Use this opportunity to work in areas of interest to you, to develop and expand your skills and to learn how to sell yourself and your design work in a fun and supportive environment. Look for holes in your portfolio since these two projects will be the centerpiece of your book. Create projects that will take you out of your comfort zone.

PROJECT BRIEF

OVERVIEW

I will be designing and branding a band and their album, upcoming tour, and merchandise that would be sold at the tour. The band is goign to be made up of three female members, a guitar player, lead singer, and a drummer. I want the overall look and feel of the brand to exude fun. Utilizing bright colors and unique photography, I will incorporate exagerated and saturated colors, lens flares, and exciting clothing to acheive this goal and fun playful feeling. The key words I am planning on focusing on are: exciting, bright, loud, fun, and electric.

PROJECT GOALS

My goal with this project is to create a fun, exciting, and inviting identity for the band. I want to pull people in through the playfulness of the colors, photography, typography and graphic elements. I want people who see these assets to wish they could go see the band perform.

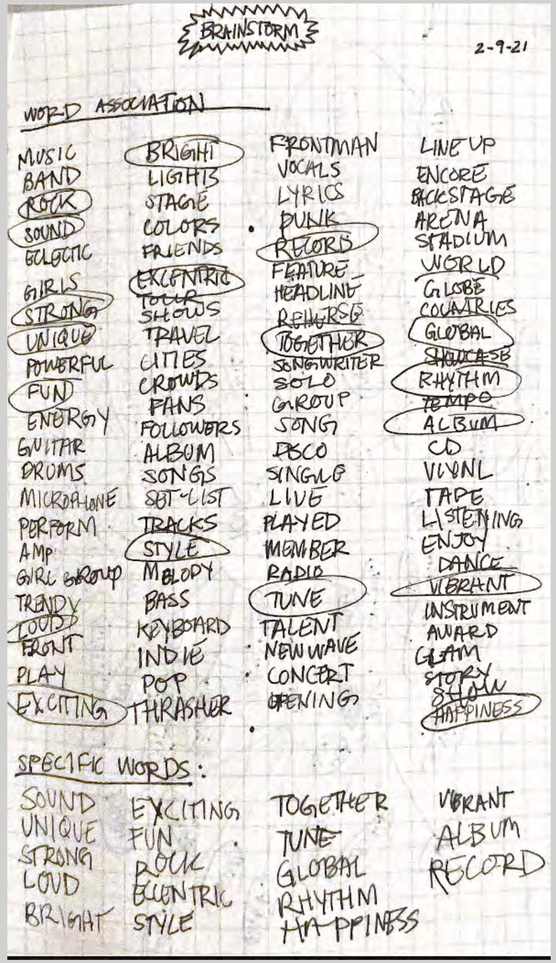
TARGET AUDIENCE

The primary target audience are male and female music fans ages 17-25. The secondary target audience are younger male and female music fans ages 13-17. These audiences are 52% of consumers of vinyl records and listen to a total of over eighteen hours of music per week.

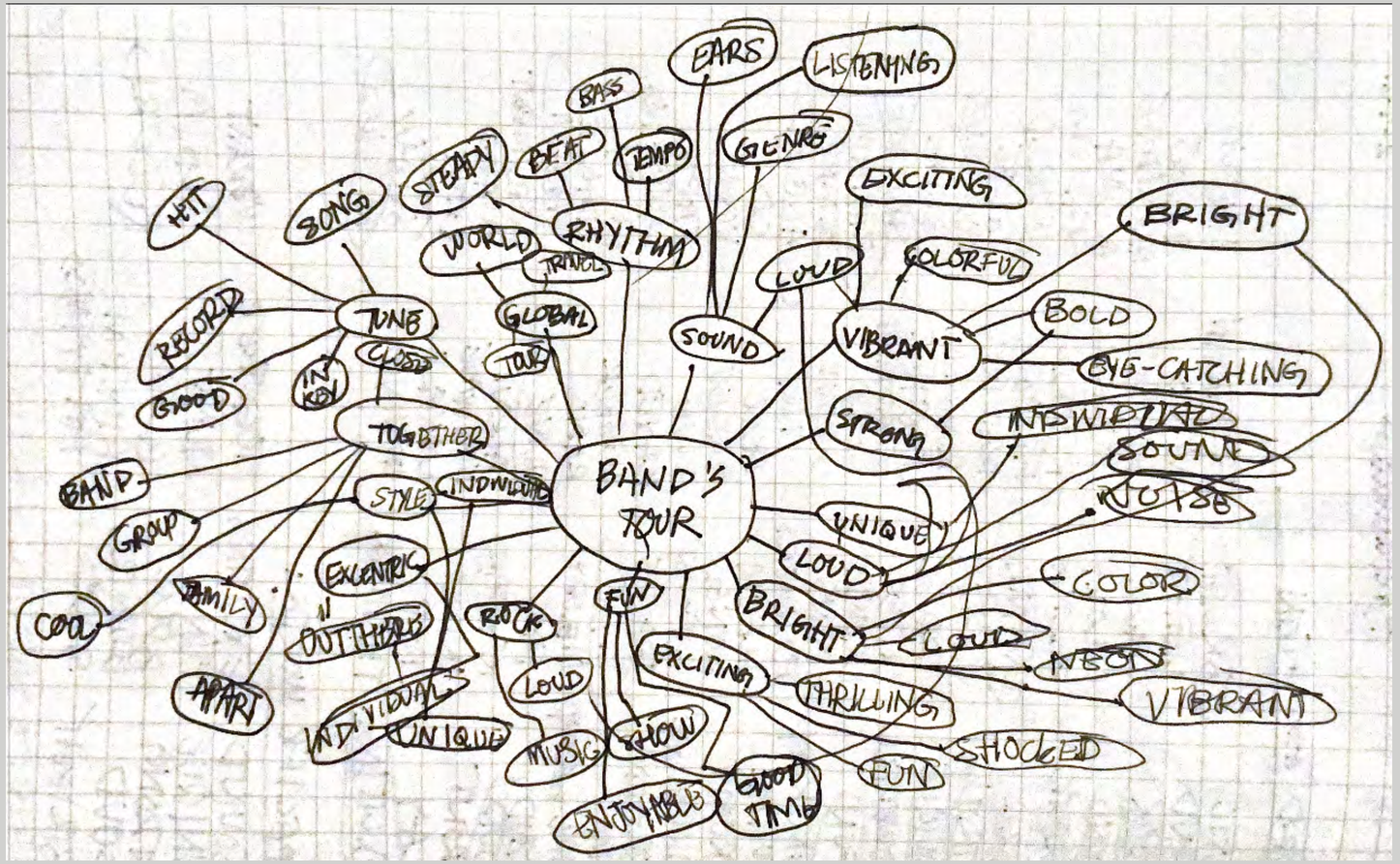
DELIVERABLES

1. Vinyl album
2. Posters
3. Merchandise pack
4. Digital and print advertising campaign

IDEATION

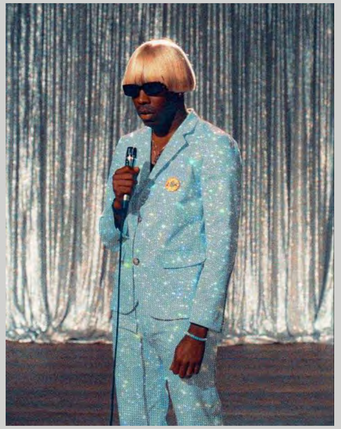

BRAINSTORM
2-9-21
WORD ASSOCIATION
MUSIC
BAND
ROCK
SOUND
ECLECTIC
GIRLS
STRONG
UNIQUE
POWERFUL
FUN
ENERGY
GUITAR
DRUMS
MICROPHONE
PERFORM
AMP
GIRL GROUP
TRENDY
LOUD
FRONT
PLAY
EXCITING
BRIGHT
LIGHTS
STAGE
COLORS
FRIENDS
ECCENTRIC
TOUR
SHOWS
TRAVEL
CITIES
CROWDS
FANS
FOLLOWERS
ALBUM
SONGS
SET-LIST
TRACKS
STYLE
MELODY
BASS
KEYBOARD
INDIE
POP
THRASHER
FRONTMAN
VOCALS
LYRICS
PUNK
RECORD
FEATURE
HEADLINE
REHEARSE
TOGETHER
SONGWRITER
SOLO
GROUP
SONG
DISCO
SINGLE
LIVE
PLAYED
MEMBER
RADIO
TUNE
TALENT
NEW WAVE
CONCERT
OPENING
LINE UP
ENCORE
BACKSTAGE
ARENA
STADIUM
WORLD
GLOBE
COUNTRIES
GLOBAL
SHOWCASE
RHYTHM
TEMPO
ALBUM
CD
VINYL
TAPE
LISTENING
ENJOY
DANCE
VIBRANT
INSTRUMENT
AWARD
GLAM
STORY
SHOW
HAPPINESS
SPECIFIC WORDS:
SOUND
UNIQUE
STRONG
LOUD
BRIGHT
EXCITING
FUN
ROCK
ECCENTRIC
STYLE
TOGETHER
TUNE
GLOBAL
RHYTHM
HAPPINESS
VIBRANT
ALBUM
RECORD

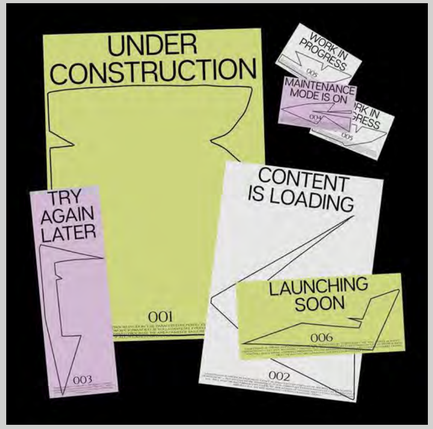
IDEATION


BAND'S TOUR
EARS
LISTENING
BASS
BEAT
TEMPO
GENRE
STEADY
HIT
SONG
WORLD
RHYTHM
TRIBAL
GLOBAL
TOUR
TUNE
RECORD
GOOD
IN KEY
CLOSE
TOGETHER
BAND
GROUP
COOL
FAMILY
APART
STYLE
INDIVIDUAL
ECLECTRIC
OUTTHERE
INDIVIDUALS
UNIQUE
ROCK
LOUD
MUSIC
FUN
SHOW
ENJOYABLE
GOOD TIME
SOUND
LOUD
EXCITING
COLORFUL
VIBRANT
STRONG
BRIGHT
BOLD
EYE-CATCHING
UNIQUE
LOUD
BRIGHT
EXCITING
THRILLING
FUN
COLOR
LOUD
NEON
VIBRANT
SHOCKED

MOOD BOARD

Lucid
FALL TOUR 2019
RAVEENA




UNDER CONSTRUCTION
WORK IN PROGRESS
MAINTENANCE MODE IS ON
TRY AGAIN LATER
CONTENT IS LOADING
LAUNCHING SOON
001
002
003
006

ACCURATE
Faith
Lust
Fortitude
Charity
Anger
Sloth
Hope
Envy
Justice
Avarice
Temperance
Gluttony
Prudence
Pride
M.B.

CULT CLASSIC
ISSUE 02

MOOD BOARD

D'
ALVA
VERDADE SEM
CONSEQUÊNCIA

Wipeout 95
RAVE PARTY
0117 496 0150
@FAUXFLYERS
FF
FROM BACK
IN THE DAY
MEGA
SUPER RAVE
INSTRUCTIONS:
0117 496 0150
INFOLINE: 0117 496 0231
DISCO
BISCUIT
JUNGLE
TECHNO
ACIIID
IF IT'S LEGAL...
IT AIN'T REAL!
PARTY LINE:
020 7946 0920
CAPTAIN
RAVE
AND THE RAVERS
0117 496 0340

POISON
808

BROCK
HAM
PTON
72
GUMMY
SATURATION II
JAM OF THE WEEK
NUMBER SEVENTY-TWO
JAM OF THE WEEK
NUMBER SEVENTY-TWO
GUMMY
BROCKHAMPTON

TYPE STUDIES

Pragmatica Extended Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1234567890

Pragmatica Extended Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1234567890

AcroterionJF Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1234567890

Astloch

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1234567890

Editorial New Regular

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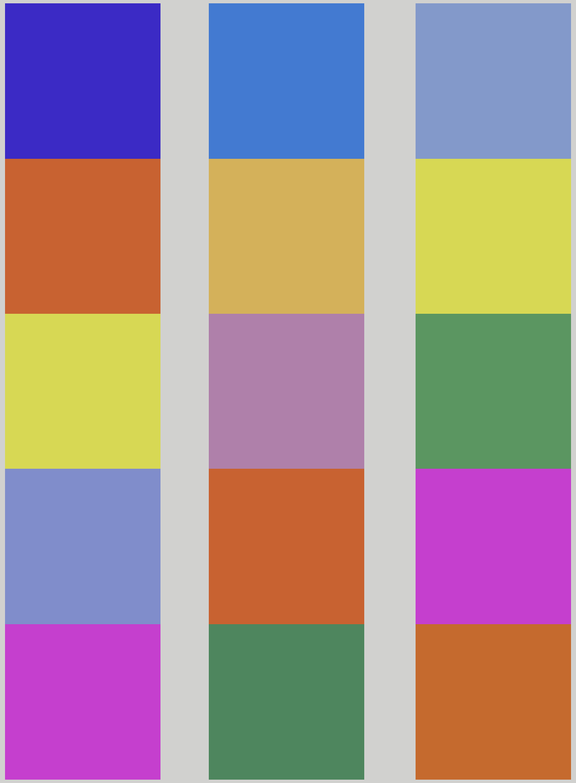
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1234567890

TeX Gyres Hero Con. Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1234567890

COLOR PALETTE



PHOTOGRAPHY

PHOTOGRAPHY

PHOTOGRAPHY

VISION BOARD

AcroterionJF Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1234567890

TeX Gyres Hero Con. Regular

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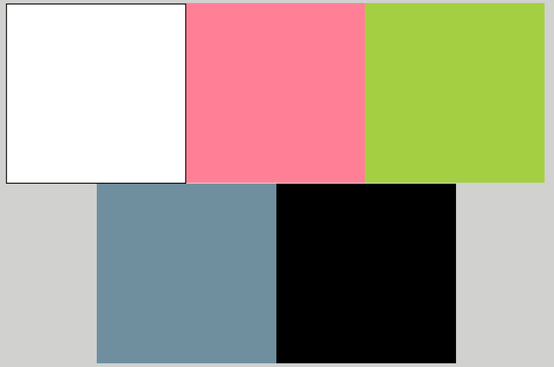
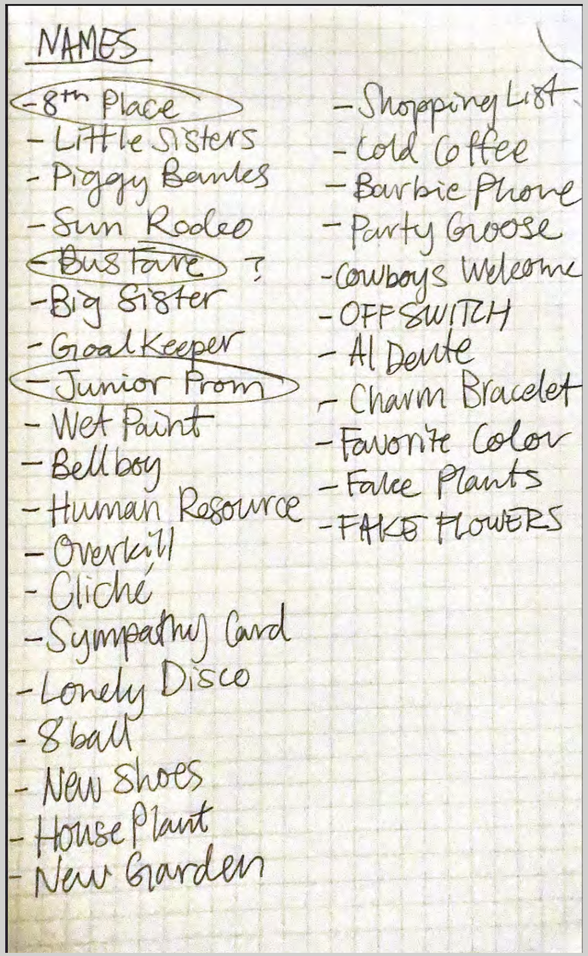


BAND LOGO DESIGN

NAME BRAINSTORM



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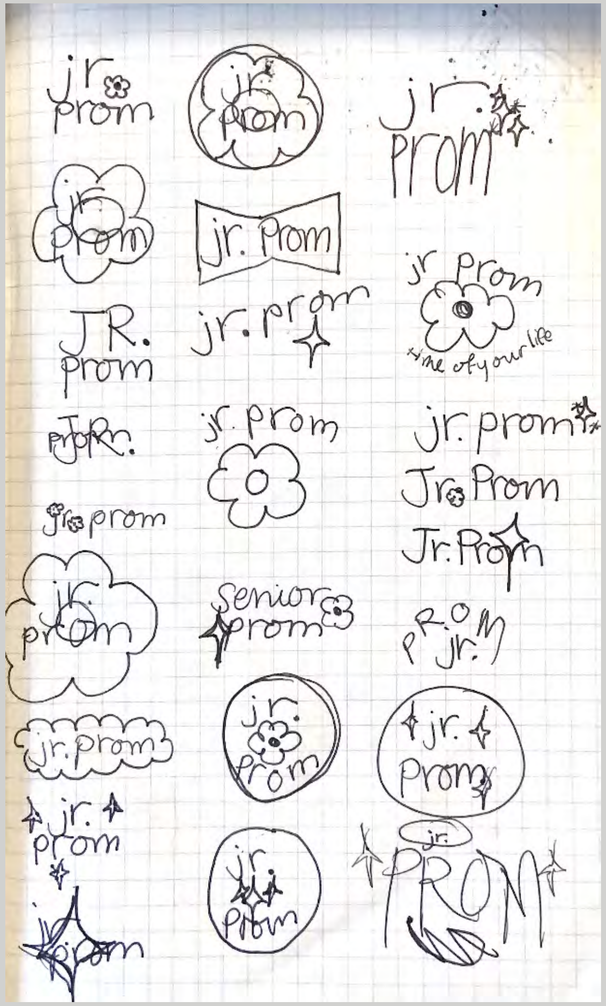
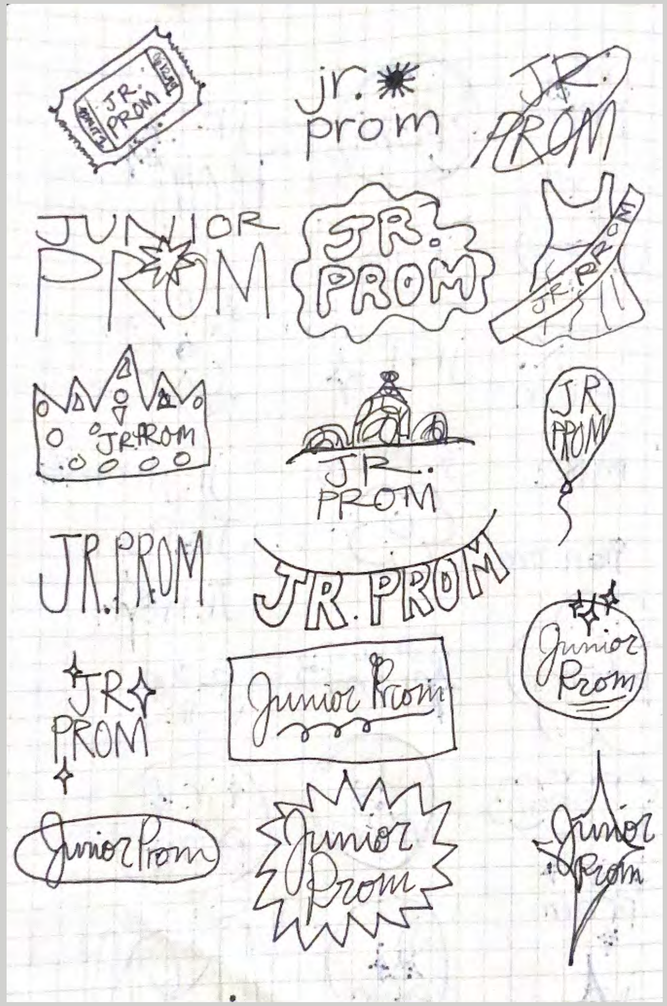

jr. prom
jr. prom
jr. prom
jr. prom
jr. Prom
JR. prom
jr. prom
jr. prom
time of your life
JR. prom
jr. prom
jr. prom
jr. prom
Jr. Prom
Jr. Prom
Jr. prom
Senior prom
PROM jr.
jr. prom
jr. prom
jr. prom
jr. prom
jr. prom
jr. PROM


JR. PROM
jr. prom
JR. PROM
JUNIOR PROM
JR. PROM
JR. PROM
JR PROM
JR PROM
JR PROM
JR. PROM
JR. PROM
JR PROM
Junior Prom
Junior Prom
Junior Prom
Junior Prom
Junior Prom

ROUGHS

JR. PROM

JR. PROM

JR. PROM

Jr. Prom

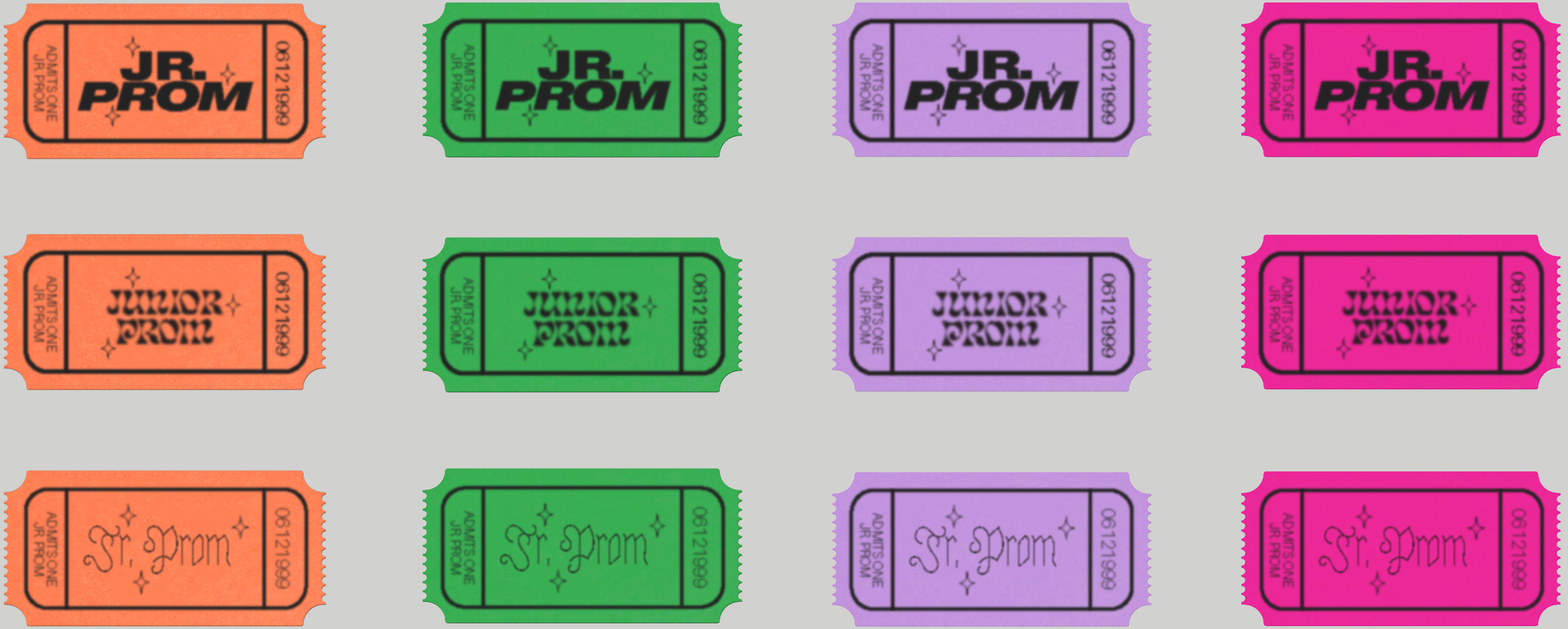
JR.
PROM

JUNIOR
PROM

JR.
PROM

ROUGHS

Jr. Prom

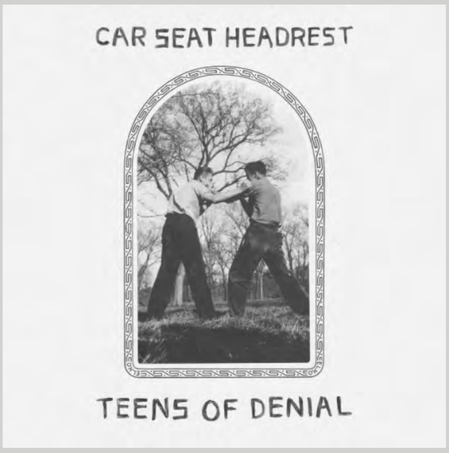

ADMITS ONE
JR PROM
JR. PROM
06121999
ADMITS ONE
JR PROM
JUNIOR PROM
06121999
ADMITS ONE
JR PROM
Jr. Prom
06121999

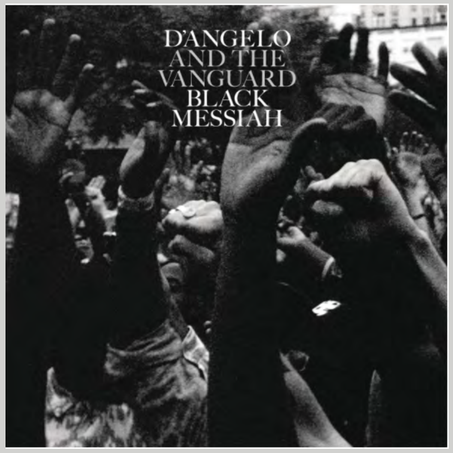
FINAL LOGOS

DELIVERABLE 1
VINYL ALBUM

INSPIRATION

INSPIRATION





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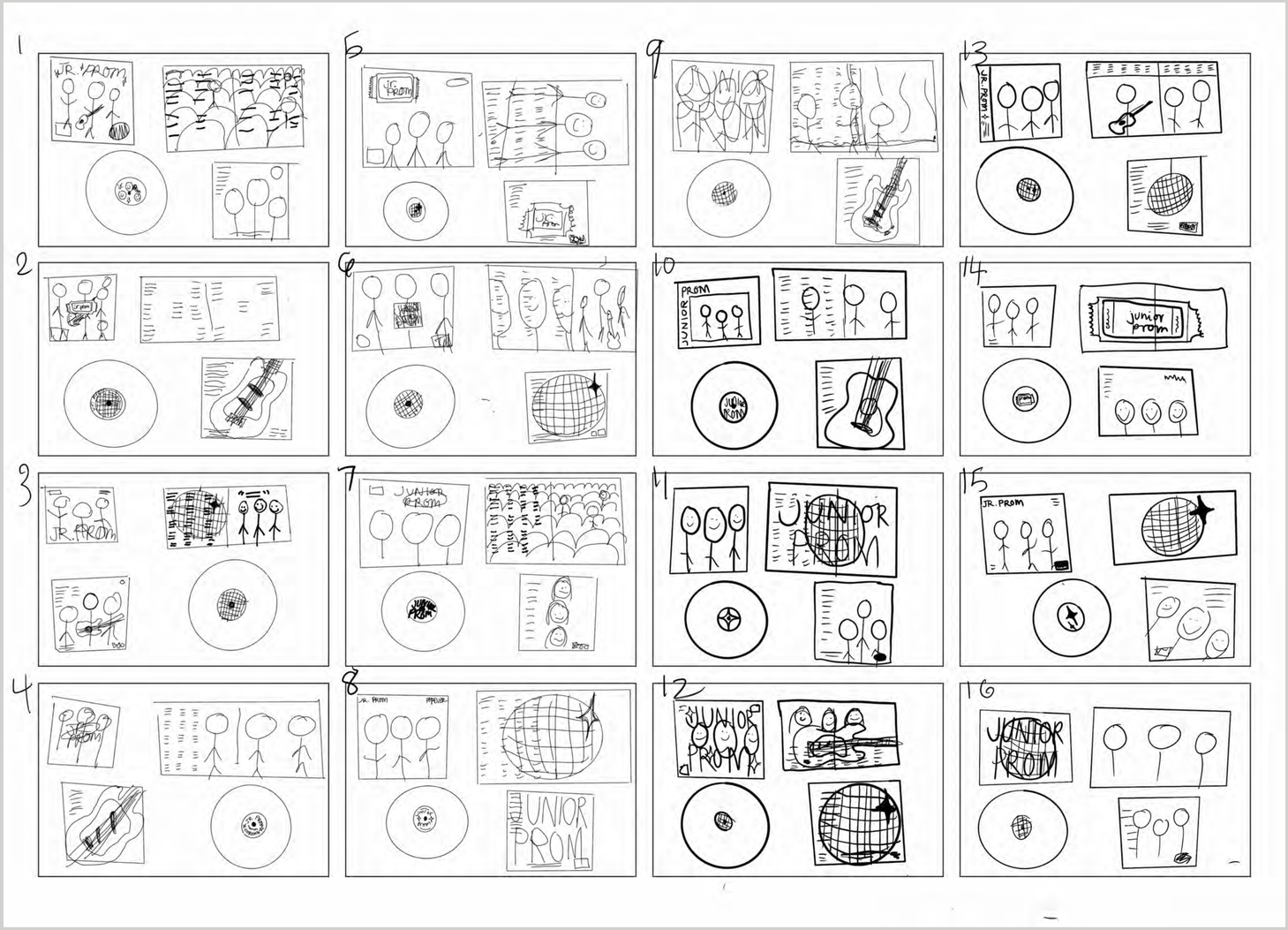
1
JR. PROM
5
9
13
JR. PROM
2
6
10
PROM
JUNIOR
14
junior prom
3
JR. PROM
7
JUNIOR PROM
11
JUNIOR PROM
15
JR. PROM
4
8
JUNIOR PROM
12
JUNIOR PROM
16
JUNIOR PROM

ROUGHS

ADMIT ONE
JR PROM
Junior
Prom
06121989

ADMIT ONE
JR PROM
Junior
Prom
06121989

ADMIT ONE
JR PROM
Junior
Prom
06121989

ROUGHS

ADMIT ONE
JR. PROM
Junior
Prom
06121999

SIDE A
01. NEW YORK
02. THE FALLS
03. I FORGET TOGETHER
04. FALLING ASLEEP
05. GASOLINE
06. 3PM
07. I WANNA
SIDE B
08. GIVING UP
09. STANDING ALONE
10. I'VE BEEN UP
11. WOMAN FROM THE BOOK
12. NOTHING EVER MATTERED
13. I WAS OUT OF IT
14. WINTER BOY
ADMIT ONE
JR. PROM
Junior
Prom
06121999
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FINAL COVER

FINAL BACK COVER

FINAL VINYL LABEL

MOCKUPS

Junior Prom
ADMIT ONE
ADMISSION
1 PROM
06121999

SIDE A
01. NEW YORK
02. THE FALLS
03. I FORGET TOGETHER
04. FALLING ASLEEP
05. GASOLINE
06. 3PM
07. I WANNA
SIDE B
08. GIVING UP
09. STANDING ALONE
10. I'VE BEEN UP
11. WOMAN FROM THE BOOK
12. NOTHING EVER MATTERED
13. I WAS OUT OF IT
14. WINTER BOY
Junior Prom
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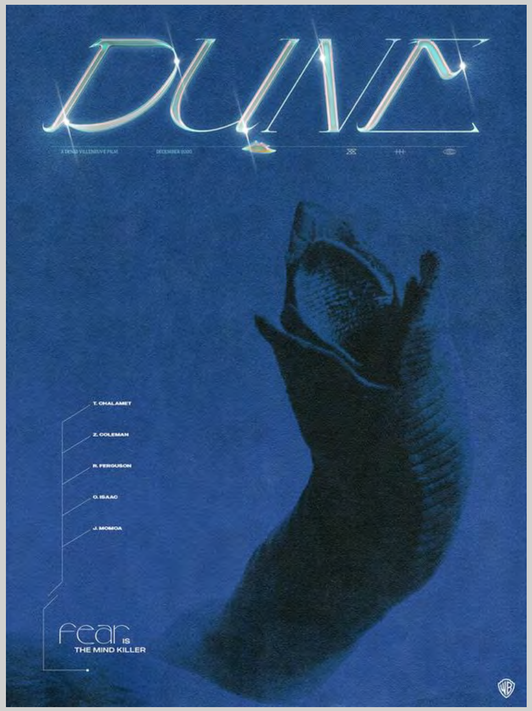
Junior Prom
STEREO
COLUMBIA RECORDS
SIDE A
NEW YORK
THE FALLS
I FORGET TOGETHER
FALLING ASLEEP
GASOLINE
3PM
I WANNA

DELIVERABLE 2
POSTERS

INSPIRATION

INSPIRATION



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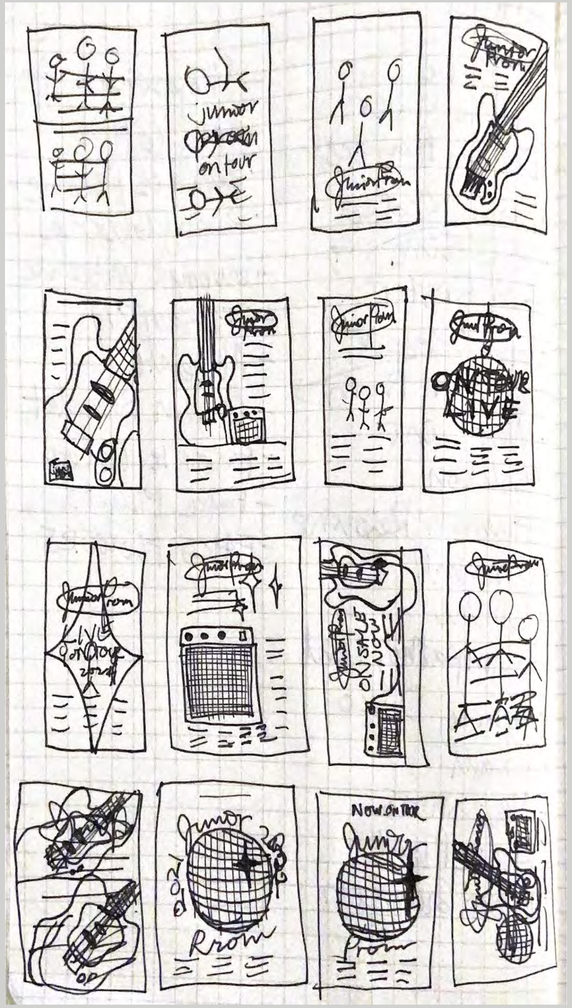
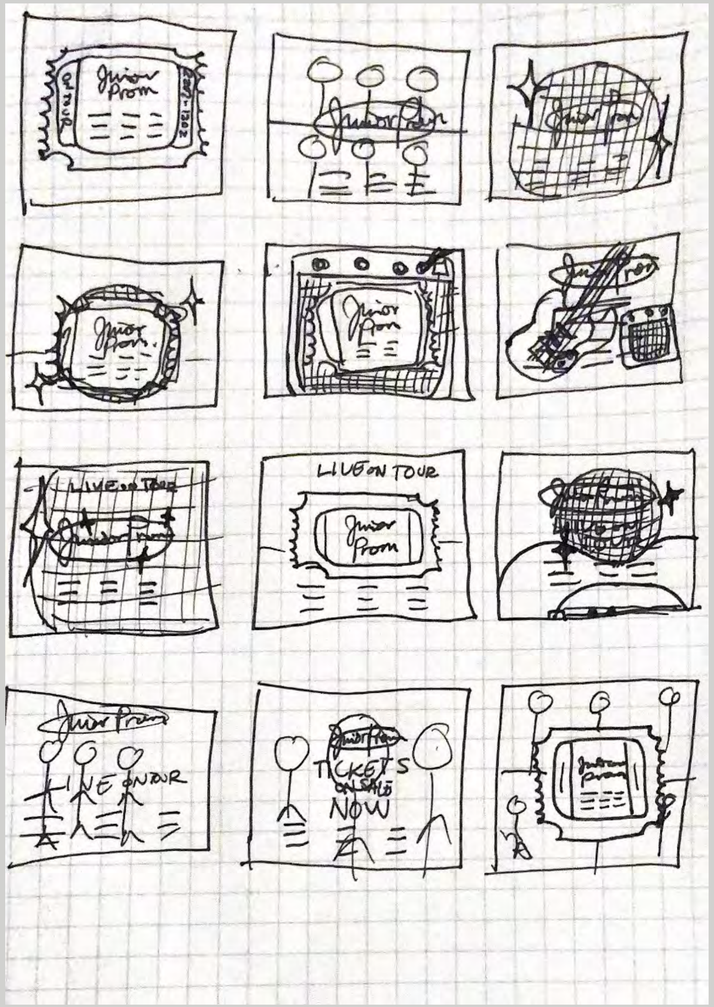
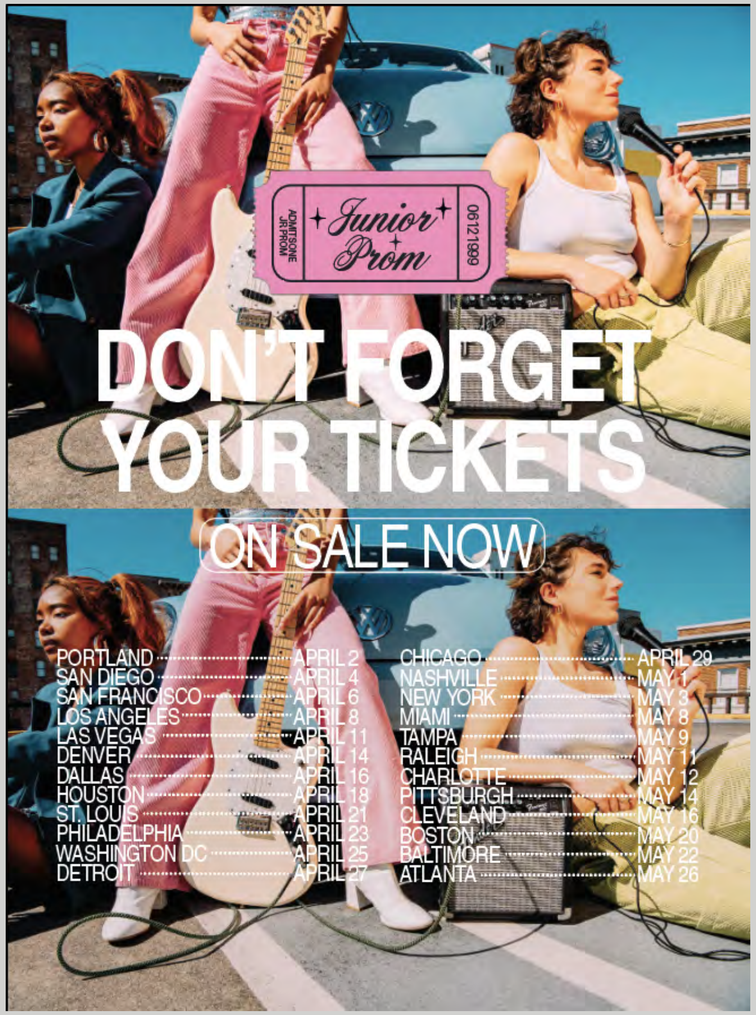

junior prom
on tour
LIVE ON TOUR
NOW ON TOUR
TICKETS ON SALE NOW


Junior Prom
LIVE ON TOUR
LIVE ON TOUR
TICKETS ON SALE NOW

ROUGHS


ADMIT ONE JR PROM
Junior Prom
06121999
DON'T FORGET YOUR TICKETS
ON SALE NOW
PORTLAND APRIL 2
SAN DIEGO APRIL 4
SAN FRANCISCO APRIL 6
LOS ANGELES APRIL 8
LAS VEGAS APRIL 11
DENVER APRIL 14
DALLAS APRIL 16
HOUSTON APRIL 18
ST. LOUIS APRIL 21
PHILADELPHIA APRIL 23
WASHINGTON DC APRIL 25
DETROIT APRIL 27
CHICAGO APRIL 29
NASHVILLE MAY 1
NEW YORK MAY 3
MIAMI MAY 8
TAMPA MAY 9
RALEIGH MAY 11
CHARLOTTE MAY 12
PITTSBURGH MAY 14
CLEVELAND MAY 16
BOSTON MAY 20
BALTIMORE MAY 22
ATLANTA MAY 26

ROUGHS

U.S. TOUR
2021
ADMITS ONE
JR. PROM
Junior Prom
06121999
SAVANNAH ..... APRIL 1
ATLANTA ..... APRIL 2
LACOSTE ..... APRIL 3
HONG KONG ..... APRIL 4
SAVANNAH ..... APRIL 5
ATLANTA ..... APRIL 6
SAVANNAH ..... APRIL 1
ATLANTA ..... APRIL 2
LACOSTE ..... APRIL 3
HONG KONG ..... APRIL 4
SAVANNAH ..... APRIL 5
ATLANTA ..... APRIL 6

FINALS

Junior Prom
DON'T FORGET
YOUR TICKETS
ON SALE NOW
PORTLAND APRIL 2
SAN DIEGO APRIL 4
SAN FRANCISCO APRIL 6
LOS ANGELES APRIL 8
LAS VEGAS APRIL 11
DENVER APRIL 14
DALLAS APRIL 16
HOUSTON APRIL 18
ST. LOUIS APRIL 21
PHILADELPHIA APRIL 23
WASHINGTON DC APRIL 25
DETROIT APRIL 27
CHICAGO APRIL 29
NASHVILLE MAY 1
NEW YORK MAY 3
MIAMI MAY 8
TAMPA MAY 9
RALEIGH MAY 11
CHARLOTTE MAY 12
PITTSBURGH MAY 14
CLEVELAND MAY 16
BOSTON MAY 20
BALTIMORE MAY 22
ATLANTA MAY 26

FINALS

U.S. TOUR
2021
Junior Prom
PORTLAND APRIL 2
SAN DIEGO APRIL 4
SAN FRANCISCO APRIL 6
LOS ANGELES APRIL 8
LAS VEGAS APRIL 11
DENVER APRIL 14
DALLAS APRIL 16
HOUSTON APRIL 18
ST. LOUIS APRIL 21
PHILADELPHIA APRIL 23
WASHINGTON DC APRIL 25
DETROIT APRIL 27
CHICAGO APRIL 29
NASHVILLE MAY 1
NEW YORK MAY 3
MIAMI MAY 8
TAMPA MAY 9
RALEIGH MAY 11
CHARLOTTE MAY 12
PITTSBURGH MAY 14
CLEVELAND MAY 16
BOSTON MAY 20
BALTIMORE MAY 22
ATLANTA MAY 26

DELIVERABLE 3
MERCHANDISE PACK

INSPIRATION

INSPIRATION

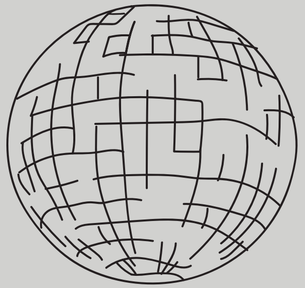
INSPIRATION

ROUGHS

I WENT TO
ADMITS ONE
JR. PROM
JR.
PROM
06121999
AND ALL I GOT WAS
THIS STUPID SHIRT

I WENT TO
ADMITS ONE
JR. PROM
JR.
PROM
06121999
AND ALL I GOT WAS
THIS STUPID SHIRT

ROUGHS



ROUGHS

FINALS

Junior Prom

I WENT TO
Junior Prom
AND ALL I
GOT WAS THIS
STUPID SHIRT

FINALS

ADMITS ONE
JR PROM
Junior Prom
06121999
Sophie
Brianna
Yessa
Junior Prom

FINALS

MOCKUPS

Junior Prom

I WENT TO
Junior Prom
AND ALL I
GOT WAS THIS
STUPID SHIRT

MOCKUPS

MOCKUPS

DELIVERABLE 4
AD CAMPAIGN

INSPIRATION

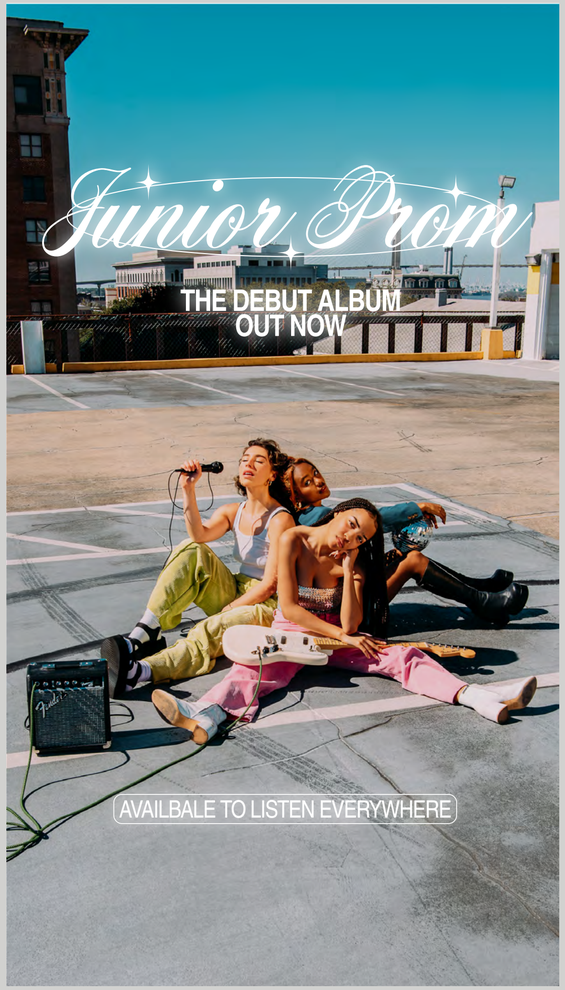
INSPIRATION

ROUGHS

FINALS

Junior Prom
DON'T FORGET
YOUR TICKETS
ON SALE NOW
www.juniorprom.com

Junior Prom
PORTLAND APRIL 2
SAN DIEGO APRIL 4
SAN FRANCISCO APRIL 6
LOS ANGELES APRIL 8
LAS VEGAS APRIL 11
DENVER APRIL 14
DALLAS APRIL 16
HOUSTON APRIL 18
ST. LOUIS APRIL 21
PHILADELPHIA APRIL 23
WASHINGTON DC APRIL 25
DETROIT APRIL 27
CHICAGO APRIL 29
NASHVILLE MAY 1
NEW YORK MAY 3
MIAMI MAY 8
TAMPA MAY 9
RALEIGH MAY 11
CHARLOTTE MAY 12
PITTSBURGH MAY 14
CLEVELAND MAY 16
BOSTON MAY 20
BALTIMORE MAY 22
ATLANTA MAY 26


Junior Prom
THE DEBUT ALBUM
OUT NOW
AVAILBALE TO LISTEN EVERYWHERE

FINALS

FINALS

Junior Prom
Junior Prom
DON'T FORGET
YOUR TICKETS
ON SALE NOW

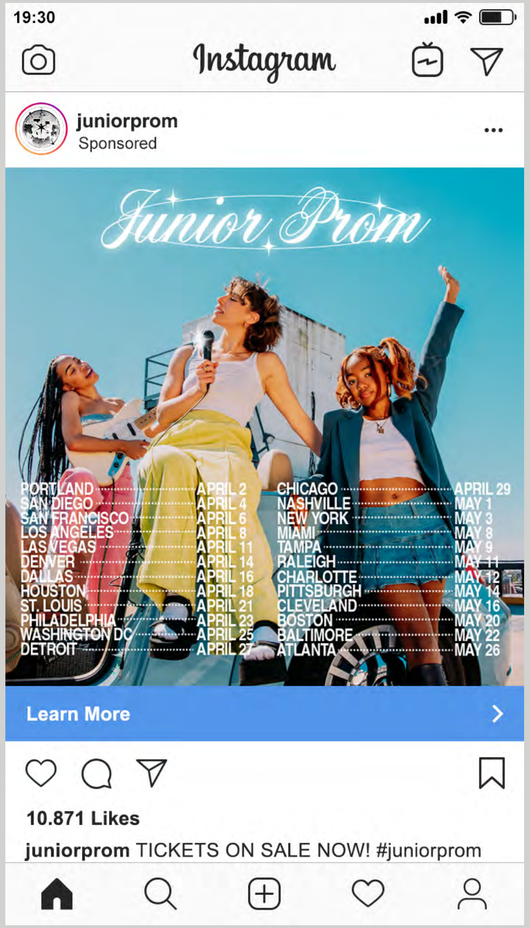
MOCKUPS

Junior Prom
THE DEBUT ALBUM OUT NOW
www.juniorprom.com
Rullo's Pizzeria
RULLOS PIZZERIA

MOCKUPS

MOCKUPS

juniorprom
Sponsored
Junior Prom
THE DEBUT ALBUM
OUT NOW
AVAILBALE TO LISTEN EVERYWHERE
Learn More


19:30
Instagram
juniorprom
Sponsored
Junior Prom
PORTLAND APRIL 2
SAN DIEGO APRIL 4
SAN FRANCISCO APRIL 6
LOS ANGELES APRIL 8
LAS VEGAS APRIL 11
DENVER APRIL 14
DALLAS APRIL 16
HOUSTON APRIL 18
ST. LOUIS APRIL 21
PHILADELPHIA APRIL 23
WASHINGTON DC APRIL 25
DETROIT APRIL 27
CHICAGO APRIL 29
NASHVILLE MAY 1
NEW YORK MAY 3
MIAMI MAY 8
TAMPA MAY 9
RALEIGH MAY 11
CHARLOTTE MAY 12
PITTSBURGH MAY 14
CLEVELAND MAY 16
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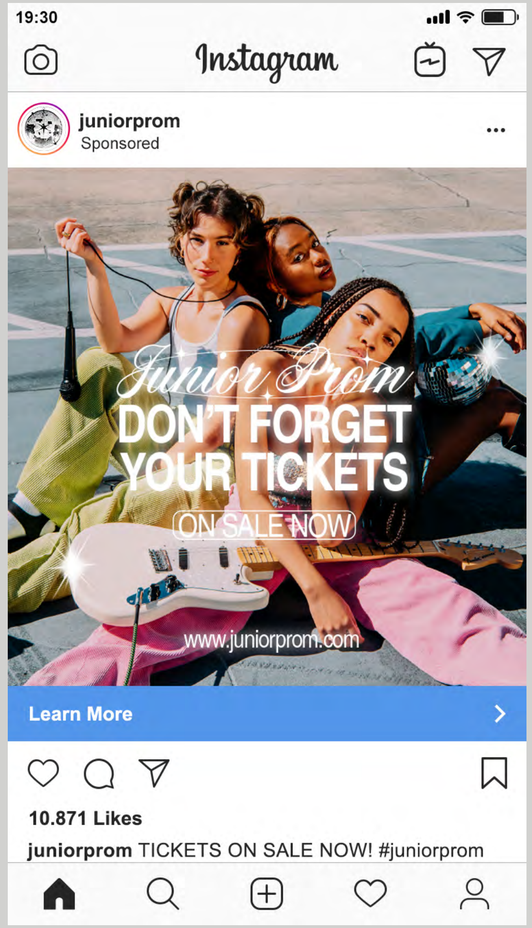
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Photographer: Kendra Frankle
Models: Brianna Roberts, Ynessa Rhodes, Sophie Berner