

MEJ0482 - Media Design

Project 7A - Music Festival Rebranding and Design

Project Overview:

The summer music festival season is nearly here. You have been hired to redesign the brand visuals for one of three major American music festivals—**The Governor's Ball**, **Bonnaroo**, and **Lollapalooza**.

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

- **The Governor's Ball**

Flushing Meadows Corona Park, New York City, June 7-9, 2024

New York's biggest party. 60+ of the world's best artists across 3 stages, and the ultimate kick-off to summer in the city..

- **Bonnaroo Music and Arts Festival**

Manchester, Tennessee, June 13-16, 2024

Originally focused on jam bands and folk rock, this festival in the mountains of Tennessee has expanded to include an impressive array of popular genres.

- **Lollapalooza**

Grant Park, Chicago, Illinois, August 1-4, 2024

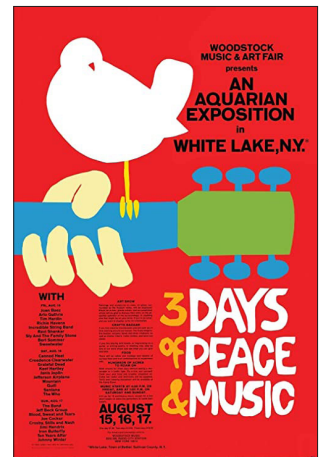
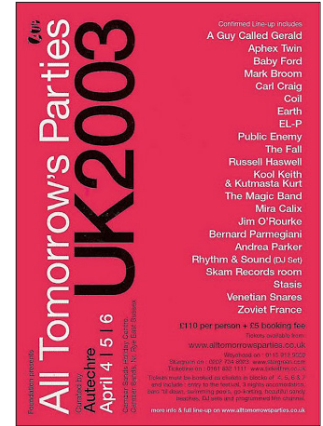
A gathering of music, dance, comedy and craft booths, Lollapalooza is a multi-genre festival which also provides a platform for political and non-profit artists and groups.

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, 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 ***

The Governor's Ball

Flushing Meadows Corona Park, New York City, June 7-9, 2024

-Tickets: \$159 per day, \$339 three-day pass

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

-Sponsored by Verizon, Swatch, Bud Light, Forever 21, Skullcandy, Jack Daniels

Friday, June 7

- Post Malone
- Rauw Alejandro
- Dominic Fike
- Labrinth
- Farruko
- Alex G
- Goth Babe
- Yung Gravy
- Teezo Touchdown
- Qveen Herby
- Flo
- Ryan Beatty
- Mimi Webb
- Arcy Drive
- Blondeshell
- Durry
- Underscores
- Donna Missal
- Lauran Hibberd
- Alex Chapman
- School of Rock Queens

Saturday, June 8

- The Killers
- 21 Savage
- Carly Rae Jepsen
- Sabrina Carpenter
- Sexxy Red
- TV Girl
- Jessie Murph
- Doechii
- Hippo Campus
- P1harmony
- D4VD
- Bakar
- Quarters of Change
- Claire Rosinkranz
- Riovaz
- Skizzy Mars
- Telescreens
- The Thing
- Little Stranger
- Maz & Kid Revel
- Kids Rock for Kids

Sunday, June 9

- SZA
- Peso Pluma
- Renee Rapp
- Don Tolliver
- Victoria Monet
- Faye Webster
- Kevin Abstract
- Cannons
- Chappell Roan
- Stephen Sanchez
- Beach Fossils
- Saint Lavant
- Elyanna
- Geese
- G Flip
- Baby Queen
- Husbands
- Fcuikers
- Hotline TNT
- The Hails
- School of Rock Brooklyn



The deliverables for this project should be emailed to the instructor by 5 p.m., Monday, April 29, 2022.

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

Festival Lineups and Information:

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Lollapalooza

Grant Park, Chicago, Illinois, August 1-4, 2024

-Tickets: \$149 per day, \$409 four-day pass

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

-Sponsored by T-Mobile, Toyota, Venmo, Dunkin, Tic Tac, PayPal, Bacardi

Thursday, August 1

-Tyler The Creator	-Jungle	-Walker & Royce
-Hozier	-Keshia	-Tyla
-Lizzy Mcalpine	-Mochakk	-Dadi Frey
-Fisher	-Chappell Roan	-The Japanese House
-Labrinth	-Don Diablo	-Kasbo
-Benson Boone	-DV4D	-Flo

Friday, August 2

-SZA	-Victoria Monet	-Megan Moroney
-Stray Kids	-Sexy Red	-Ruel
-Laufey	-Galantis	-Alok
-Renee Rapp	-Loud Luxury	-Queen Herby
-Zedd	-Kevin Abstract	-Veese
-Faye Webster	-Raye	-In This Moment

Saturday, August 3

-The Killers	-TV Girl	-Kenny Beats
-Future x Metro Boomin	-Hippo Campus	-Briston Maroney
-Deftones	-Four Tet	-Boywithuke
-Tate McRae	-Ethel Cain	-Romy
-Ive	-Skrean & Benga	-Yoasobi
-Killer Mike	-Cannons	-Destroy Boys

Sunday, August 4

-Blink 182	-Teddy Swims	-The Last Dinner Party
-Melanie Martinez	-Two Door Cinema Club	-Waterparks
-Conan Grey	-Vince Staples	-Good Kid
-Dominic Fike	-Black Tiger Sex Machine	-Fridayy
-Zeds Dead	-Whyte Fang	-Slow Pulp
-Pierce the Veil	-Teezo Touchdown	-Medium Build

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