

## **Project 3**

### **Festival Guide – Concept Development Worksheet**

(think of this as a living document)

Answer the following questions, be as specific as possible!

1. What cause/organization will your festival support or raise awareness for?
2. Why is it important to support or raise awareness for this cause?
3. What organization or group will the proceeds from your festival support?
4. Who is your festival's target audience (THIS IS INCREDIBLY IMPORTANT)?
5. Describe a potential ticket buyer and person who would feel excited to attend and participate (GET SUPER SPECIFIC AND BE WARY OF SINGLE STORIES)
6. Your festival will take place over December 8th, 9th and 10th in a location that is relevant to your cause/events – What will the opening/kick off event be?
7. What will the two/three events be on the second day?
8. What will the closing events be? (YOU MUST HAVE AT LEAST 5 TOTAL EVENTS SPREAD OVER THREE DAYS)
9. What are some potential names for your festival? (THINK OF BRANDING AND BRAND IDENTITIES HERE)
10. What material piece will you make for your festival? (TICKET/BUTTON/FLYER/MERCH)

Research Notes:

(Include websites/concepts/ideas on audiences this can start to become a visual guide as well – feel free to add screen shots/logos/etc etc)

project 3 code examples:

<https://github.com/jwoakley/projectThreeExamples>