

## Practitioner's Statement

### ***Fade in the Field***

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My brief required me to design an innovative identity for a hypothetical music festival, which I titled 'Fade in the Field', located in rural Hayfield, Victoria. As a child and growing up music and especially Triple J was thoroughly celebrated in our family, therefore attending music festivals became a dream of mine, inspiring me to design my own advertising for a desired festival. I desired the logo and additional promotional material to be eccentric, vibrant and visually striking as well as to extend to a wide music-enthused community. My brief provided me with a number of choices as well as limitations, requiring me to establish clear design parameters for this project.

When working on logo designs, I was initially influenced by Jared Jacob, a designer who widely utilises simplistic imagery as well as linear elements of design. Through testing with shapes and lines, I created a simplistic icon, which later became an aspect of my final design; both in the poster and on the logo. I wanted my brand to be innovative, to appeal to the younger generation and most importantly, to be original in aesthetic and immediately identifiable.

Following on from my logo, I focused on designing an imaginative poster, with my initial influence being Julia Geiser, a Swiss designer who uses her creations to promote rights and licenses. Her designs are interesting and somewhat strange yet unique, combining abnormal aspects to form works of art. J. Sayuri, the creator of an Animal Brain series, using watercolour and animal brain silhouettes later inspired me to merge intricate water-coloured brains with Geiser's style, in order to form an original design that still utilised aspects of the logo to remain consistent.

Developing and ultimately deciding on the final poster proved to be a difficult task as many aspects needed to be considered such as layout, colour scheme and the imagery used. As the logo sat inside a circle, it was decided that the poster with the circle employed in the background and the water-coloured imagery best celebrating the 'brains' would be chosen.

The poster and logo utilise the same font 'Back to Black', as well as the simple, yet effective mountain imagery featuring triangles. Both colour schemes unite as one and all design aspects can be identified as being from the same festival. The quality and originality of the poster have achieved the aims of making the festival very easily distinguishable with the vibrant colour scheme used being eye-catching to the younger generation.

Upon completion of both my folio and practical, I believe that I have successfully accomplished what was outlined in my initial design brief. The designs are eccentric, original and modern, all traits that have since become part of my personal design aesthetic.