

MADE BY US

Identity System
Graphic Design 3
Fall 2018
Chantal Fischzang

By: Brandon Marshall

DESCRIPTION

Racial relations in America has been a constant struggle, with certain groups on either end of the race spectrum claiming superiority either by cultural history, birthright, or institutional dominance. The topic of race, and more specifically how racial relations have progressed is something difficult for many people to discuss, but remains important nonetheless.

IMPORTANCE

The only *way* for racial relations in America to improve is to talk about it. Despite the opinions of those who feel more comfortable staying *away* from the conversation, or shutting it down entirely, the discussion needs to be made on all platforms, including but not limited to local streets, creative mediums or spaces, school classrooms, football fields, and our own homes.

ARTICLE

Rick Santorum Blames Obama For Increased Racial Tensions In The US

"Obama did more to exacerbate racism in this country"

https://www.huffingtonpost.com/entry/rick-santorum-barack-obama-racism_us_5b1497e2e4b0d5e89e20c8e1

INTRO

The purpose of this conference and festival is to be a celebration of creativity, especially among people of color, provide a creative space within the art, music and film medium, and spread awareness of the issues that people of color and other marginalized groups face. The idea is not to shut out non-Black or non-POC, but to put the culture and creativity of people of color on a center stage.

The conference portion will allow attendees to not only view films, but to also sit in on panels that include the directors and collaborators who brought their vision to life. There will also be guest speakers, some of whom support creative spaces, and others who are actively working in creative spaces, talking about the work that they do and providing insight into their creative process.

The festival portion will feature several musical guests, including well known and established artists, to recently signed artists at the beginnings of their careers, to indie performers who you may have never heard and are just looking for their community to lend an ear and support their journey.

SPEAKERS

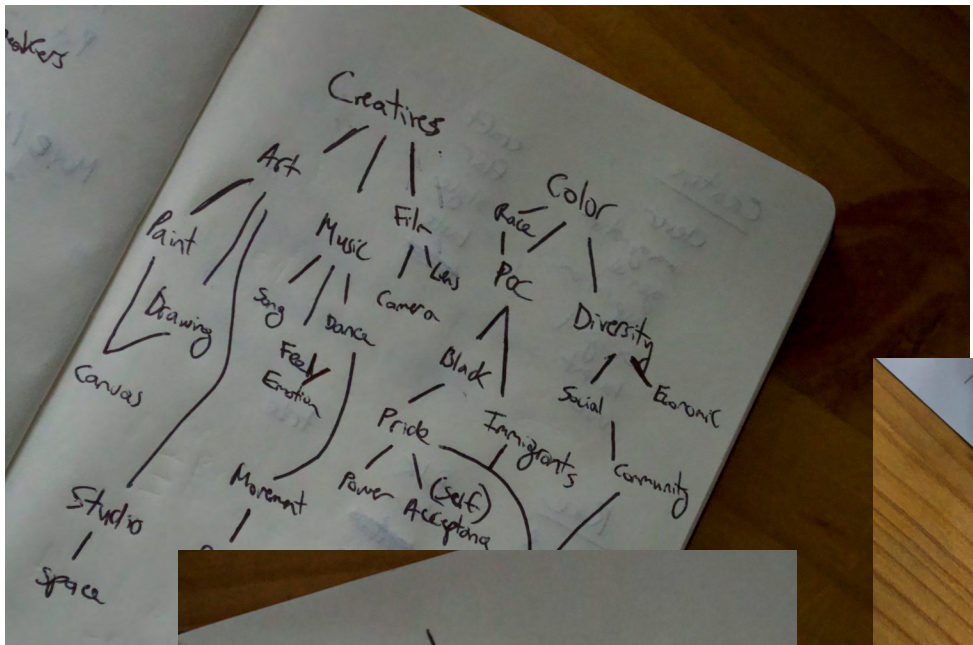
- Barack Obama, Former President
- Corey Booker, Senator
- Spike Lee, Film Director and Activist
- Ava Duvernay, Film Director
- Tarana Burke, Founder of Me Too Movement
- Patrisse Cullors, Opal Tometi, and Alicia Garza, Founders of BLM
- Kendrick Lamar, Musical Artist
- J. Cole, Musical Artist
- Frank Ocean, Musical Artist

SIMILAR TOPICS

Black Lives Matter

Police and Incarceration

Immigration Reform



Name List
 * People of Culture
 * Power of Culture
 * Kin
 * Kin N' Them
 * Culture & Kin
 * space

Creative
 clever
 imaginative
 genius
 inspiration
 original
 talent
 vision

Race
 blood
 bread
 color
 Culture
 Emotion

R&K
 Kin
 nation
 people

tribe

Movement
 act
 action
 change
 evolve
 flow

craft
 flair
 style
 taste

FINAL NAMES

- People of Culture
- Culture & Kin
- **Made By Us**

CREATIVE BRIEF

Art/Music/Movie Festival

Creative Brief

OBJECTIVE

To design an identity system for an arts, music, and movie conference and festival that connects *with* creative people, especially people of color.

AUDIENCE

The target audience for the festival are participators and purveyors of any and all creative mediums, including but not limited to fine arts, music, and film, more specifically creative people of color, between the ages of 18–35.

MOTIVATORS

Some of the things that matter to this audience are...

- The *newest* song or album from their favorite mainstream or indie artist
- The *newest show* or concert *where* their favorite music artist is performing
- The *newest* movie or TV show
- The latest tech gadget (iphone, etc)
- The latest design or fashion trend
- Social issues such as BLM vs ALM, police brutality, immigration, *women's* rights, etc.

MESSAGE

To validate the importance of creativity among communities of color in relation to their *white* counterparts.

To provide a space for creative people of color to flourish around like-minded individuals, and provide a platform for the issues that they face.

To celebrate self-expression and self-identity in a *world* that otherwise marginalizes their efforts.

WHY IT MATTERS

An event like this is important to the audience because their *work* and culture is not readily accepted by the mainstream. It is considered a "niche", or an "elective" by educational standards.

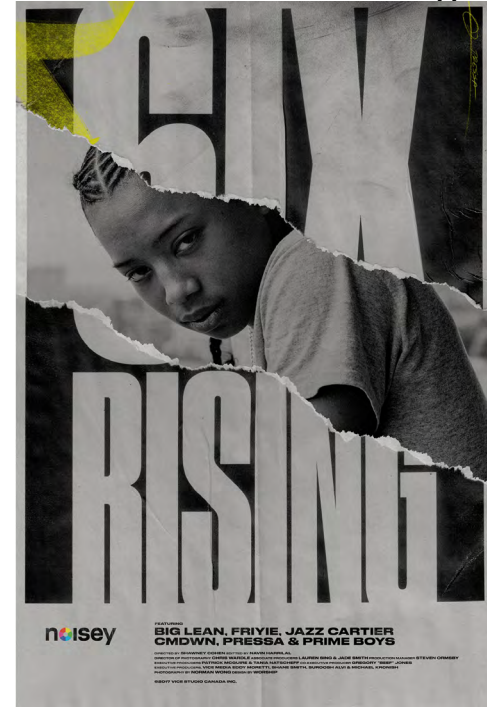
It is important for them to know that there are spaces in *which* they can be themselves and to flourish in their creative identity *with* those *who* are similar to them.

This message matters to the rest of the *world*, or should matter, because it *allows* them to see or hear something they may never have been exposed to before.

DELIVERABLES

A list of potential deliverables for the event are...

- Website
- Social media ads
- Flyers
- Stickers, Buttons, Pins
- Tote Bags
- Signage



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LOGO PROPOSALS

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Logo Proposals

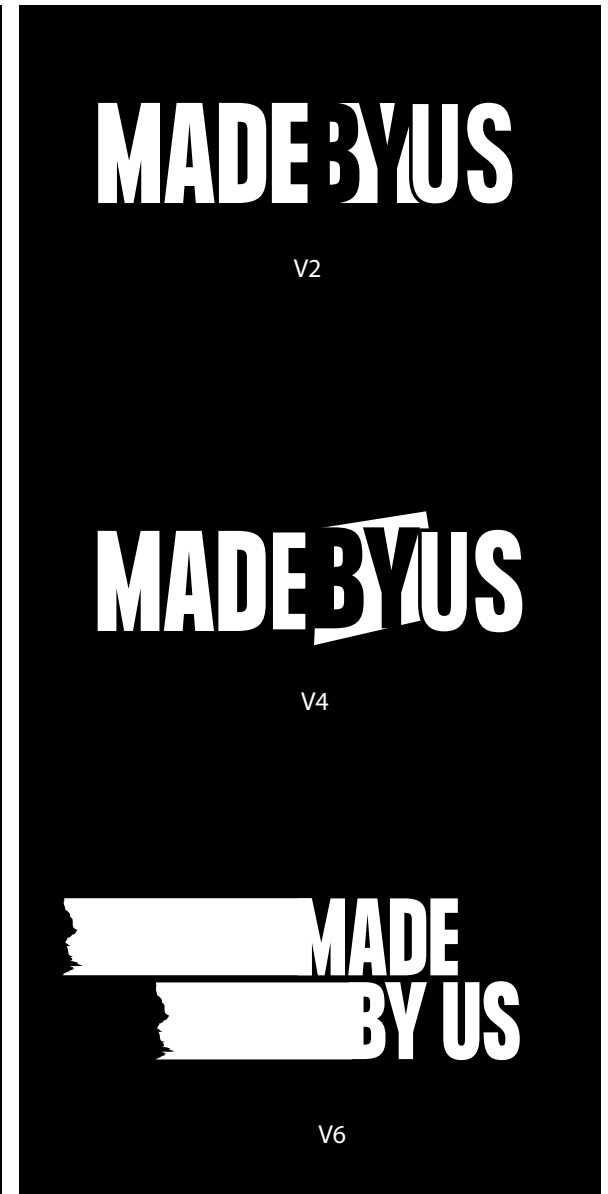
Identity

(V1–V4)

- Bold text
- Black and White
- Overlapping pieces
- Collage of scraps
- Rips and tears

(V5–V6)

- Extended letterform
- Bold Text
- Black and White
- Horizontal, thick bars
- Rips and tears



Identity

-20-

V1

- Bold text
- Black and White
- Overlapping pieces
- Imperfect structure
- Negative space
- Rips and tears



Identity

-21-



3" version



1" version



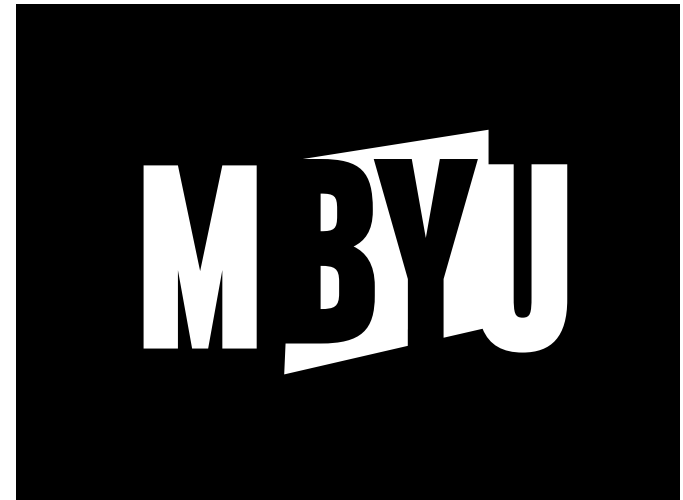
3" version



1" version

Identity

-22-



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Extensions
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Identity

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FORMULA CONDENSED LIGHT

ABCDEFGHIJKL 0123456

MNOPQRSTUW 789

WXYZ

Identity

V2

- Bold text
- Black and White
- Extended letterforms
- Imperfect structure
- Rips and tears



Identity



3" version



1" version



3" version



1" version

Identity



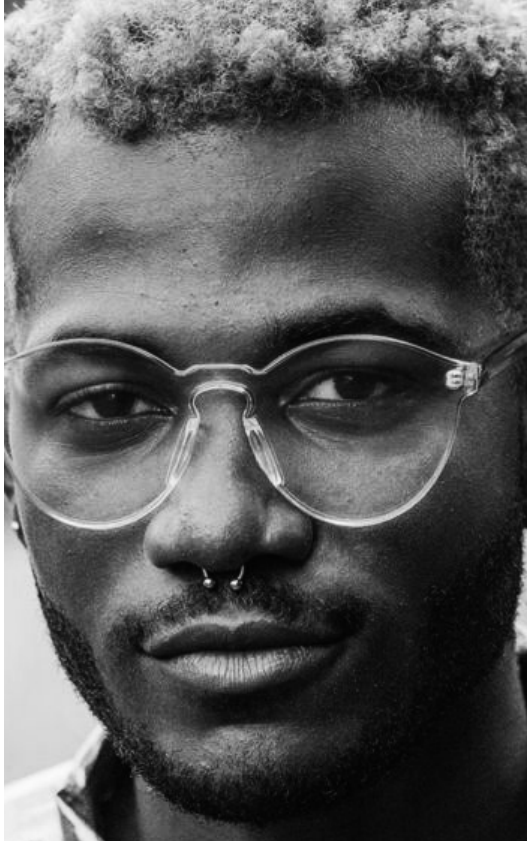
Identity



Identity



Identity



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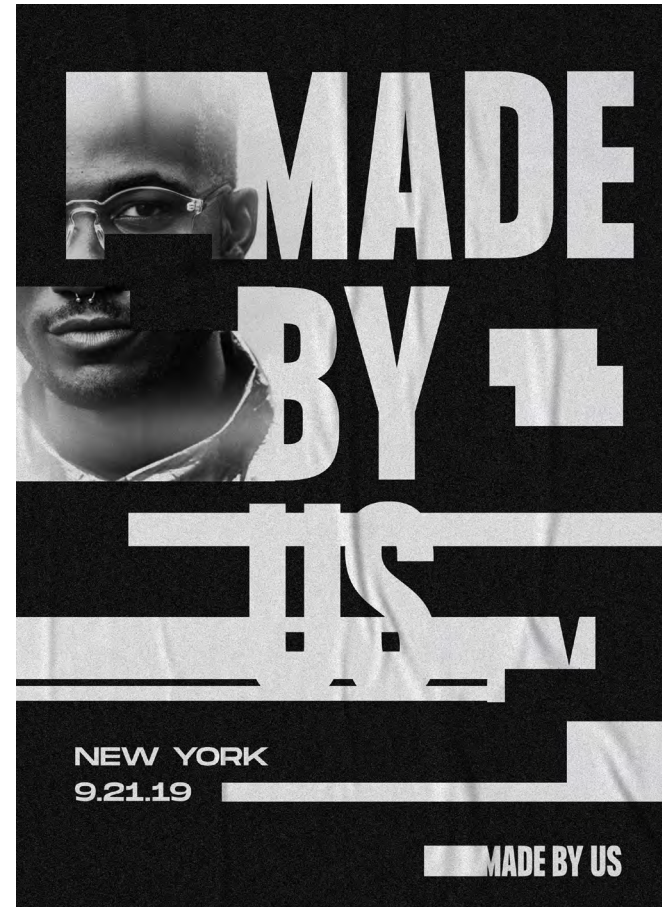
Identity



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Identity



PROMO PIECE

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Promotional Brochure

Front



Inner

Back



Inner Fold

NEW YORK =
Brooklyn

3 DAY EVENT
7.21-7.23

**MAKE ART
SEE ART
BE ART**

LINEUP

Kendrick Lamar J. Cole
Frank Ocean Childish Gambino
Jhene Aiko The Weeknd

SPEAKERS

Spike Lee Ava Duvernay
Tarana Burke Patrise Cullors
Opal Tometi Alicia Garza
Deb Willis

BIOS

Spike Lee
The Oscar-winning filmmaker has directed more than 20 films, including the critically acclaimed *Do the Right Thing* and *Boyz n the City*. He is also the author of the book *Do the Right Thing: A Director's Story*.

Ava Duvernay
The award-winning filmmaker has directed several short films and the feature film *Yours, Mine & Ours*. She is also the author of the book *Yours, Mine & Ours: A Director's Story*.

Tarana Burke
The author of the book *Hunger for Memory* is a social activist and entrepreneur. She is also the founder of the organization *Black Girls Code*.

Patrise Cullors
The author of the book *When They See Us* is a social activist and entrepreneur. She is also the founder of the organization *Black Girls Code*.

Opal Tometi
The author of the book *When They See Us* is a social activist and entrepreneur. She is also the founder of the organization *Black Girls Code*.

Alicia Garza
The author of the book *When They See Us* is a social activist and entrepreneur. She is also the founder of the organization *Black Girls Code*.

Deb Willis
The author of the book *When They See Us* is a social activist and entrepreneur. She is also the founder of the organization *Black Girls Code*.

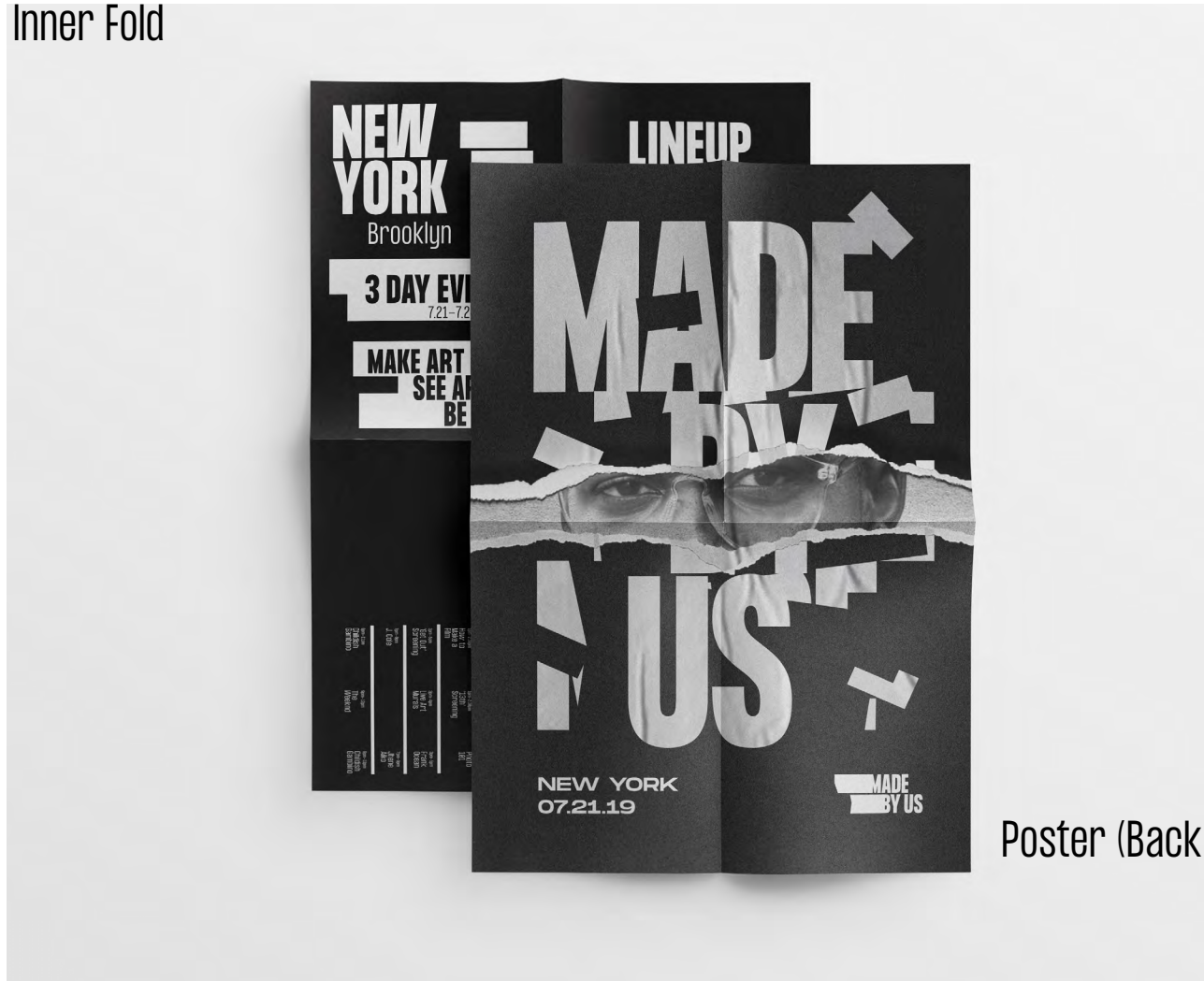
SCHEDULE

7.21	7.22	7.23
FRI	SAT	SUN
10:00 AM OPENING CEREMONY	10:00 AM OPENING CEREMONY	10:00 AM OPENING CEREMONY
11:00 AM SPEAKERS	11:00 AM SPEAKERS	11:00 AM SPEAKERS
12:00 PM LUNCH	12:00 PM LUNCH	12:00 PM LUNCH
1:00 PM PERFORMANCES	1:00 PM PERFORMANCES	1:00 PM PERFORMANCES
2:00 PM SPEAKERS	2:00 PM SPEAKERS	2:00 PM SPEAKERS
3:00 PM PERFORMANCES	3:00 PM PERFORMANCES	3:00 PM PERFORMANCES
4:00 PM SPEAKERS	4:00 PM SPEAKERS	4:00 PM SPEAKERS
5:00 PM PERFORMANCES	5:00 PM PERFORMANCES	5:00 PM PERFORMANCES
6:00 PM CLOSING CEREMONY	6:00 PM CLOSING CEREMONY	6:00 PM CLOSING CEREMONY

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Inner Fold



Poster (Back)

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MERCHANDISE

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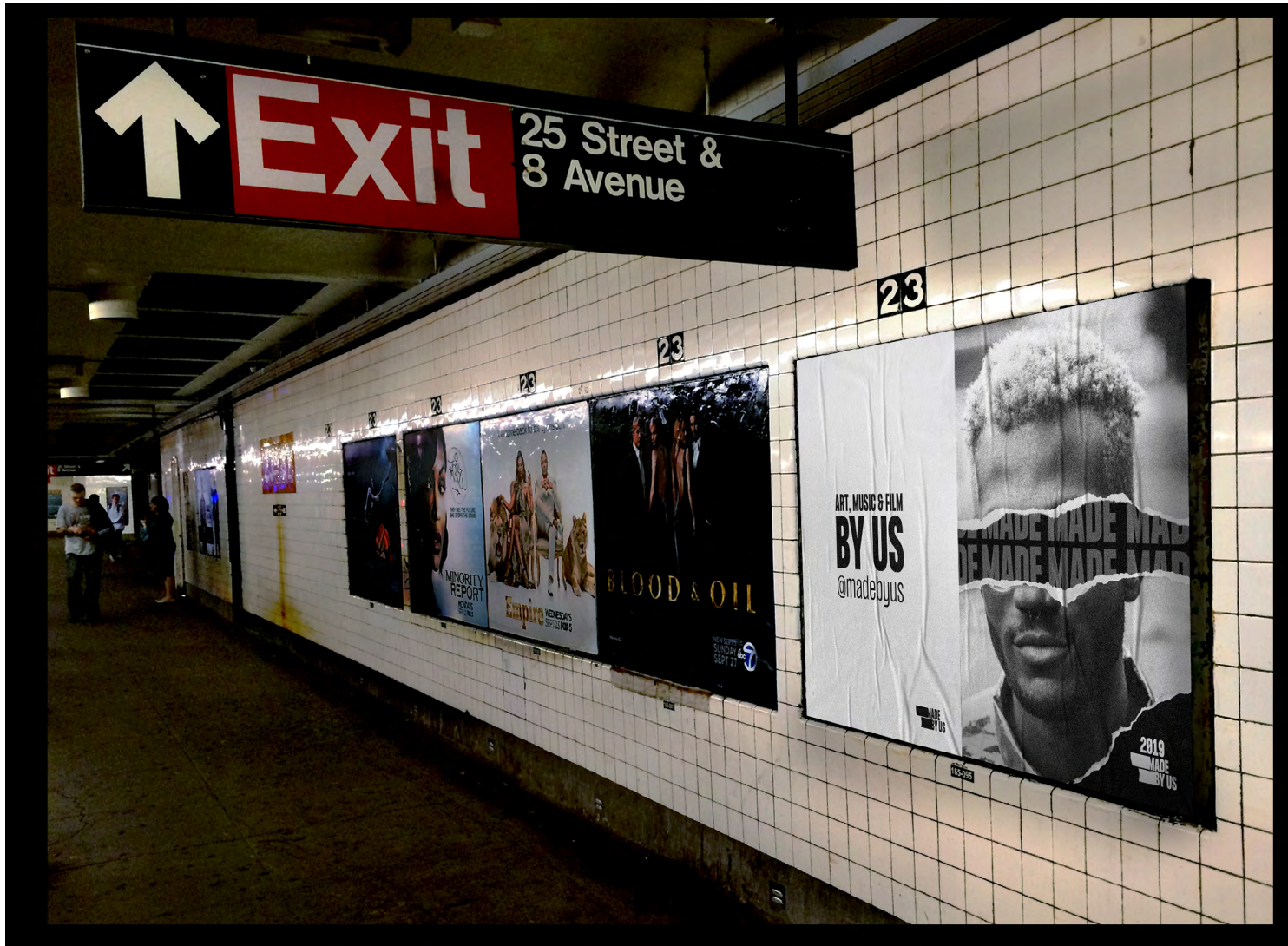
Merchandise & Signage





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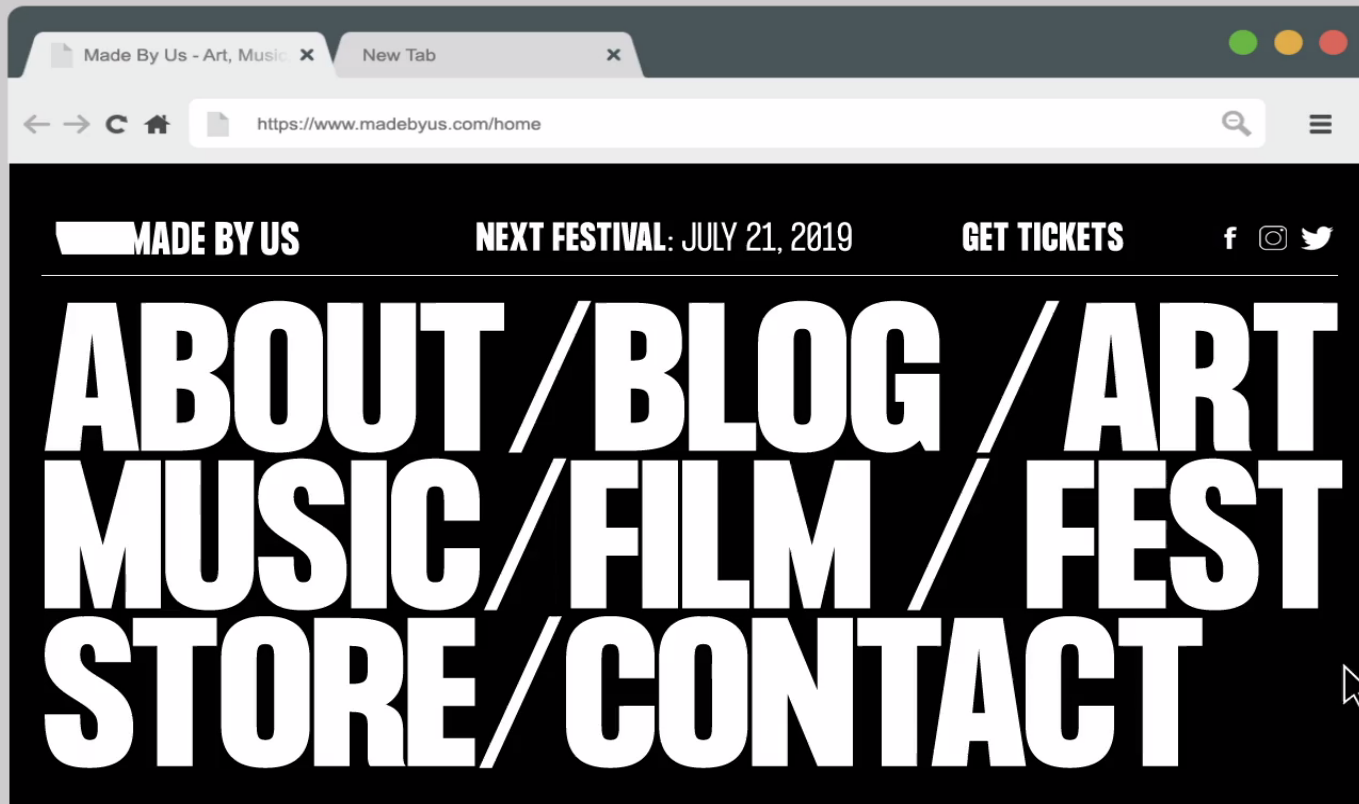
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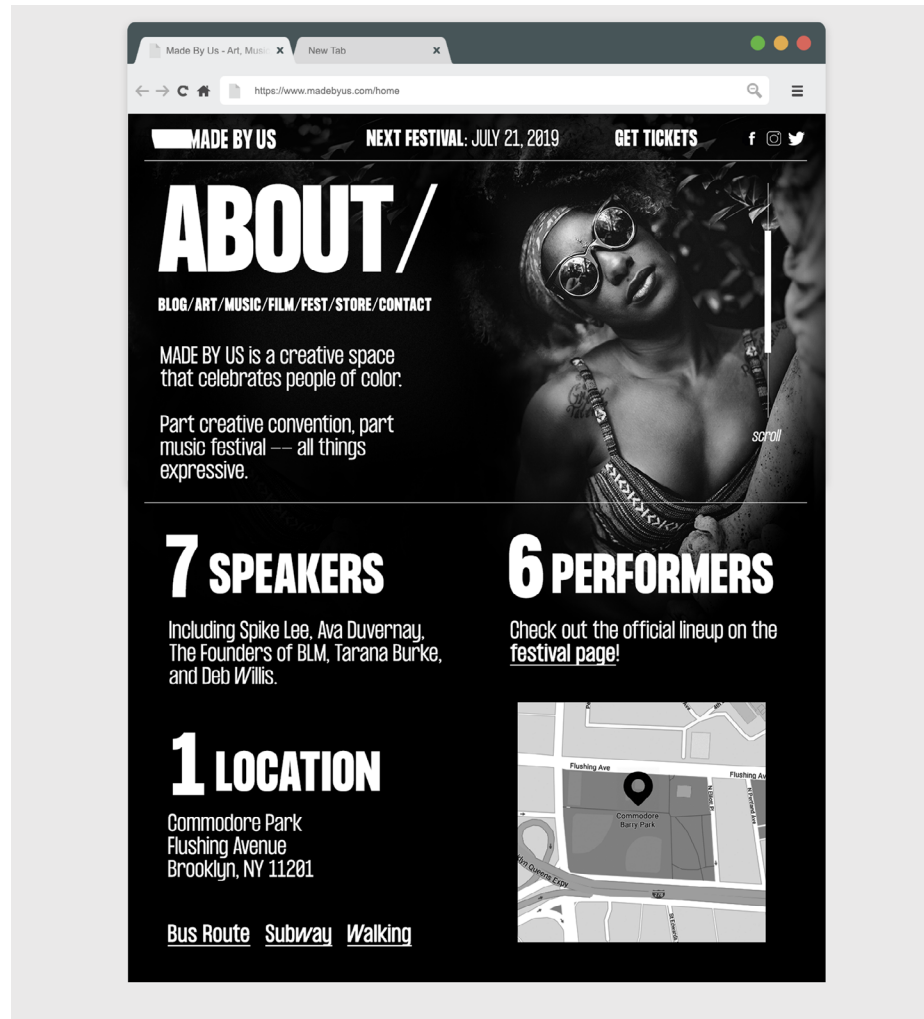
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SCREEN MEDIA

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Screen-Based Media





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ART /

ABOUT / BLOG / MUSIC / FILM / FEST / STORE / CONTACT

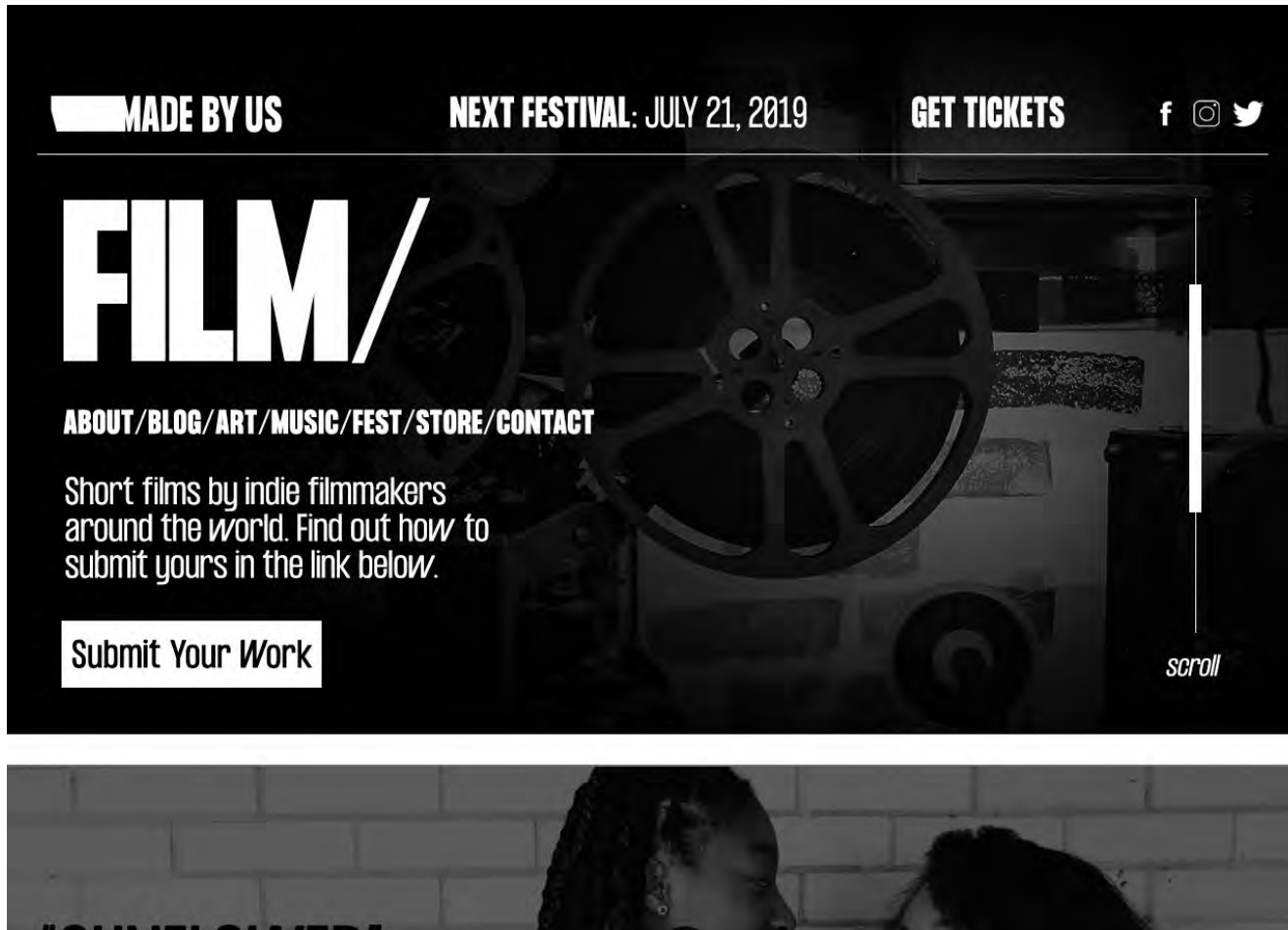
Artwork submitted by you,
and curated by us.

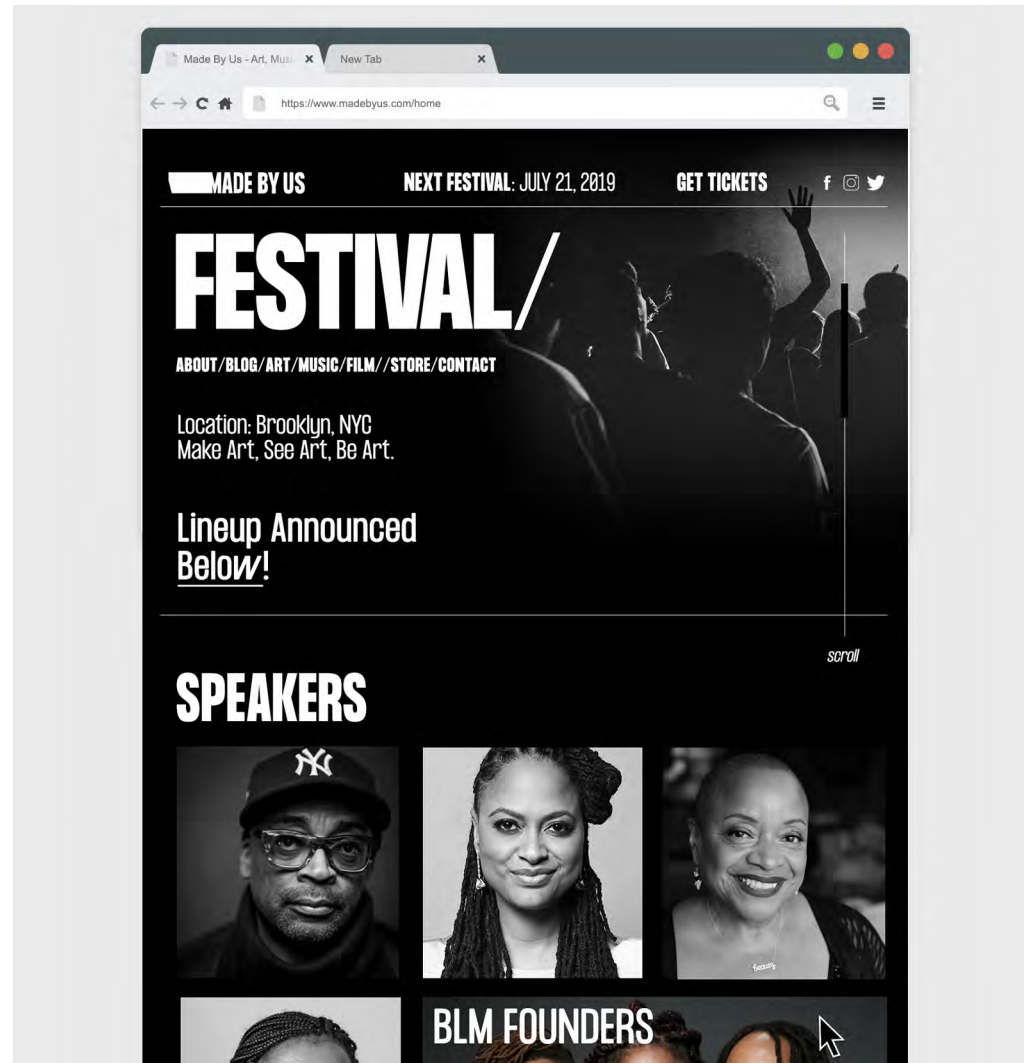
SUBMIT YOUR WORK



scroll

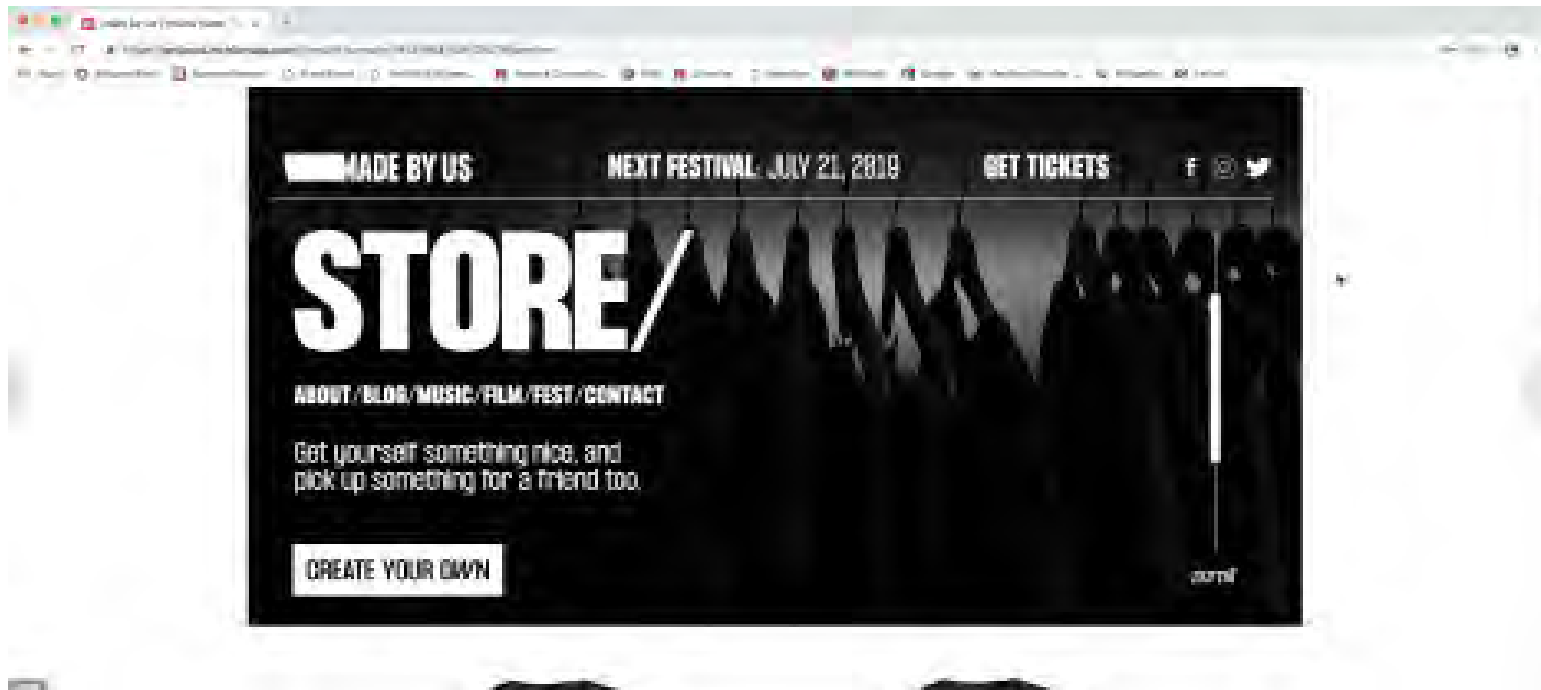


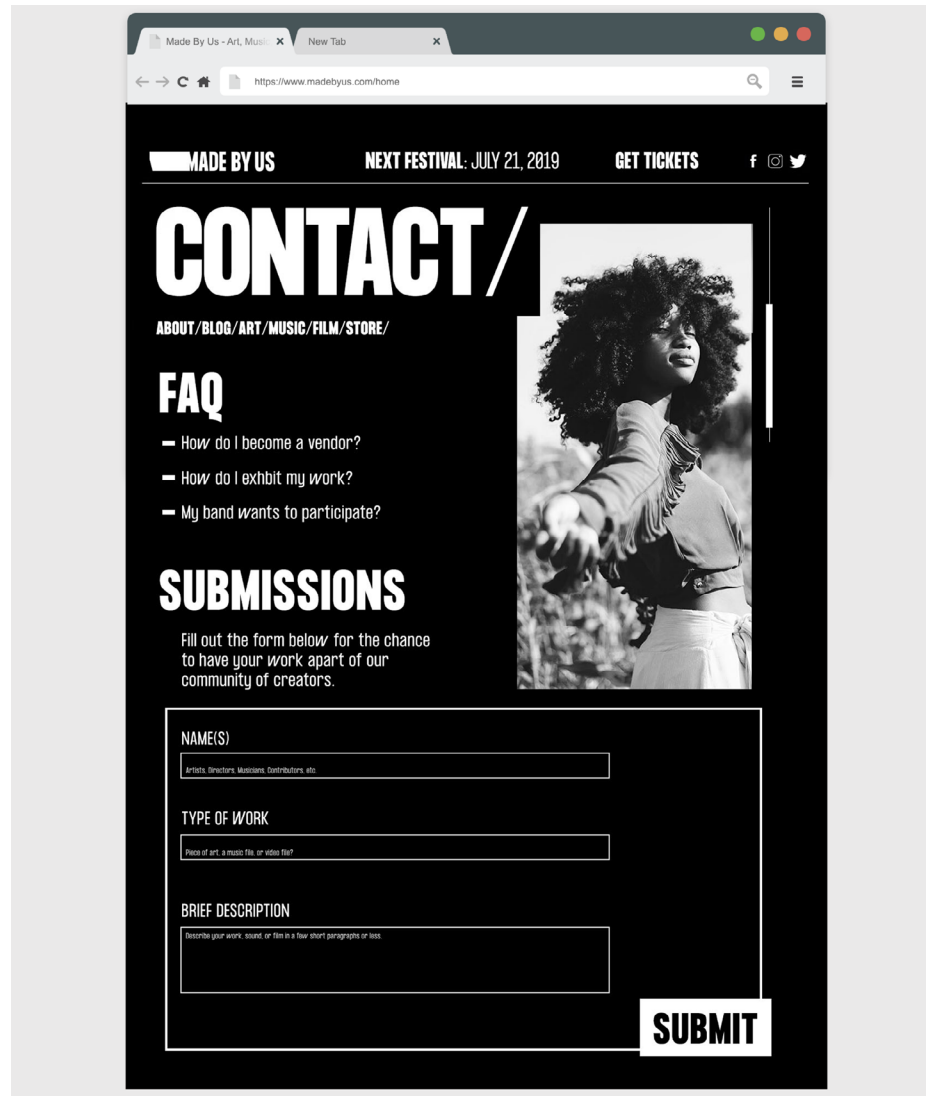




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