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THE BRIEF

FGRD6003: Final Major Project

Specialism

1.WHAT ARE YOUR FIELDS OF STUDY?

My research areas include Music, branding and poster design.

2.WHAT IS YOUR FOCUS?

My focus on this project includes naming and establishing a sound brand image of the music studio, which I want to publicize and display through logo, poster and other forms. The music studio mainly promotes Chinese folk songs.

3.WHAT CONTEXTUAL WORK DO YOU HAVE TO SUPPORT YOUR AREA OF FOCUS?

In support of my research field, I have studied the brand image of multiple music studios. I also looked at the popularity of different styles of music among adults, and the images of the corresponding styles. Finally, I need to research the background of Chinese folk music. I hope it can enter the international stage.

4.WHY IS THIS YOUR FOCUS?

I choose this as my focus, because brand design is what I really want to do after graduation. I hope to establish my own independent design studio in the future, and creating a good brand image is the most important thing. Music has always been an area of great interest to me. As a hobby, setting up a personal music studio is a good choice. Besides, Chinese folk songs have national characteristics. They can convey Chinese culture very well. I hope they can go international.

5.WHAT IS YOUR FINAL OUTCOME?

My ultimate goal is to create a new music studio brand image. Name the studio and design the corresponding logo and poster to achieve the role of publicity.

6.WHO IS YOUR AUDIENCE?

My target audience is for music majors or individuals who love music. I set the result age for adults over 18 years old.

7.HOW ARE YOU GOING TO PRODUCE YOUR FINAL OUTCOME?

I will make my logo in adobe illustrator. Sketches are drawn through procreate and then refined and defined in illustrator. The poster will be presented through illustrator and photoshop, and finally the logo will be combined with the poster in Indesign.

8.HOW WILL YOU EVALUATE YOUR FMP?

I will evaluate my final project through a series of surveys, which I will provide to my supervisor and show to my classmates in the hope that they will give me professional opinions on my achievements.

Research

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Specialism

Inspiration For Existing music studios



Winchester Music Club

The Winchester Music Club is one of the oldest choirs in Hampshire, with close links to Winchester College. The choir has a mature scale and holds two concerts every year. Its logo also combines its name with the three initials of "W", "M" and "C", showing the overall shield shape, reflecting the "group".

<https://www.winchestermusicclub.org.uk/about-us/>



Studio 6 Music

A recording studio in Witham, Essex, whose icon combines the '6' with the 's'

<https://studio6music.com/>



Wokingham Music Club

The Wokingham Club, which brings wonderful performances to Wokingham every month, is named directly after Wokingham and has a logo with rectangles and words in different colours, like the keys of a piano. The whole logo remains rectangular.

<http://www.wokinghammusicclub.co.uk/>



Vox Fresh

Vox Fresh is a professional and exciting singing group that focuses on teaching.

<https://basingstoke.voxfresh.com/about-us/>



Gran's House Studio

This is a recording studio located in the southern Highlands of Scotland, providing creative space for musicians and artists. Its logo uses changes in font morphology and adds texture. The top fold of the logo resembles a roof.

<https://granshousestudio.com/>

Inspiration

Because I was going to be a music studio, I looked up some existing music studios that were doing different things, and I wanted to find some inspiration. I think for example, Winchester Music Club is related to the college, so the logo style is serious. For example, vox fresh aims to attract young students, so the logo style is lively. So I need to confirm the theme and tone of my music club. In addition, how to use the elements in the name to combine with logo is what I need to think about.

Research

The inspiration for the music band

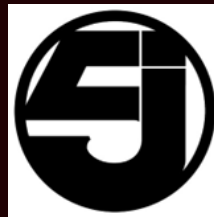
After reading some examples of logos of existing music studios, I found that they are too commercial. I need some examples with more design sense that can reflect the brand story. So I set my sights on a few bands.



Weezer Band

Designed by the band's drummer Patrick Wilsen in 1993, the Weezer logo was originally lowercase. Fans have been known to recreate this logo design on the show using hand signals, proving its value and success in creating a brand for the band.

Weezerpedia (s.d.) Weezer band logo [Online] At: https://www.weezerpedia.com/wiki/Flying_%3DW%3D (Accessed 11/4/2023)



Jurassic V band

A perfect blend of J and 5 to depict Jurassic 5, an epic hip-hop icon whose design can be displayed in a series of records thanks to its circular design. Designed by band member Charlie "Chali 2na" Stewart, it was made in multiple colors for most of the band's merchandise, and remains a strong contender as one of the best band logos.

Jurassic5 (s.d.) Jurassic V band logo [Online] At: <https://jurassic5.noisemerchants.com/product/jurassic-5-logo-black-baseball-shirt/> (Accessed 11/4/2023)



The Foo Fighters band

The Foo Fighters logo consists of a circular pattern containing two interlocking "Fs" and the band's name in a slightly rounded and compact font. It is one of the most popular and recognizable logos in rock music.

Emerson, Courtney (2023) Foo Fighters band logo [Online] At: <https://www.symbols.com/symbol/foo-fighters-logo> (Accessed 11/4/2023)

Research

Inspiration on pinterest

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Nuria
Swan

Loversound
ELECTRONIC MAGAZINE

MISTER K

Karlos
Rubio

esencia
records
IS A LABEL OF RADÍ, DE LA OREJA

blas
marin

FRANGUZMAN
DEEJAY & PRODUCER



envato
MUSICWRITERS
WRITING LYRICS WITH PASSION

DJSOUNDER
SLOGAN GOES HERE



Inspiration

I also found some music brand logos from pinterest as my inspiration. Since I want to be a brand of Chinese folk music, I should consider incorporating some elements related to Chinese folk music, such as some Musical Instruments, into the logo, which will be more representative.

Research

Music Cover Design

FGRD6003: Final Major Project

Specialism



Blue Neighbourhood

It's the cover of Australian singer Troye Sivan's *Blue Neighbourhood* album designed by Taiwanese illustrator Zheng Xiaorong, which uses visual elements to render the singer's image in a very intuitive way for the audience. In the context of Chinese folk songs, the Chinese landscape, dragons and other unique Chinese elements in some songs need to be presented in this way.



The Velvet Underground & Nico

There is no image of the artist, band name or album name on the album, only a banana that seems to have nothing to do with the music, Andy Warhol's signature And a line of small words: Peel Slowly And See.

Return to my poster design, combined with the previous study of Chinese modern folk theme style. In the context of Chinese folk music culture, red flowers can be compared to women, green leaves can be compared to men, mandarin ducks have the meaning of lovers, etc., which can be used to reflect the theme of love. On the one hand, this iconic style enables the audience to view the painting content in combination with their own cultural understanding while listening to the music; on the other hand, they can think about the music itself through the picture content.



Holo World

The album cover is not only bold color, but also a variety of illustration elements combination, deformation, personal style is extremely outstanding, giving a person an active, positive atmosphere. Red is also a background color that I would like to choose, because red has great significance to China, but I still have to think about matching with other colors, in order to find a tone that is consistent with the theme.

Research

Poster

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Specialism



Chinese Music Island

This is a series of posters I found about Chinese folk songs. It was created by the music brand "China Music Island", which was set up in Jiangyin, Jiangsu Province, a popular area for folk songs in China.

When I looked at this series of posters, I found that it was very close to what I wanted the final product to look like. The main body of the poster is simplified by traditional Chinese folk Musical Instruments and presented in the form of simple lines and circles, which can be the most intuitive view of the brand theme.

This series of posters will undoubtedly give me a lot of inspiration. I hope that my final work is close to the international community. It not only needs the content of traditional Chinese folk songs, but also needs to be simple and easy to recognize, which is conducive to international acceptance.

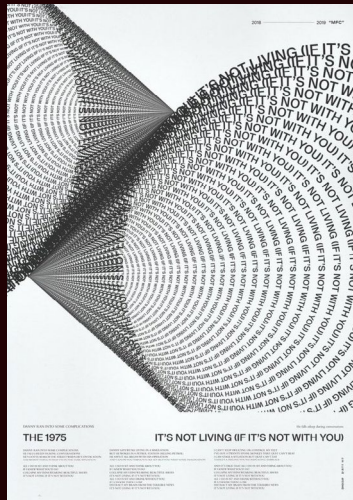
IF Design (s.d.) China Music Island Poster [Online]
At: <https://ifdesign.com/en/winner-ranking/project/china-music-island/296986> (Accessed 11/4/2023)

Research

Poster

FGRD6003: Final Major Project

Specialism



The 1975

Shown here is Samuel Burgess Johnson's work for The British indie band The 1975. Samuel Burgess Johnson is responsible for most of their designs, which often include a rectangle surrounding their name across a multitude of their releases – proving that keeping things clear and concise can work wonders. Also designed by Samuel is the previously commercial 'Sür' typeface.

Brand Communication

FGRD6003: Final Major Project

Specialism

Project Brief

The project aims to create a music studio about Chinese folk songs. Chinese culture is extensive and profound, among which I choose the music I am interested in as one of the ways to promote Chinese traditional culture, folk music is undoubtedly the best choice.

Project Aims

In my own experience, folk songs generally contain the traditional culture of a nation, and folk styles vary from place to place. Music can be a good way to promote local ethnic customs. The purpose of my music studio is to gather artists and musicians from all over the world who are fond of Chinese folk songs to attend and then jointly hold performances to promote Chinese folk songs.

Core Message

I hope my audience can learn about Chinese folk songs, Chinese traditional culture and feel the beauty of Chinese music from my music studio.



Audience

The audience of my brand should be those who have a strong interest in music or traditional Chinese culture, which requires certain musical skills and music appreciation ability. Therefore, my audience should be over 18 years old.

MUSICIAN OR MUSIC LOVER

PASSIONATE

CHINESE TRADITIONAL CULTURE

OVER 18



Brand Communication

FGRD6003: Final Major Project

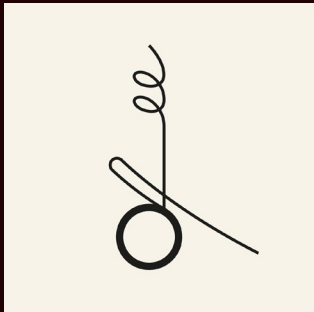
Specialism

Design Inspiration

From some investigation and case analysis, it is not difficult to find that a good music brand must have a distinct style. My style is undoubtedly related to Chinese folk music. I also need to combine the brand name, and the result should be straightforward.

Market Conditions

In recent years, the market prospect of Chinese folk songs in China is very good, and the popularity is very high. More and more singers focus on releasing their own folk songs. The popularity of folk songs represents that this is a project with great potential. Chinese folk music is one of the most traditional Chinese music, which is bound to attract global audiences, more conducive to the marketing of Chinese traditional culture.



Static Communication Design Outcomes

The most reasonable static result of my brand is some musical equipment (such as pipa, erhu, piano, etc.). In addition, I also need some things to show, such as clothes, CD packaging and so on. I also need a series of posters to put in public places like bus stops.

Brand Naming

FGRD6003: Final Major Project

Specialism

Inspiration and Ideas

I thought of 8 different ways of brand naming mentioned in class before, and tried them as inspiration

- . Descriptive
- . Acronyms
- . Neologisms
- . Geographic
- . Omomatopeia
- . Fanciful
- . Personal Identity
- . Another language

I tried many different names and put my last name in them; The homonym "Lu" = 6 is used. But I finally decided that if you want to do Chinese folk songs, you have to have the characteristics of Chinese folk songs. Chinese folk songs are full of love. In addition to some traditional Chinese Musical Instruments, mountains, forests and other natural scenery also represent Chinese folk songs.

I ended up calling it Roots & Branches. In the context of Chinese folk music, "Roots & Branches" emphasizes both traditional and modern aspects of folk music.

On the musical level, "root" refers to the traditional musical elements inherited from ancient times, such as pentatonic scale and Chinese Musical Instruments, which embody the unique style and cultural value of folk songs. The "branch" represents the development and innovation of modern music, such as the fusion and innovation of rock and jazz and other genres, which inject new vitality and vitality into folk music.

Mountain Melodies

Soul of China

Lu folk music studio

6 Folk music studio

Chinese Folk Harmony

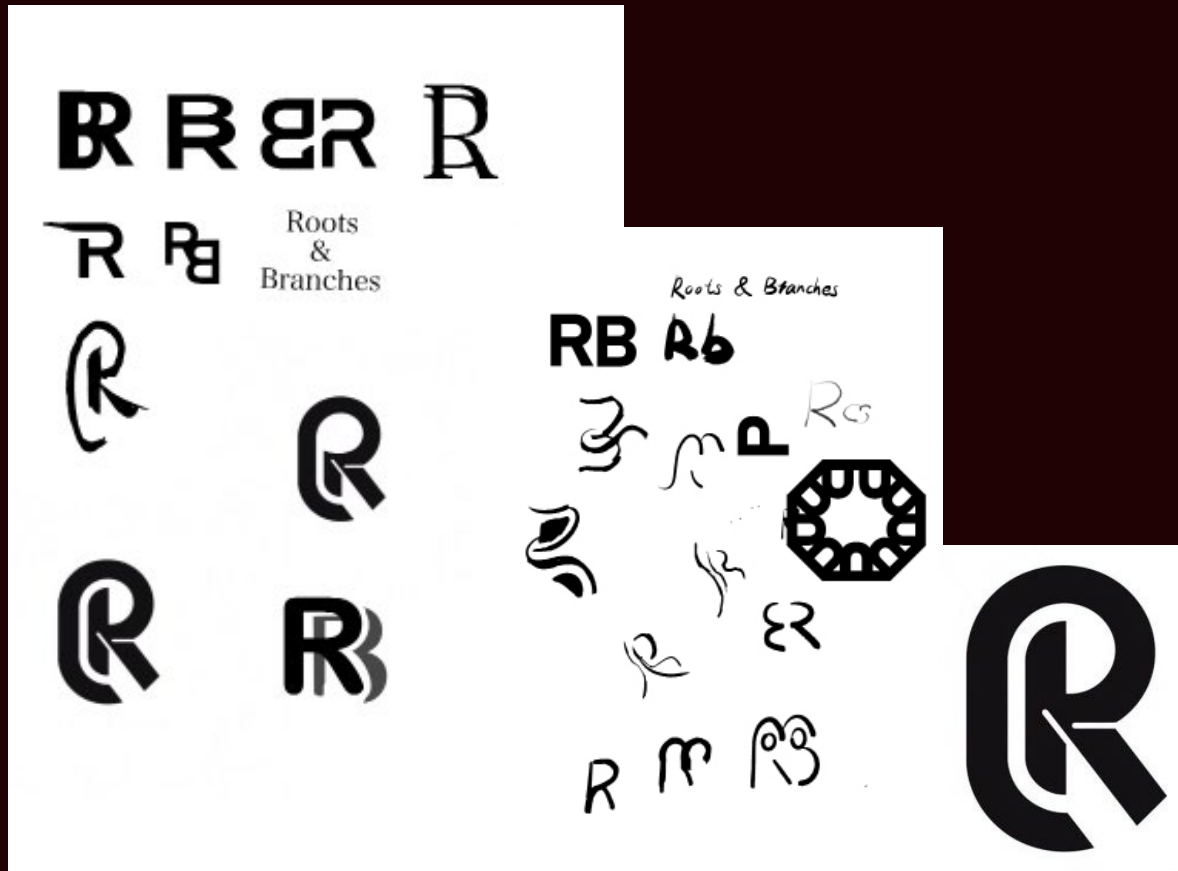
Melodies of China

Beyond the Mountains

Roots & Branches

Brand Logo

Initial Logo Ideas



Sketch

Initially I was just experimenting with Procreate. I put emphasis on the combination of R and B letters, hoping to find some inspiration in line with my ideas.

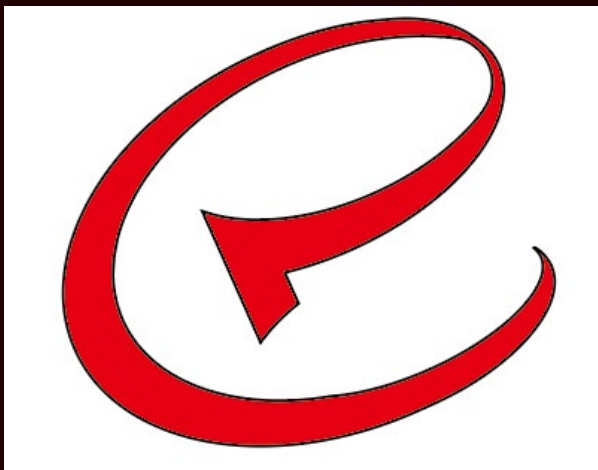
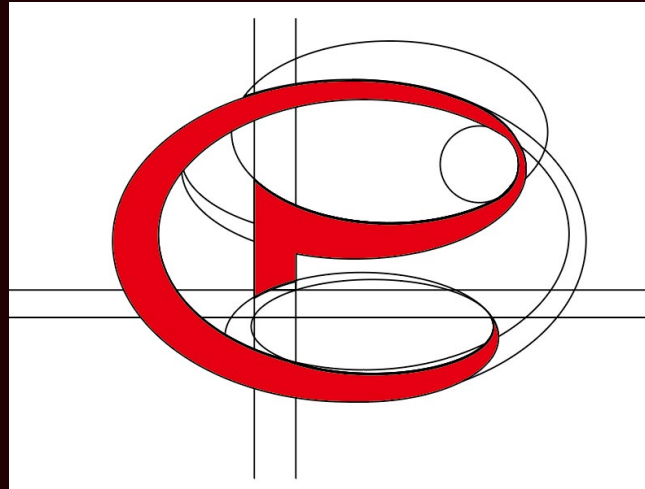
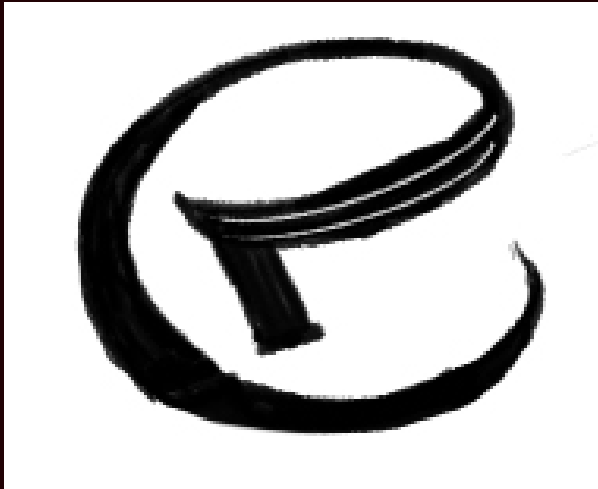
After many attempts, I preliminarily settled on the icon form at the bottom left, which looks like an ear and contains the letters R and B, which can be combined with the brand name. However, I am not satisfied with the result. This icon has little relevance to the Chinese folk music I want to make and lacks brand significance.

Brand Logo

Logo Development

FGRD6003: Final Major Project

Specialism



I tweaked the initial idea (left) to make it look simpler. Of course, the icon still contains the letters R and B.

Based on the sketch idea, I normalized the icon with some ovals and lines, and the resulting icon resembles the sound board section of a guitar, a key instrument in folk music.

Brand Logo

Final Icon



I adjusted the details of the original icon and reused the old icon to form this new icon. The new icon makes the letter B more visible. In addition, you can see the shape of various instruments on his body, such as saxophone, suona, drum, guitar and so on. The whole icon also resembles a heart, which is associated with one of the main styles of Chinese folk music: love.

Finally, I chose it as my final logo icon, which perfectly met my requirements and expressed the content to be conveyed by the brand. However, I still needed to select a suitable font for the icon to form the final logo. Fonts can help me express brand personality more clearly.

Brand Logo

Typography

FGRD6003: Final Major Project

Specialism



Roots & Branches

Bernard MT Condensed Regular



Roots & Branches

Berlin Sans FB Demi Bold



Roots & Branches

Myraid Variable Concept Regular



Roots & Branches

Britannic Bold Regular



Roots & Branches

FrankGoth BT Roman



Roots & Branches

FrankGoth BT Italic

Brand Logo

Typography

Bernard MT Condensed Regular 48 pt

Bernard MT Condensed Regular 36 pt

Bernard MT Condensed Regular 30 pt

Bernard MT Condensed Regular 24 pt

Bernard MT Condensed Regular 18 pt

Bernard MT Condensed Regular 14 pt

Bernard MT Condensed Regular 12 pt

Bernard MT Condensed Regular 11 pt

Bernard MT Condensed Regular 10 pt

Heading 30pt

Sub-heading 18pt

Body 10/12pt

Caption 8/10pt

The brand's typeface is Bernard MT Condensed which is used in all the brand's application. It has a balance of thick serifs and round strokes to make the content look more pleasing, and matches well with the ICONS to make the logo stand out.

Brand Logo

Color



1. Roots & Branches



2. Roots & Branches



3. Roots & Branches



4. Roots & Branches



5. Roots & Branches



6. Roots & Branches

1. C 10 R 215 d70051#
M 100 G 0
Y 50 B 81
K 0

2. C 0 R 232 e83820#
M 90 G 56
Y 90 B 32
K 0

3. C 0 R 230 e60012#
M 100 G 0
Y 100 B 18
K 0

4. C 0 R 234 ea5504#
M 80 G 85
Y 100 B 4
K 0

5. C 10 R 202 ca0915#
M 100 G 9
Y 100 B 21
K 10

6. C 0 R 234 ea5532#
M 80 G 85
Y 80 B 50
K 0

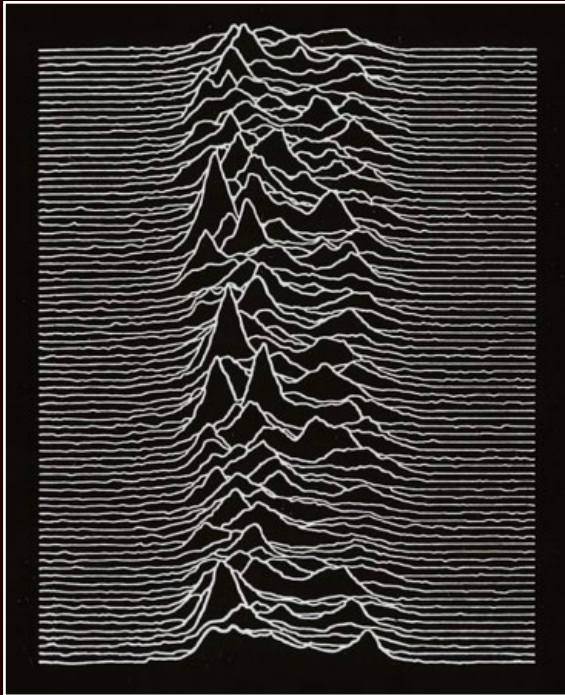
I chose red as my final logo color, because red has special significance in Chinese culture. The national flag of China is red, and so are the logos of many famous Chinese brands, such as Huawei. In addition, in branding and marketing, red is a bold and active color, which is associated with passion and excitement. I hope my brand can bring vitality and passion to Chinese folk songs. Then, love goes well with red. To sum up, red suits my logo very well.

Antony's Workshop

FGRD6003: Final Major Project

Speculation

Ambiguous Images

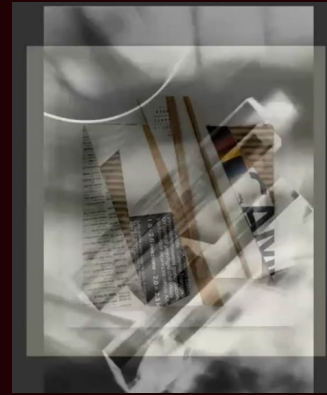


Joy Division's Unknown Pleasures

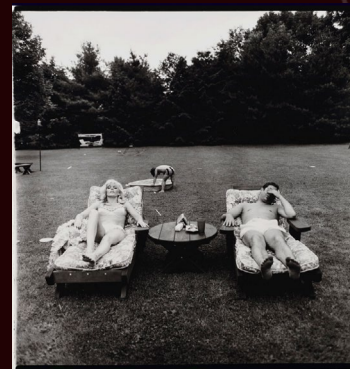
Joy Division's *Unknown Pleasures* is considered one of the most iconic album covers of all time and is one of the most recognisable works of graphic design art.

The image shows radio waves from the pulsar CP 1919, the first radio pulsar ever discovered.

"THE QUALITY OF BEING OPEN TO MORE THAN ONE INTERPRETATION; INEXACTNESS."



**Fountain
Marcel Duchamp(1917)**



**A family on their lawn one
Sunday in Westchester, NY
Diane Arbus, 1968**

Experimentation



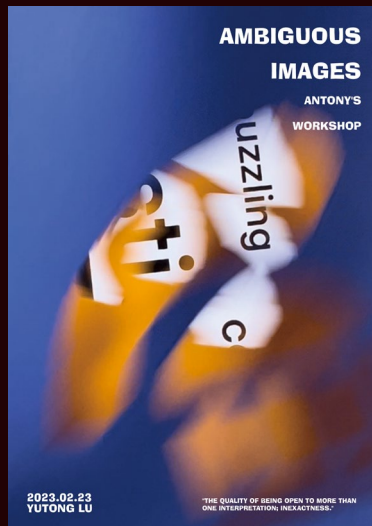
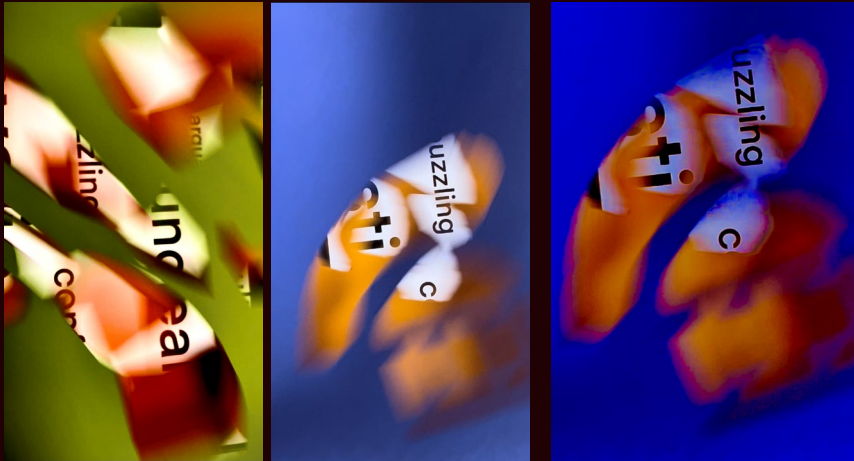
In practice, I selected several pieces of different colors of cardstock, and according to their own preferences randomly carved a variety of graphics. Then, record a video of the process by quickly shaking different pieces of cardboard over some selected words, taking a few shots from the video and hoping to get some blurry images.

Antony's Workshop

Ambiguous Images

FGRD6003: Final Major Project

Speculation



Workshop feedback and reflection

The fast shaking blurred some images, which resulted in some ambiguous images, such as the one on the left, which I used as the background of the poster and added some text to make its content more clearly visible.

I think the practice of this workshop is very useful for my final design. Some vague things can replace some realistic things. It can give the audience a lot of space to think and imagine, and it will make the picture more artistic.

Antony's Workshop

Chat GPT and Dalle-2 cut up text presentation

FGRD6003: Final Major Project

Speculation

Future Chinese folk music star



Text prompts+ Chat GPT/Dalle 2

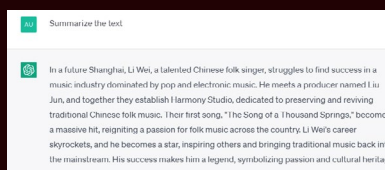
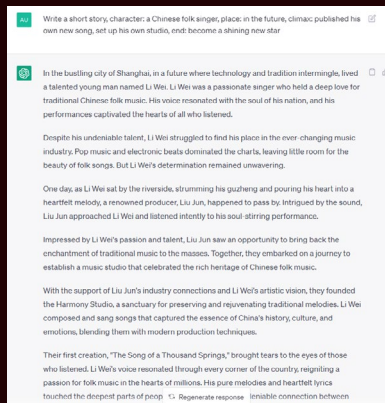
In a future Shanghai, Li Wei, a talented Chinese folk singer, struggles to find success in a music industry dominated by pop and electronic music. He meets a producer named Liu Jun, and together they establish Harmony Studio, dedicated to preserving and reviving traditional Chinese folk music. Their first song, "The Song of a Thousand Springs," becomes a massive hit, reigniting a passion for folk music across the country. Li Wei's career skyrockets, and he becomes a star, inspiring others and bringing traditional music back into the mainstream. His success makes him a legend, symbolizing passion and cultural heritage.

AI STORY

PHOTOGRAPHY BY Dalle 2

Workshop feedback and reflection

In this workshop, I used the latest technology AI, chat gpt for text generation and Delle 2 for image generation. I selected several keywords according to my own ideas, and the main direction was Chinese folk music. Finally, related pictures and text generated are typeset



Key Words:

Characters: A Chinese folk singer

Location: In the future

Climax: Published his own new song,
set up his own studio

Ending: Become a shining new star

As the latest technology, Ai can be well used for reference and used in design works, such as photos and illustrations in this workshop. It is undoubtedly a good attempt to provide the corresponding keywords and apply them reasonably in the graphic design events such as posters.

Book Design

FGRD6003: Final Major Project

Speculation

Top: 15mm

Columne: 4mm

Bottom: 15mm

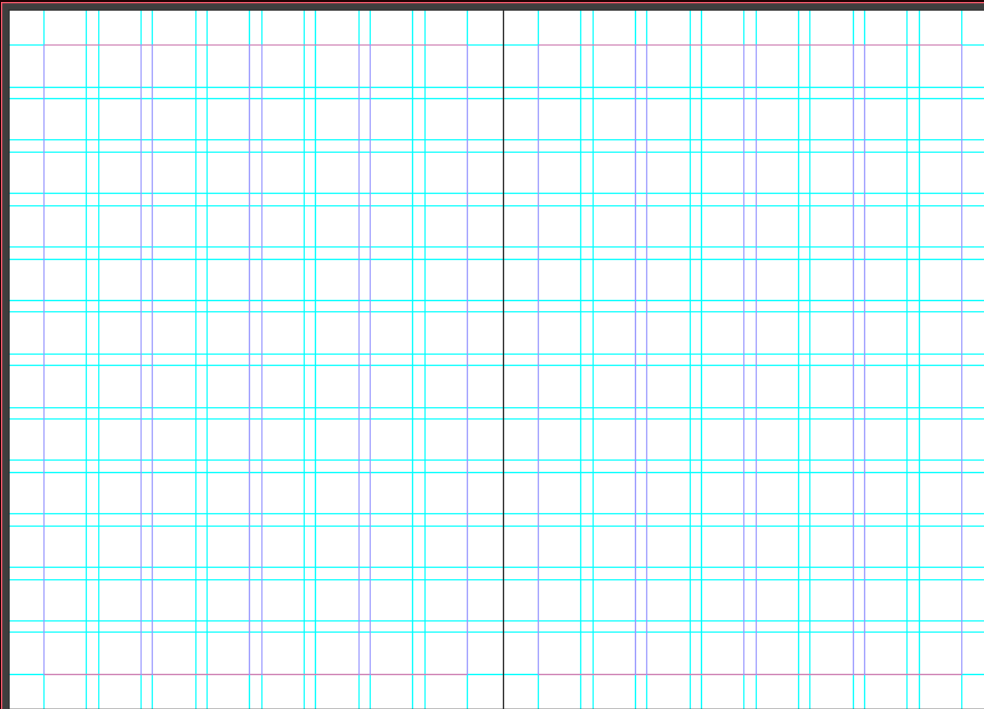
Grid Heigh: 8mm

Left: 15mm

Grid Heigh: 12mm

Right: 15mm

Gutter: 5mm



Heading

Sub-heading

Body

Heading: Bernard MT Condensed 60pt

Sub-heading: Bernard MT Condensed 36pt

Body: Baskerville Regular 8.5pt

Brand Logo

Final Logo

FGRD6003: Final Major Project

Specialism



Roots & Branches

After trying several different red colors, I finally decided to use the purest Chinese red as my final logo color. The font I chose was black, which distinguished it from the icon and made it easier to recognize.

Color: C 0 R 230 e60012#
M 100 G 0
Y 100 B 18
K 0

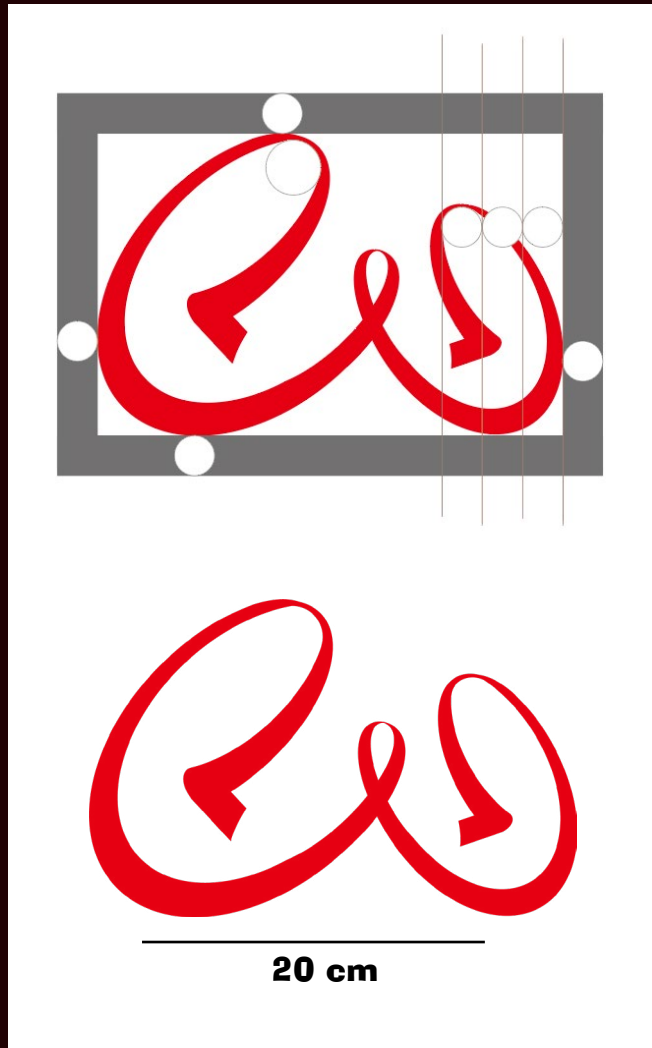
Font: Bernard MT Condensed Regular

Brand Logo

Exclusion Zone & Minimum

FGRD6003: Final Major Project

Specialism



The circle shown on the right is a negative space reference to measure the logo and the surrounding objects.

In all applications of the brand, the logo should be no smaller than indicated.

Brand Logo

Social Icons

FGRD6003: Final Major Project

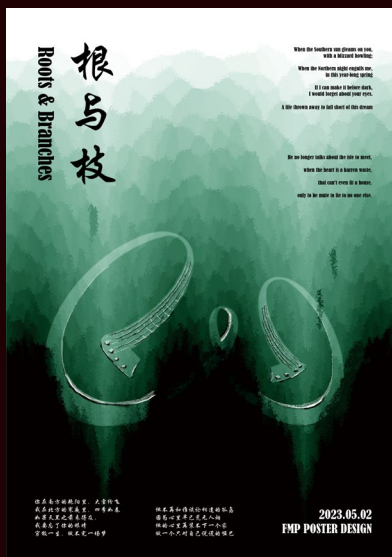
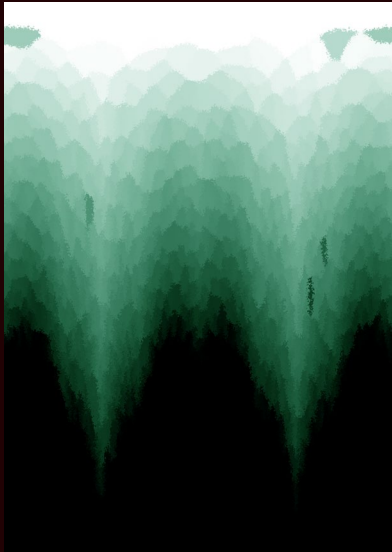
Specialism



Brand Poster

FGRD6003: Final Major Project

Specialism



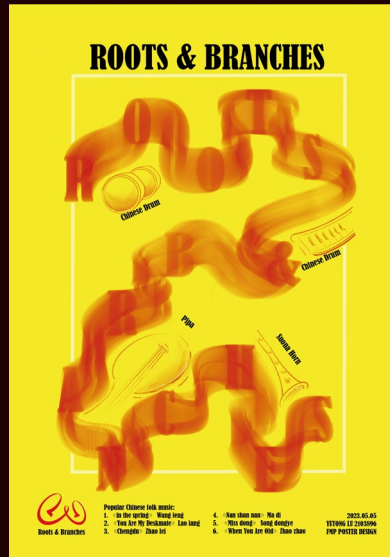
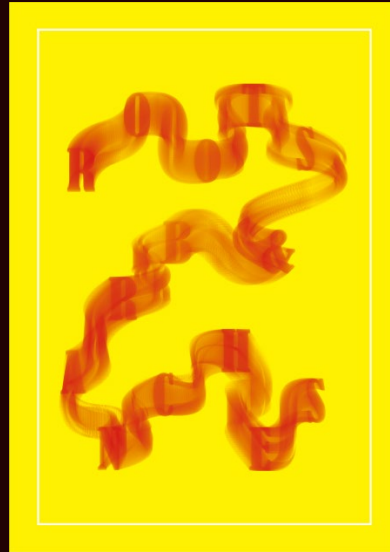
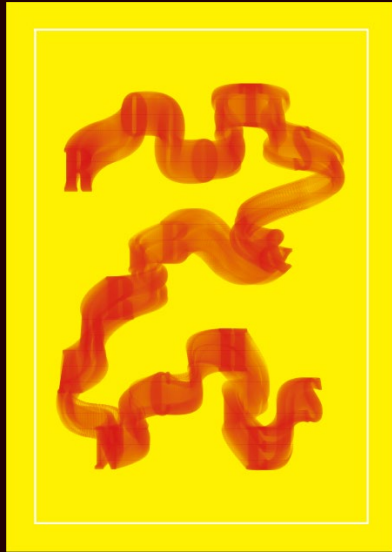
Inspired by the 'Ambiguous Images' workshop, I used Photoshop to create this ambiguous background, which looks like a forest as well as mountains, which is relevant to my brand name and very much in keeping with the mountain and water style of Chinese folk songs.

Then I added my logo to make it look placed in the mountains, and some small details of painting to make it look more in line with the theme of music. Chinese folk songs come from the mountains and nature.

Brand Poster

FGRD6003: Final Major Project

Specialism



Adobe illustrator has created a curvy stuck-like effect where the brand name can be seen. Then some hand-painted simple Chinese instruments were added to better fit the theme.

Brand Office Application

FGRD6003: Final Major Project

Specialism

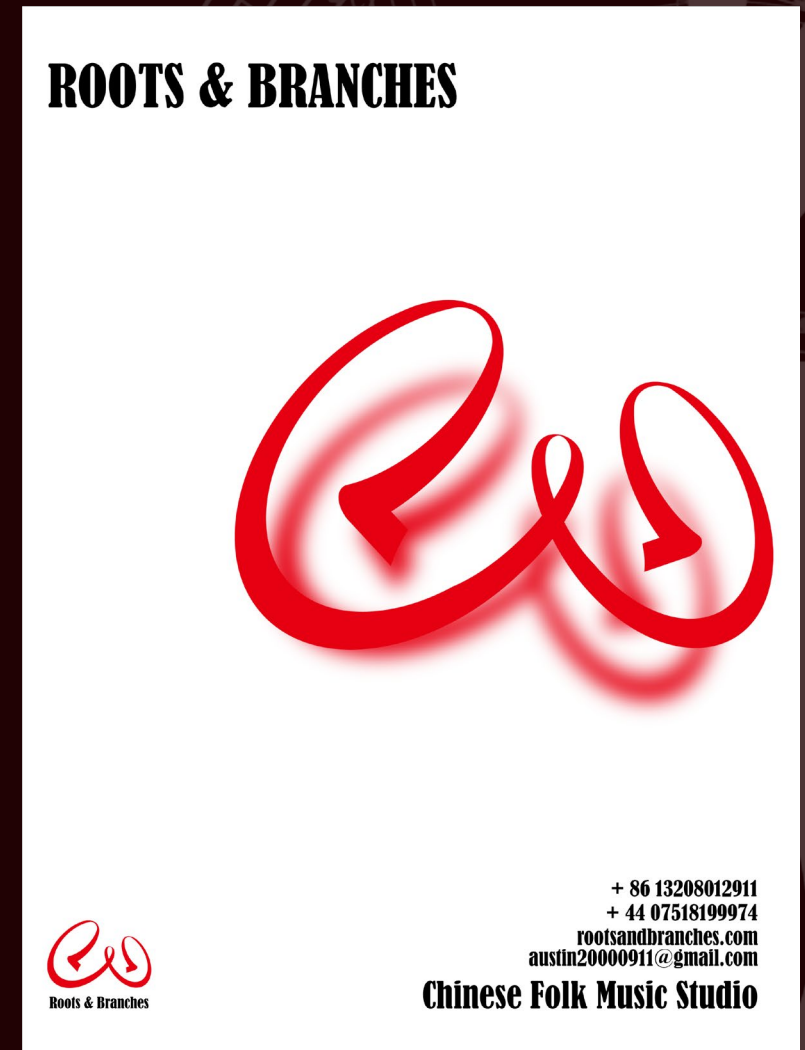
Business Card



Packaging Tape



Shopping Bag



Brand Application

Poster

FGRD6003: Final Major Project

Specialism



Brand Application

CD

FGRD6003: Final Major Project

Specialism



Brand Application

FGRD6003: Final Major Project

Specialism

Business Card / Packaging Tape / Shopping Bag



Book Design

Music festival illustration

FGRD6003: Final Major Project

Speculation



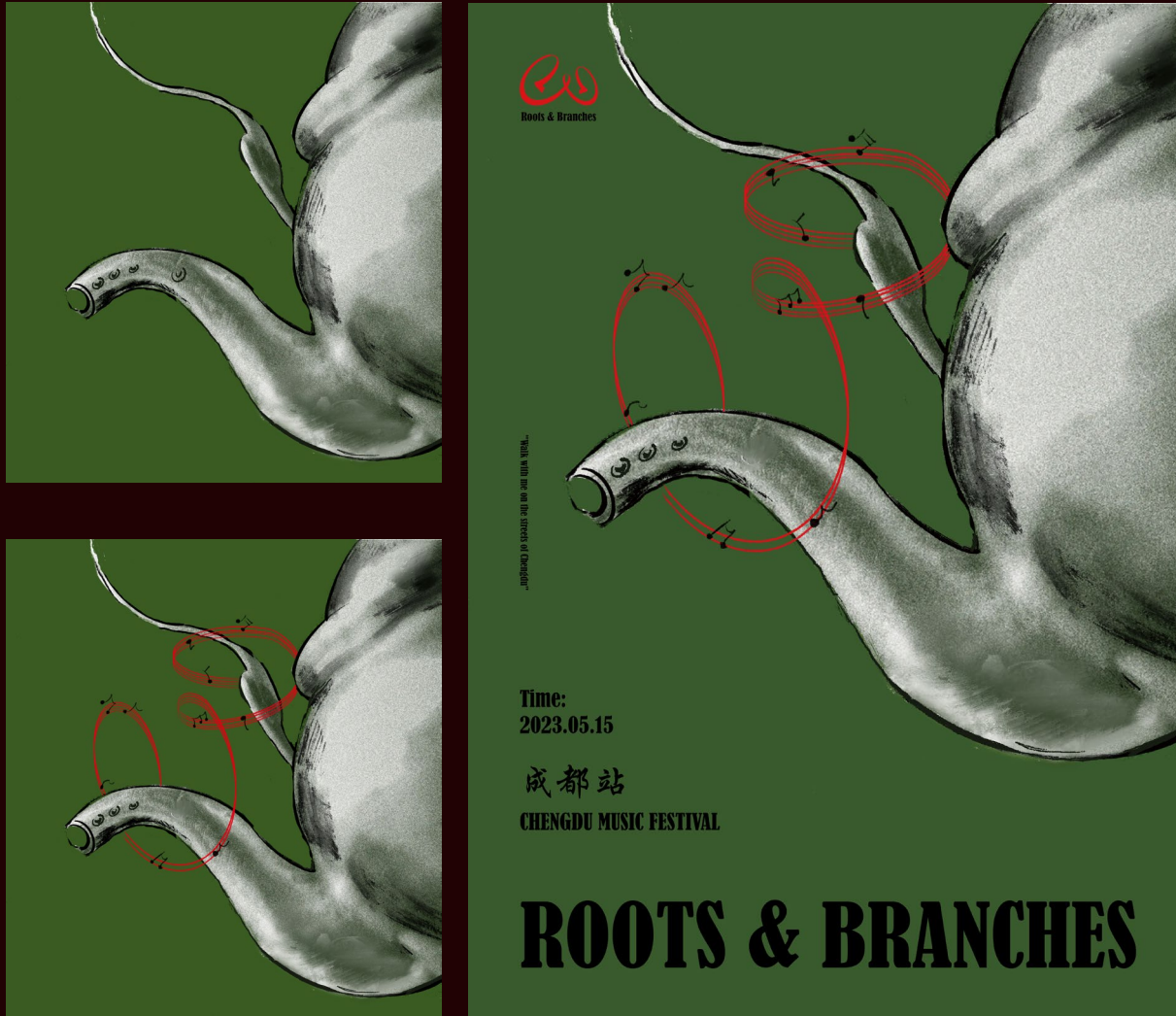
I used procreate to draw the illustration in the left picture based on the appearance of Chinese mahjong. Mahjong is one of the important cultures of Chengdu, which will be applied as an important element of my music festival. I wrote my brand name "roots & branches" on the tiles and differentiated them in different colors.

Book Design

Music festival illustration

FGRD6003: Final Major Project

Speculation



The picture on the left is inspired by teahouse culture. The green background is because it matches the color of tea leaves. The spout of the teapot reminds me of the similarities with the Chinese Musical Instruments bamboo flute and xiao, which can be very cleverly hooked with music. Finally, a staff similar to my logo was added to make the audience more clearly understand the brand of this concert.



Roots & Branches

Research

Music Band Logo

1. Weezer Band

Designed by the band's drummer Patrick Wilsen in 1993, the Weezer logo was originally lowercase. Fans have been known to recreate this logo design on the show using hand signals, proving its value and success in creating a brand for the band.



2. Jurassic V band

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Research

Music Cover Design

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2. The Velvet Underground & Nico

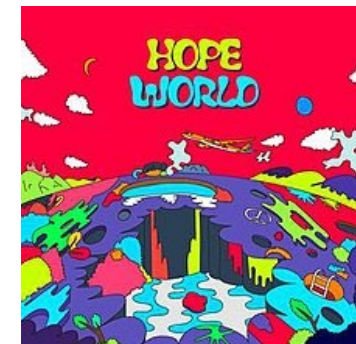
There is no image of the artist, band name or album name on the album, only a banana that seems to have nothing to do with the music, Andy Warhol's signature And a line of small words: Peel Slowly And See.



Return to my poster design, combined with the previous study of Chinese modern folk theme style. In the context of Chinese folk music culture, red flowers can be compared to women, green leaves can be compared to men, mandarin ducks have the meaning of lovers, etc., which can be used to reflect the theme of love. On the one hand, this iconic style enables the audience to view the painting content in combination with their own cultural understanding while listening to the music; on the other hand, they can think about the music itself through the picture content.

3. Holp World

The album cover is not only bold color, but also a variety of illustration elements combination, deformation, personal style is extremely outstanding, giving a person an active, positive atmosphere. Red is also a background color that I would like to choose, because red has great significance to China, but I still have to think about matching with other colors, in order to find a tone that is consistent with the theme.



Research

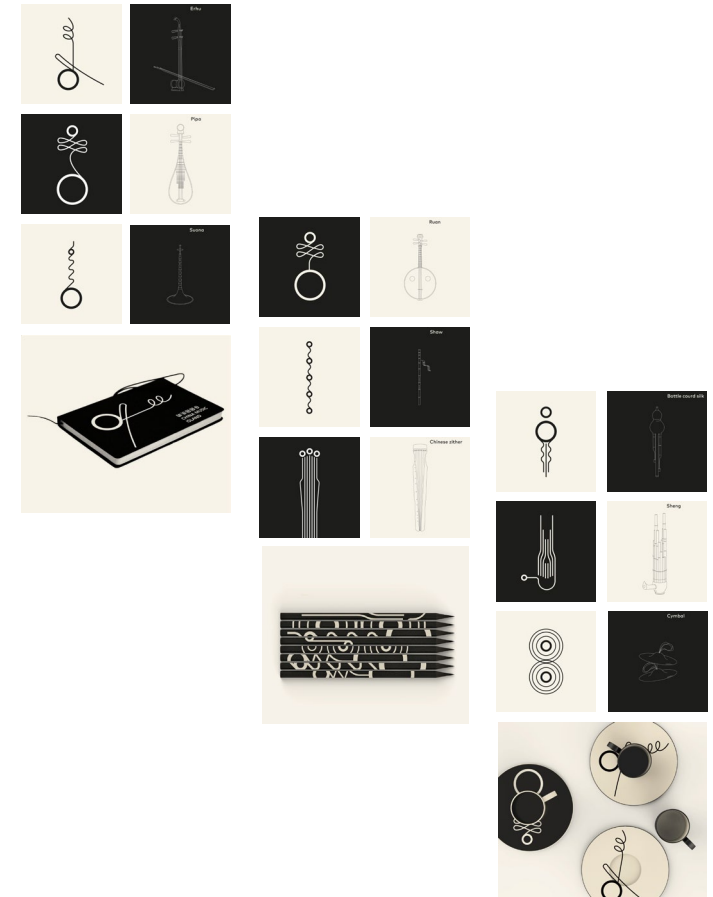
Music Studio

Chinese Music Island

This is a series of posters I found about Chinese folk songs. It was created by the music brand "China Music Island", which was set up in Jiangyin, Jiangsu Province, a popular area for folk songs in China.

When I looked at this series of posters, I found that it was very close to what I wanted the final product to look like. The main body of the poster is simplified by traditional Chinese folk Musical Instruments and presented in the form of simple lines and circles, which can be the most intuitive view of the brand theme.

This series of posters will undoubtedly give me a lot of inspiration. I hope that my final work is close to the international community. It not only needs the content of traditional Chinese folk songs, but also needs to be simple and easy to recognize, which is conducive to international acceptance.

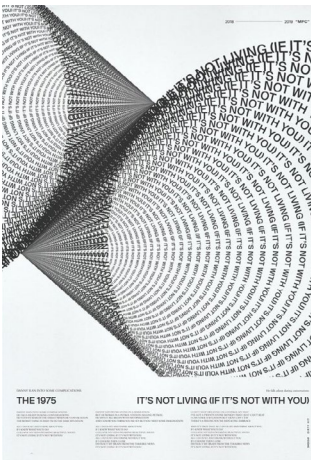


Research

Poster

The 1975

Shown here is Samuel Burgess Johnson's work for The British indie band The 1975. Samuel Burgess Johnson is responsible for most of their designs, which often include a rectangle surrounding their name across a multitude of their releases – proving that keeping things clear and concise can work wonders. Also designed by Samuel is the previously commercial 'Sir' typeface.



Brand Name

Inspiration and Ideas

I thought of 8 different ways of brand naming mentioned in class before, and tried them as inspiration

- . Descriptive
- . Acronyms
- . Neologisms
- . Geographic
- . Onomatopoeia
- . Fanciful
- . Personal Identity
- . Another language

I tried many different names and put my last name in them; The homonym "Lu" = 6 is used. But I finally decided that if you want to do Chinese folk songs, you have to have the characteristics of Chinese folk songs. Chinese folk songs are full of love. In addition to some traditional Chinese Musical Instruments, mountains, forests and other natural scenery also represent Chinese folk songs.

I ended up calling it Roots & Branches. In the context of Chinese folk music, "Roots & Branches" emphasizes both traditional and modern aspects of folk music.

On the musical level, "root" refers to the traditional musical elements inherited from ancient times, such as pentatonic scale and Chinese Musical Instruments, which embody the unique style and cultural value of folk songs. The "branch" represents the development and innovation of modern music, such as the fusion and innovation of rock and jazz and other genres, which inject new vitality and vitality into folk music.

Mountain Melodies

Soul of China

Lu folk music studio

6 Folk music studio

Chinese Folk Harmony

Melodies of China

Beyond the Mountains

Roots & Branches

Logo Development

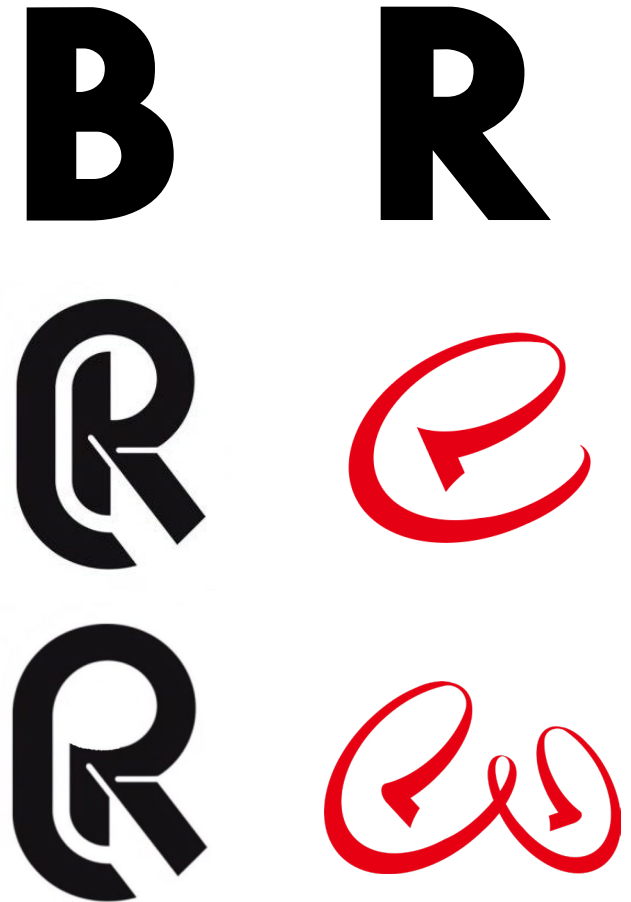
Initially I was just experimenting with Procreate. I put emphasis on the combination of R and B letters, hoping to find some inspiration in line with my ideas.

After many attempts, I preliminarily settled on the icon form at the top left, which looks like an ear and contains the letters R and B, which can be combined with the brand name. However, I am not satisfied with the result. This icon has little relevance to the Chinese folk music I want to make and lacks brand significance.

Then, I tweaked the initial idea (top right) to make it look simpler. Of course, the icon still contains the letters R and B. the resulting icon resembles the sound board section of a guitar, a key instrument in folk music.

Then, I adjusted the details of the original icon and reused the old icon to form this new icon. The new icon makes the letter B more visible. In addition, you can see the shape of various instruments on his body, such as saxophone, suona, drum, guitar and so on. The whole icon also resembles a heart, which is associated with one of the main styles of Chinese folk music: love.

Finally, I chose it as my final logo icon (Bottom right), which perfectly met my requirements and expressed the content to be conveyed by the brand. However, I still needed to select a suitable font for the icon to form the final logo. Fonts can help me express brand personality more clearly.



Final Logo

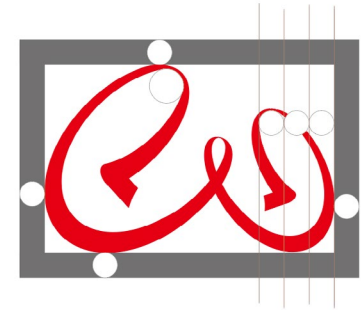


Roots & Branches

Exclusion zone & minimum

The circle shown on the right is a negative space reference to measure the logo and the surrounding objects.

In all applications of the brand, the logo should be no smaller than indicated.



20 cm

Logo Social Icons



Color Palette

I chose red as my final logo color, because red has special significance in Chinese culture. The national flag of China is red, and so are the logos of many famous Chinese brands, such as Huawei. In addition, in branding and marketing, red is a bold and active color, which is associated with passion and excitement. I hope my brand can bring vitality and passion to Chinese folk songs. Than, love goes well with red. To sum up, red suits my logo very well.

Red is the primary colour of the brand and should feature in all applications.
text must always be black on a white background, or white on a red background.

C M Y K
0 100 100 0

R G B
230 0 18

e60012#

C M Y K
91 78 61 94

R G B
0 3 7

000307#

C M Y K
0 0 0 0

R G B
255 255 255

FFFFFF#

Typographic

Aa Bb Cc
abcdefghijklmnopqrstuvwxyz ABC
DEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789ABCDEFGHIJKLMNQRSTU
VWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Heading 30p

Sub-heading 18pt

Body 10/12p

caption 8/10pt

**The brands typeface is Bernard MT Condensed
which is used in all the brands application.**

Treatment

The primary application is for the logo to be either;

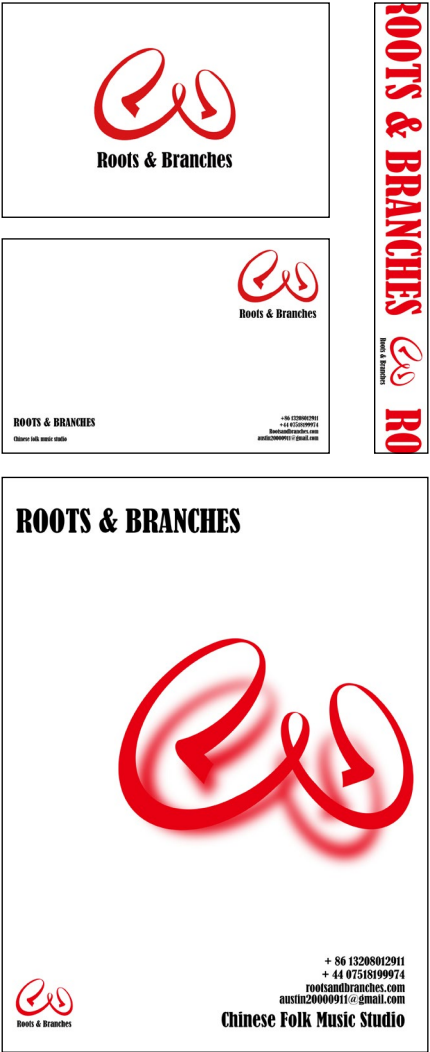
- Red (#E60012#)

- White (#FFFFFF)

White should only be used on darker backgrounds, where the red would be lost.



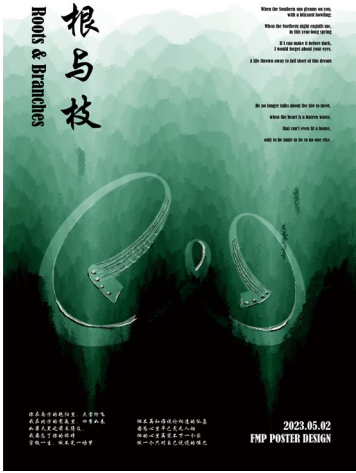
Brand Office Application



Poster 1

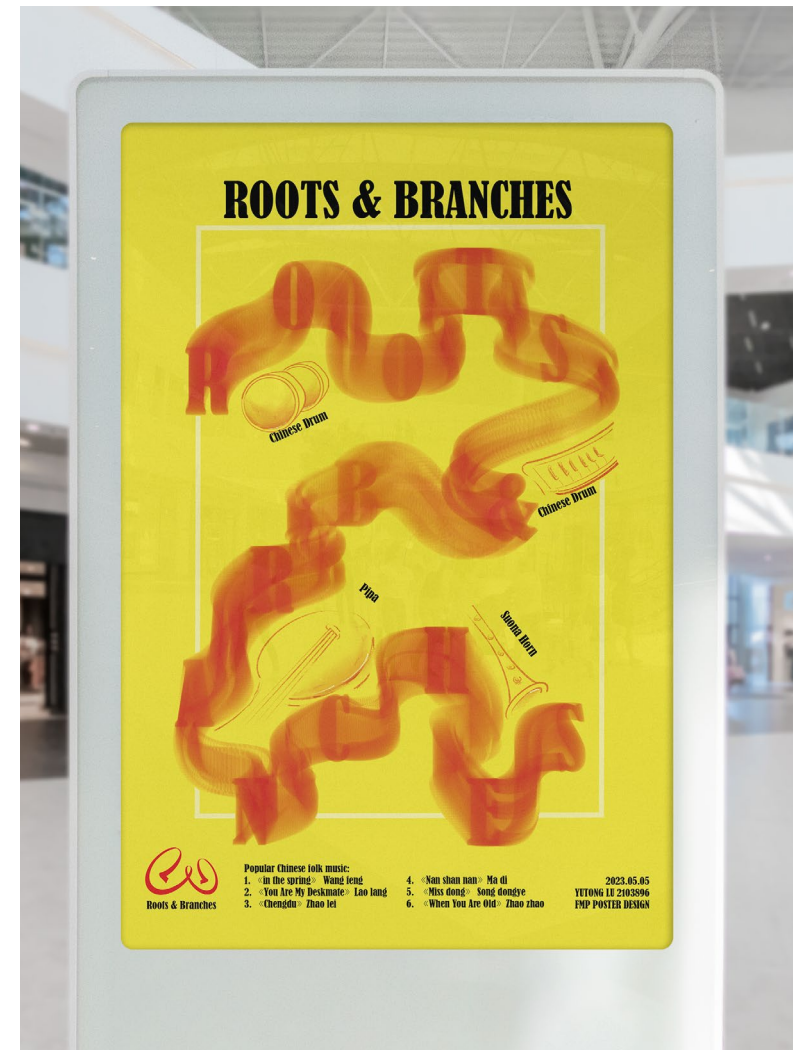
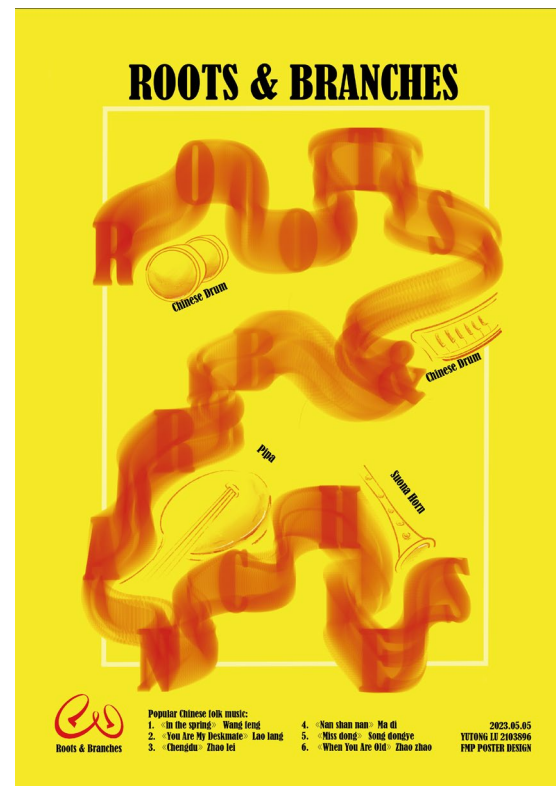
I used Photoshop to create this ambiguous background, which looks like a forest as well as mountains, which is relevant to my brand name and very much in keeping with the mountain and water style of Chinese folk songs.

Then I added my logo to make it look placed in the mountains, and some small details of painting to make it look more in line with the theme of music. Chinese folk songs come from the mountains and nature.



Poster 2

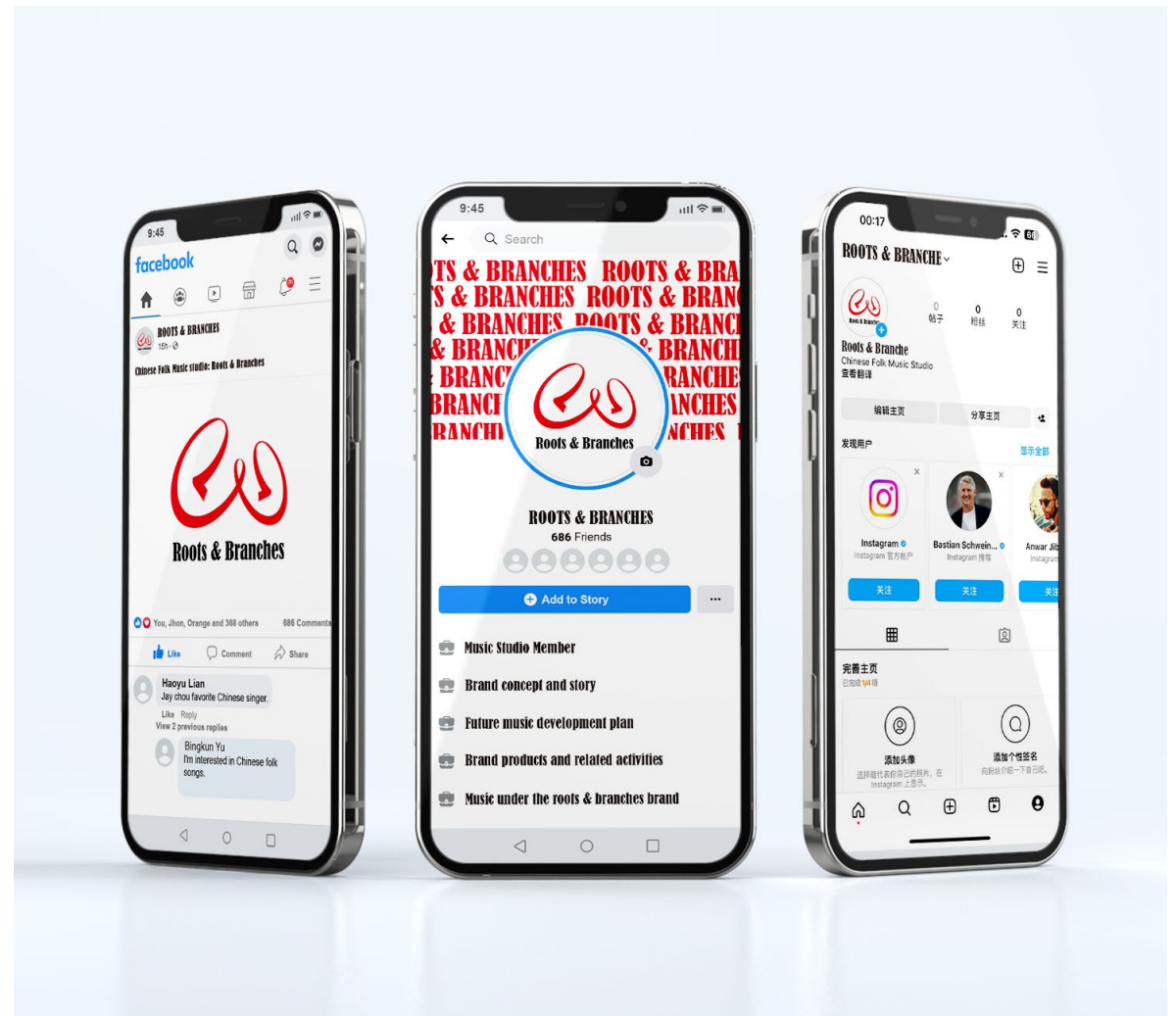
Adobe illustrator has created a curvy stuck-like effect where the brand name can be seen. Then some hand-painted simple Chinese instruments were added to better fit the theme.



Cover Design (CD)



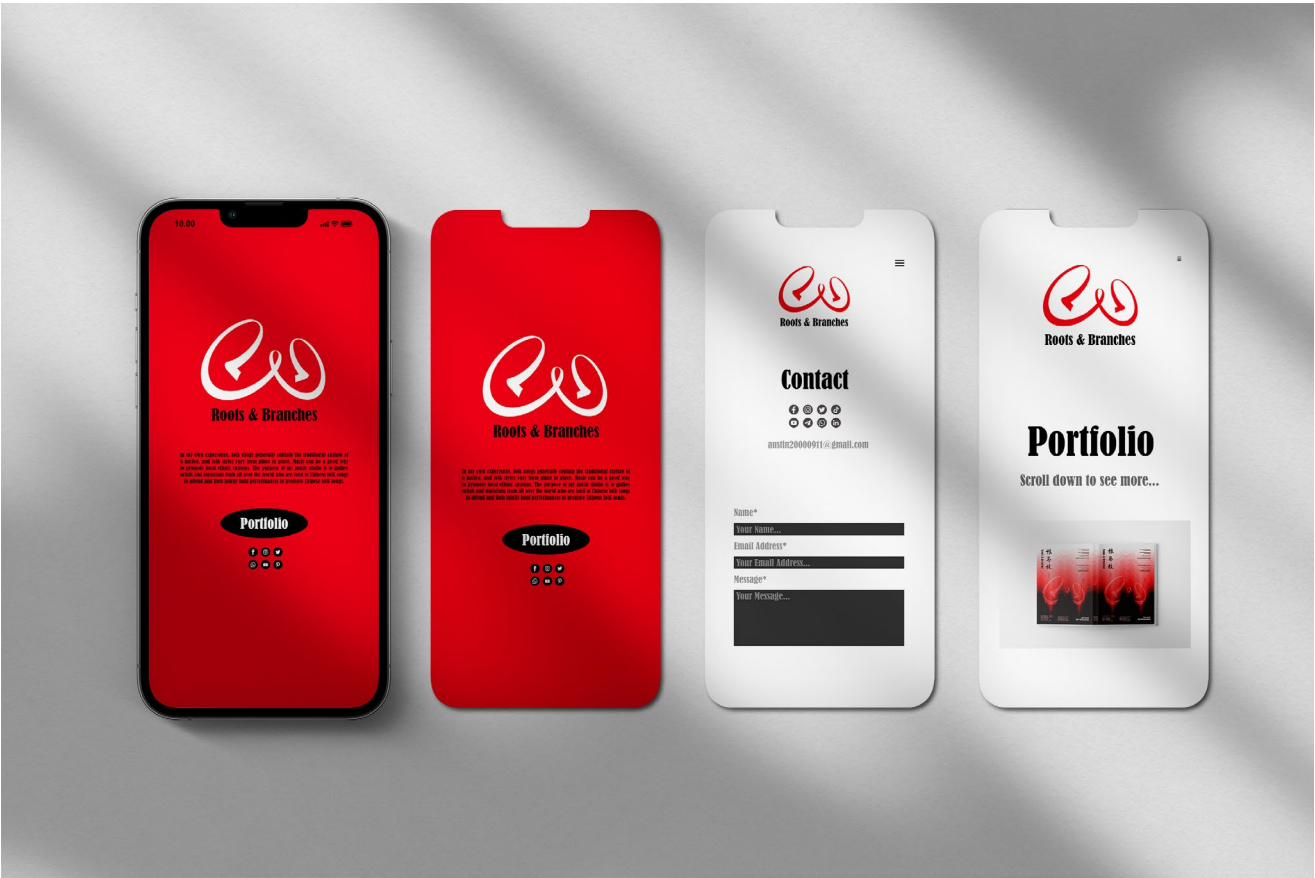
Social Media



Website Mockup



Mobile Phone



FINAL MAJOR PROJECT

Research on the brand of urban Music Festival

Speculation



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Introduction

In recent years, the public's consumption of culture and tourism has gradually become everyday, which promotes the upgrading of consumption habits and the development of tourism consumption. In China, an emerging tourism activity and entertainment project with traditional music culture as the main core -- "music festival + tourism" mode has attracted the attention of many audiences and urban cultural and travel workers. This model not only has obvious cultural characteristics, but also produces strong social and economic benefits at the same time. Tourism industry development is one of the important pillars of a city's economic development. It can form a characteristic festival cultural brand landing all year round, which can not be ignored for both the development of a city's cultural industry and the economic development of a city. The brand creative packaging that integrates the culture and music of a city is presented in front of the majority of tourists, so that the majority of tourists can enjoy a visual and auditory feast, but also hope that they can experience a considerate and creative city tourism service through this music festival. Such mode and service can not only broaden the vast number of tourists' vision of cultural music, but also enrich the cultural connotation of the whole city, so that the whole city becomes more cultural sentiment and taste. I hope to explore a large number and finally select a city for my music studio to hold music festival.

Western Music Festival

Classical music festival

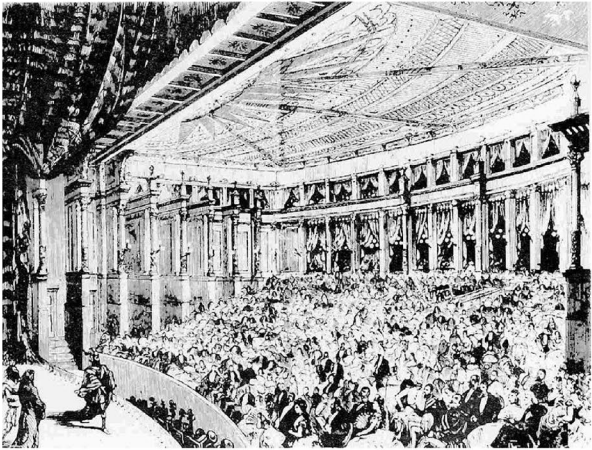
The Beethoven Festival, held in 1845, was of international importance. It is the earliest and largest music festival. Every autumn, in Bonn, a beautiful city on the Rhine, Beethoven's hometown holds a music festival in his honor. Most of the pieces performed at the festival are works by Beethoven, and classical musicians and ensembles from around the world also perform. The Beethoven Festival, held in 1845, was of international importance. It is the earliest and largest music festival. Every autumn, in Bonn, a beautiful city on the Rhine, Beethoven's hometown holds a music festival in his honor. Most of the pieces performed at the festival are works by Beethoven, and classical musicians and ensembles from around the world also perform.

In 1876, the Bayreuth Festival was held at the Festival Theatre in Bayreuth, Germany. Bayreuth was built to perform Wagner's plays, and at the inauguration of the theater, Wagner's opera The Ring of the Nibelungen was performed. Liszt, Grigg, Tchaikovsky and other famous people from all over the world came to watch. Since then, the Bayreuth Theater has performed Wagner every year or every other year, which has been well received by the audience and is widely regarded as a "music festival for the city."

From mid-May 1938 to June 1938, the city of Bath held the Bath Festival, which is held every year. During this period, the festival will be held in five categories: classical music, European jazz, contemporary music, world music and early music. Many world-renowned musicians will be featured on the stage.

The Bayreuth Festival. 1876

The Bath Festival. 1938



The Beethoven Festival. 1845



The Woodstock Music Festival. 1969

The Monterey Pop Festival. 1967



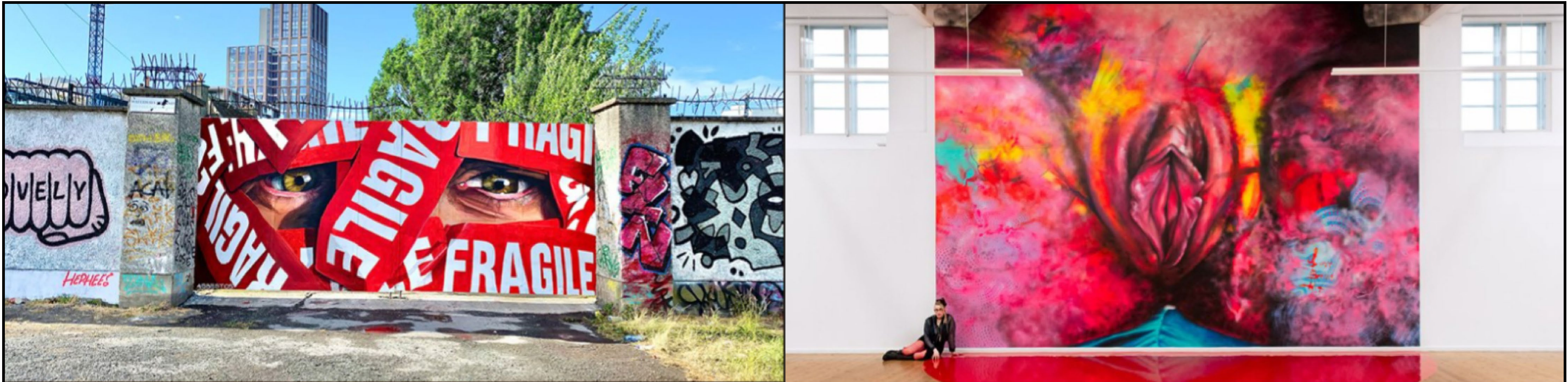
Jazz and rock led the festival

Jazz and rock music flourished at outdoor music festivals in the 1980s. In 1967, the Monterey Pop Festival was held in Monterey, California. At the time, a festival like the Monterey Pop Festival, which brought together all kinds of music styles from all over the United States, was unprecedented and countless hippies and fans of all kinds radiated this fusion across the San Francisco Bay under the slogan “Love and Peace.”

Born in the United States in 1969, Woodstock attracts thousands of audiences under the name of “anti-war, fraternity and equality” and creates a large-scale music utopia. Because of its counterculture activity connotation, it became the legend of rock music and the milestone of the perfect integration of rock music and outdoor music festival. Since then, there has been a close association between music festivals and outdoor activities. People are enthusiastic about outdoor music festivals and enjoy the freedom and enthusiasm they bring.

In 1970, the Grasbury Festival was held in England, the largest outdoor green music festival at the time. In addition to the famous music groups and artists at that time, there are also many forms of performances such as drama, circus troupe, dance, etc., which can be called art carnival.

Roskilde Music Festival , founded in 1971 in Denmark, is the largest summer outdoor music festival in northern Europe today. This music festival brand is a large-scale public festival integrating music performance, cultural cleaning, environmental protection and other methods. Music festival performances include rock, folk, rap, pop, jazz and other music programs, has a strong inclusive, can attract a variety of happy music fans. After 10 years of development, the Roskilde Festival can span four days and seven stages, during which more than 100 music performances, more than 90,000 people a day. It is not only the largest outdoor summer music festival in Northern Europe, but also the most internationally influential music festival in Europe and the world. In addition to music performances, various cultural activities are arranged on the day, such as watching movies, swimming, ball games, graffiti, painting games, video games, creative games, etc



I beat myself up

Asbestos is an Irish artist who’s been creating work on the street in a variety of media since 2003. In his mural I Beat Myself Up for the façade of Foodcourt, he will focus on masks and mental health. Asbestos uses these masks to create characters. They let him confront personal and societal issues and communicate with the public in a vulnerable, direct and revealing way that is often impossible to do while not wearing a mask. Using solidarity as a starting point, Asbestos will explore how we need to recognise our frailties to each other and be open to share them. This work shows him wearing a piñata mask, holding a stick, ready to beat himself up. It explores how the act of appearing calm and strong can cause us all to fall apart inside and how it’s okay to be vulnerable. We beat ourselves up about how we feel and how others think of us when we’d be better sharing our fears and problem.

Pussy ass peace

The title of Swedish artist Carolina Falkholt’s contribution to Roskilde Festival 2022 is Pussy Ass Peace. Falkholt has proved herself fearless in her hardheaded analysis of the patriarchy – and for her there are no taboos in the realm of feminism and revenge. The massive mural she will create for the façade of the Gloria stage raises questions of the public sphere and of the artist role in society, and of democracy; ableism, mental health, care and queer female sexuality.n As an artist Carolina Falkholt is known for her monumental, site-specific and improvised murals and her long-term commitment to the mural and graffiti in public space. She has an established system of painting where she uses a series of circles and spheres to develop aspects of her imagery, which includes a variety of different but often sexually explicit motifs.



JAPAN MUSIC FESTIVAL



Fu ji rock festival

From the end of the 20th century to the beginning of the 21st century is a boom period for the development of foreign music festivals. Various music festivals have emerged all over the world. In 1997, the most famous Fuji Rock Music Festival in Asia was held. The venue was selected in the hills around the forest, where rock music and nature were intertwined, with an alternative and novel feeling. The Fuji Rock Festival enjoys great fame in Japan and is the largest music festival in Asia, attracting more than 200 famous musicians and artists.

The summer sonic festival, also known as the Summer Supersonic Festival, is a two to three day festival held annually in Osaka and Chiba. It started in 2000 as a large-scale festival featuring Japanese rock musicians and bands, including some international musicians. Internationally acclaimed pop stars gather at the festival, attracting millions of fans and generating unexpected financial gains. In 2017, the Summer Sonic Festival came to Beijing and Shanghai in China, bringing great performances.

Chinese Music Festival

Midi festival & Modern sky festival

From 2004 to 2009, China Outdoor Music Festival ushered in its development period, and the real birth of outdoor music festival was MIDI Music Festival held in Beijing Sculpture Park in 2004. The venue was selected in the outdoor park, and the admission fee was officially started, so there was economic income. China's outdoor music festival has embarked on the road of combining art and commerce, and has a replicable commercial operation model.

In 2007, Modern Sky founded the first music festival – Modern Sky Music Festival. Once it was held, it became a dark horse in the industry. The professional operation organization created a distinct business model and occupied the site of music festival together with MIDI Music Festival at that time, and China outdoor music Festival developed into a new era.



Midi Music Festival. 2016
Midi Music Festival. 2022



Midi Music Festival. 2014



Moderb Sky Music Festival. 2007



Moderb Sky Music Festival. 2015



Moderb Sky Music Festival. 2007

Music festival and city



Snowbombing Music Festival Live



Snowbombing Music Festival. 2023

Snowbombing festival

Snowbombing festival has now grown into the largest snow and ice music festival in Europe. Held annually in the Austrian ski resort of Mayrhofen, it combines winter sports, especially snowboarding, with musical performances and themed parties as its unique centerpiece. From rural forests to remote mountain farms to towering snow-capped mountains, the event is surrounded by spectacular mountain scenery. In addition, Snowbombing encourages participants to dress up in unconventional themed costumes in a typical Austrian national style to subtly integrate traditional culture into the festival.

West lake music festival

The “West Lake Music Festival” hosted by the Hangzhou government is a relatively successful example. “Music in the West Lake, life in the West Lake” contains the meaning of the pursuit of a better life and art. In 2008, the first West Lake International Music Festival in Hangzhou, China was successfully held, which was well received by the masses and attracted the attention of the masses. It has penetrated into the material cultural heritage of traditional music and art, and has been vividly reflected. In the following years of West Lake Culture Music Festival in China, the public’s cultural acceptance and cultural identity are constantly improving.



West Lake Music Festival. 2022



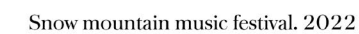
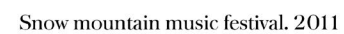
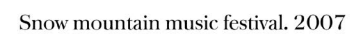
West Lake Music Festival. 2019



West Lake Music Festival. 2022



West Lake Music Festival. 2013



“Snow Mountain Music” in Lijiang, China, actually makes full use of the traditional music and cultural resources in Lijiang, a cultural city in China, and integrates natural resources with special forms, such as Yulong Snow Mountain, the ancient town of Lijiang with a long history, and the Naxi ethnic minority cultures in Yunnan. It gives full play to the cultural characteristics and resource advantages of Lijiang, a cultural city in China, as one of the most popular cultural tourism hotspots in the world. The “Snow Mountain Music Festival” established according to local conditions has great international significance and far-reaching influence on the tourism of Lijiang, China.

Visual design style & music festival

wolfe island festival & Detuned radio festival

The visual design and theme style of the music festival are the elements of the music festival brand, and they complement each other. The visual image design of the music festival must accurately incorporate my theme and ensure that the overall design style is consistent with the theme, so as to achieve the purpose of effective communication. Immersed in music people easy to feel a lot, emotional resonance. Music can be felt, and we can be happy or sad along with the lyrics and arrangements. The visual image of the music festival is the embodiment of the multiple complex memories that music brings to people, such as power, emotions and feelings. This is what the designer is committed to conveying to the audience with graphics, words and colors. Most of the music festivals around the world are named and promoted by the theme of music. In terms of music styles, there are mainly classical music, rock music, jazz music, modern music and comprehensive music. In the promotion of music festival, it is necessary to combine the artistic characteristics of music festival to design and promote.

Different music festivals, due to the change of theme style, regional lead to the design style is widely different. Wolf Island Music Festival is a folk island music festival with a relatively small audience range. Due to the venue, the publicity posters mostly contain elements such as islands, forests and waves. The poster style is fresh and clean. Folk style is used as the keynote of propaganda. The picture is usually quiet and peaceful, and the concept conveyed is closer to life. Detuned Radio Festival is a music festival presented by Hong Kong metal band Maniac. The festival's theme for 2019 is "Music is an adventure." The main vision of the music festival adopts cyberpunk style, with elements such as adventure mission, neon lights, street scene and future technology, reflecting the trend and fashion sense.



The Wolfe island music festival. 2010

The Wolfe island music festival. 2018

The detuned radio festival. 2019

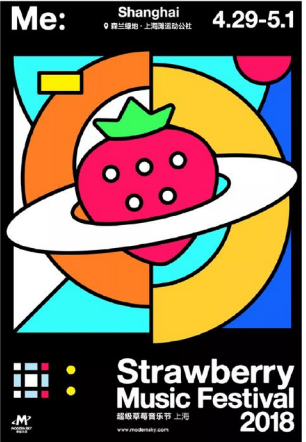
Create music festival logo and its series of applications



The strawberry music festival. 2019



The strawberry music festival. 2019



The strawberry music festival. 2018



The strawberry music festival. 2018



Midi music festival badge.

Logo is not only a symbol composed of text, circle image, but also the basis and starting point of visual image design. After careful design and refining, the expression and dissemination of certain meaning and information. "Logo is a kind of media through visual image design, which can bring positive promoting effect on commercial and cultural communication. And is the center of the activity image. The logo of the MIDI Festival is a butterfly shape made up of two guitar picks, and the overall color is green. The graphic is simple and easy to identify, and is quite different from other music festival logos. In order to form a series of publicity, MIDI butterfly shape is also widely used in music festival souvenirs and ornaments

The Strawberry Music Festival poster focuses on the symbolic elements in the design, making the image of the music festival more clear. Each week Strawberry Music Festival has a different theme, and the poster design is diverse, with youth, lively atmosphere, bring people with comfort. Strawberry is often used in music festival posters. It can be seen at a glance that this element has become a unique symbol of posters in many music festival posters.

Midi music festival logo



The combination of urban character and music festival

Salzburg music festival

The localization of the visual image of outdoor music festival relies on local regional culture and ethnic cultural elements to design and create, which requires the use of certain artistic expression techniques and appropriate forms of expression with its own brand connotation, as well as the re-creation of native cultural materials to express and apply these cultural elements to the visual image. Condense the localization characteristics of its own visual image. This can make the outdoor music festival itself with good brand persuasion and appeal, but also enrich the visual image connotation, so that the audience can resonate. The promotional material design cover of the 2012 Salzburg Music Festival integrates urban elements into the promotional material design. Exaggerated heads with city characteristics are used as the visual design main body of the poster, and statue elements are also used on the logo, making the music festival become the spokesperson of the city. The Salzburg Festival has boosted the city's economy, making the festival a major event in the local economy. Music festivals promote urban economy, and cities promote the development of music festivals. Salzburg Music Festival deserves to be an important traditional cultural event in the world.



Grasnapolsky festival

The localization of the visual image of outdoor music festival relies on local regional culture and ethnic cultural elements to design and create, which requires the use of certain artistic expression techniques and appropriate forms of expression with its own brand connotation, as well as the re-creation of native cultural materials to express and apply these cultural elements to the visual image. Condense the localization characteristics of its own visual image. This can make the outdoor music festival itself with good brand persuasion and appeal, but also enrich the visual image connotation, so that the audience can resonate. The promotional material design cover of the 2012 Salzburg Music Festival integrates urban elements into the promotional material design. Exaggerated heads with city characteristics are used as the visual design main body of the poster, and statue elements are also used on the logo, making the music festival become the spokesperson of the city. The Salzburg Festival has boosted the city's economy, making the festival a major event in the local economy. Music festivals promote urban economy, and cities promote the development of music festivals. Salzburg Music Festival deserves to be an important traditional cultural event in the world.



Personal
Music
Festival
Brand
Packaging
Practice

Music festival brief

I want to create a music festival for my brand of Chinese folk music in “Pro”, and I chose Chengdu, China as the location. This is a city with profound cultural heritage, including tea culture, mahjong culture, hot pot culture and so on. The famous Chinese folk singer Zhao Lei has a song named “Chengdu”, which well proves that Chengdu is a gathering place for folk fans, whose cultural heritage can strengthen my brand structure and promote the audience. I will design a series of related products based on the local characteristics of Chengdu combined with my brand elements, such as posters, shopping bags, clothes, etc. The purpose of this music festival is to promote my brand. And reasonable to bring economic benefits.



Teahouse culture

Teahouses are a microcosm of Chengdu society. Before the 19th century, drinking tea in teahouses had become the custom of Chengdu people. Before the 20th century, there was little official interference in teahouse life. A local proverb says, “a city dweller is half a tea guest.” Chengdu people write about their own city, almost without tea house.





Panda culture

It is well known that the Research Base of Giant Panda Breeding is located in Chengdu, so pandas are not only a national treasure in Chengdu, but also a deep-rooted culture. Pandas are printed on taxis, backpack pendant on young people, and hair bands on their heads are all cute pandas. As a national treasure of China, pandas have attracted wide attention both at home and abroad due to their rarity. As the hometown of giant pandas, Chengdu, the provincial capital of Sichuan Province, naturally takes advantage of the cultural symbol “hometown of pandas” to build the cultural image of Chengdu as the hometown of pandas, which has caused visual impact on the outside world and the local area at the beginning, and formed a deep-rooted and solid impression in people’s mind over time.

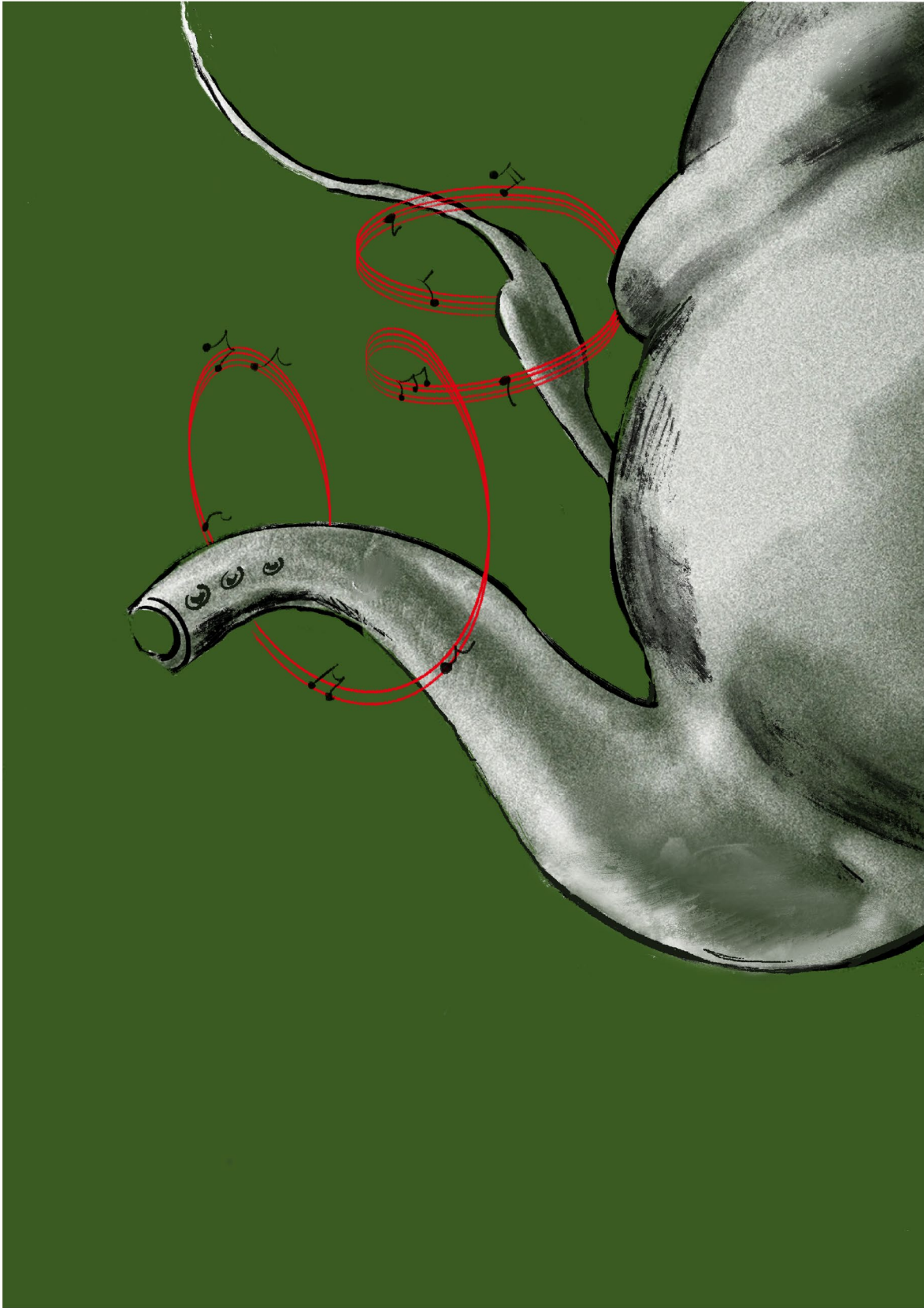




Mahjong culture

Mahjong is a game invented by ancient Chinese people. After a long time, it has become a cultural essence of the Chinese nation. Mahjong is now also very popular with people all over the country, as a special means of leisure and entertainment, mahjong has a very special charm. Mahjong is indeed very popular in Sichuan. There are no traditional teahouses in Chengdu for a long time. It is no exaggeration to say that Chengdu teahouses without mahjong tables are not real teahouses or profitable teahouses. Half of many public teahouses are occupied by Mah-jongg players. In Chengdu, playing mahjong has become the most natural way of communication to break through the "joints".

The picture on the right is inspired by teahouse culture. The green background is because it matches the color of tea leaves. The spout of the teapot reminds me of the similarities with the Chinese Musical Instruments bamboo flute and xiao, which can be very cleverly hooked with music. Finally, a staff similar to my logo was added to make the audience more clearly understand the brand of this concert.





I used procreate to draw the illustration in the left picture based on the appearance of Chinese mahjong. Mahjong is one of the important cultures of Chengdu, which will be applied as an important element of my music festival. I wrote my brand name “roots & branches” on the tiles and differentiated them in different colors.



Chengdu Roots & Branches music festival bags



Chengdu Roots & Branches music festival mobile phone shell



Chengdu Roots & Branches music festival pillow



Chengdu Roots & Branches music festival cup



Chengdu Roots & Branches music festival mask



Chengdu Roots & Branches music festival.
Chengdu Roots & Branches music festival.
Chengdu Roots & Branches music festival.
Chengdu Roots & Branches music festival.
Chengdu Roots & Branches music festival.
Chengdu Roots & Branches music festival.
Chengdu Roots & Branches music festival.
Chengdu Roots & Branches music festival.

Conclusion

In the professional part, I created a Chinese folk music brand of my own, and set up its logo as well as relevant posters, websites and social media. In this speculative project, I selected a city for my brand and launched a music festival with the characteristics of the city combined with my brand. A successful music festival will undoubtedly bring good benefits to the brand and bring enough economic benefits while promoting the brand. Based on the investigation and analysis of a large number of domestic and foreign music festivals, it is found that China's urban music festivals are developing rapidly, and this part of the market has broad prospects. I finally chose Chengdu, Sichuan Province, because it has rich cultural connotation and strong folk atmosphere, where many folk singers and fans live. I designed two illustrations for this music in the form of illustrations, and created related peripheral products of the music festival. I hope my brand can take this a step further.

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Evaluation

I choose brand design from "Major", the theme is Chinese folk music studio, which stems from my interest in music, and I hope Chinese music can go international. After previous personal brand project experience, I have more confidence in this design. In order to create a brand of Chinese folk music, I first investigated the history of Chinese folk music and chose the brand name from it. Then I combined it with western music bands, music studios and so on to get the inspiration of the logo. In the "Speculation" project, I hope to create a derivative of a professional project brand. I want to know the connection between a brand and urban music festival. I want to hold an urban music festival for my brand and design its surrounding products, and finally make it into a book.

After designing the logo, I designed posters, websites, mobile phone interfaces, social media and so on. I think about everything from scratch and develop it slowly. How to arrange the grid to fit my logo; How to arrange text and negative space properly. I want everything in my brand to be relevant, it has continuity. What I focus on is how to combine logo with poster and how to integrate folk content into my poster to enhance audience's visual experience. Among them, in the research workshop, I realized the value of ambiguous photos, which helped me a lot in poster design. In addition, I used illustration in the speculative project, and the combination of illustration and text can enhance the visual experience.

I still met many difficulties in my last project, and I need to continue to improve my professional skills in the future. How to make the logo more simple and clear, more fit the theme; How to create poster images using Adobe software like Ps, Ai, Ae, etc. I need to learn from other people's work and understand the design principles behind their work.

If I have the opportunity, I would like to try some UI or 3D production. In this way, I can further improve my brand and enrich my future work scope. In this project, I once again came into contact with editing design, which enabled me to learn more typesetting techniques and knowledge.