

Rachel Jones

Research Proposal

### **Research Problem Statement**

My assignment was to take a piece of music and use it to inspire some kind of event. This event could be anything from a festival, gala, campaign, fundraiser, or a location based, interactive event. You needed to incorporate the name of the song and the lyrics into the event. The lyrics of the song would inspire certain design choices in the various event deliverables. The event that you chose would need to make a positive impact on people, and be used for a good cause. You needed to do research on your chosen topic and determine the organizations and companies that could sponsor your event.

This was a multi-stage and multiple piece project. You needed to go through different design stages such as preliminary research, planning, sketching, rough drafts, final drafts, and then final deliverables. Some of the deliverables included a logo, secondary logo, event poster, invitation, and event badge. You needed to create a logo that was appropriate and pertained to the event. For the poster and invitation, you needed to include information about where, when, and why the event would be taking place. Lastly, you were to create an event badge that would be given to the attending people. All of the pieces needed to be cohesive, compatible, and visually work well together.

### **Communication Objective**

I wanted to create an event that dealt with the mountains. The mountains are a place that is very peaceful and is beautiful. For my project, the piece of music that I decided to use to influence the event was “Mountain Sound” by Of Monsters and Men. I really liked the lyrics of the song, and thought that they could be used to create a very meaningful and impactful

Rachel Jones

## Research Proposal

campaign event. The music is very upbeat, and makes the listener feel like they are going on an adventure. However, when you listen closely to the lyrics you get another impression. The lyrics make it seem like the artist is running away from something such as past regrets, or shadows of his past. He wants to get away and get to a place that is more peaceful.

National Park Service would be partnering with the ADAA (Anxiety and Depression Association of America) to host the event. The event would be sponsored by the Jed Foundation, Mental Health America, Brain & Behavior Research Foundation, and Charity Miles. The location of the event would be in the Blue Ridge Parkway. The address is 85919 Blue Ridge Pkwy. Bedford, VA 24523. The event would take place on September 25th and 26th in 2019.

Some of the activities include hiking on the many beautiful mountain trails, and later enjoy live music from a local band. The event would be about \$15 per person. Participating in events such as this one are important because they can be very beneficial to people mentally and physically. With this event, I hope to bring more awareness to anxiety, depression, and mental health. This event would also promote participating in more outside activities. Rather than staying indoors all day, you would be getting out to do things and staying active. Some other benefits would be that you would be engaging with other people in fun activities.

### **Visual Solution**

For the design of the logo, I wanted to create something simple that still encompassed the event. I created three different logos that could be used interchangeably on the various pieces. One is more illustrated and picture based. It is a circle that has a simple mountain range on the inside with the name of the event in the white space. The other two are more text oriented.

Rachel Jones

## Research Proposal

The brand elements are composed of the color palette, typefaces, and imagery. I wanted to use a cool color scheme to convey the mood of the event, so I decided on dark blue, light blue, and an off white color. The typefaces that I chose were Herculanium and Adequate. Herculanium is a very urban and outdoor looking font. I used it for the titles and headlines. Adequate is a simple, sans serif font that I used for the body text. For imagery, I used a stock photo of mountains, and I also created an image in Photoshop that looks like fog from the mountains. For the poster and invitation, I used the stock imagery in the background. I used hierarchy to place the text and information accordingly. I created a sleeve for the invitation. On the front, there is a circular opening in which you can see the mountains of the imagery on the invitation. I also used the Photoshop illustration on the outside to give it visual interest. On the back of the sleeve, I put address information so that it could be sent out to people. Lastly, for the event badge, I used the stock photography and slightly darkened the image. I created an interesting line pattern and adjusted transparency settings on some boxes. On the front of the badge I have the person's name, and on the back is the date of the event.

## **How It Was Produced**

The most of the time working on this project was spent doing research and sketching out ideas. I created many different logos, and many layouts for the poster, invitation, and badge before I was satisfied with a design. After the sketching process, I started working on rough designs and then started to test those out on the computer. I used the brand elements and the placement of some objects to give the event a distinct feeling and mood. To find the beautiful stock photograph, I used pexels.com, which is a stock imagery website. The photographers on

Rachel Jones

## Research Proposal

that website allow you to use their work for your projects without getting copyright claims. I produced all of the final pieces in Adobe InDesign, Illustrator, and Photoshop. After I finished designing the documents, I exported the files as PDFs. I then organized the design elements neatly on six different pages and then exported those as PDFs as well.