

One Page Write- Up  
June 20, 2022

I chose to focus my project on the music festival, *Made in America* created by Jay-Z and Roc Nation. I was drawn to this topic because of my love for music, but I was surprised to see the lack of visuals and details about the experience. Just from going on their website and Instagram, I saw that there was limited information and a minimalist style. The festival being curated by Jay -Z can bring a lot of attendees, with the mention of his name alone, but it can be better advertised to reach a broader audience that may not know it exists or when it happens each year.

The goal was to fill in the missing pieces and figure out how we can create a more marketable experience. In order to enhance the brand, I wanted to add more info on the artists that are scheduled to appear. Have the setlist be viewable or downloadable on the site. Right now the festival is under the guise of Jay-Z's personal brand and I wanted to distinguish between the two.

I actually did a couple polls on my Instagram asking my followers what they knew about *Made in America*, and many of those that did participate had not heard of the festival or said they would not go due to disinterest or lack of advertising.

My intended goal was to reach a younger audience within their mid-20s to mid-40s. I imagine that festival-goers are people who love music and are fellow artists of some sort. The type of audience that loves to have fun but is more mature.

My role in completing this project was creative director, researcher, and designer. I did have collaboration from my instructors and peers. They were helpful in providing feedback on assets.

- Process:

- 1) Research the brand and see what it currently offers - helped me to see what I was already working with
- 2) Pull images that make me think of America - I took a more symbolic approach to what *Made in America* means
- 3) Started on logo design - the idea of the music note came pretty early on and it was more about solidifying the story behind it.
- 4) Deciding what the deliverables would be best useful for the brand
- 5) Creating the brand guide I wanted to add color to the slides while keeping it clean and minimal

- What I learned:

I had a difficult time in the beginning how to build a brand around few words and more visuals. Images can say a lot but they also can be misinterpreted. I love Jay-Z as an artist and often went back to thinking of what he would think but realized that he is not the user I was trying to appeal to. I was also aware that music festivals do not happen year round so their branding is unique in that you can make more changes than you would a restaurant or something you frequent often.

I also learned that I tend to work out of order during my process. I really like to focus on the details but that sometimes means that I get fixated on such small intricate parts of designs that are not as relevant to the bigger picture. Focusing on the process and trusting it is a continuous practice in design.

Although design is not art it can be a fun, unique process tapping into what others see through my eyes.