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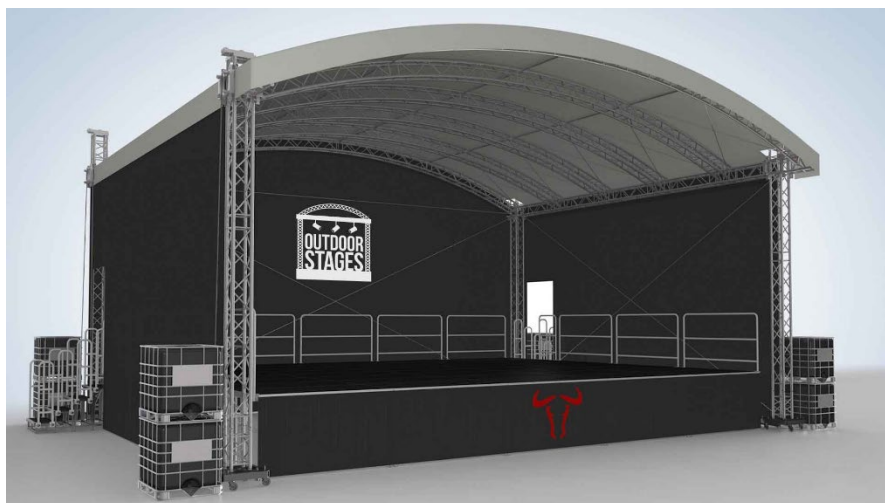
Programme of Study: Graphic Design

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Curation is an important part of planning and executing events, such as art exhibitions, music festivals or a theatre performance. Curation is a selection of objects, people or contents involved in an event.

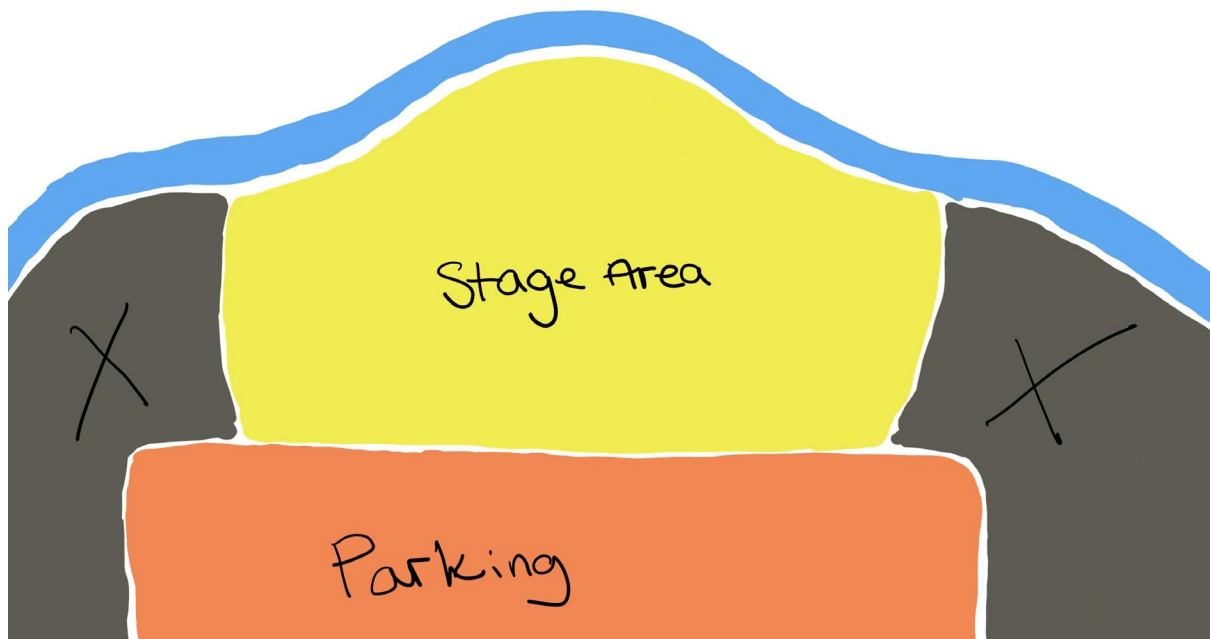
I plan on creating a music festival named 'Rocking Era' that curates 5 musical artists who are all linked by the rock genre. Due to it being a music festival, in theory, it would be loud so I would have it be located in Little John's Farm which is the same place that the Reeding festival is held. The 5 musical artists I selected are David Bowie, Michael Jackson, Queen, The Beatles and The Beach Boys because I wanted to base my festival on one of my interests, rock music. Since the whole festival is theoretical, I decided the artists that are dead would either be alive for the event or there would be recording of the songs they sang. Each artist will preform a range of songs, but I curated a small number of specific songs that are linked to my interest.

My intentions are to build 5 separate stages in different areas of the field for each of the artists. The stages will be located within equal distance of each other however, they will not be close enough that the music will be overlapping each other. The music artists would be performing at the same times but there would be break times where the stages would play rock music from other members of the rock genre. The festival would start at 10am giving people enough time to travel to the festival grounds and any extra details such as food or bathroom breaks, and the festival would end at 11pm so that if people were to show up late, then they would still be able to enjoy the performances and it would give people enough time to travel how safely. I plan on the target audience being rock fans and fans of the artists, so there would also be stalls selling merchandise of the artists preforming.

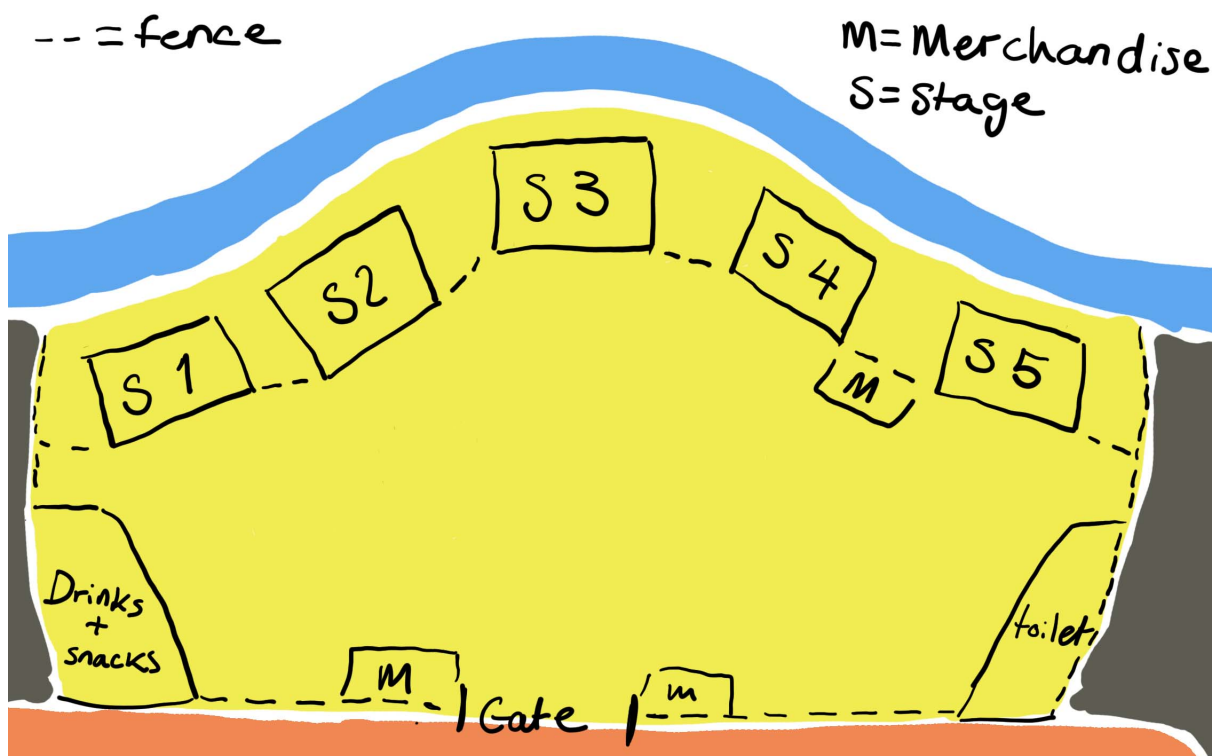


(2014) Stage Design

For the first stage, the artist would be The Beatles. The Beatles are a British rock band that started in the 1950's/1960's. The band included John Lennon, Paul McCartney, George Harrison and Ringo Star. The second stage would be David Bowie, a British singer from the 1960's/1970's. Stage three would feature Queen, a British rock band from 1960's/1970's. The band included John Deacon, Roger Taylor, Brian May and the iconic Freddie Mercury. For the fourth stage Michael Jackson, American singer from the 1990's/2000's, would perform and for the final fifth stage, an American band from the 1960's called The Beach Boys would perform. The band included Brain Wilson, Carl Wilson, Dennis Wilson, Mike Love and Al Jardine.



Reid, A. (2021) Layout and Layout



Though each musical artist is linked through the genre of rock music, each is different in their own way. Each artist is iconic to the public because of the fashion they wear, the makeup they choose and the music they sing. From David Bowie's blue and red lightning bolt to Michael Jackson's moonwalk, every artist has something that makes them stand out.

Starting with the oldest of the artists, The Beatles became one of the largest and most popular bands that had a big effect on the rock genre. They were a band that was not afraid to experiment with while in the studio recording music. In 2015, the band was named "the top-performing act in charts history" because of the impact they had on the top charts with songs such as 'A Hard Day's Night' 'Let It Be' and 'Hey Jude' (Billboard, 2014). The Beatles also released the 'Abbey Road' album which was named after one of the most famous recording studios in abbey road. The album reached high successes in both the UK and the US. Although the Beatles were very popular, they disbanded in the 1970's, the same time the band Queen started to form.

Queen was one of the iconic bands throughout their whole career and are still massively popular. Freddie Mercury gave the population one of the most recognisable voices known to man. They became global sensations due to the fact their music was popular in many countries. One of the main reasons people believe Queen became such a success and so iconic, was their fashion style and their unique music style, which could be related to how the band was confident and knew that their unique look would attract people's attention. 'Bohemian Rhapsody' was Queen's number one most popular song on the charts, followed by 'We Are the Champions' and 'Under Pressure' that featured David Bowie (Rob Copsey, 2018). Bohemian Rhapsody went on to be the name of the Queen movie, which was released in 2018. Queen and David Bowie performed 'Under Pressure' together, which is understandable because they started their careers roughly around the same time period.

David Bowie started singing in 1969, a year before Queen. After changing his second name to avoid confusion with another singer, he joined a band called 'The Monkees'. According to John Covach, a rock historian, "David Bowie changed rock music in the 1970's in a significant way" and "He was one of the first performers to really bring theatricality into rock 'n' roll performances. Every time he came back with a new album, there was going to be something new and different." (Melissa Chan, 2016). David Bowie's music was not as popular as The Beatles or Queen, but he is still a recognisable artist due to things such as his clothing and wild makeup, he wore bright face paint and rather feminine clothes, which tells people he wanted to be noticed and did not care about the opinions of people who would not approve. Though people may not know him for his music, he was also in a movie entitled 'The Labyrinth' which helped bring some more recognition to his music. David Bowie only managed to receive five number ones, two of which featured other artists, Queen and Mick Jagger.

(2018) David Bowie



The Beach Boys are not like the other rock artists on my list. The band has a much more upbeat summer theme, this sub-genre of rock is called 'yacht rock'. The Beach Boys are believed to be the "godfather" of the sub-genre due to their early start (Josh Black, 2018). The band only managed to receive two number ones in the UK, 'Good Vibrations' and 'Do It Again', although they did release other known songs. The band are still popular, however many people do not know that the songs they sing are sung by them, for a personal example I know many of their songs but only discovered it was sung by The Beach Boys after seeing the band on a TV show called 'Full House'. The Beach Boys' style was very pale and pastel, they wore stripes mostly which links them to the 'beach' theme. They were very casual and laid back, which helped the surfing lifestyle they often sung about.

Michael Jackson is the last and one of the youngest artists on my list. Michael Jackson started singing at the age of 5 and proceeded to sing with his older brothers in a group called 'Jackson 5', although the band was known to be a pop band. Much like David Bowie or Queen, Michael Jackson became massively popular with help of his fashion. His style became easily recognisable and iconic to the public. His most iconic style was his outfit in his music video of 'Thriller', he wore a red leather jacket with black strips and red leather trousers, his use of darker colours could be his way of linking into the classically viewed version of rock. Michael Jackson was also known for wearing a single glove on his hand. He managed to achieve multiple number ones with songs such as 'Billie Jean', 'You Are Not Alone' and 'Earth Song'. Many accusations have been made against Michael Jackson however he is still a big artist with many followers.



(2015) Michael Jackson

As mentioned earlier, there are different types of sub-genres of rock such as pop rock, punk rock, glam rock or hard rock. Using sub-genres, each artist manages to be linked into the rock genre but is unique with their different sounds. Sub-genres of rock are easy to find, you would be able to look up a list of sub-genres by simply using the internet. David Bowie was believed to be a glam rock artist while someone such as Michael Jackson was believed to be more pop rock. You can hear the difference in some of the genres where other sub-genres focus more on appearance. The Beach Boys, who are yacht rock, have a soft and upbeat style that would make me think it was not rock related however while listening to Queen, who are hard rock, they have a catchy and 'head bouncing' style which is more classically linked to rock, as rock is usually seen as a darker style of music. When I hear the word rock, I think of black leather jackets, chains and messy makeup.

The history of rock runs back to the 1950's and is still being created now. A former rock critic, Simon Frith, once said "Rock was something more than pop, more than rock'n'roll. Rock musicians combined an emphasis on skill and technique with the romantic concept of art as individual expression, original and sincere." (Wicke, 1990, p. 92).

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