Cloud Nine Music Festival

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My design brief required me to design a new Australian music festival with the hopes of providing the Aussie youth an opportunity to create new memories through the art of music. Born in Washington D.C, entrepreneur and founder Enzo De León has requested the creation of a brand new hip-hop and rap music festival located in Melbourne, Victoria. The new brand is required to include a logo, promotional posters, merchandise, tote-bags, passes, tickets, and a main logo that can be manipulated through various medias. The festival's elements are all required to cohesively provide a futuristic and mystifying aesthetic, implementing a clean and modern colour palette within the final practicals. Enzo desires for all advertising media and merchandise distributed throughout the festival to depict a minimalistic and brutalist design genre, with the inclusion of legible text and scalable designs suitable for various applications.

I began the designing process by researching music festivals within the Australian region in order to gain a greater understanding of the demographic, helping with the development of a target audience for the music festival. It was determined that the brand's identity should be targeted towards the youth and young adults of Victoria, mainly aiming towards the ages of 16-30. The design aesthetic for the brand should evoke an energetic and youthful mood in order to correlate with the target audience. Furthermore, research of varying design genres such as brutalism and contemporary minimalism helped me create a refined aesthetic for my festival. This research helped me to understand how audiences look for ethical considerations within the festival's identity. Hence, I first created reusable drink bottles alongside tote-bags to encourage sustainability within the festival.

I explored and researched the importance of a festival's logo, discovering and identifying design elements needed to be applied in order to create a successful brand identity. I decided to evoke unity through the logo's design by incorporating it into all of my elements, taking scalability and legibility into consideration before designing the logo. The final imagery based logo featured a cloud with a lightning bolt underneath. Double meaning can be found within the logo, as the number 9 can be seen to be part of the cloud. The typography "Cloud Nine" was legible underneath the logo, creating unity with the design due to its similar rounded shape structure. The logo structure could be manipulated into many forms throughout the identity package due to its minimalistic structure and high use of space, colour and shape. Variations of the logo included the use of different outlines, effectively displaying the brand's colour scheme whilst also creating variations within the designs.

Designers Mathew Custar and Lucas Matheus were researched due to their distinct design styles incorporating contemporary brutalism and minimalism. This research assisted in the discovery of my personal aesthetic through distinct design elements such as line-art and the use of largely scaled typography within posters. Inspiration was further taken from their use of distinct geometric shapes and patterns to successfully evoke movement. These techniques were introduced into the posters displaying the three main artists featured in the festival. I used a consistent composition for each of the posters to create a sense of unity, whilst also incorporating a distinct colour scheme for each poster to create variation. Inspired by Custar's illustrations, the use of fine lines to create three dimensional geometric shapes established direction, whilst the use of finer shapes created structure within the design. Emphasis was stimulated through the use of high contrasting neon colours over the neon backgrounds,

evoking tone. I found the use of these design elements effectively accentuated the artist's within, creating focal points and diverting attention. The overlay and underlay of the lines created depth, whilst also establishing a boundary for the poster. The use of three distinct colours for each of the artists was kept consistent throughout each of the design elements to portray the festival's central theme.

The artist line up poster utilised the typographic based variation of the logo, positioned vertically whilst still allowing legibility. A solid matte black background was used to create emphasis for the typography. The use of solid typography creates a focal point due to its weight, further reinforced through the use of bright colours to contrast against the black background. Smaller and white typography was used to create a further list of artists underneath the names of the main three artists, creating hierarchy and establishing importance throughout the design. The brutalism design concept was employed through the use of distinct symbols throughout the poster. The event details were vertically and horizontally aligned, and the use of an arrow assisted with the upwards motion of viewing for audiences. This information highlighted the event's practicality and reinforced its advertisement. In addition, another poster utilising similar design elements such as the was created to act as further advertisement for the event.

The merchandise for the festival included a new design that was used for the hoodie, featuring the three main artists surrounded by clouds. Inspiration from line art was taken to create the front design of the hoodie. The use of outlines created a sense of unity throughout all of the designs. The adaptations of the clouds allude to the festival's name further represented through the nine elements. Adaptations of the previous designs such as the artist line up poster and the drink bottle typography were implemented into the hoodie, such as its back and the sleeves. Further adaptations of the logo and new designs were incorporated into the drink bottles, passes, tickets and tote-bags. All of these elements employed the central aesthetic for the festival, including bold, vibrant lines contrasting against black backgrounds.

Throughout the design process for Cloud Nine, I intentionally designed all products to cohesively display a central aesthetic created through stimulating and high contrasting colours. The consistent use of bold and vibrant outlines created designs which are recognisable and distinguishable, creating a harmonious relation between all elements. The use of varying design alternatives enhanced the brand's flexibility when advertising, and further allowed it to manipulate its application to a variety of media. Cohesive designs enhance the identity and unity within the brand, visually identified through the brand's use of similar elements. I discovered the Cloud Nine designs create a futuristic emotion whilst appealing to a modern day audience, allowing for the visual creation of an environment through purposeful design.