

MULIFORMAT CAMPAIGN

 **kommender
sound**

**KOMMENDER
SOUND**

DESIGN PROCESS FOR THE LOGO

Define the purpose of design

The purpose of this design is to produce a logo to show a visual representation of the 'Kommenden Sound' festival. It will comply with all the rules of logo design, it will be scalable, work as a silhouette, and be simple.

Understand the audience

The audience will be young adults, aged 17-25, and this campaign will be aimed at all genders, therefore the logo will reflect this.

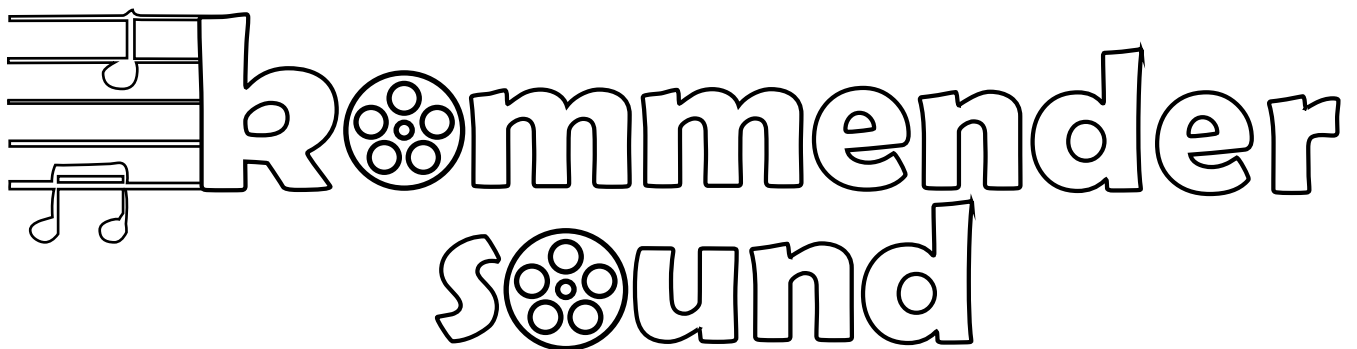
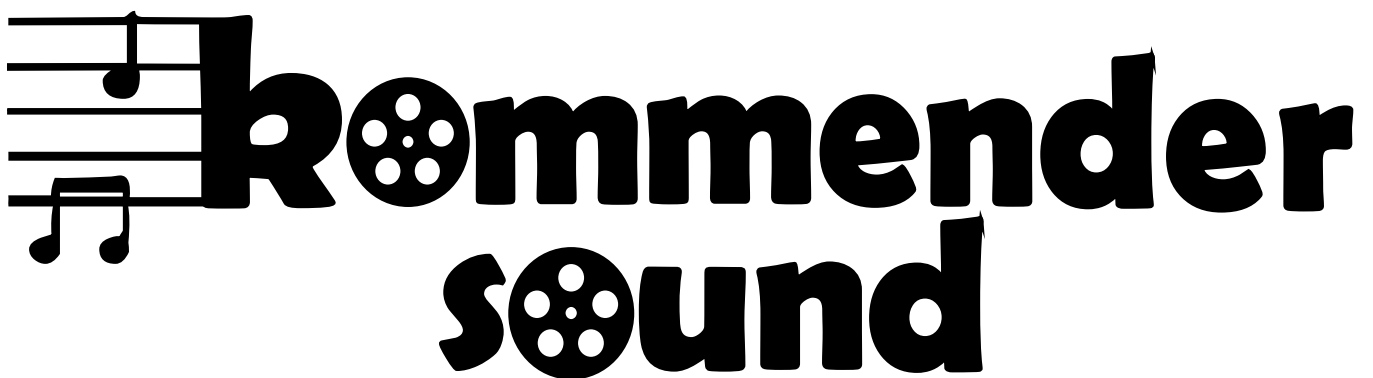
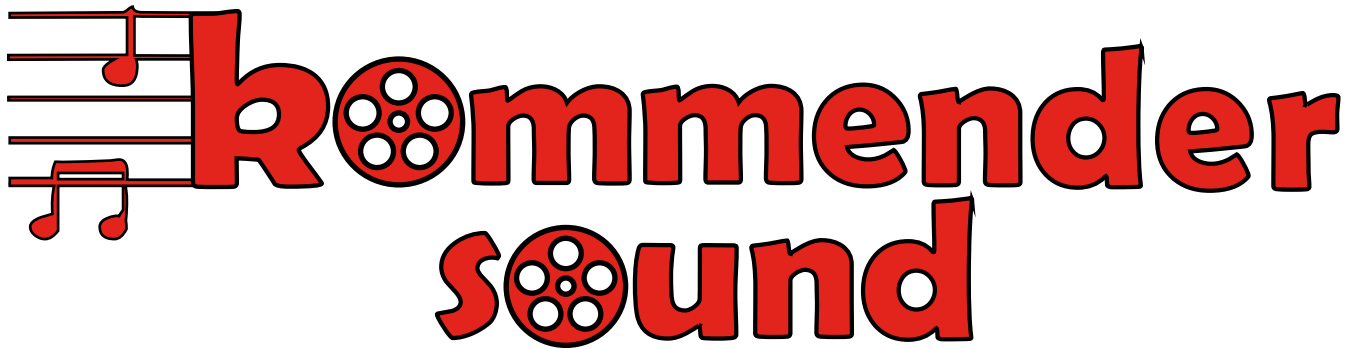
Conduct visual research

I researched existing festival logos and noticed the typography stood out and there are vector graphics included in a large number of them. I then went on to researching elements that apply to the theme of film and music. The colour scheme was thought about after considering film and music events, which include the red carpet, and the German flag as it is held in Berlin.

Evaluate and refine the ideas

I think i am going to use a colour scheme of red, black, and white to incorporate the flag but to also stick to the connotations of the red carpet and balck tie that are associated with film and music awards. I also think that the open clapperboard would be a better fit in order to stick to the logo design of it being simple, and the same applies to the font.

FINAL LOGO



Specifications for print:

Format - EPS

Compression - lossless

Resolution - 300 DPI

Colour mode - CYMK

Specifications for web:

Format - JPEG

Compression - lossy

Resolution - 72 DPI

Colour mode - RGB

DESIGN PROCESS FOR TICKETS

Define the purpose of design

The purpose of this design is to produce two tickets that can be easily distinguished between standard and VIP entry. Along with this, the theme of these tickets has to incorporate the colour and theme behind the logo.

Understand the audience

The audience will be young adults, aged 17-25, and this campaign will be aimed at all genders, therefore the tickets will reflect this through a fun and enticing look.

Conduct visual research

I researched existing festival tickets and noted the key features that were common among most examples I found. These features were a barcode, the price, the name, the logo, and the dates. After I discovered this I worked on incorporating all these into my designs.

Evaluate and refine the ideas

The colour scheme is going to coincide with the logo, being red, white and black. The tickets are going to be the only part of the design that includes the red carpet, this finishes the campaign off as it is the last part the customers see, it is essentially putting all the ideas together.

Specifications:

Format - EPS

Compression - lossy

Resolution - 300 DPI

Colour mode - CMYK

TICKETS

STANDARD TICKET - £150



**KOMMENDER
SOUND**

16 - 18 JULY 2021



VIP TICKET - £200



**KOMMENDER
SOUND**

16 - 18 JULY 2021



DESIGN PROCESS FOR POSTERS

Define the purpose of design

The purpose of this design is to produce a series of posters that follow the same theme in order for the designs to seem unified. This include the complexity, the colours, and arrangement of elements.

Understand the audience

The audience will be young adults, aged 17-25, and this campaign will be aimed at all genders, therefore the posters will appear to be simple but effective.

Conduct visual research

I researched festival posters to gain a better understanding of what many consisted of. Every one that I looked at was different and applied to the type of festival it was and what happens whilst it is on.

Evaluate and refine the ideas

The posters will show famous buildings in Berlin through using vector graphics of icons that are associated with music and film, this will therefore set the theme of the festival. The names of the artists and directors that will be there will indicate that it is for new and upcoming individuals that are looking to kickstart their career.

Specifications:

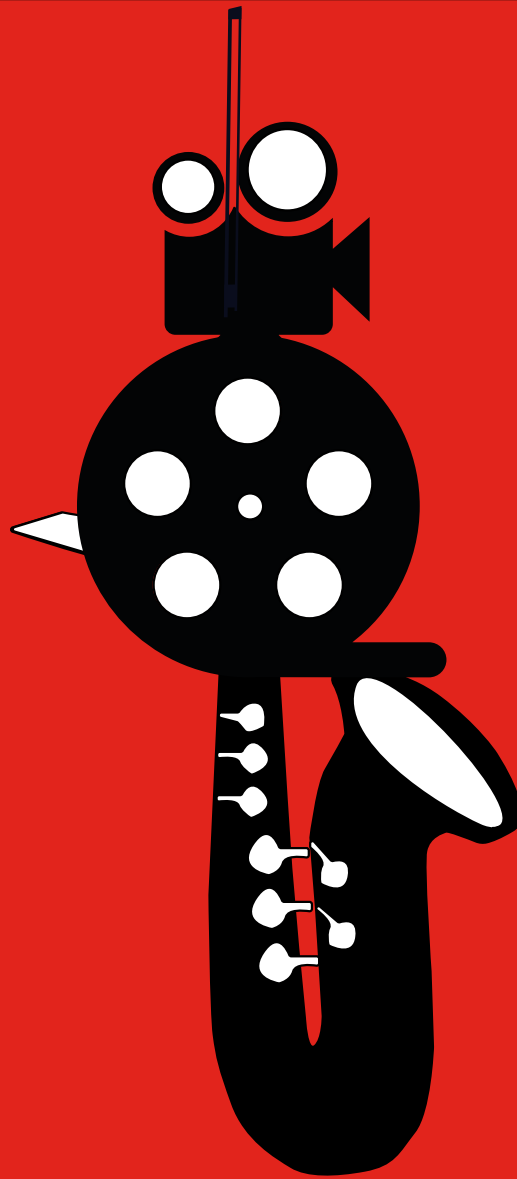
Format - EPS

Compression - lossy


Resolution - 300 DPI

Colour mode - CYMK

POSTER 1



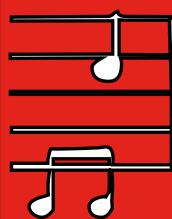
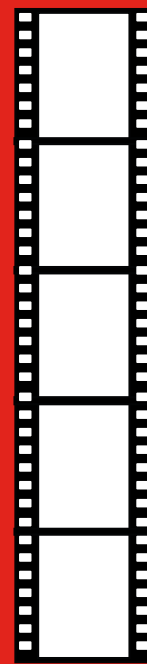
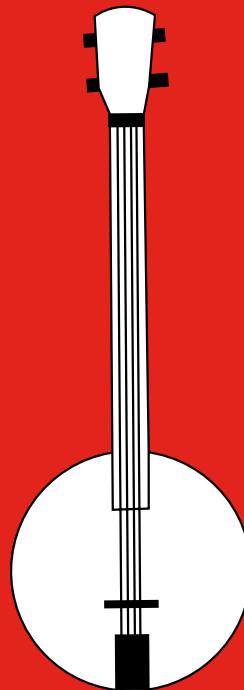
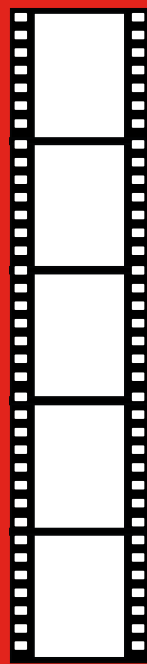
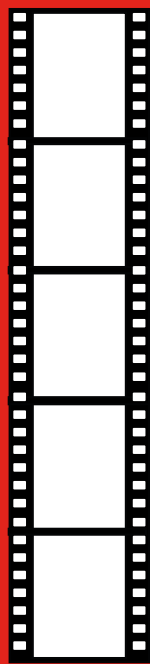
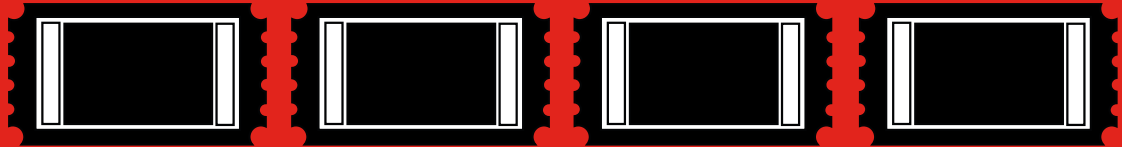
BERLIN PRESENTS

 **k**ommender
sound

DEB NEVER, JAMES KENT, + MANY

16 - 18 JULY 2021

POSTER 2



BERLIN PRESENTS

kommender soud

DEB NEVER, JAMES KENT, + MANY

16 - 18 JULY 2021

POSTER 3



BERLIN PRESENTS

kommender soud

DEB NEVER, JAMES KENT, + MANY

16 - 18 JULY 2021

DESIGN PROCESS FOR WEB BANNERS

Define the purpose of design

The purpose of this design is to produce a series of web banners that seem to be unified with the posters but have a different concept to them in order to show variety, which represents what the festival presents.

Understand the audience

The audience will be young adults, aged 17-25, and this campaign will be aimed at all genders, therefore the web banners will continue on from the posters being simple but effective.

Conduct visual research

I researched different festival marketing campaigns to put together ideas to try to base the banners on the idea of speaking without words. I used other campaigns to figure out how to do this. It is by taking the key concepts and making it into one image that can be interpreted in the way designed immediately.

Evaluate and refine the ideas

The web banners will include a silhouette of someone holding a camera, one will be female the other will be male. This will be in order to show that the target audience applies to both genders and that anyone can be a part of it. The colour scheme will carry on from the logo design and will be used on the same way as the posters.

WEB BANNER 1



Specifications:

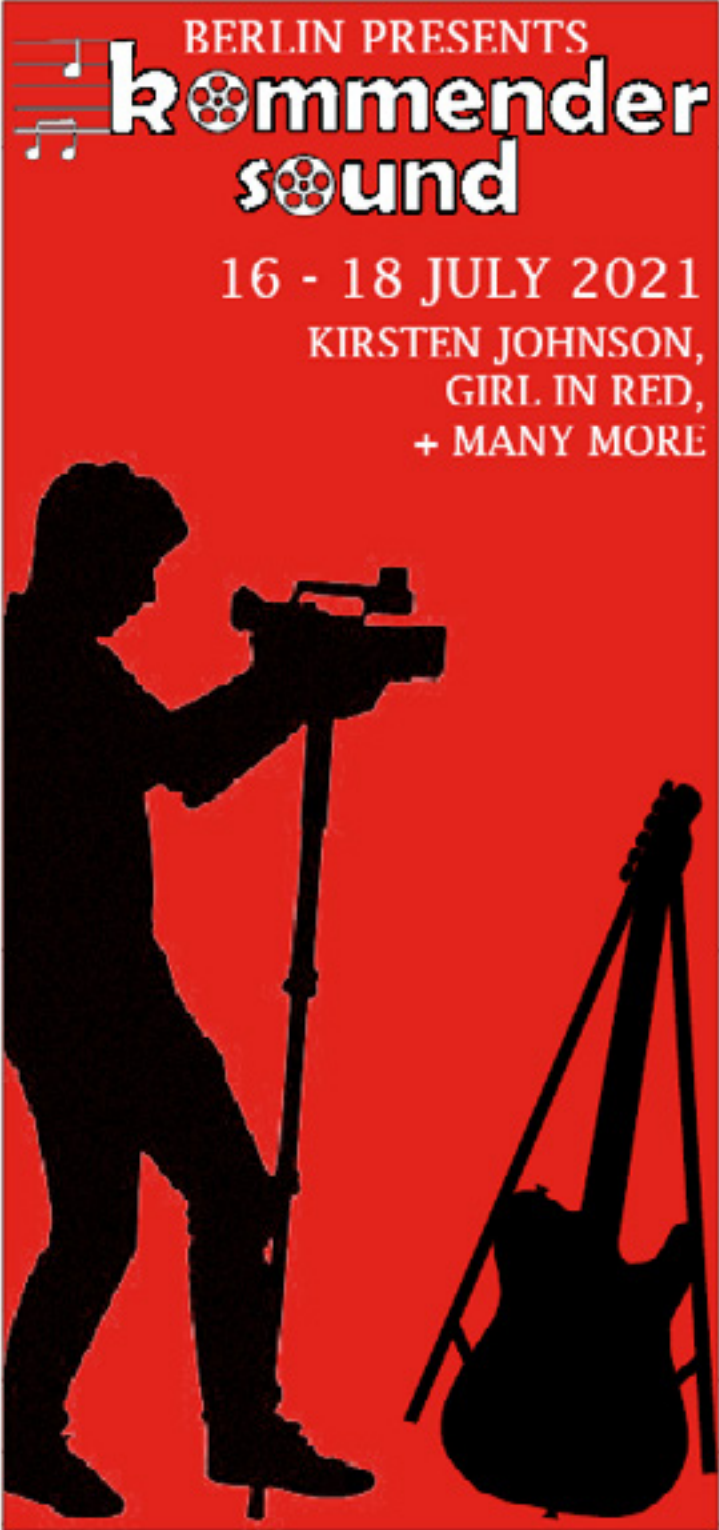
Format - JPEG

Compression - lossy

Resolution - 72 DPI

Colour mode - RGB

WEB BANNER 2



BERLIN PRESENTS
**kommender
sound**

16 - 18 JULY 2021
KIRSTEN JOHNSON,
GIRL IN RED,
+ MANY MORE

The banner features a solid red background. At the top, the text 'BERLIN PRESENTS' is in a small, white, sans-serif font. Below it, the word 'kommender' is in a large, white, lowercase, sans-serif font, with a film reel icon replacing the letter 'o'. The word 'sound' is in a smaller, white, lowercase, sans-serif font, also with a film reel icon replacing the letter 'o'. To the left of 'kommender' are three white musical notes on a staff. Below the text, the dates '16 - 18 JULY 2021' and the names 'KIRSTEN JOHNSON, GIRL IN RED, + MANY MORE' are listed in a white, sans-serif font. At the bottom, there are two black silhouettes: a person on the left holding a camera on a tripod, and a guitar on a stand on the right.

WEB BANNER 3



THE CITY

 **kommander**
sound

OF BERLIN

DESIGN PROCESS FOR WEBSITE

Define the purpose of design

The purpose of this design is to produce a few webpages that set the rest of the website up. It will continue the simple and effective theme in order to be unified and appear part of the same campaign.

Understand the audience

The audience will be young adults, aged 17-25, and this campaign will be aimed at all genders, therefore the website will continue on from the other parts being simple but effective.

Conduct visual research

I looked at previous students work for an idea of the website layout and how they have worked in into their campaign to keep it unified. I then researched festival websites and how these matched up with the rest of the campaign materials.

Evaluate and refine the ideas

The website page I will produce will be the home page and the events page, with a drop down menu. The website will have both English and German included on the two pages to accommodate for different languages. It will be a simple website as it is showcasing upcoming artists and directors therefore it is not a high end campaign.

Specifications:

Format - JPEG

Compression - lossy

Resolution - 72 DPI

Colour mode - RGB

WEBSITE - HOME PAGE

 **k**ommender
sound



HOME

ABOUT

EVENTS

TICKETS

CONTACT US



THE FESTIVAL DETAILS:

It will be held in the city of Berlin on the dates 16th-18th July 2021.

You can find us at Platz der Luftbrücke.

It us showcasing upcoming music artists and film directors.

Join us in cinema tents for short films, and outdoor stage to listen to music!!

THE FESTIVAL DETAILS:

Sie findet vom 16.-18. Juli 2021 in Berlin statt.

Sie finden uns am Platz der Luftbrücke.

Es zeigt uns kommende Musikkünstler und Filmregisseure.

Begleiten Sie uns in Kinonozelten für Kurzfilme und Freilichtbühne, um Musik zu hören!!

WEBSITE - EVENTS PAGE

**kommender
sound**



HOME

ABOUT

EVENTS

TICKETS

CONTACT US



AGENDA

10am - start of the day
stages and small cinema
tents for short films

4pm - main stage and special
guest

6pm - larger cinema tents
available

10pm - opportunity to sign
up to showcase your own
talent

AGENDA:

10 Uhr - Umgebung kleiner
Bühnen und kleine Kinozelte
für Kurzfilme

16 Uhr - Hauptbühne und Spe-
cial Guest

18 Uhr - größere Kinozelte
Verfügbar

22:00 Uhr - Gelegenheit, sich
anzumelden, um Ihr eigenes
Talent zu präsentieren

DESIGN PROCESS FOR MERCHANDISE

Define the purpose of design

The purpose of this design is to design several items with the logo 'kommender sound' displayed. This will create a brand identity for the time the festival occurs.

Understand the audience

The audience will be young adults, aged 17-25, and this campaign will be aimed at all genders, therefore the merchandise will reflect the modernness of the brand.

Conduct visual research

For this part of the design process, I started by looking at branded t-shirts for the places where the logo is typically placed. After this, I researched festival merchandise. Both of these were similar, with the brand across the middle of the t-shirt placed at the top. The branding on other merchandise was centralised and covering most parts.

Evaluate and refine the ideas

Thinking about this research, I decided to have the logo in the top middle section of the t-shirt, and the logo placed centrally on the rest of the merchandise, colour coordinated and all the three colours in the colour scheme incorporated.

Specifications:

Format - EPS

Compression - none

Resolution - 300 DPI

Colour mode - CMYK

MERCHANDISE

