

Design an Event

Mahellet Steinmetz

Table of Contents

Inquiry	03
Process	10
Communication	16

Movie Night



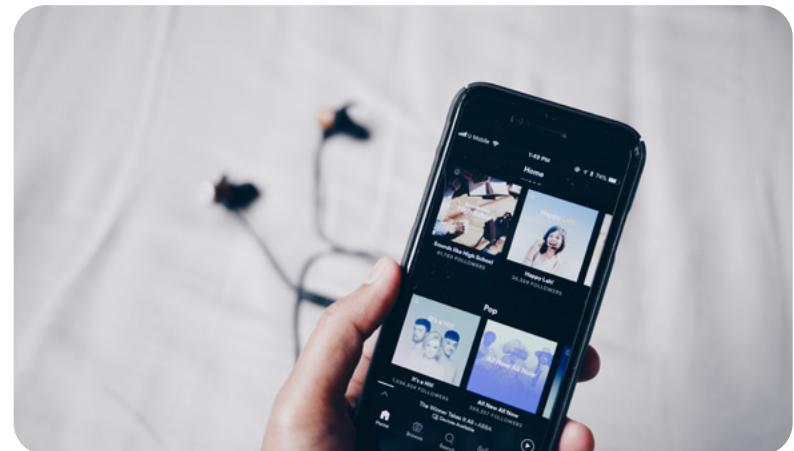
The specific purpose of this event is to discover new movies that you may have never have found. Its also about discovering new movies with a group of people you feel comfortable around to strengthen that friend group or community by doing things that the group all enjoys.

Book Club



The specific purpose of this offer a way for college students to read more. It can be hard to read for enjoyment in college because of our busy schedules which can tire us out. With a book club though you are reading with a community and you have a goal or a deadline which can motivate you to read the book and finish it.

Music Potluck



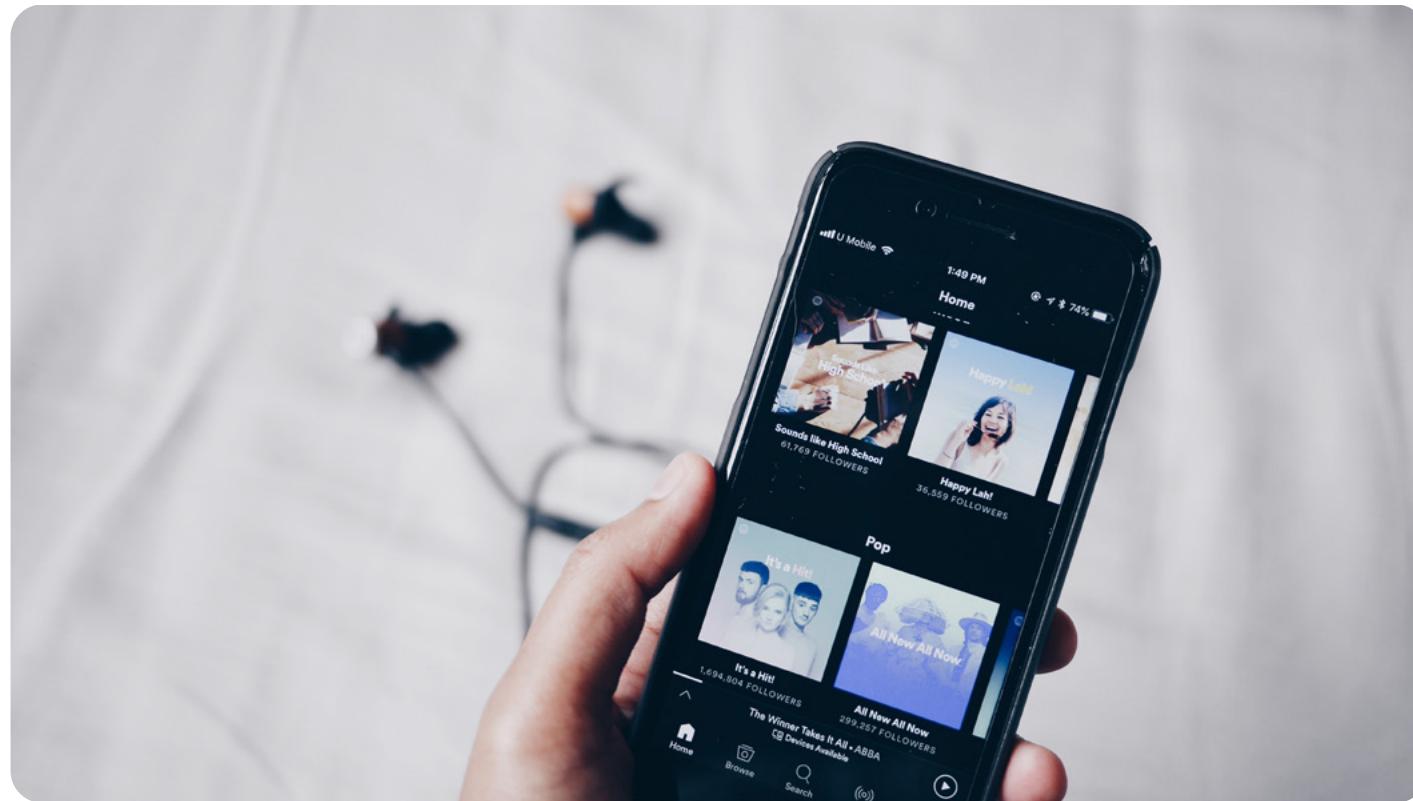
The specific purpose of this event is to make discovering new music easy and fun. Sometimes I struggle with finding new music or new music that I enjoy so this way I and others can do so in a creative and collaborative way.

Pizza Night



The specific purpose of this event is to make a yummy dinner with the support of friends because cooking in college and the motivation to cook in college can be sometimes difficult for some. This way there is a planned cooking event that forces you to cook a meal, but in a fun way.

Music Potluck



- Most unique
- Most passionate about - music
- Wanted something calming and a tool to distress from school
- Audience : college students - my friends
- Purpose: listen and share music within a comfortable and calming environment to not only experience new music but to also distress from the demands of school and life.
- Combined pizza and potluck but ended up being too much about the food than the music - instead came up with the idea of tea as it fit calming vibes I was going for and this way everyone can bring in different types of tea for the potluck piece

January 25th, 2022

What is the purpose of your event?

The purpose of my event is to be able to discover new music from large pool of genres and artist. Listen to music all the time and I sometimes meet a road block or music block where I'm sick of all my music. I want to discover more music, but I usually have to do a deep dive that takes too long or that ends up failing. I also hear other peoples music a lot and wonder where or how they find their music especially if I like the songs. In this way I can find answers to these interests and find new music so that my passion or desire to listen to music continues. It's not only beneficial to me but others as well who may be having a "music stump" or just want to discover new music because they like music. This event also allows people to connect through music because your music taste can say a lot about you.

What do you want your event to feel like?

I want my event to feel ...

- Calming
- Fun
- Interesting
- Useful
- Comfortable/safe
- Nostalgic
- Loose not too structured or organized
- Warm/mellow/homely

What are 3-5 words that describe your event the best?

1. Fun/enjoyable
2. Loose
3. Warm
4. Relaxing
5. aesthetic

What elements can you make?

- Posters
- Playlist
- Posters
- Place-mats
- Room setup - candles, lights, etc.
- T-shirts

How might you set the tone for this event?

Ideas for invitation:

- Send a link to a blank collaborative playlist with designed cover art.
- Send a voice memo you singing
- A business card
- A letter that is shaped as music play screen and play on Spotify and the way you accept is my coloring in heart. (Drop off location)
- A gif
- Concert poster
- Concert tickets

Setting:

- Pillows and blankets on the floor
- Candles
- Dim lighting
- Tea setup in the middle or on the counter
- Speaker in the middle of the table

Type and colors

- Something simple
- Colors: calming colors: blues, oranges, pastels

Event Titles?

1. Music Potluck
2. Playlist Potluck
3. Mahelets Round Table
4. Music and Tea Party
5. Let's Jam
5. Melodies and More

How does this essay affect how you think or feel about designing something you've never made before?

- I found this article to be very interesting because it was not at all what I was expecting. In todays society perfection is praised while making mistakes is usually not. As artists we are all perfectionist and some more than others. This article taught me that sometimes letting go of that perfection can actually help you make your best work. Personally I fear failing and masking mistakes which confines me into a box that I'm to scared to break though. Anderson writes about all the things that I fear such as uncertainty, making mistakes, and breaking rules. Anderson philosophy of design sounds a lot more freeing and creative than the one the general public may uphold. Although I'm nervous and anxious to create something new I now have a new perspective that will hopefully help me create interesting and new designs.

Try What? / So What? / Now What?.

What: I'm struggling to come up with design ideas for my project besides invitations. I'm also struggling with the title and the designs so they are not so literal and elementary.

So What: These are challenging because my project is more digital and less physical than some other projects so coming up with physical designs is difficult. I could do mug designs, posters, tea packet designs, QR code, and etc.

Now What: Action steps:

1. Research
2. More sketches
3. Talk to more people for more ideas and inspiration

What does success look like to you and what are your goals for this event?

My goals for this event is for everyone to have discovered new music that they can take home with them to listen to and broaden their music tastes. Another goal is for everyone to have a good time and feel like they were able to distress and get away from all the pressures of school and life for a little while. I will know if my event is successful if the people at my event seem to be enjoying themselves through our conversations and interactions and if people feel like they discovered new music that they never would have listed to on their own.

Event Feedback

did you have a fun time?

- Yes
- No

did this event allow you to destress?

- Yes
- No

Did you discover new music that you otherwise wouldn't have?

- Yes
- No

Did the setting feel relaxing and comfortable?

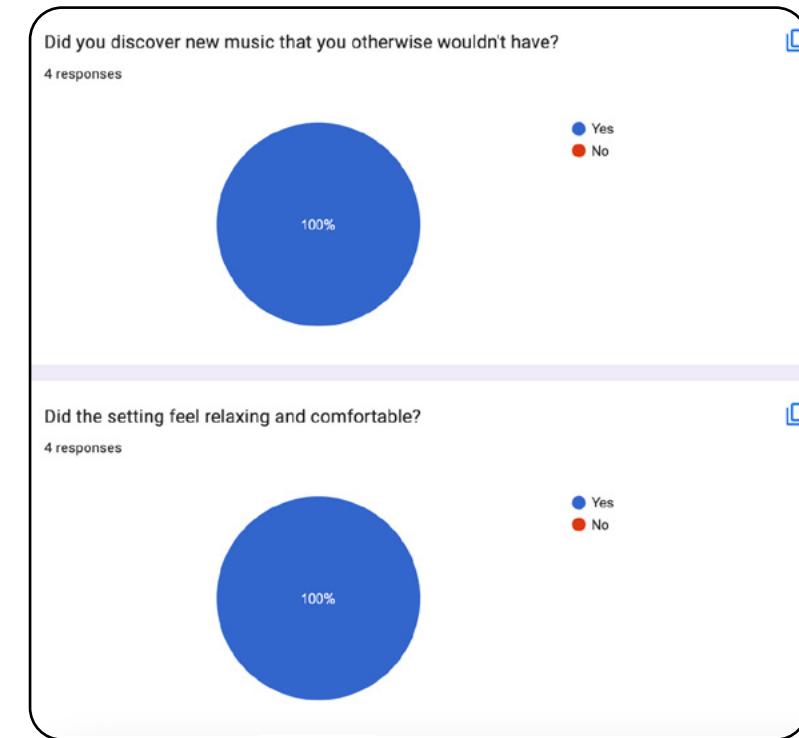
- Yes
- No

Submit

Clear form

Event Feedback - Responses

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<Http://intercommunication/potluck-spirit-of-community/>

- A spirit of sharing and trust seems a good way to describe potlucks and the dialogue on race."

- 16th century Tomas Nash - "potluck"

- "Food provided for an unexpected or uninvited guest, the luck of the pot."

- 1930s-Depression

Spotify

- The logo is the combination of a word-mark with our icon.

Our icon is a shorter version of our logo. Only use it if you do not have enough room for the full logo.

<HTTP://darko.audio/2021/11/a-closer-look-at-spotify-app-design-process/>

"One design tool Spotify app design team is known for using is personas, which is a method of creating rich descriptions of archetypal users that represent clusters of needs and usage modes. Personas are synthesized from interviewing, observing and collecting feedback from actual users. They help the design and engineering teams focus their efforts by helping them stay connected to who they're creating the product for, and to avoid simply designing for their own interests."

<Http://www.mediapocalypse.com/the-origin-of-music-a-brief-history-of-song-sharing/>

- Used to be no distinction between musician and listener

- "In prehistoric times, music was part of a holistic method of communication bundled with body movements and primitive utterances, which would

<HTTP://blog.hubspot.com/marketing/history-of-Internet-radio>

- Used to be a time where music was sold out and had to wait in line for new records or go to record stores in general to buy music

- 'Many scholars say that our modern traditions of live music truly began in the European middle ages, when churches served as venues for what could be deemed live performance.'

- Eventually there was a need to listen to music outside of the venues and that's where Thomas Edison came in

- 1877 (telegraph)

- 1878: the phonograph (record player) within a year "pre-recorded cylinders" were being sold or recorded

- T"the alleged first commercial American radio station, KDKA, didn't begin broadcasting until 1920."

- Next year 5 million people in America had radios

- 1960s, - Philips compact cassette (one of the earliest portable music)

- 1964 by Bill Lear track tapes could be played in cars --

- 1979, Sony debuted the first major portable cassette player: The Walkman."

- 1982 - CDS

- 1980 - Mp3

- 200, iPod

<HTTP://moffitt.org/endeavor/archive/color-your-world-to-relieve-stress/#:~:text=Green%20E2%80%93%20Quiet%20and%20restful%2C%20green,represent%20strength%2C%20wisdom%20and%20peace.>

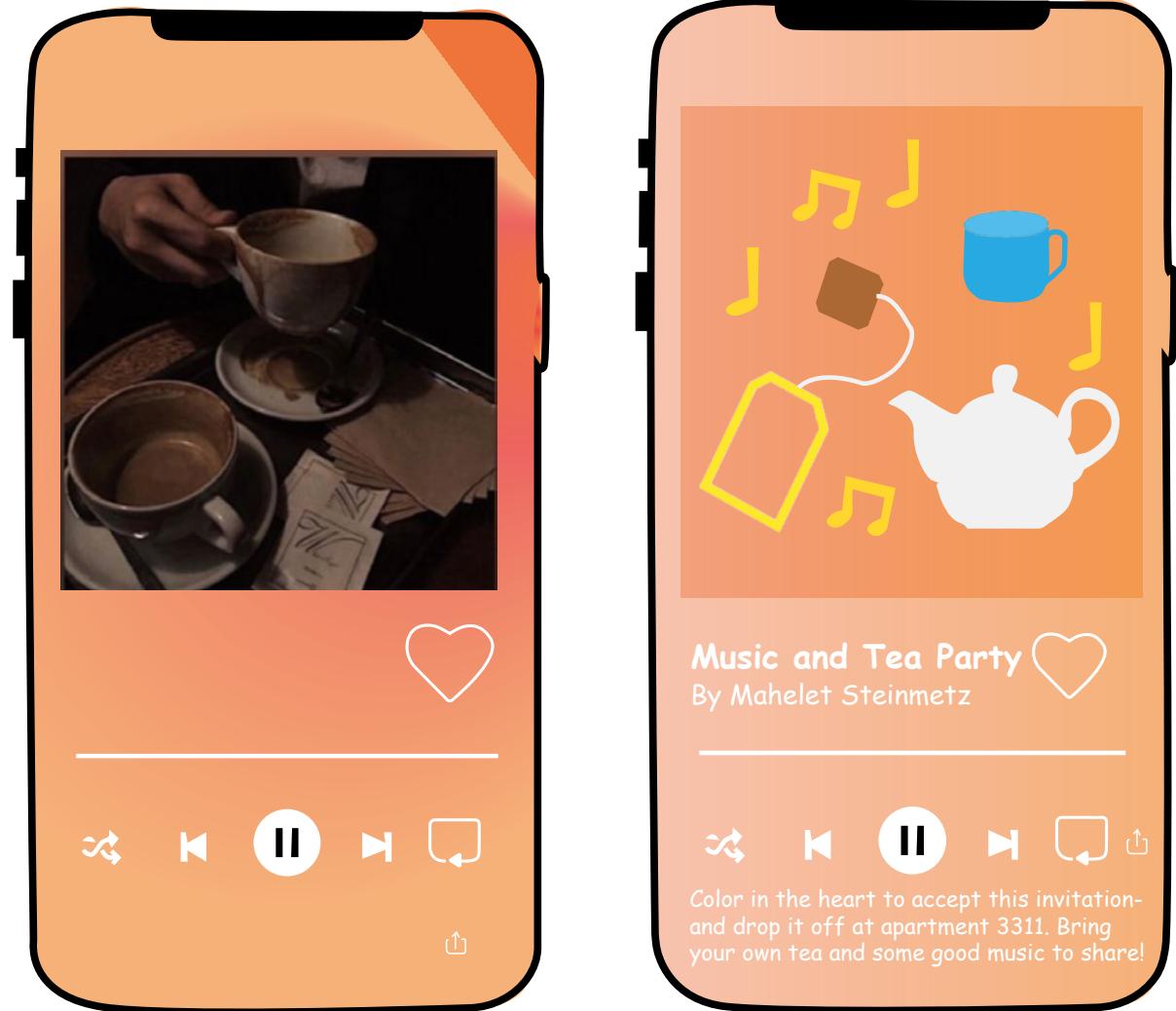
- Music was an oral tradition, and songs were passed down in this tribal, cave-person folk tradition: sacred copies that nonetheless changed ever so slightly as they were reproduced throughout the ages, mimicking the process of human evolution.

Color Palette



Concept 1

- iPhone invitation where participant colors in heart as a sign of their acceptance to event
- inspired by spotify and the digital component of my event
- Problems: too focused on the tea party and too literal
- Color pallet: orange sunset meant to signify peace and relaxation



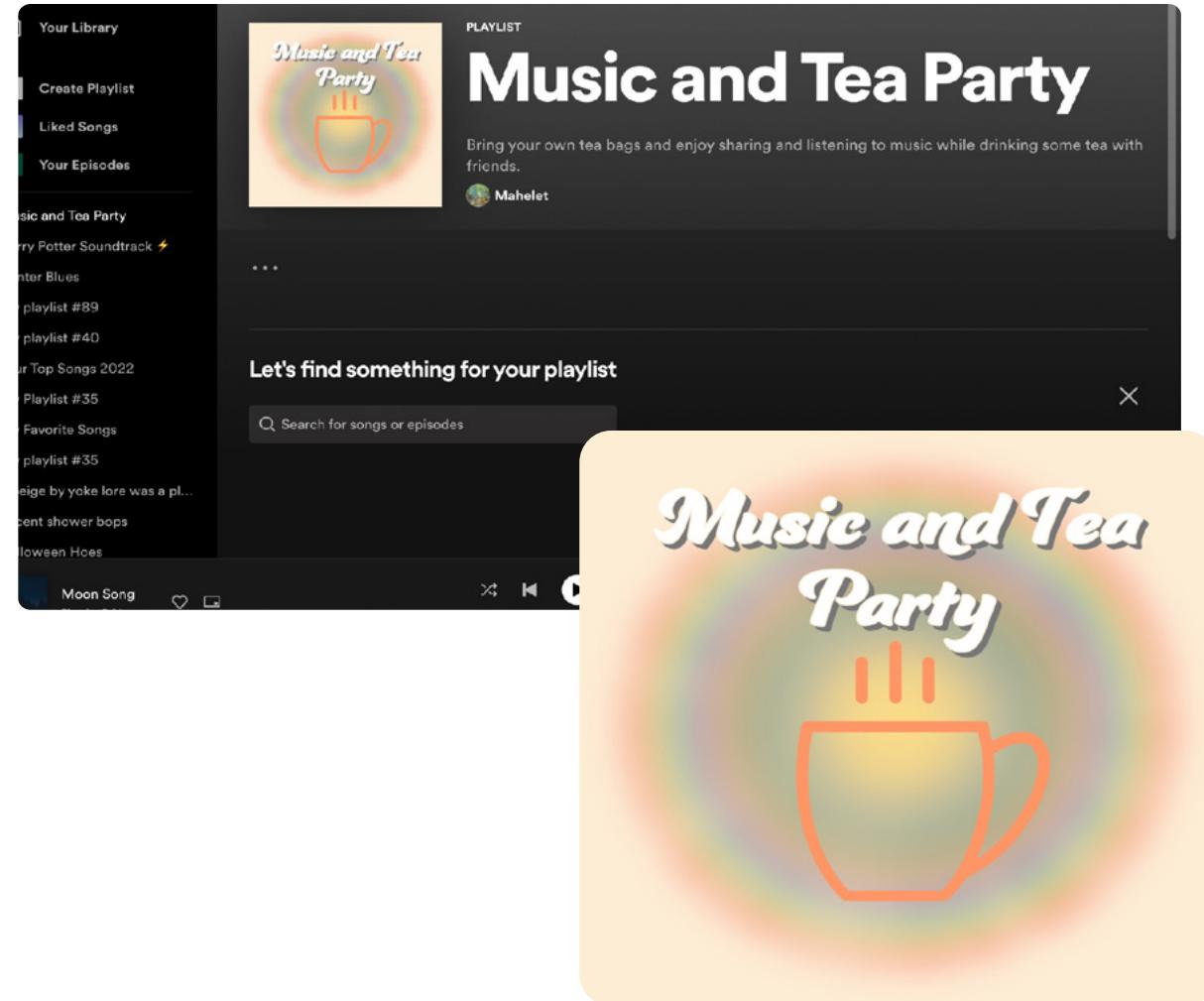
Concept 2

- Spotify collaborative playlist
- Chose this concept because it seemed to fit my event the best and was a cool way to invite people - via playlist
- designs too elementary and literal - still too focused on tea



Concept 2 Cont'

- Not professional enough
- Colors were working icons were not - need to get rid of tea cup and tea party in name



Concept 3 - Final Design

- Get rid of tea in the name - just left it in description and focused on emulating the calm and relaxing environment I wanted to create

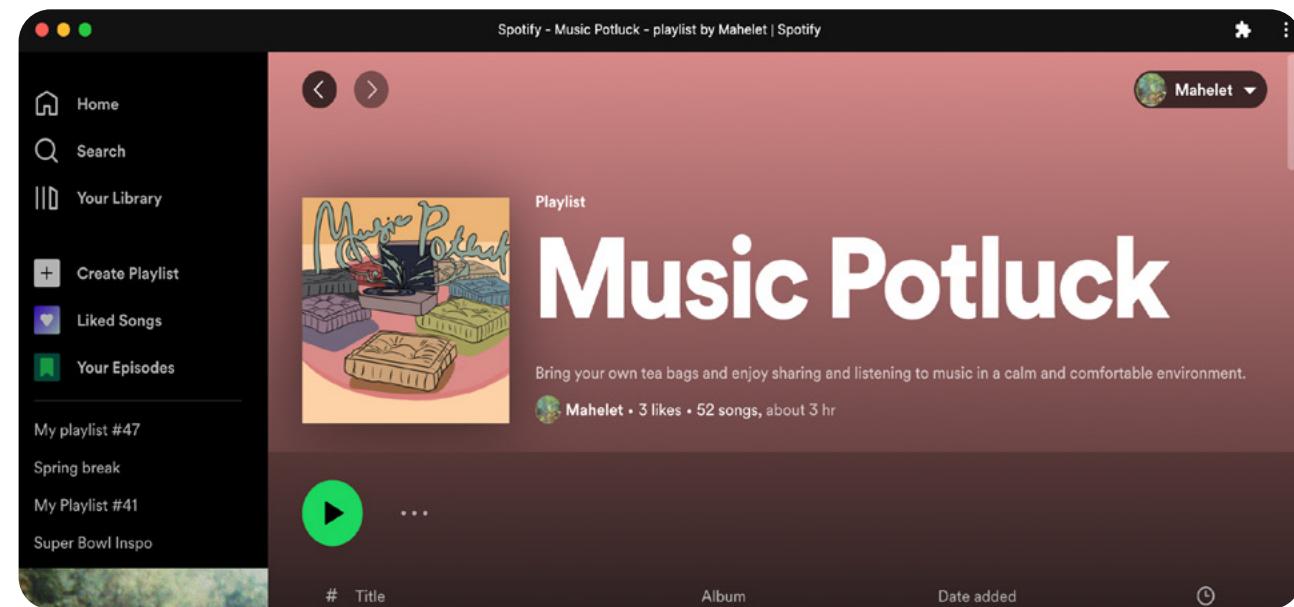


Bring your own tea bags and enjoy sharing and listening to music in a calm and comfortable environment.

Concept 3 - Final Design

Description below and link sent in group chat - 10 songs minimum

<https://open.spotify.com/playlist/0WkY2SjhAWjX1GX0g-Gjj5o?si=33fc33d6cb704f2e>



Let's make a playlist together, join and edit: Music Potluck <https://open.spotify.com/playlist/0WkY2SjhAWjX1GX0gGjj5o?si=nBsmh2YnTJysdKzyyqM90Q&pt=2726dae0ac418c669e579057c1867c26>

Pls add your music here (minimum 10 songs) and plz read the description

Final Concept - Inspirations



<https://www.walmart.com/ip/Yirtree-16-x-16-Cotton-Floor-Pillows/335878803?wmlspartner=wlp&selectedSellerId=101070589>

Similar setting for event: wanted to showcase this as this was very important for the overall feeling of my event - relaxing, calming - also pillows imply that there is a group of people gathering - very W which I wanted since earlier designs were too literal

Didn't want music notes like in earlier sketches - too elementary

Went back and forth with including record player since that wasn't apart of my event but I thought it as a good signifier of sharing music since its less intimate than a phone. Was gonna use a speaker but it didn't add to that overall aesthetic I wanted.



Artist: Matthew Fleming

HTTP://dribbble.com/shots/3887011-Record-Player?utm_campaign=2017-10-23&utm_content=coaches-picks&utm_medium=email&utm_source=weekly-replay

Final Concept - Inspiration

Interactive Piece: Coloring Pages

Coloring is very therapeutic and it allowed me to personalize this event towards my attendees

- Asked each individual what their favorite artist was then I created black and white designs based off of those



Photography: Bao Ngo
Album: Be The Cowboy by Mitski

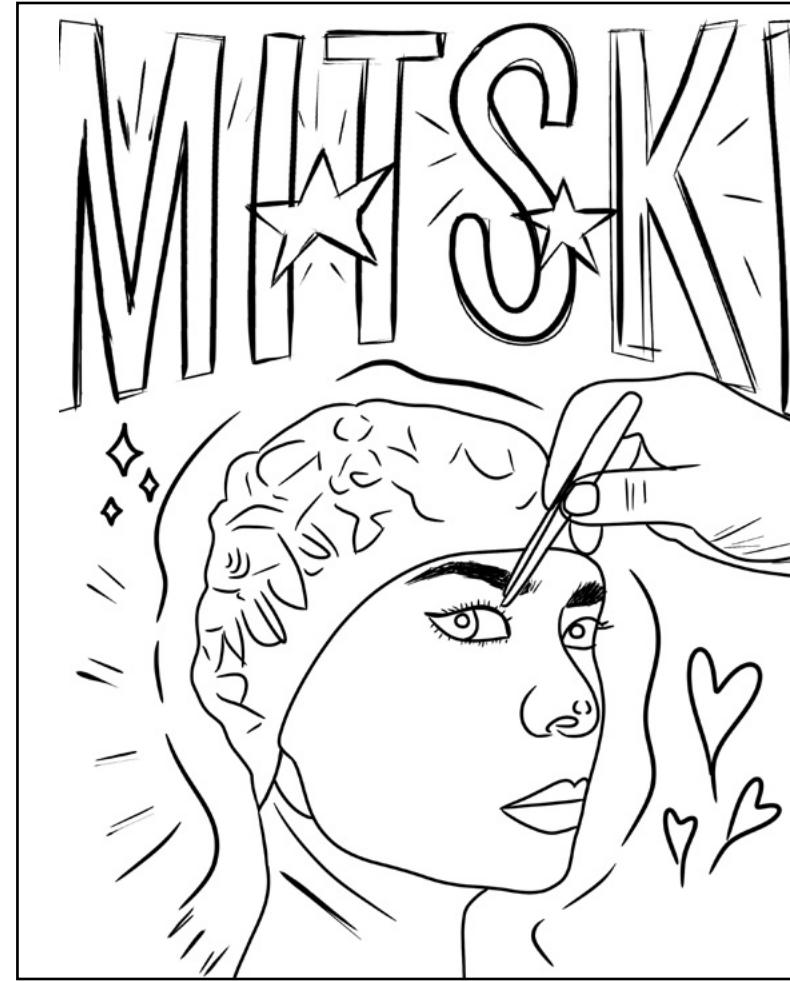


Artist: @Nenuf4r_N3zL·ella/le/-a



Artist: @livelughmya

Final Concept - Final Design



Dimensions: 8.5 x 11

Final Concept - Inspiration



<HTTP://www.thepageant.com/event/peach-pit-120822/>



Artist: unknown / Peach Pit

Final Concept - Final Design



Dimensions: 8.5 x 11

Final Concept - Inspiration

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<HTTP://saddle-creek.com/blogs/news/indigo-de-souza-i-love-my-mom>



Artist: Kimberly Oberhammer

Final Concept - Final Design

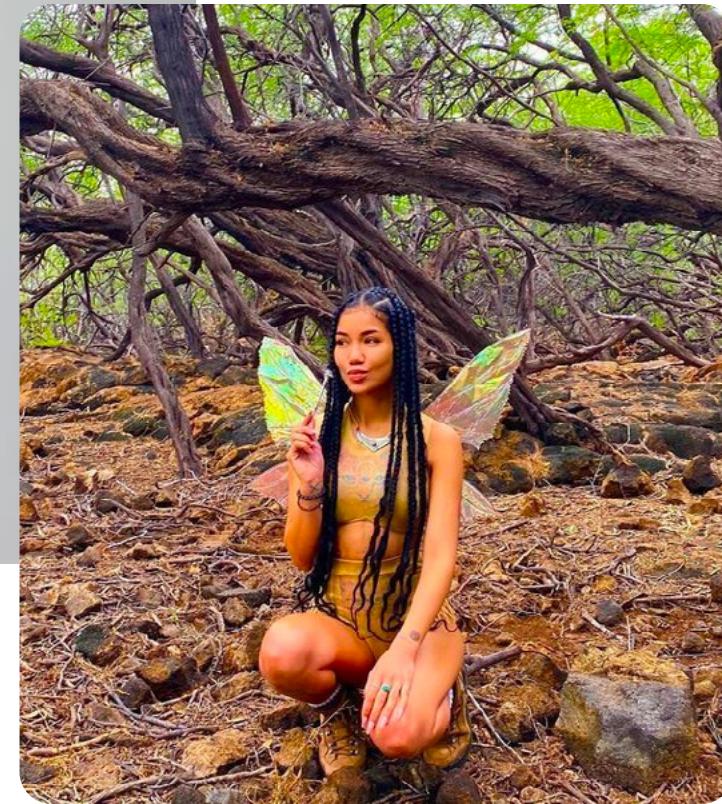


Dimensions: 8.5 x 11

Final Concept - Inspiration

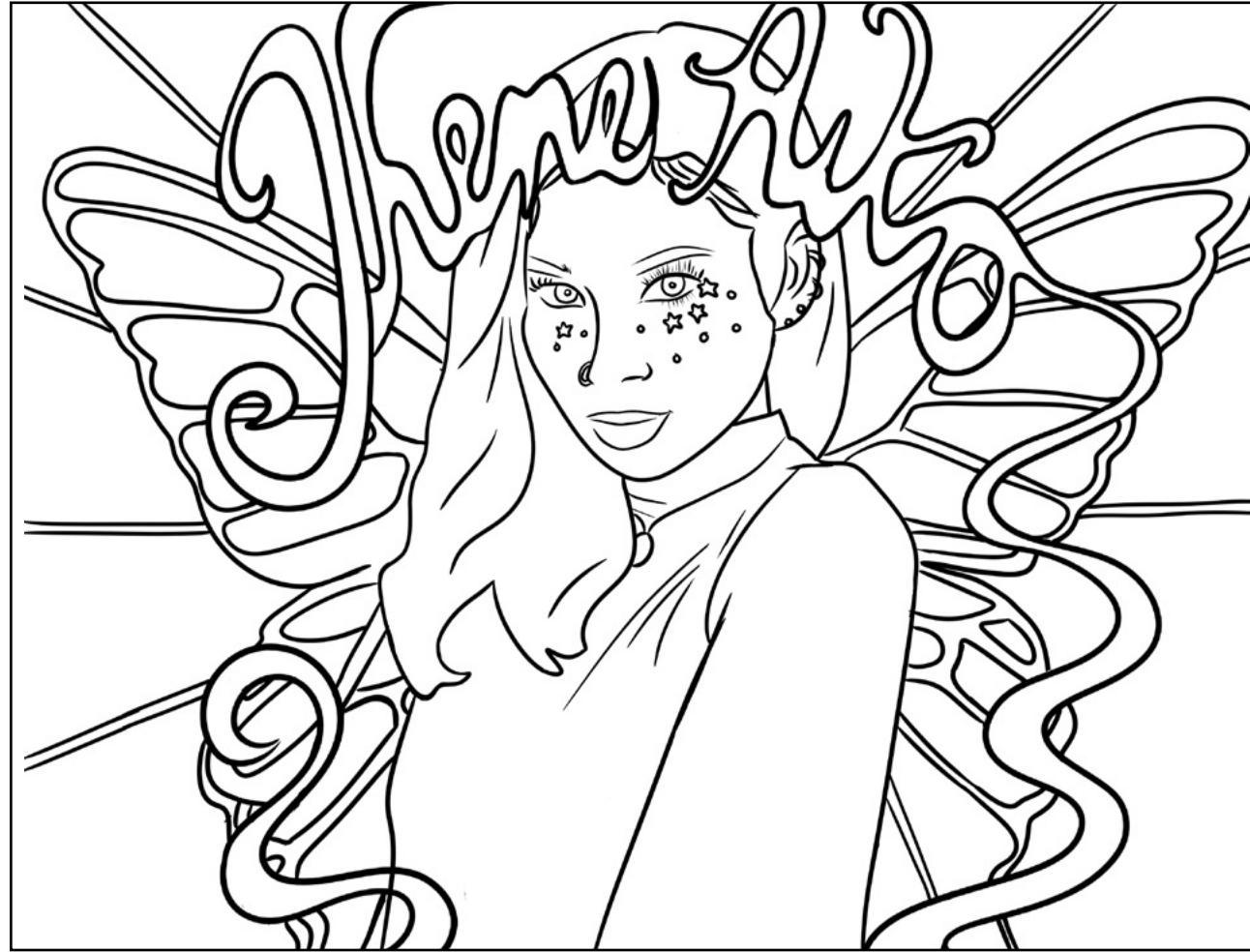


<HTTP://people/music/jhene-aiko-opens-up-about-mental-health-journey/>



Source: @y2kbimbogowrlll

Final Concept - Final Design



Dimensions: 8.5 x 11

Final Concept - Inspiration

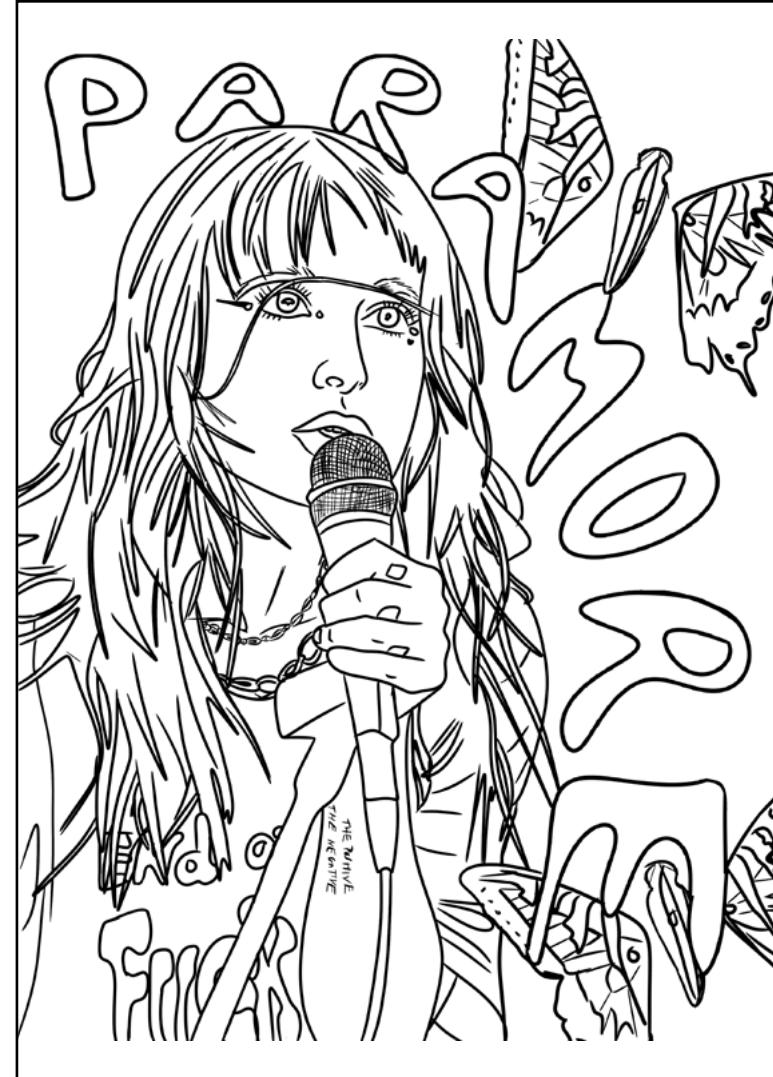
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Photographer: Ryan Russell

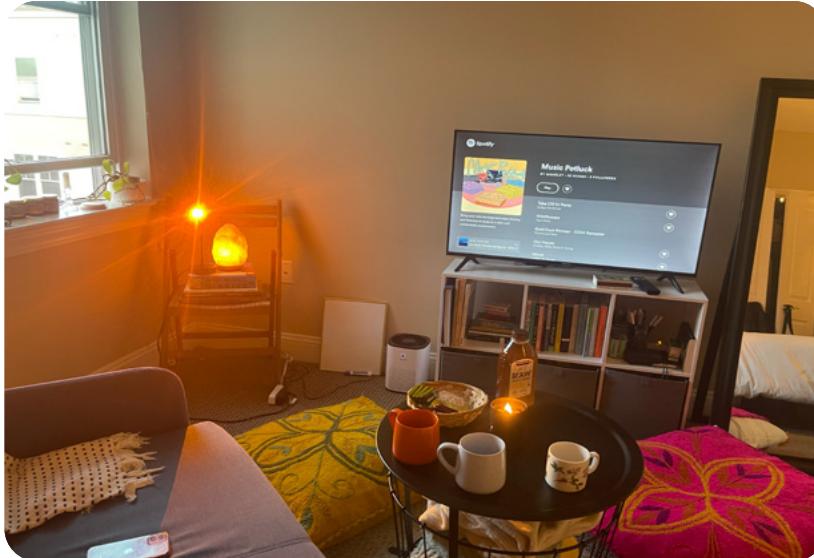
@michwi2620

Final Concept -Final



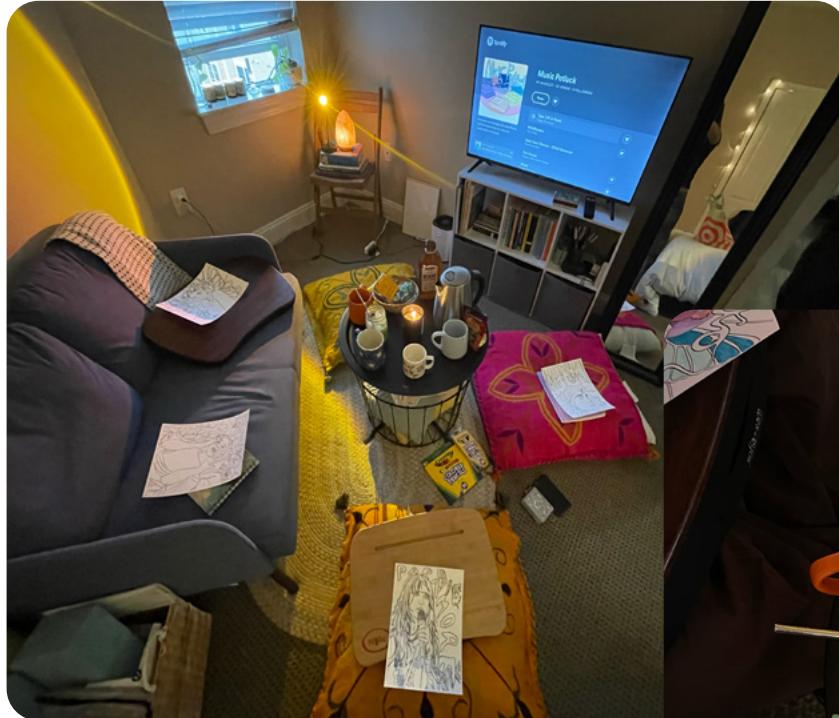
Dimensions: 8.5 x 11

Final Event



Final Event

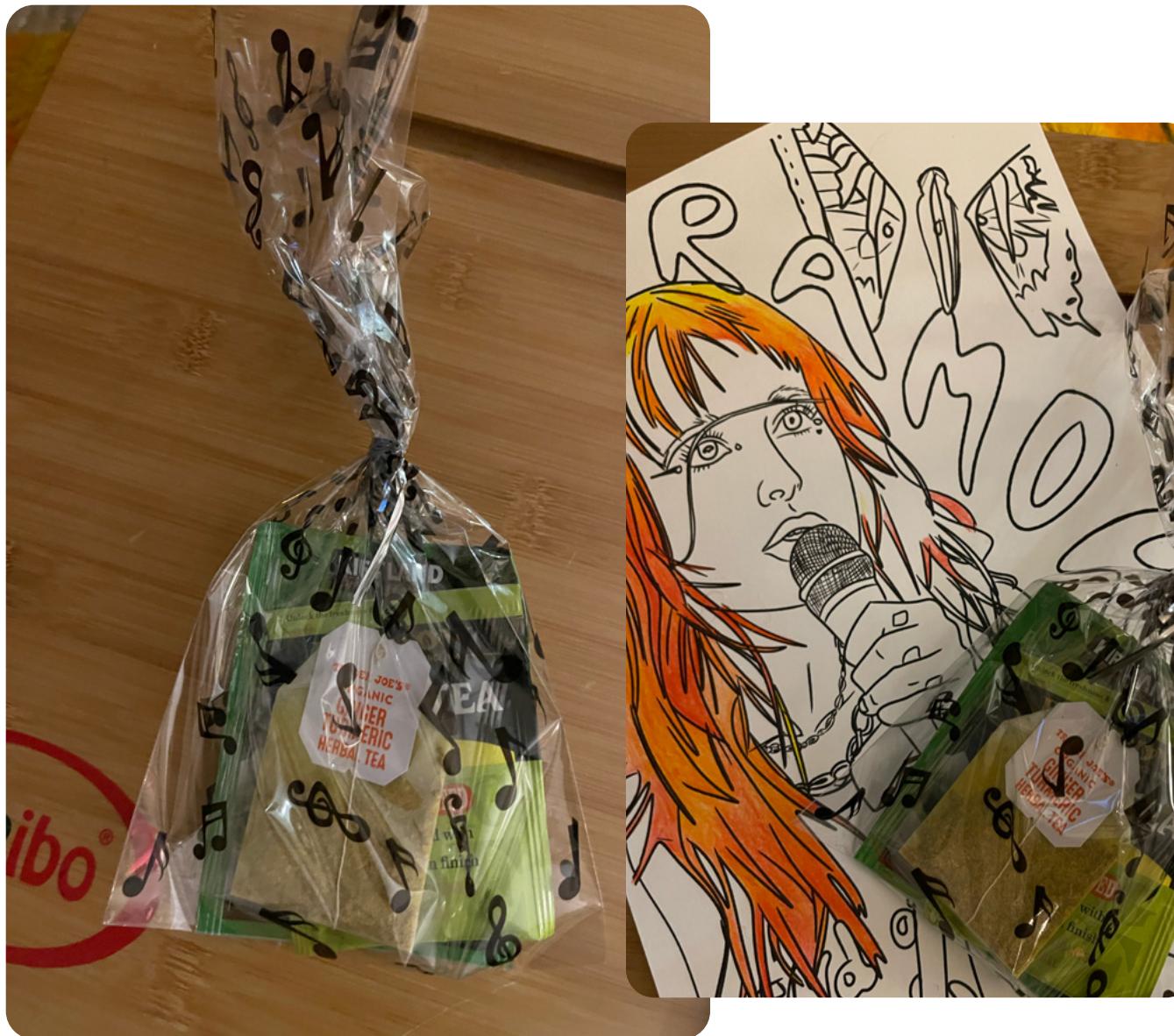
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Final Event



Final Event



Goodie Bags - tea bags

Final Event



[Http://youtu.be/2qOPPXxXtBc](http://youtu.be/2qOPPXxXtBc)

Final Reflection

What happened?

First I setup the table setting and room setting. I set up the tea cups, the kettle, pillows for seats, and the coloring pages and coloring utensils. Then my friends all gathered together and we sat down, made tea, colored, and listened to music on the collaborative playlist.

What were you thinking and feeling?

I was feeling good because my event came together exactly like how I pictured it and everyone was excited when they saw their coloring pages because I left that part as a surprise. I was a little nervous that it would be boring but everyone seemed to enjoy themselves and there was enough to do because the coloring pages were quite detailed.

What was good and bad about the experience?

I think it was good that I ended up having those coloring pages because otherwise there wouldn't have been enough activity. It was also good that I was very prepared because I told everyone what they needed to bring so nothing was missing and it all came together. The only bad thing was that the timing wasn't perfect because it was kind of late in the evening and people had plans so we were not able to finish our coloring pages or the whole playlist together. I could have asked for less songs so that we could have gotten through the whole playlist.

What sense can you make of the situation?

I think overall I accomplished my goal of giving the people the opportunity to discover new music while also getting away from the stressfulness of everyday life. It went how I planned and there wasn't any surprises or things that went wrong.

What else could you have done?

I wish I thought of bringing food as well as tea maybe like cookies or something that pairs well with cookies because some of us were hungry. I think that would also have made the event even more exciting. I also think I could have somehow made it so that there was equal attention given to everyones song selections because not everyones songs got played as much as others.

If it arose again, what would you do>=?

If I could hole this event again I would make it on a different day where people are less busy and earlier in the day or after a meal so people weren't hungry and their days didn't feel interrupted. I also would have asked everyone to have added half as many songs instead so that everyones music could be played and we could finish the playlist together.