

promotional package

For all designs, I wanted to carry a similar style and represent the land that the festival is held on. Nature is a big part of the festival, as it is held outside and the word 'folk' refers to the original culture of an area. The aboriginal land is acknowledged on the designs and native flora and fauna appears on every design. For the motifs I incorporated this connection to the land and also drew inspiration from Art Nouveau, imitating the detailed and stylistic look. The colour palette is inspired by 'earthy' colouring, taking colours from photographs of the native flora and fauna of the area. The greens and yellows suggest a connection to land, life and a sense of happiness. Keeping the palette limited, with three core colours keeping the designs simple without too busy of a look. Variations of these three colours were used, but because of their similarity it still worked cohesively. The consistent colouring, particular symbols and fonts kept the promotional package connected. There was some variation in fonts that may have slightly broken up the repetition, but the change in fonts were chosen due to the design. The poster and website are the main centrepieces of these designs, as they carry all colour variations, the billy button and moth elements and the gumtree background designs. The program was the simplest of all of these designs, as it just translated recurring symbols in a new variation, this would be the design I would redo, as I would add a new design for the cover to create some difference from the other products. The client gave a lot of free range with the design, but asked for something that didn't specifically advertise the festival as musical. She provided information that would be presented on all the products, and also requested a connection to the current logo. All the designs meet this brief, while also bringing an environmental aspect to the festival. This promotional package advertises a relaxing but fun weekend filled with music and events through choice of colouring, design style and wording. The promotional package meets my original intention for the Majors Creek Festival design and captures the vibe of the festival.