

‘Chords For a Cause’

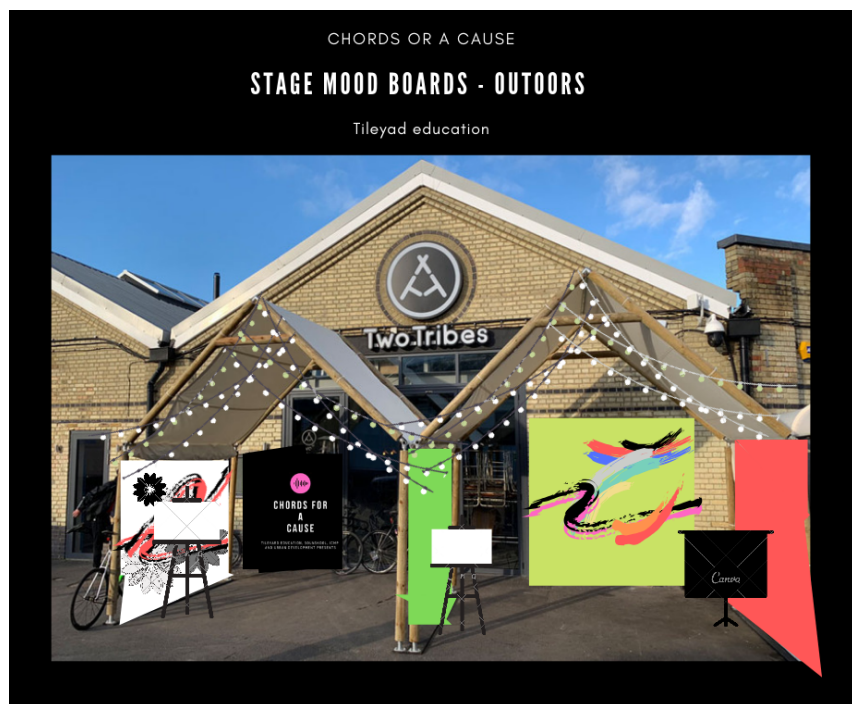
Branding and Concept Commentary

1. The Event

In order to create the aesthetics that portray Chords For a Cause’, mood boards were created to incorporate colors, light and overall decoration. Canvas was used in order to create a professional aesthetic. The combination of music and art exhibitions instantly clicked into creating a warm bohemian environment. We wanted the attendees to attend more than just an event, we wanted them to have an experience. O'reilly . H (2016) commented on how there are several parallels between visual arts and music. Both show interpretation of visual and sonic events. Music can easily change what mood we're in at the moment. Nowadays several music festivals are incorporating art exhibitions into them such as KAABOO Music festival (Meyer, J 2016)

On this moodboard describing the outdoors of the event, you can see how the experience starts as soon as the audience arrives. Several artworks will be exhibited as people make their way inside the venue to stimulate visuals. The outdoors will also be decorated with lights to captivate the colors of the exhibition and create an inviting atmosphere.

Artwork exhibitions



1.1 Outdoors

2. Lights

3. Event Poster

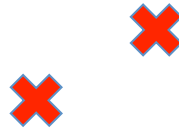
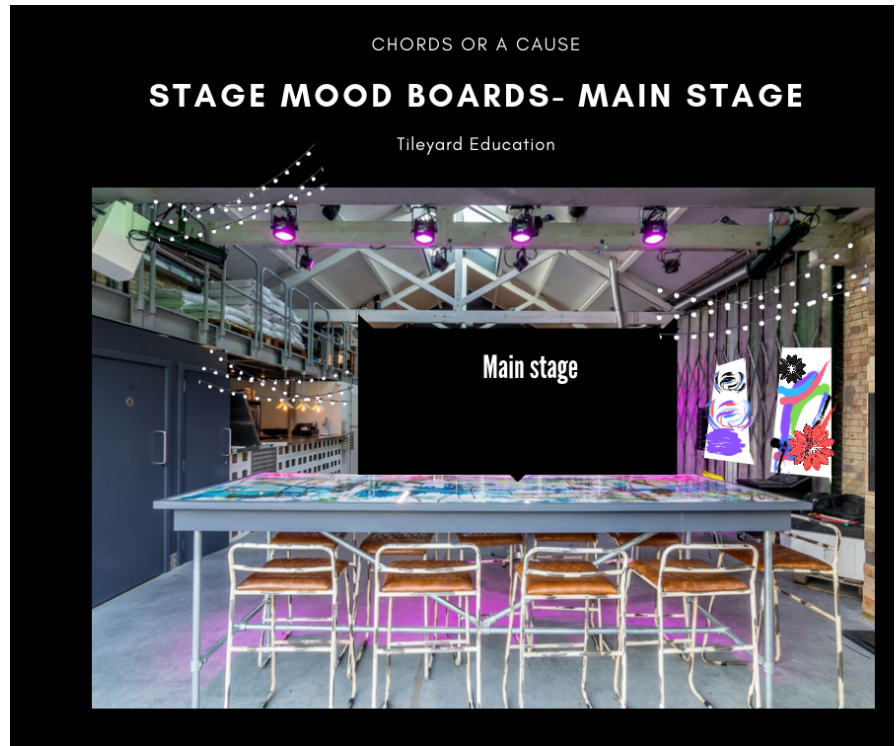
1.2 Indoors and Main Stage

As the audience walks inside the venue, the artwork exhibition carries on. Several pieces will be spread around the walls. The theme surrounding the lights carries on to the stage, which emphasizes the performances taking place. Our team is Fully aware that certain areas o the venue are not suitable to exhibit artwork due to safety hazards. Hence the exhibition will be minimal in comparison to the outdoors.

Exhibits

2. Lights

Safety Hazards

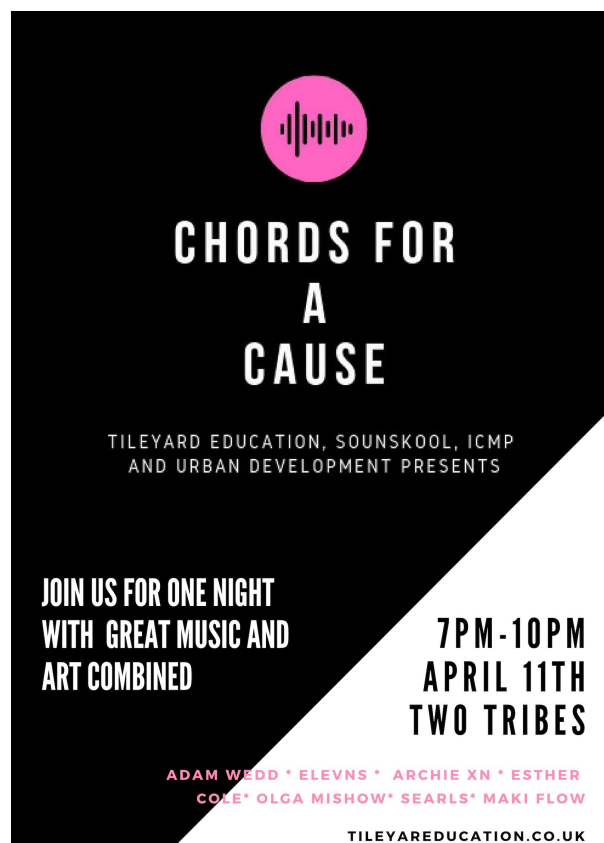




Branding

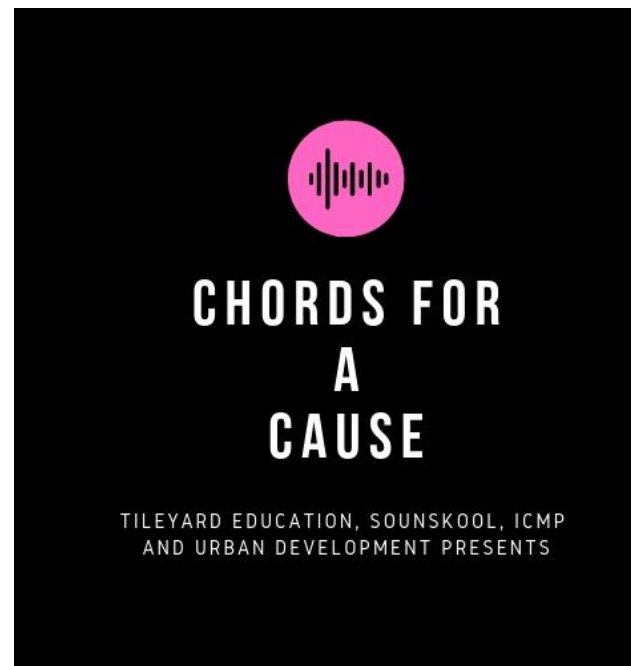
We wanted to incorporate simplicity and minimalism in this event's poster. The design that we chose shows coherence with Tileyard's aesthetic but also shows maturity and a clean design. Cutruzzula, Kara (2017) mentions how posters have a big job to do and are a major promotional tool. Even with simplicity, I wanted 'Chords for a cause' poster to consider the space and make it free from unnecessary ornaments. Still the use of bold contrasting colors makes this a successful poster of its respective event.

2.2 Poster



2.2 Logo

Like the poster, we wanted the logo to be simple but strong. The image created captivates music but also shows maturity and conveys the support of a charitable cause.



references

O'reilly. H (2016) *Music Production and Visual Arts*. Available at:
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Meyer. J (2016) *Music and art make a beautiful couple*. Available at:
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