

MOONLIGHT

JAZZ FEST



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CHALLENGE

In 10 weeks, design a visual system for a 3-day music festival catered to the University of Washington campus.



SOLUTION

MOONLIGHT, a jazz festival bringing big-stage names to small-stage experiences (USP),

Bridging the gap between classic jazz and modern music lovers through acoustic setlists and jazz-orientated performances (CVP).



1. RESEARCH



INITIAL RESEARCH

The logo for Earshot Jazz features the word "EARSHOT" in a bold, black, sans-serif font, with "JAZZ" in a thinner, black, sans-serif font below it.

CVP: Earshot is a jazz festival that celebrates Seattle's place in jazz. For music lovers who want to be more connected, this festival provides creative partnerships and specialized workshops.

USP: Earshot's mission is to honor jazz as "A vital Black American art form". Through live performances, artist advocacy, and community engagement, they look to promote all forms of Black art.

The logo for the Festival International de Jazz de Montreal features the text "FESTIVAL INTERNATIONAL DE JAZZ DE MONTREAL" in a white, sans-serif font, with a graphic of piano keys at the bottom.

CVP: Montreal is a festival that showcases jazz in all its forms. Catering to a variety of styles, Montreal includes musicians from over 30 different countries

USP: Unlike all other jazz festivals, Montreal is recognized as the largest with its 10-day lineup and 500 different venues. Of these 500 venues, 350 are free aiming to be more inclusive to those who want in.

The logo for the Montreux Jazz Festival features the text "Montreux Jazz Festival" in a white, stylized, handwritten font, set against a black, irregular, shield-like background.

CVP: For those looking for a new experience, Montreux promises an up close and personal experience, where many artists will even re-think their concerts just for the occasion.

USP: Unlike traditional Jazz Festivals, Montreux goes "From Be-Bop to Hip-Hop," showcasing a wide array of legendary artists ranging from Kendrick Lamar, Radiohead, Janelle Monae and Elton John.




RESEARCH ANALYSIS

	Earshot	Montreux	Montreal
Best Feature	Free classes and workshops	Variety of artists- many modern names of different genres	Inclusivity with many free concerts
Best For	Finding new and local names in Jazz	Seeing big names in an amazing location	Combining popular names with jazz classics
Customer	An older crowd who looks for the music- not an elaborate experience or celebrity name.	Bucket-list travelers who want to see their favorite artists play on iconic stages.	Seemingly anyone who has any interest in music.
Attendance	Inconclusive	250,000 people	2 million people
Pricing	\$500 “Gold Pass” for access into all events \$200 for students	\$1,320 “Lake Pass” for access into all events ~\$100 for individual show	Tickets all sold individually, ranging from \$188- \$235
Insight	Promotes and teaches the history of jazz. Many free ticket opportunities	Big names on big stages. Intimate spaces for new ways to experience music.	Many free opportunities and clinics. Throughout a 10-day festival.



RESEARCH ANALYSIS

				Montreal
Best Feature				with many free
Best For				popular names with s
Customer				anyone who has any music.
Attendance				ople
Pricing				old individually, ranging from \$188- \$235
Insight	Promotes and teaches the history of jazz. Many free ticket opportunities	Big names on big stages. Intimate spaces for new ways to experience music.	Many free opportunities and clinics. Throughout a 10-day festival.	



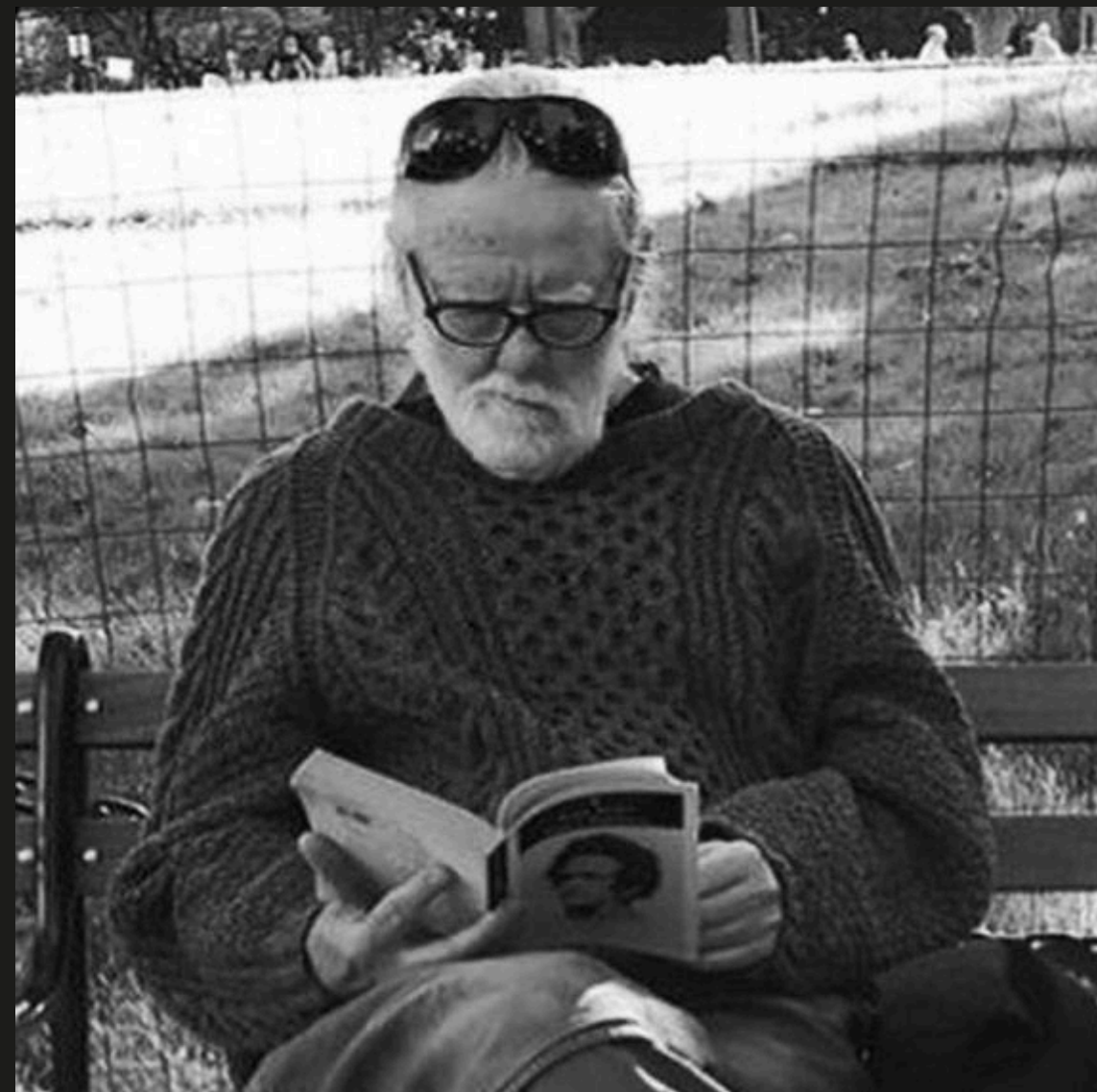
**1. FESTIVALS SEEKING ATTENDANCE
HAVE TURNED TO GENRE-BENDING
EXPERIENCES.**

**2. PEOPLE PRIORITIZE UNIQUE
EXPERIENCES OVER
ARTIST LINEUPS.**



PERSONAS

FOUR
INDIVIDUALS
WHO AIM TO
CAPTURE THE
PROJECTED CROWD OF
MOONLIGHT JAZZ FEST.



BILL

CHET

ELLA

FRANKIE





BACKSTORY

He's an old fart who likes the old way. He's attending the show to hear his favorite jazz classics and to see if the kids still know "how to jam". For Bill it's not about the money, it's about the music being live. He hates electronic backing tracks and thinks if it's not live, it's not talent.

Frequently staying in with the comfort of his 1960's vinyl-listening conversation pit, Bill is a bit nervous about the idea of a festival. He's scared of rambunctious kids and is looking for some quieter spaces to really appreciate the music. He's hoping a live experience will offer something different from his original vinyls constantly on rotation. Depending on the festival lineup, Bill is debating between a single and three-day pass, and will likely just be calling the ticket office to do so.

FAVORITE BRANDS

Bill is too busy working-in his work wear and sporting knitted hats from his partner. Brands don't appeal to him as he's "not into that consumer stuff".

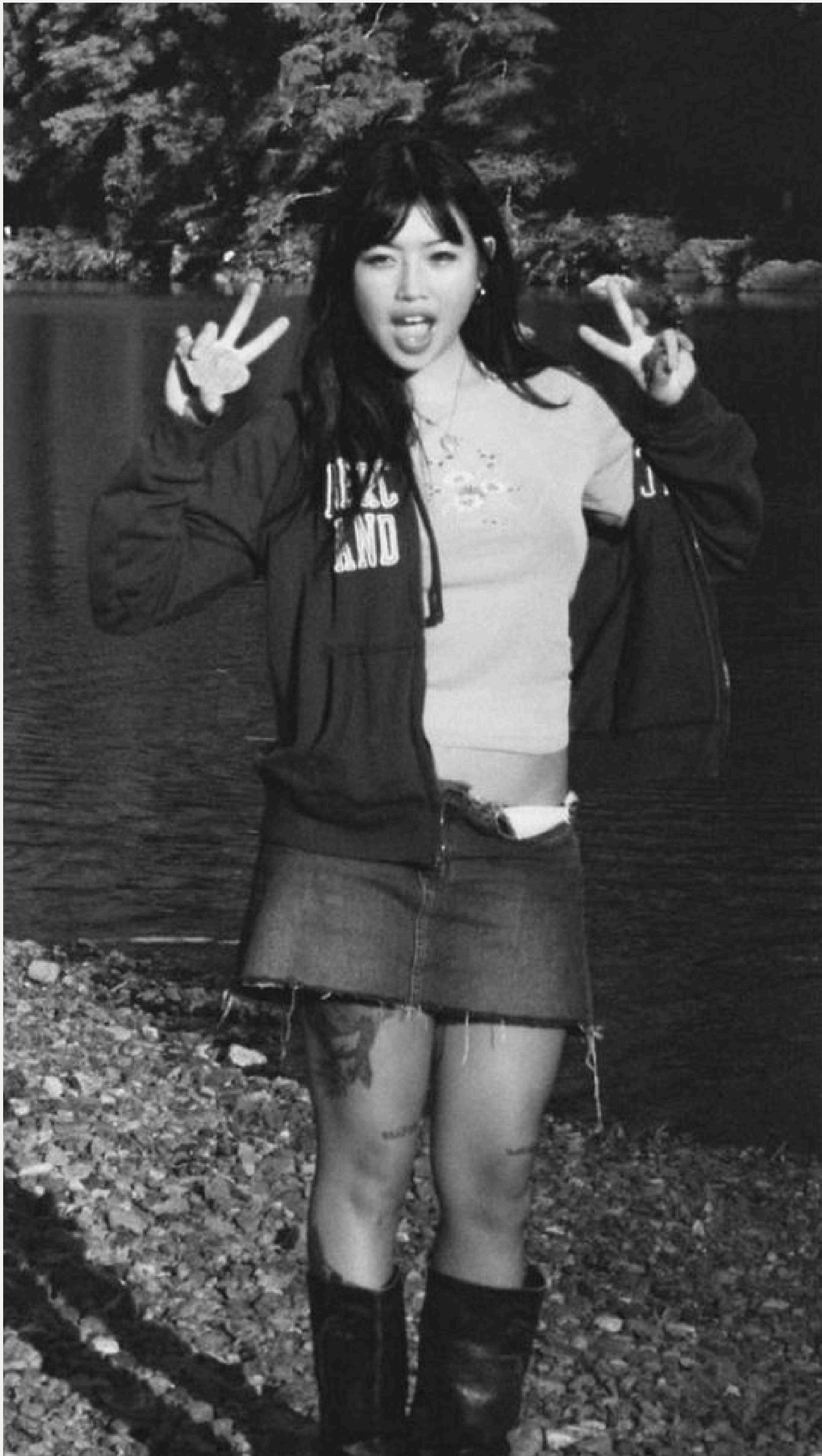
BILL

Age: 64

Title: The Old-Head

Bill represents an older audience member who is likely to attend because he appreciates traditional jazz music.





BACKSTORY

Ella heard festival and bought a ticket- she's into all things music and is trying to expand her taste. She loves festivals for their immersive experiences and is hoping to see some here. While her friends are mostly into pop, she is still begging them to come. She thinks this will be a fun opportunity and more than the "boring elevator music" that her friends think jazz is.

As a recent post-grad, Ella has the resources to afford the ticket but lacks the free time due to her busy work schedule. She's hoping this festival will follow a three-day format and fall on a weekend so she won't have to miss much, if any of it. If her friends aren't supporting the festival, she will show them the flashy posters to attract their influence.

FAVORITE BRANDS

ARITZIA



ELLA

Age: 24
Title: The Post-Grad

Ella represents a younger crowd who loves live music and the experience of a festival.





BACKSTORY

Growing up with a dad who loves jazz and a friend group who strictly plays rap, Chet is torn where to spend his limited college budget. He knows both Earshot and Rolling Loud are coming up, but he definitely doesn't have the means for both.

Chet wants to show his dad and friends that rap is rooted in jazz, hoping to mind the gap between the two. As a student, he would love to save some money by not traveling, but is lost on what festival to attend this year as Bumbershoot is, "Just not what it used to be." Chet is hoping he can put this saved money into a three-day pass. He'll be using the mobile app to confirm prices and prove to his peers that the lineup is worth seeing.

FAVORITE BRANDS



CHET

Age: 20
Title: The Student

Chet represents a budgeted University of Washington student who has to be selective with which festival he attends.





BACKSTORY

Frankie knows your favorite artist's favorite artist— and frankly, everything about them. She's a die-hard music fan and loves to be involved in the scene. While you might like the same song as her, she promises it means much more to her.

Coming from a musical background, she hopes to get a deeper connection with the artists of this festival. In the past, she's had bad experiences with big crowds and hates the quick, unthoughtful set lists that artists prepare for them. She's hoping to get to see her favorite bands try something new and push their comfort zones. She will be highlighting the unique stage designs and graphic work to prove to her followers that this is something worth while.

FAVORITE BRANDS



FRANKIE

Age: 32
Title: The Indie-Sleazer

Frankie represents someone who is looking for more than a generic festival and wants a unique experience.



CUSTOMER JOURNEY

	Awareness	Consideration	Purchase	Post-Purchase	Retention
Actions	Chet is looking through a list of festival and talking to his friends to see what they want to do.	Chet is looking through Instagram to see how my festival compares to others around the Seattle area.	He is debating the pass pricing options, seeing if a single or three-day pass makes sense with his budget	Chet looks through the mobile app to bookmark the shows that he thinks his group should go to.	Chet has the screenshot from the app and fondly remembers what each day at Moonlight was like
Touch Points	Instagram and print ads posted on street corners.	He likes the modern branding of my posters and thinks about how the rest of the festival will incorporate this branding.	The digital app, showing who is playing on each day and how much it is to see them	Digital app	Digital app and festival merch
Goals	Chet wants to see if my festival is worth his money, or if he'll get a broader experience elsewhere.	He wants to make sure both his dad and friends have fun, so he's looking for a festival that features new and old.	Chet is hoping to chose which price point makes the most sense based on the budget he has and artists that are playing.	Chet wants to find the best schedule for his group, ensuring a balance between new and old hits.	Chet hopes that Moonlight will return next year, giving him the opportunity to have “shown his friends what’s up”
Emotions	He knows there’s a lot of opportunities out there, so he’s struck with indecision.	He wants to help support a local effort but is nervous that a first-year festival may not be able to deliver.	He’s hopeful that his spending his money from a summer’s job will be worth it.	He is getting excited knowing that the concert is coming up.	He is getting excited knowing that next year will likely happen again
Pain Points	Chet needs to know that my festival is doing something that the others wont. He wants an experience to better know his favorite artists.	He can’t find a ton of information since this is a new festival. He’s considering other festivals because of how fun they’ve looked in the past.	It is not totally clear to Chet if he should be a three-day or two single day passes.	He’s not sure if there were better price options outside of the mobile app.	He doesn’t know if Moonlight can pull it off again
Opportunity	Advertise that this festival will offer “small stage experiences from big stage names”	Create a presence on digital platforms to fill in some gaps missing from past year’s experiences.	Create a pricing plan that makes sense for students, with select discounts and payment options.	Ensure buyer that tickets can only come directly from the festival	Establish a digital presence to reassure festival goers of their experience.



CUSTOMER JOURNEY

	Awareness	Consideration	Purchase	Post-Purchase	Retention
Actions	Chet is looking for a festival to go to and talking to his friends to see what they recommend				Chet has the screenshot from the festival website and fondly remembers what his first day at Moonlight was like
Touch Points	Instagram and posters on street				Digital app and festival merch
Goals	Chet wants to see if the festival is worth his money, or if he'll get a broader experience	looking for a festival that features	price point makes the most sense based on the budget he has	a balance between new and old	Chet hopes that Moonlight will return next year, giving him the opportunity to have "shown his friends what's up"
Emotions	He knows there are opportunities out there and is struck with excitement				Chet is getting excited knowing that next year will likely happen again
Pain Points	Chet needs to make sure the festival is doing what the others won't and giving him the experience to be his favorite				Chet doesn't know if Moonlight can pull it off again
Opportunity	Advertise that this festival will offer "small stage experiences from big stage names"	Create a presence on digital platforms to fill in some gaps missing from past year's experiences.	Create a pricing plan that makes sense for students, with select discounts and payment options.	Ensure buyer that tickets can only come directly from the festival	Establish a digital presence to reassure festival goers of their experience.



**1. A DIGITAL APP IS A GREAT WAY TO
ESTABLISH CONNECTION BEFORE
THE FESTIVAL.**

**2. A DIGITAL PRESENCE WILL RETAIN
FESTIVAL GOERS AFTER
THE FESTIVAL.**



2. DEVELOPMENT



WORDMARK

**Moonlight (noun): The light of the moon.
Often associated with growth, change,
renewal.**



MOONLIGHT

MOONLIGHT



TYPOGRAPHY

I chose Compacta as my wordmark as the font's extended and even cap height create a dynamic, playful nature while its boldness emphasizes the importance of the event. For my font pairing, I chose Windsor Pro as it adds a unique contrast when paired with Compacta, due to their serif-based differences.

To keep the fonts similar, I added a -5% letter spacing to the font pairing so I could play off the compactness of Compacta, while making sure people could identify it as the secondary font.

I saw similar font styles of each used in 50's graphic film and music posters, so I thought a combination of the two would be a nice homage.



COMPACTA

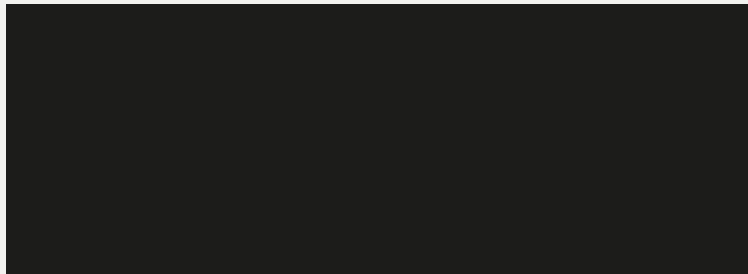
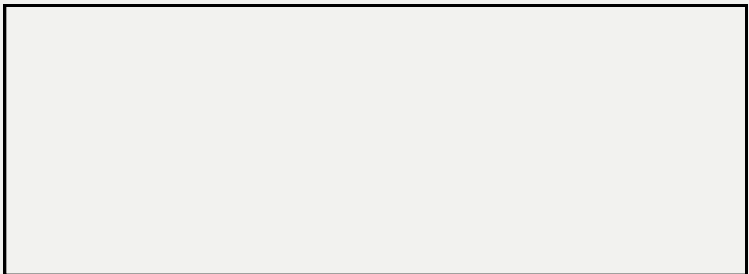


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 Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy
 Zz 1 2 3 4 5 6 7 8 9 0 ! @ # \$
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WINDSOR PRO

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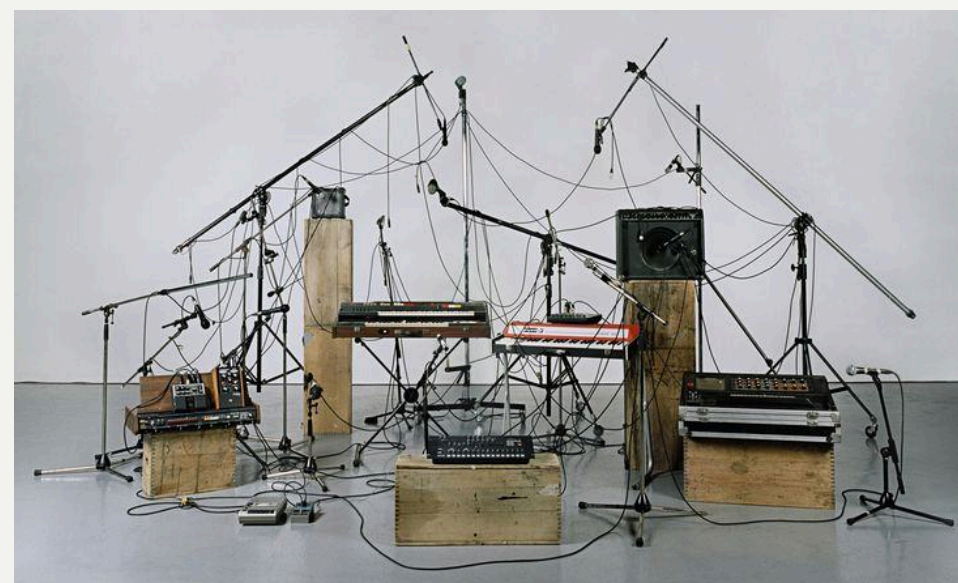
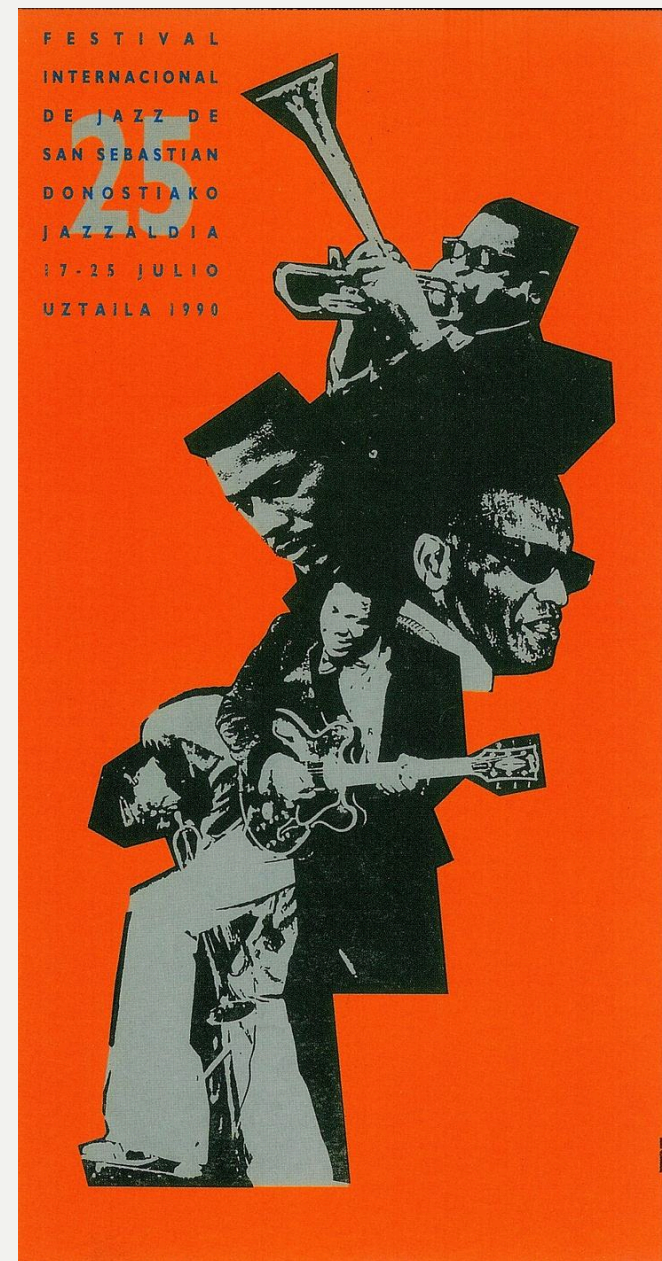
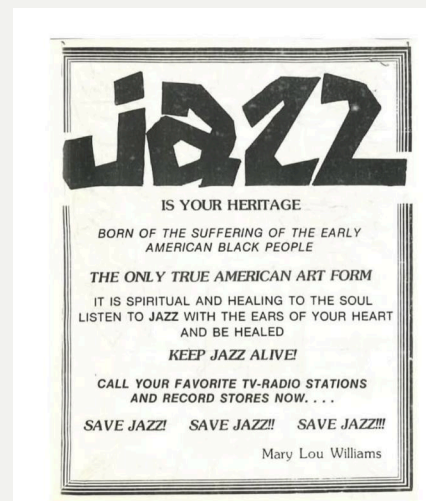
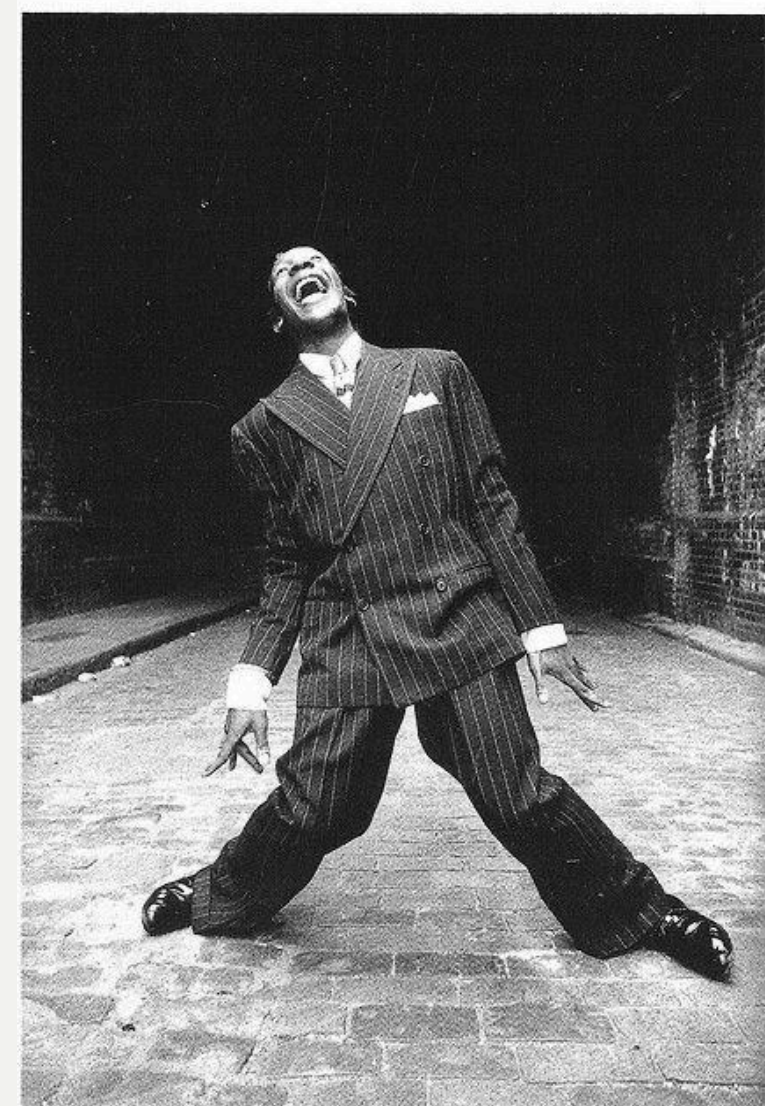
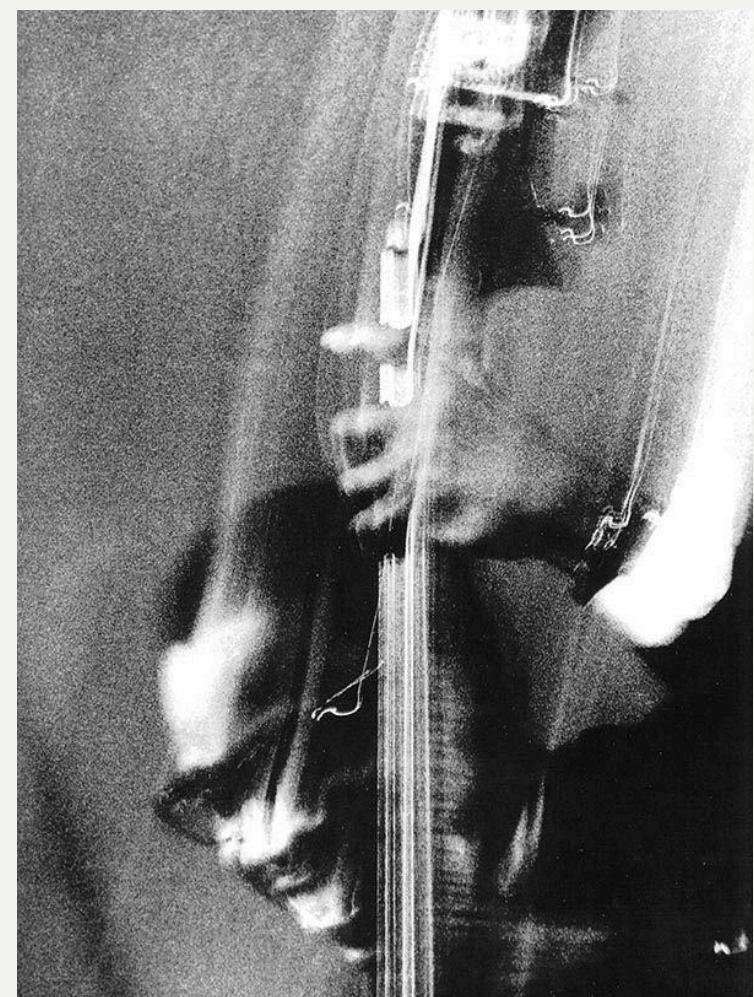
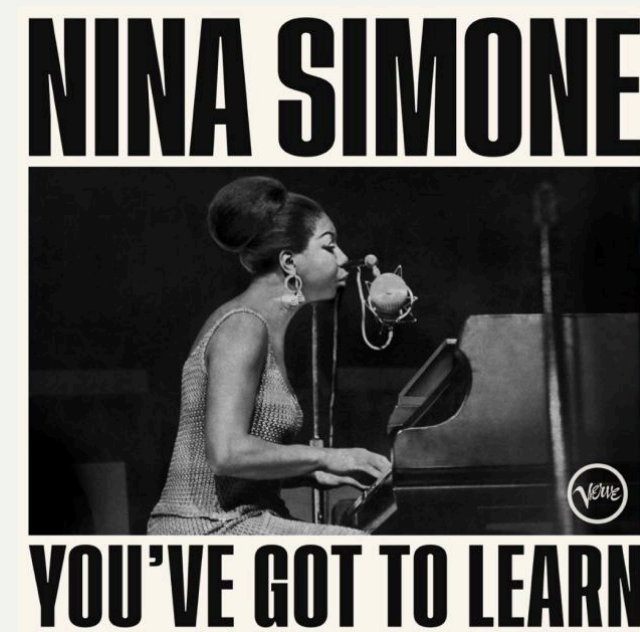
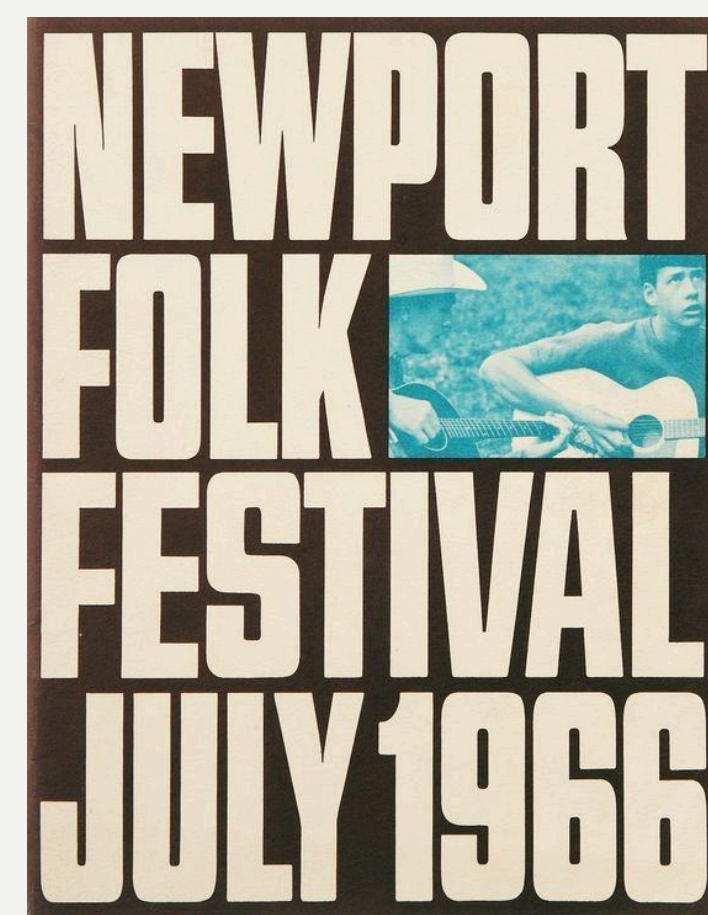
COLORS

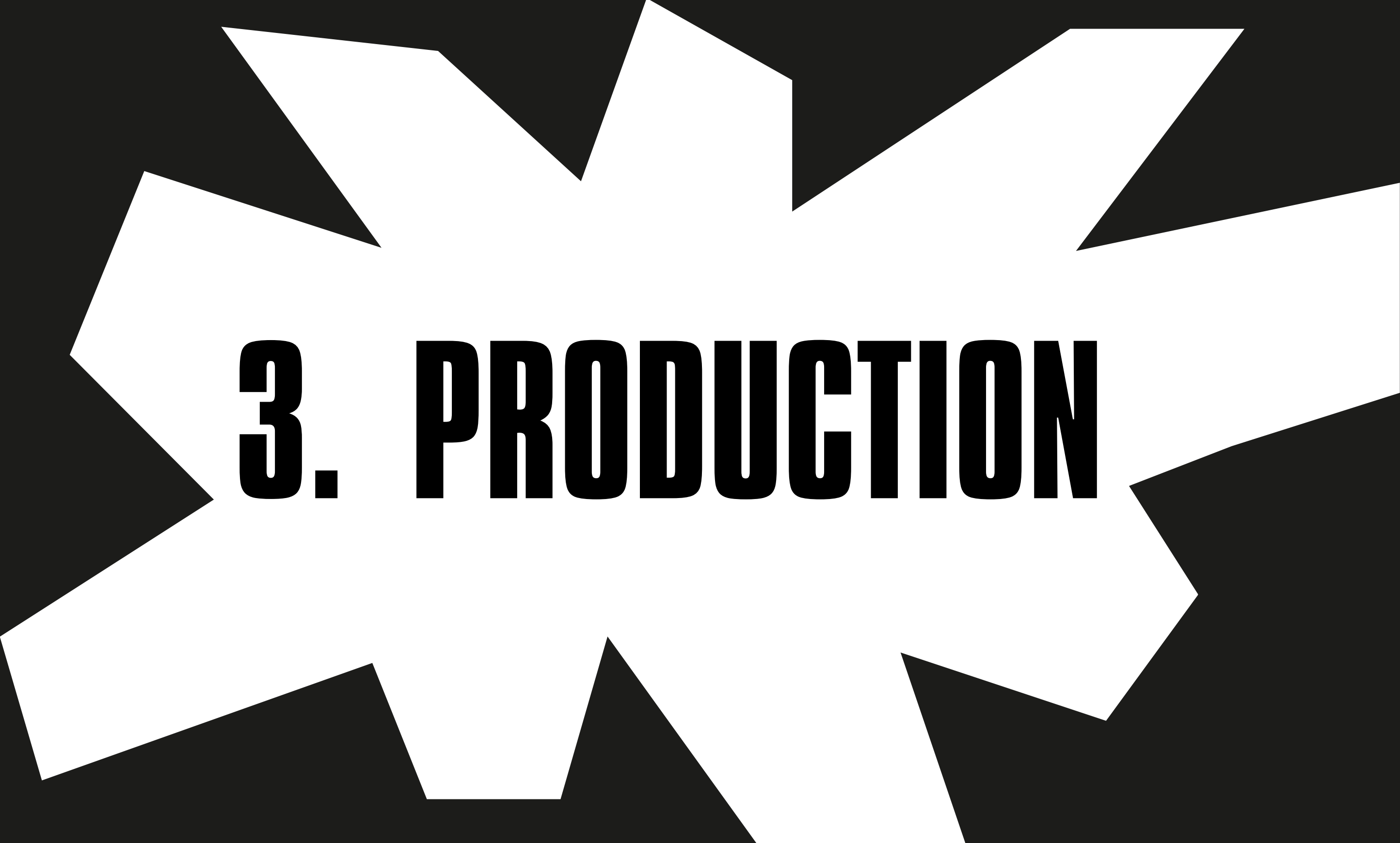
Primary		Secondary	Tertiary
			
Color Name: PITCH Hex Code: 1C1C1B	Color Name: KEY Hex Code: F2F3EF	Color Name: SHOCK Hex Code: FBFE17	Color Name: MUSK Hex Code: 61796F

Contrast Accessibility	
	
Contrast Ratio 4.47 : 1	Contrast Ratio 19.29 : 1



MOOD BOARD





3. PRODUCTION

POSTER

I chose to use my wordmark font, Compacta for the poster title, main artists attending, and dates of the festival. These three pieces of information will be most clearly seen at a distance, drawing people in and allowing them to later read the specifics. Thereafter, my font pairing is utilized for the location, time slots and smaller artists playing as the average passerby will not buy tickets just by readings these details.

To create a visual hierarchy, I made my festival's name, **MOONLIGHT**, the largest to try and build a memorable brand identity. Within the daily set lists, I organized by name length after picking each headliner, and descended the font sizes to create unity in each day's lineup.

Lastly, I added a -5% letter spacing to my font pairing to play off the relationship of my main font, and to not detract from the central messaging.



DONLIGHT Z FEST

THE UNIVERSITY OF WASHINGTON PRESENTS
ON PARRINGTON LAWN, 15TH AVE NE, NE 42ND ST

10pm **HERBIE HANCOCK**
8pm **ARMAND HAMMER**
6pm **DOECHII**
4pm **GALGO**

10pm **ERYKAH BADU**
8pm **THUNDERCAT**
6pm **YUSSEF DAYS**
4pm **VULPECK**

10pm **TYLER THE CREATOR**
8pm **MASAYOSHI TAKANAKA**
6pm **BADBADNOTGOOD**
4pm **BERLIOZ**

PLAYING ALL THREE DAYS, 12-4PM
AJ SUEDE, MELDROP, CHERRY FERRARI, DVBES, ROSE
PEAK, VOLUNTEER PARK, ROY G. BIV, MIDPAK

JUNE 6+7+8

MOONLIGHT JAZZ FEST

THE UNIVERSITY OF WASHINGTON PRESENTS
ON PARRINGTON LAWN, 15TH AVE NE, NE 42ND ST

10pm **HERBIE HANCOCK**
8pm **ARMAND HAMMER**
6pm **DOECHII**
4pm **GALGO**

FRIDAY
JUN 6TH

10pm **ERYKAH BADU**
8pm **THUNDERCAT**
6pm **YUSSEF DAYS**
4pm **VULPECK**

SATURDAY
JUN 7TH

10pm **TYLER THE CREATOR**
8pm **MASAYOSHI TAKANAKA**
6pm **BADBADNOTGOOD**
4pm **BERLIOZ**

SUNDAY
JUN 8TH

PLAYING ALL THREE DAYS, 12-4PM
AJ SUEDE, MELDROP, CHERRY FERRARI, DVBES, ROSE
PEAK, VOLUNTEER PARK, ROY G. BIV, MIDPAK

JUNE 6+7+8

MOONLIGHT JAZZ FEST

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ON PARRINGTON LAWN, 15TH AVE NE, NE 42ND ST

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JUNE 6+7+8



WAYFINDING

I chose a freestanding design for my final, wayfinding poster as it displayed the most information needed to direct an attendee of the festival. I chose this form because it could be easily added to multiple venue sites and accompany a variety of terrain. I believe this form also plays nicely off of the signage already implemented into UW's campus, while the black adds a nice contrast to make my signage stand out.

Following this freestanding design, I created an overhang design. Picture these flagging Memorial Way or the Ave as an attendee walks towards the festival. Each display a unique phrase that come from famous jazz artists like Nina Simone, Chet Baker and Sam Cook.

Last is a protruding design which would likely hang off of a lamp post. I hope this festival will "take over" campus, and the reinforcement of festival imagery will ensure so.



FREESTANDING



7ft

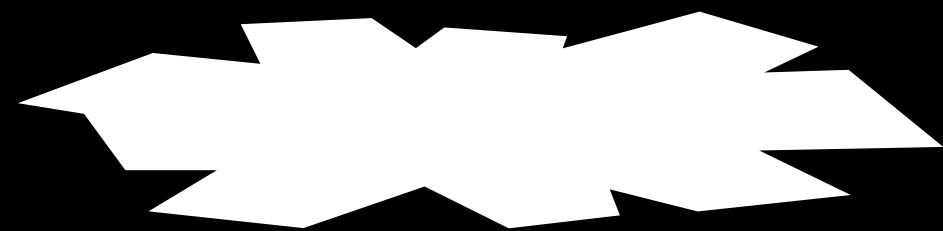
MOON LIGHT

JAZZ FEST

↑ MAIN STAGE

← SECOND STAGE

↓ THIRD STAGE



3ft



MOONLIGHT JAZZ FEST



OVERHANG

MOONLIGHT A CHANGE
LIGHT GON' COME



MOONLIGHT THE BEST
LIGHT IS YET TO COME



MOONLIGHT YOU'VE
LIGHT GOTTA LEARN



PROTRUDING

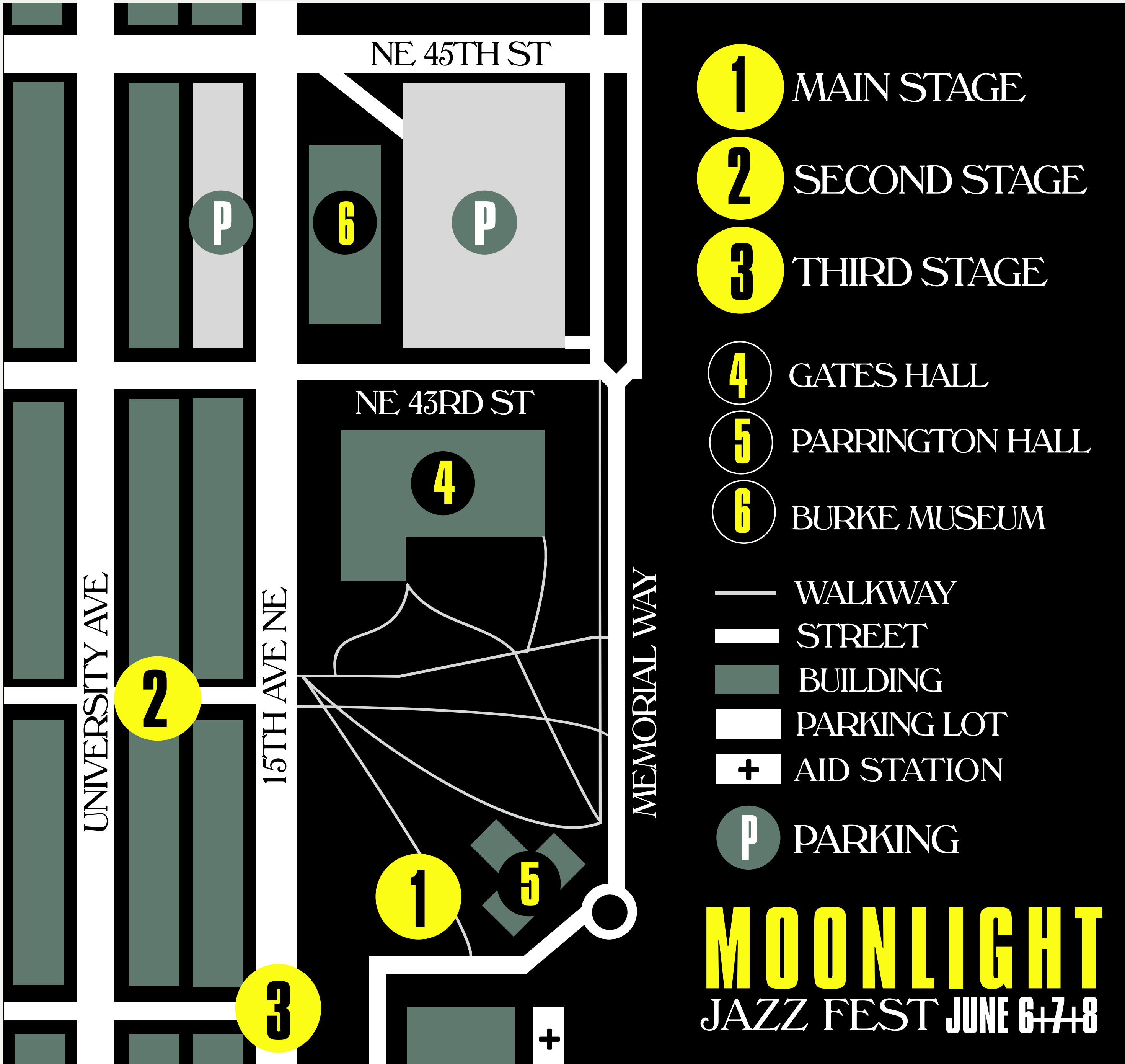
MOONLIGHT JAZZ FEST



MOONLIGHT JAZZ FEST



MAP

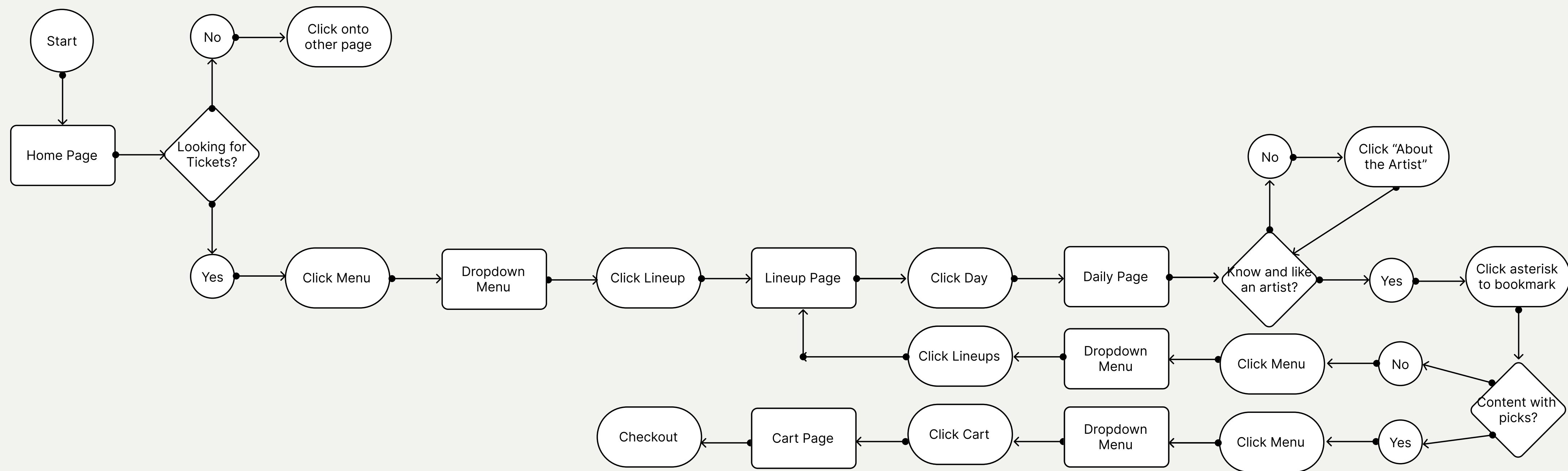


USER FLOW

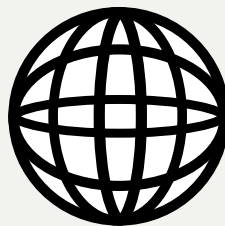
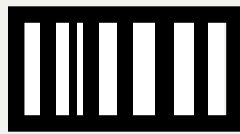
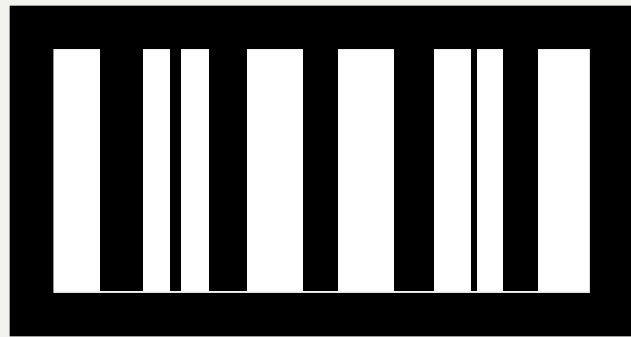
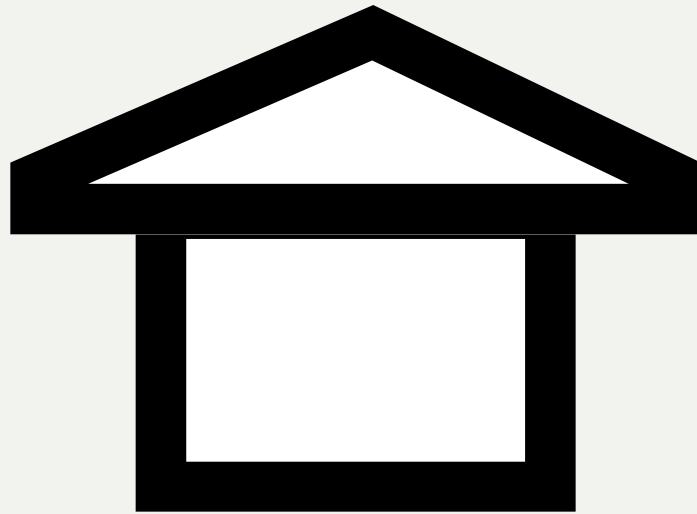
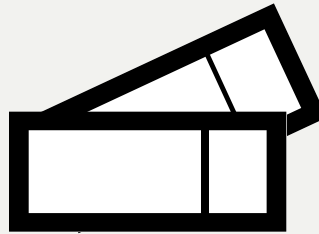
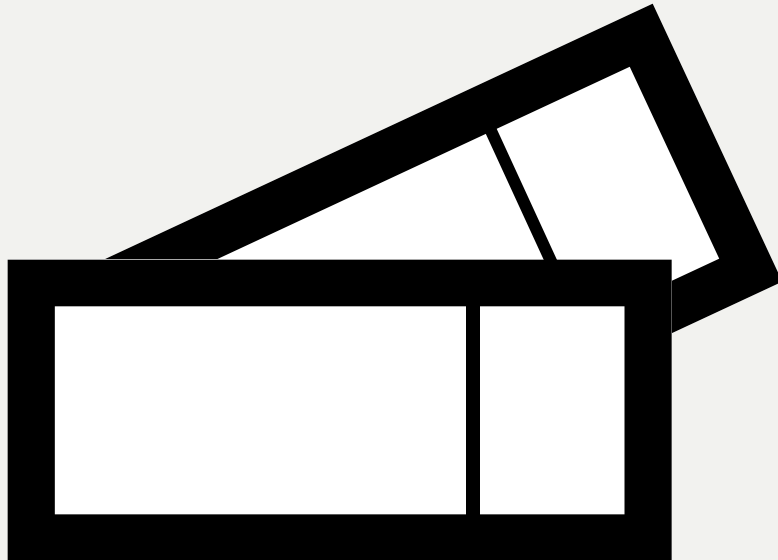
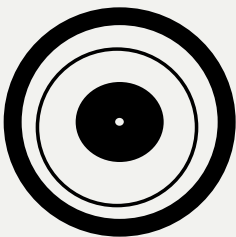
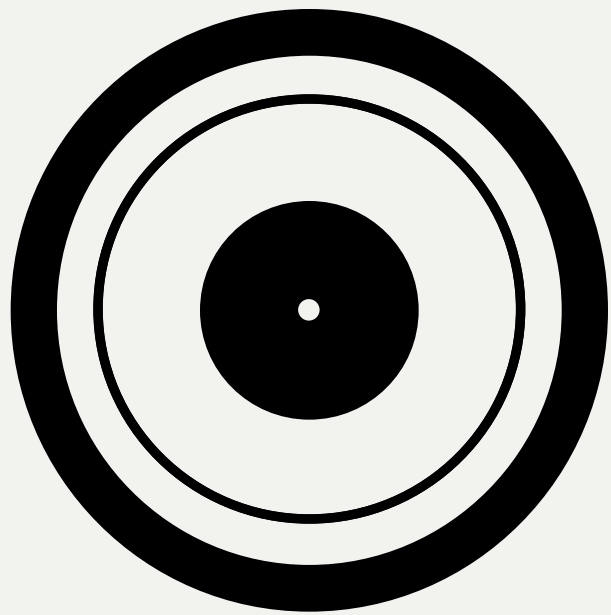
Schedule Planner: User browses the event schedule to bookmark activities, leaving with a unique digital memento.



USER FLOW



UI STYLE TILE



UI STYLE TILE

STATIC

PRIMARY BUTTON

STATIC

SECONDARY BUTTON

STATIC

FIRST NAME

FOCUSED

PRIMARY BUTTON

FOCUSED

SECONDARY BUTTON

HOVER

FIRST NAME

HOVER

PRIMARY BUTTON

HOVER

SECONDARY BUTTON

ACTIVE

OWEN...

ACTIVE

PRIMARY BUTTON

ACTIVE

SECONDARY BUTTON

FILLED

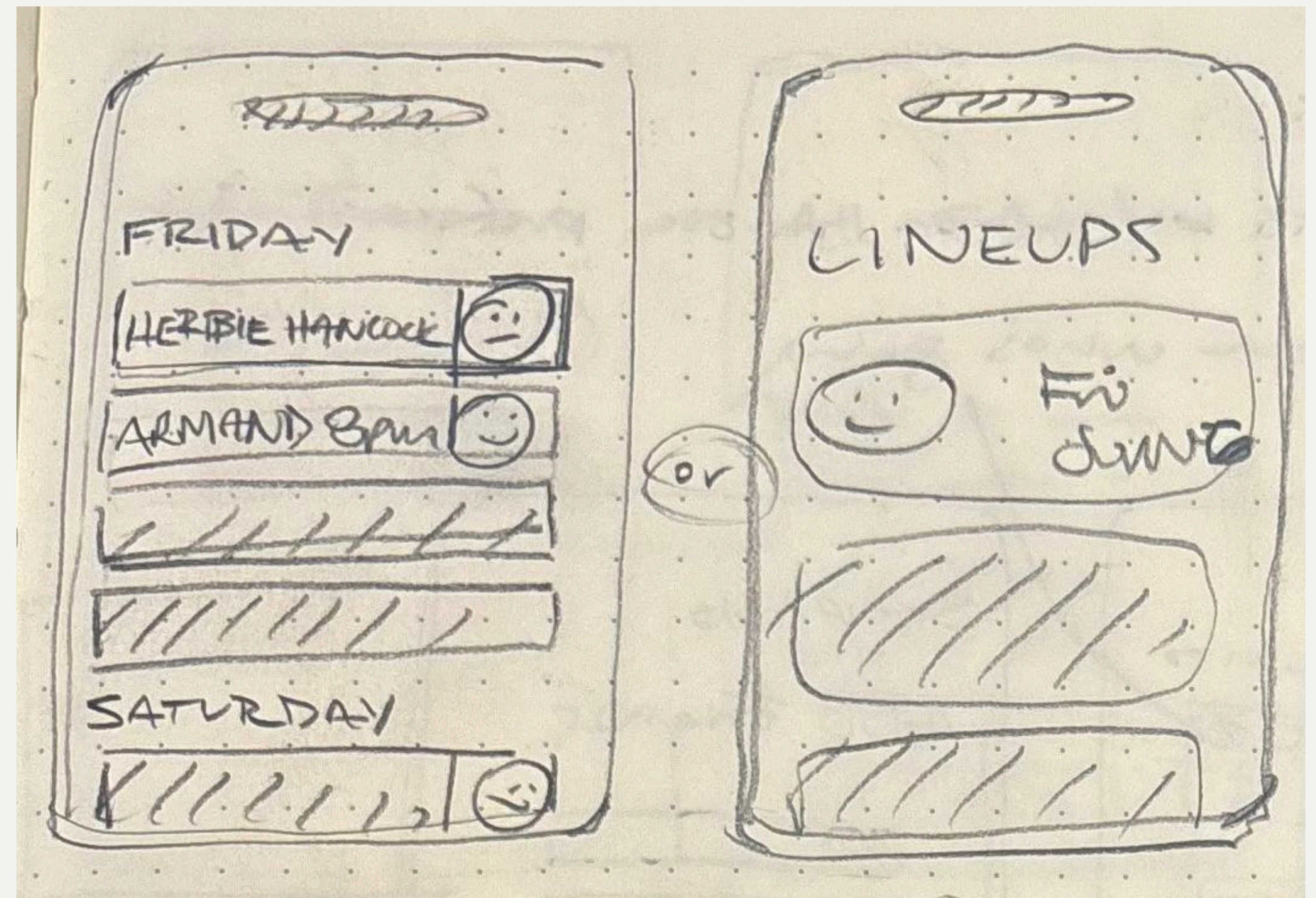
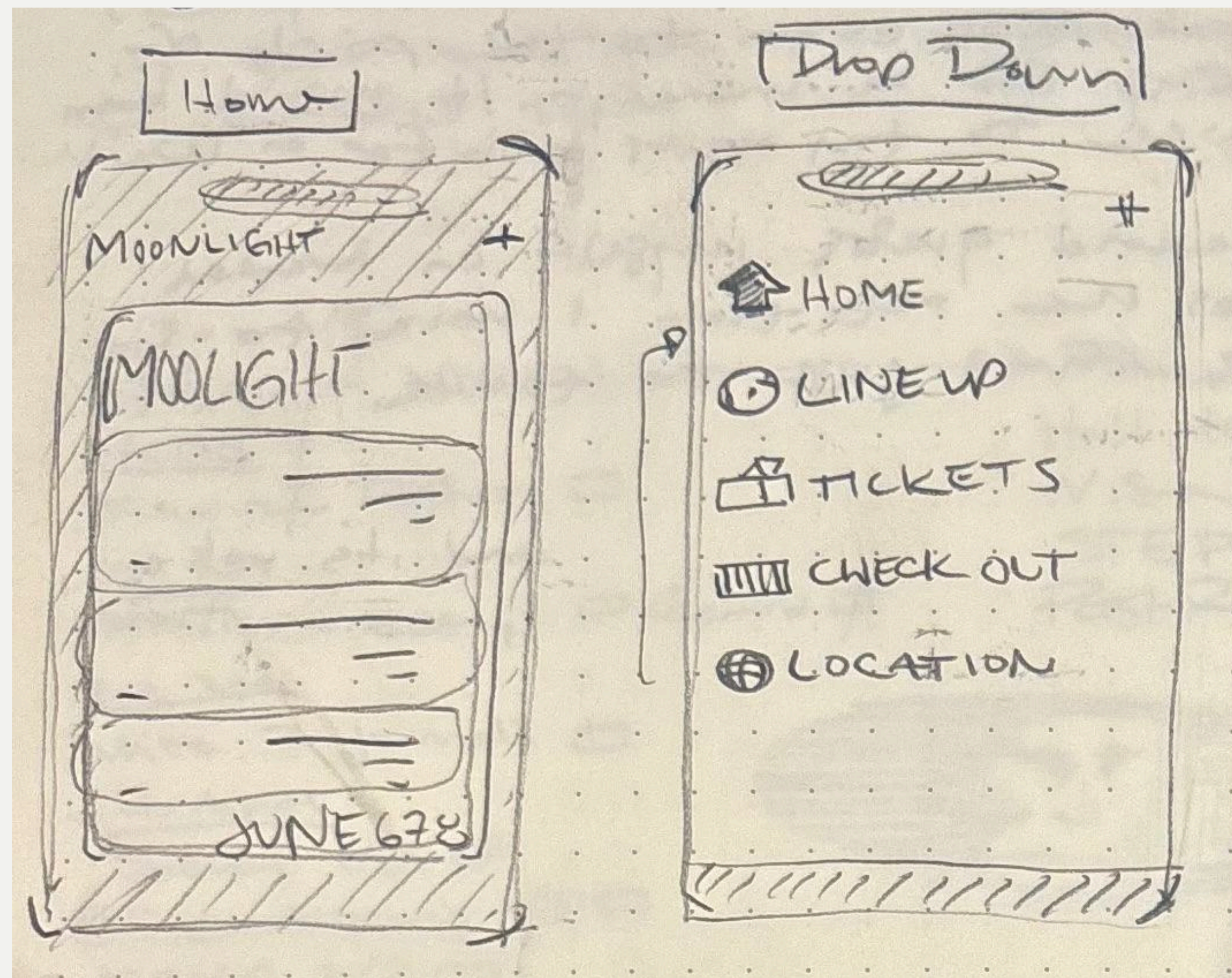
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ERROR

OWEN DION



WIREFRAMES

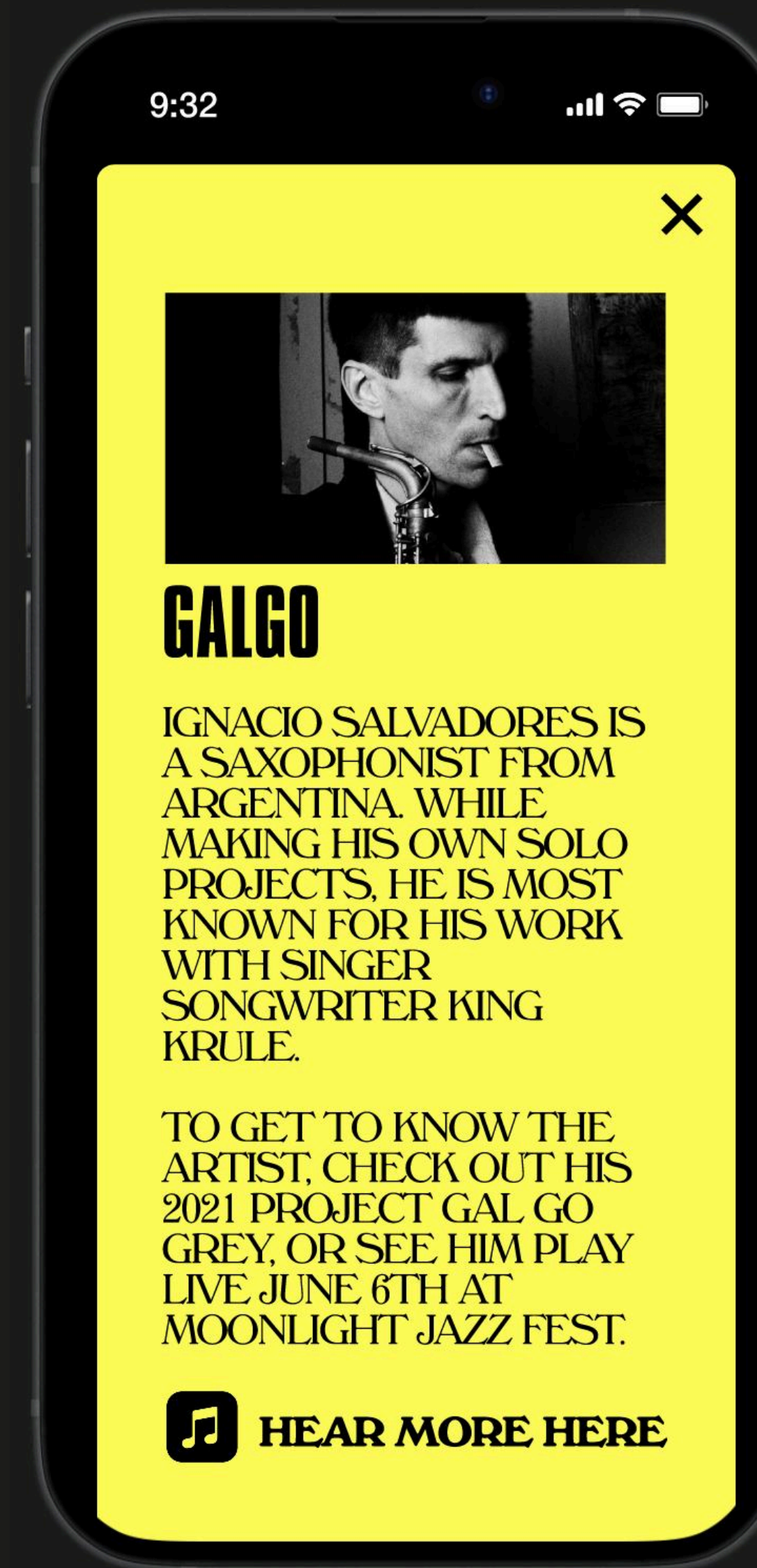


While these initial sketches were rough in production, I wanted to create intuitive designs, and therefore worked fast to see what would first come to mind. These acted as a great starting point as I could eventually intertwine my bold messaging with simple starting points.



This led to the high fidelity mobile interfaces that will be seen on the coming page. These frames use consistent placement, font sizing, color, and symbols, allowing the user to easily gain familiarity with the festival while interacting with the app.





9:32

+

SATURDAY

JUNE 7TH



ABOUT THE ARTIST

ERYKAH
BADU

10PM MAIN STAGE



ABOUT THE ARTIST

THUNDER-
CAT

8PM 2ND STAGE



ABOUT THE ARTIST

YUSSEF
DAYS


6PM 2ND STAGE





VUKPECK


9:32

×

 LINEUPS

 LOCATIONS

 SCHEDULE

 CHECKOUT

MOONLIGHT

JAZZ FEST

9:32

SAVED TO
CAMERA ROLL

9:32

MOONLIGHT

FRIDAY JUN 6TH



HERBIE
HANCOCK

10PM
MAIN
STAGE



ARMAND
HAMMER

6PM
2ND
STAGE

SATURDAY JUN 7TH



ERYKAH
BADU

10PM
MAIN
STAGE



THUNDER-
CAT

8PM
2ND
STAGE

SUNDAY JUN 8TH



TYLER THE
CREATOR

10PM
MAIN
STAGE



MASAYOSHI
TAKANAKA

8PM
2ND
STAGE



BADBAD-
NOTGOOD

6PM
2ND
STAGE



**VIEW DIGITAL
PROTOTYPE IN
ACTION HERE.**



THANK YOU FOR INDULGING IN

MOONLIGHT

JAZZ FEST

SEE YOU JUNE 6+7+8

