

MEJ0482 - Media Design

Project 7A - Music Festival Rebranding and Design

Project Overview:

The summer music festival season is here! You have been hired to redesign the brand visuals for one of two major American music festivals—**Coachella** and **Lollapalooza**.

The two festivals, their locations, the dates and a brief description of each are below.

- **Coachella Music and Arts Festival aka “Coachella”**

Empire Polo Club, Indio, California, April 21-23, 2023

The Coachella Valley Music and Arts Festival is an annual three-day music and arts festival held at the Empire Polo Club in Indio, California.

- **Lollapalooza**

Grant Park, Chicago, Illinois, Aug. 3-6, 2023

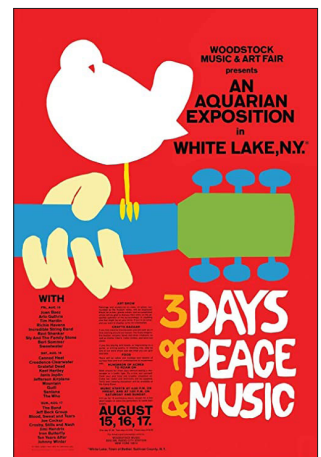
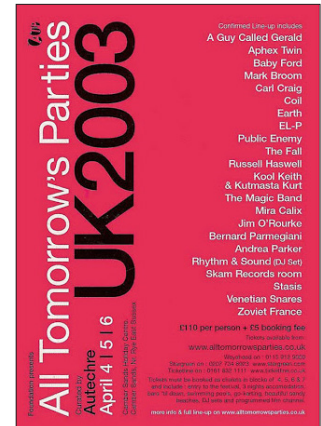
A gathering of music, dance, comedy and craft booths, Lollapalooza is another multi-genre festival which also provides a platform for political and non-profit artists and groups. It lasts four days and takes place in “Chicago’s Front Yard,” Grant Park.

You have been given all of the logistical information for each festival. It includes a list of performers and venues, festival dates and times, ticket prices, sponsor information, website address and social media information. You will be entirely responsible for the visual identity and visual language of the festival. Your deliverables should all share that same visual style. You should research each festival’s history so you can take that into account when designing the visuals.

The Deliverables:

The designer will need to turn in the following four (4) deliverables by the due date:

1. A simple, **one-page brand identity** for the festival that shows the logo you have designed, up to five (5) colors, two typeface choices (one primary, one secondary) and five (5) tone words that describe the visual language
2. A well-designed and visually striking **11"x17" poster advertising the festival** and the artists performing. It can be in a vertical or horizontal orientation.
3. An **eight-page, magazine-style digital publication** featuring biographical information and photos of the artists performing at the festival
4. A **design for the home page of the festival website**, which should include:
 - A navigation bar with logo and social media links
 - A header section with an image, the festival name and date and a link to buy tickets
 - A section with a list of the artists performing and one link to download the poster you designed and another link to download the digital program
 - A section for users to enter their email to receive news/updates
 - A section listing the sponsors
 - A footer section with a logo and social media links



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Project 7A - Music Festival Rebranding and Design (continued)

Festival Lineups and Information:

*** Headlining performers are in bold ***

Coachella Music and Arts Festival

Empire Polo Club, Indio, California, April 14-16 and April 21-23, 2023

-Tickets: \$125 per day, \$375 three-day pass

-Website/For Tickets go to www.coachella.com

-Sponsored by Tik-Tok, PayPal, Door Dash, Bud Light, Adidas, Coca-Cola

Friday, April 21

-**Bad Bunny**
-**Gorillaz**
-Burna Boy
-The Chemical Brothers
-Kaytranada
-Blondie
-Becky G
-Metro Boomin
-FKJ
-Pusha T
-Tobe Nwigwe
-Wet Leg
-SG Lewis

Saturday, April 22

-**BLACKPINK**
-**Rosalía**
-boygenius
-\$uicideboy\$
-the Kid LAROI
-Charli XCX
-Labrinth
-Underworld
-Diljit Dosanjh
-Eladio Carrión
-Sofi Tukker
-Remi Wolf
-Chromeo

Sunday, April 23

-**Frank Ocean**
-**Björk**
-Kali Uchis
-Porter Robinson
-Fisher + Chris Lake
-A Boogie
-Dominic Fike
-Jai Paul
-Jackson Wang
-Latto
-the Blaze
-WILLOW
-GloRilla

Lollapalooza

Grant Park, Chicago, Illinois, Aug. 3-6, 2023

-Tickets: \$90 per day, \$240 three-day pass

-Website/For Tickets go to www.lollapalooza.com

-Sponsored by Verizon, American Express, Absolut, YouTube, Heineken, Venmo

Thursday, Aug. 3

-**Billie Eilish**
-**Karol G**
-Noah Kahan
-Carly Rae Jepsen
-Diplo
-New Jeans
-Sofi Tukker
-Portugal. The Man
-Dom Dolla
-Lainey Wilson
-The Rose
-Key Glock
-Rema
-Men I Trust

Friday, Aug. 4

-**Kendrick Lamar**
-**The 1975**
-Thirty Seconds to Mars
-Subtronics
-Svdden Death
-Tems
-Bebadoobee
-Big Wild
-Sabrina Carpenter
-Jessie Reyez
-Knocked Loose
-Sudan Archives
-Ray Volpe

Saturday, Aug. 5

-**Odesza**
-**Tomorrow X Together**
-Maggie Rogers
-J.I.D.
-Pusha T
-Yung Gravy
-The Revivalists
-Meduza
-Nora En Pure
-Morgan Wade
-Sylvan Esso
-Alex G
-Suki Waterhouse

Sunday, Aug. 6

-**Red Hot Chili Peppers**
-**Lana Del Rey**
-Louis the Child
-Rina Sawayama
-Lil Yachty
-Mt. Joy
-The Backseat Lovers
-Alan Walker
-Afrojack
-Joey Bada\$\$
-Gorgon City
-Maisie Peters
-Poolside



The deliverables for this project should be emailed to the instructor by 5 p.m., Wednesday, April 26, 2023.