

BSTend

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BSTend is a music streaming app focuses on the local Australian Artists advertising and promoting to a distinctive target audience of Australians and tourists. The beginning aesthetic of the brand was influenced and motivated by the contemporary and current styles of Australian artists album covers allowing for the app to be different and unique from current music streaming applications and brands such as Spotify. The purpose of creating this music app is to inform and allow users to explore the variety of music talent produced through Australian artists and providing the opportunity for users to purchase tickets to concerts and events that particular artists will be performing at.

A significant influence through the process of designing the logo for 'BSTend' was the popular music streaming app, Spotify designed by Andreas Holmstrom (figure 1). Their logo is recognised internationally as they seemingly maintain a consistent aesthetic through there logo, app layout and playlist covers, shown in figure 2. The logo powerfully allows for the brand to explore different areas and styles of music through their playlist designs. With a simple shaped vector-based logo and clean text, Spotify influenced me to create a recognised and effective logo to enable for my app design and playlist poster designs to be reflected and connected to the BSTend logo.

When first considering the design layout for BSTend I was influenced by the concept of Moodmix, partnering with London Grammar the app curates playlists suited to your mood (figure 3). With this, I produced the idea to include shape symbols to represent the type of level the song is influencing me to design a circle shape to represent the up-beat songs and a triangle to represent the softer toned songs, these shapes also reflected from BSTends' logo.

Rosaline Gasgoine's conceptual use of distorted street signs helped (figure 4) influence the idea generation the logo, relating street signs to an 'end' destination as the shape aspect of my logo. This was applied to the landscape of Australia with the contrast of land and sea, being the 'end' of Australia. The colour scheme of orange and blue for the brand which was incorporated across the design. The overlay of the circle and triangle shape in the final logo reflects on Gasgoine's cropping of shapes whilst the triangle connects with a play button.

BSTend has a contemporary and consistent layout producing clean usability and functionality to operate simplistically, having the ability to control the music playing, search for events and song/artist titles and convert from exploring music to exploring events instantly. In producing playlist covers I used personal imagery from concerts of Australian artists to influence users to support local acts, in doing this photo filters and colour gradients were applied heavily to used imagery to continuously connect with the colour scheme.

BSTend successfully operates and communicates as a unique music streaming app whilst maintaining a simplistic, consistent and digitised aesthetic. The use of ochre red and blue coordinates with Australia representing the artists featured in the app, promoting the music music and bands in an engaging and consistent platform.



Figure 1



Figure 2



Figure 3