

Design Brief

The Goal of this project is promote and design different advertisements for the up in coming event presented by the Cal State Fullerton Art department. This event is called Activate and is a new event that if goes well, will be put on an annual basis. The objective of the event is to spark inspiration and creativity for the mainly unused quad in the art department. As a design student every participant's objective is to provide a cohesive collection of posters, logos, animations, and videos.

(1) Who is the audience?

The Audience is definitely aimed to youthful young adults who are passionate about the arts.

(2) What message needs to be communicated?

The message of my designs is to give the Activate Exhibit a poppy, punky, in your face outlook of what to expect and draw people into wanting to come check out the art community of Cal State Fullerton.

(3) What is the competition and marketplace?

list 5 websites

1. www.postermywall.com
2. www.lagunaartmuseum.org
3. www.commonthreadco.com
4. www.dtsaartwalk.org
5. www.creativecrusade.com

(4) What is the context?

The context is based off different students who go to Cal State Fullerton, and provide a humorous, powerful, energetic message to want to create.

(5) In what voice?

The topic is inspired from punk culture in order to induce an energetic outlook with a youthful twist.
Fun, Punky, Vibrant, Exciting, and Poppy

(6) What kind of response is desired

The topic is based on what the youth might want to see and if they come to look at the campus and see art that is more energetic may be more inclined to get inspired.

ACTIVATE!



ACTIVATE 2020!



**ACTIVATE
2020!**

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ACTIVATE

Type- Impact Regular



C= 2 R= 254 C= 7 R= 222 C= 61 R= 108 C= 100 R= 38 C= 46 R= 124 C=.14 R= 253

M= 7 G= 224 M= 98 G= 28 M= 0 G= 190 M= 92 G= 60 M= 0 G= 210 M= 27 G= 190

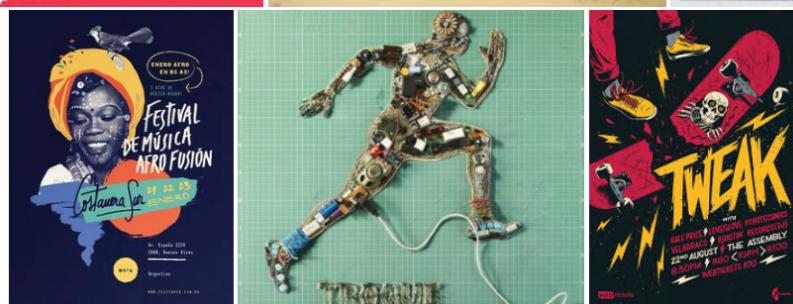
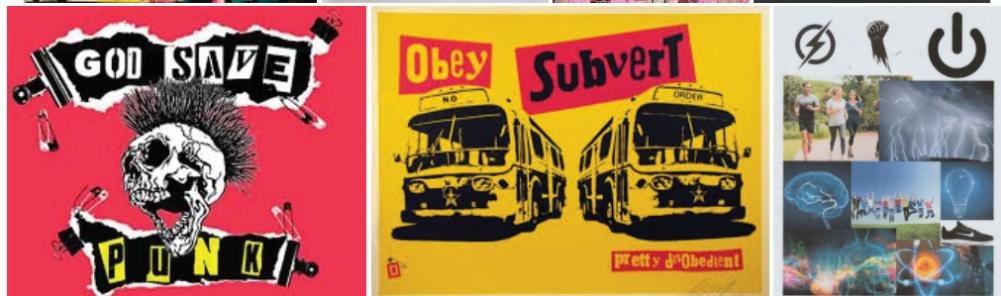
Y= 99 B= 0 Y=.11 B= 142 Y= 99 B= 69 Y= 3 B= 147 Y= 2 B= 242 Y= 93 B= 42

K= 0 K= 0 K= 0 K= 0 K= 0 K= 0

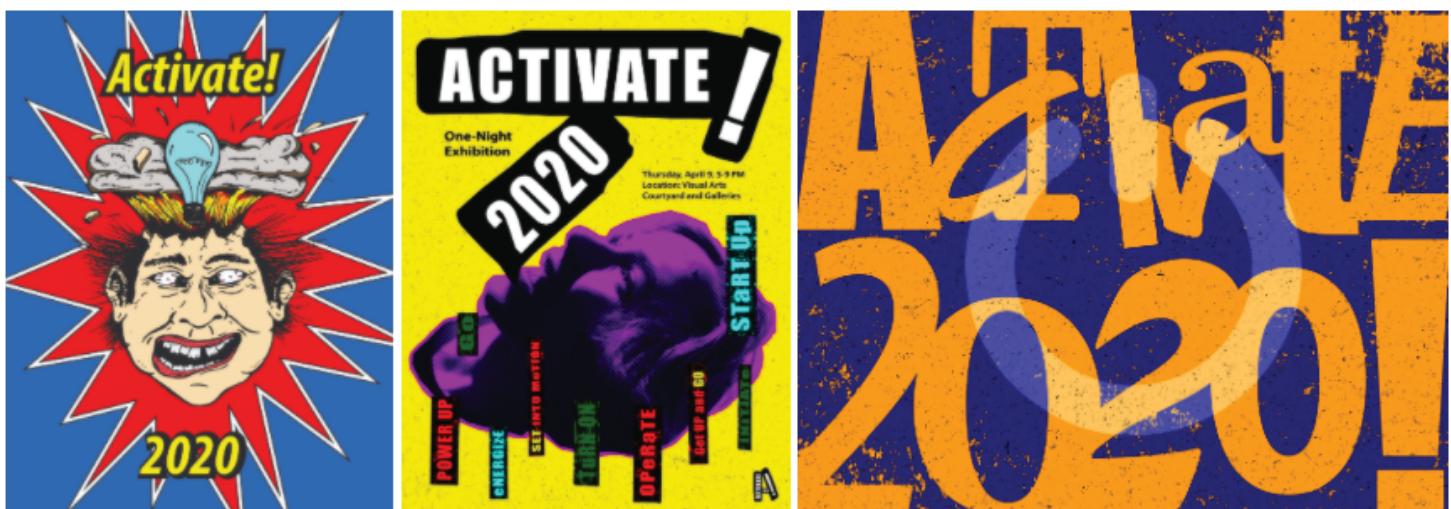


A
ACTIVATE 2020!

Mood Board



Ideas for posters



ACTIVATE!

One-Night
Exhibition

2020

Thursday, April 9, 5-9 PM
Location: Visual Arts
Courtyard and Galleries

START UP

INITIATE

Get Up and Go

Operate

TURBO

SET INTO MOTION

ENERGIZE

POWER UP

ACTIVATE
2020

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DON'T
FORGET TO
ACTIVATE
YOUR MINDS!



Activate! 2020 is a one-night presentation of multiple installations and exhibitions situated in the Visual Arts courtyard and galleries (Begovich, Duff, Exit and Freedman). Works on view are produced by CSUF students and represent the various course disciplines offered in the Visual Arts.

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One-Night
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It's
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Latest
Thing!

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ACTIVATE!

One-Night
Exhibition

2020



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YOU CAN COUNT ON IT

