

PROCESS

DP3

**Edmonton International
Film Festival**

Courtney Beka

DESN311

Initial Statement

The Problem

The Edmonton International Film Festival must refresh its branding and online presence to elevate its status and commitment to inclusivity, aiming to captivate younger audiences and achieve a distinctive global standing as the film industry evolves and competition intensifies.

Research

The Audience

Target

Age 18-55
Mature
Indie
All Genders
Edmontonians
Filmmakers
Filmgoers
Students

Genres

Classics
Documentaries
Cultural Narratives

LifeStyle

Creative industries
Cultural Enthusiasts
Unique Entertainment

Interests

Cinema
Arts
Culture

Values

Classics
Creativity
Diversity
Storytelling
Educate

Analysis

Brand

EIFF

The branding of the Edmonton International Film Festival (EIFF) lacks clarity and consistency. The logo feels outdated and doesn't clearly represent the festival's modern identity. Without clear branding guidelines, there's a disjointed look across promotional materials. EIFF needs a refreshed brand strategy to better reflect its commitment to diverse filmmaking and resonate with both filmmakers and audiences.

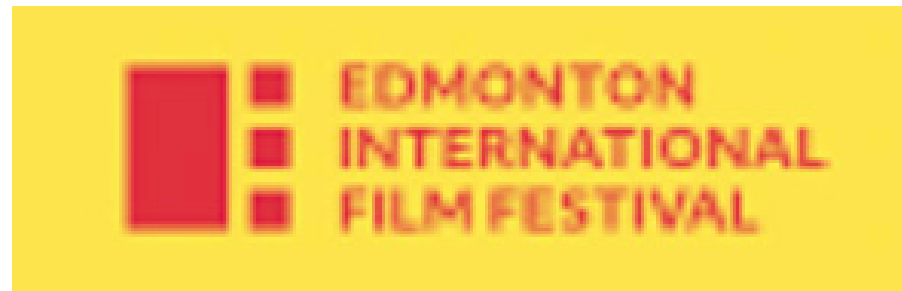
Font

Rustica Regular

Rustica Medium

Rustica Bold

Poster examples



Analysis

Competitive

TIFF

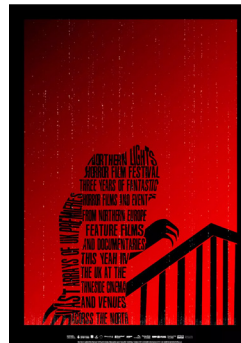
TIFF's branding is sleek and modern, featuring bold typography and a distinctive red color scheme. With clear guidelines, it maintains consistency across all platforms, attracting top filmmakers and audiences worldwide. This strong brand presence poses a competitive challenge for EIFF, emphasizing the importance of a cohesive and visually appealing identity in the film festival landscape.

Font

No official font

Similar font - Exec Corners Bold

Poster examples



Analysis

Needs

Brand Values

Authenticity, inclusivity, and a commitment to showcasing diverse films. Audiences value a brand that supports local and international filmmakers and provides a platform for underrepresented voices.

Experience

An engaging and memorable festival experience that offers more than just screenings - including Q&As with filmmakers, workshops, panel discussions, and networking opportunities.

Accessibility

Convenient scheduling, affordable ticket options, and accessible venues are essential. Digital streaming options for select films could also be valued, expanding access to those unable to attend in person.

Analysis

Persona

Josh Dose



"Just a normal
normal dude"

Age: 32

Gender: Male

Location: Edmonton, Alberta

Occupation: IT Analyst

Education: Bachelor's Degree in
Information Technology

Interests

- Enjoys a wide range of movies, with a particular soft spot for action and comedy
- Regular attendee of local music gigs and sports events
- Likes to unwind with video games and streaming TV shows on weekends
- Interested in tech gadgets and keeping up with the latest tech news
- Occasionally dabbles in outdoor activities like hiking and biking

Values

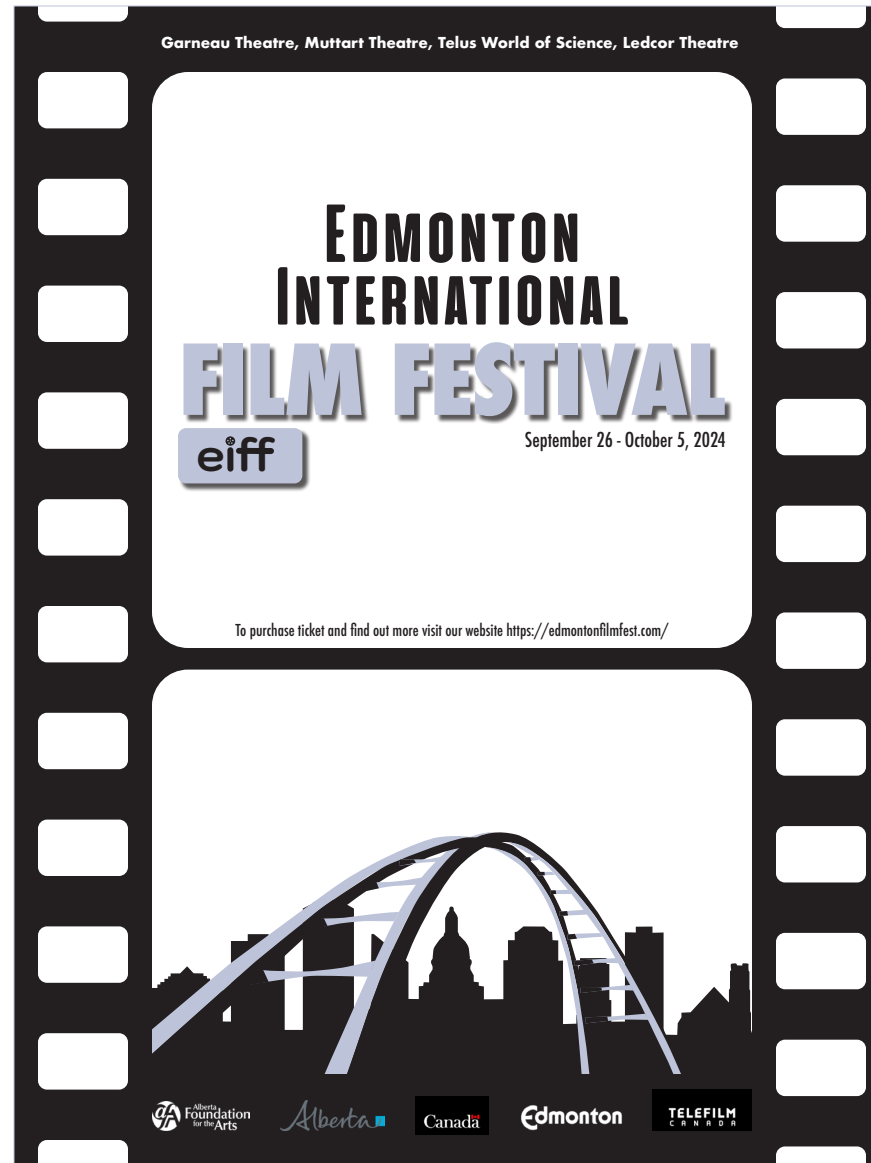
- Values simplicity and practicality in his daily life
- Seeks quality entertainment that is both engaging and relaxing
- Appreciates experiences that offer good value for money
- Believes in the importance of work-life balance and spending quality time with friends

Lifestyle

- Leads a busy work life but ensures to have leisure time during weekends
- Enjoys social gatherings, whether it's a backyard BBQ with friends or a night out in downtown Edmonton
- Tends to prefer casual, no-fuss dining and entertainment options
- Stays informed through mainstream news outlets and social media but is not overly active online

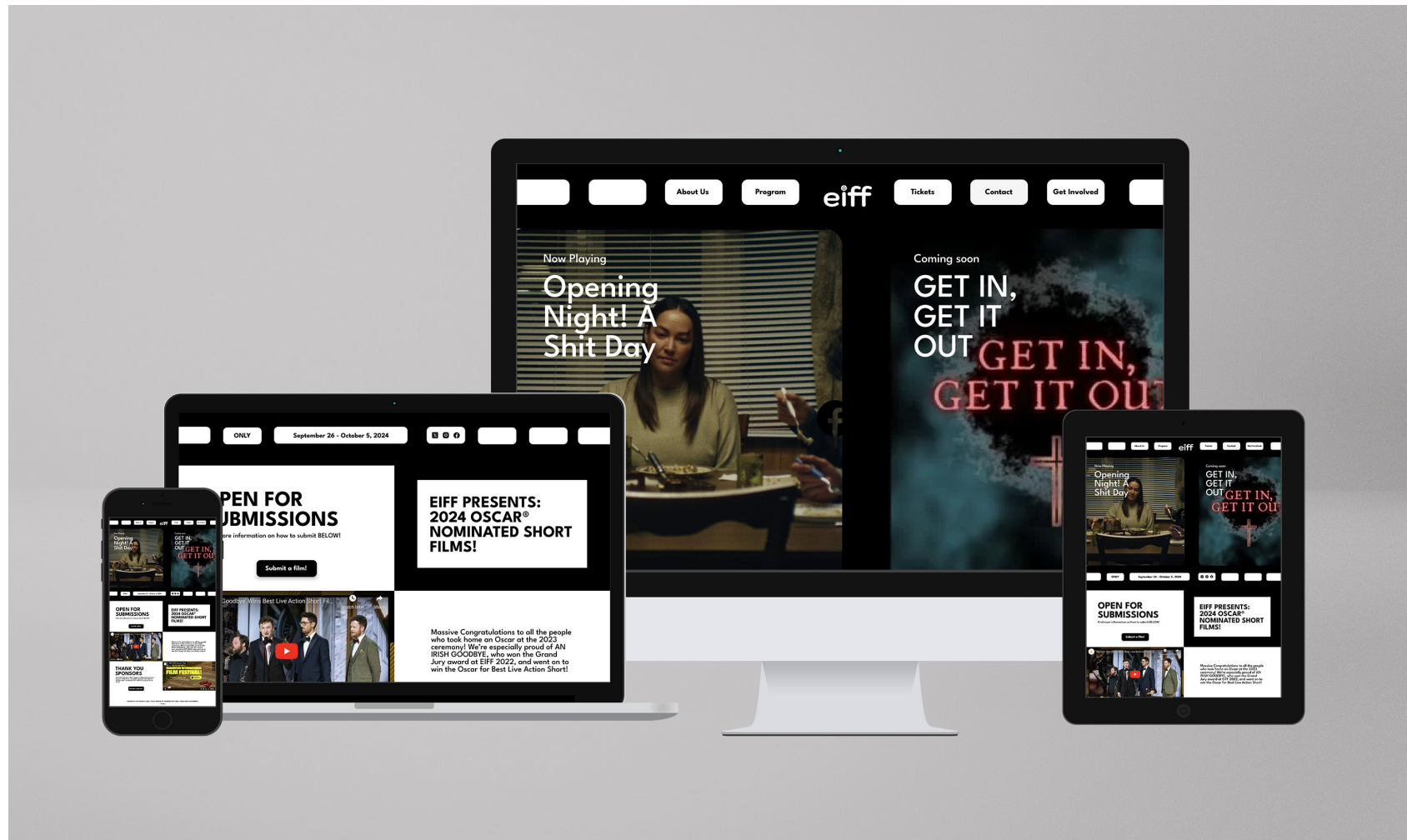
Mockups

Poster



Mockups

Website

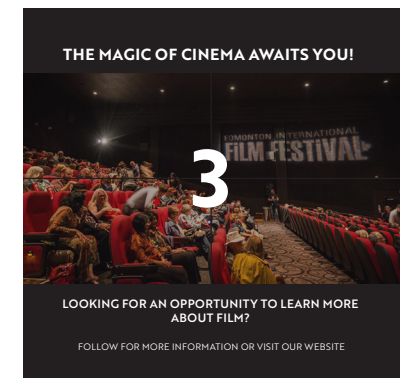
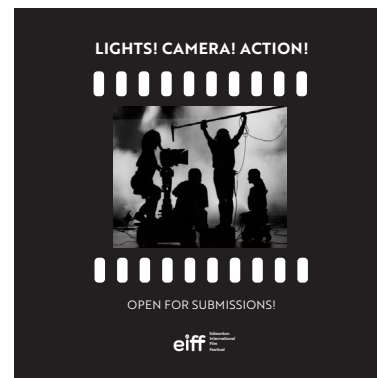


Mockups

Social Media

Client

Press



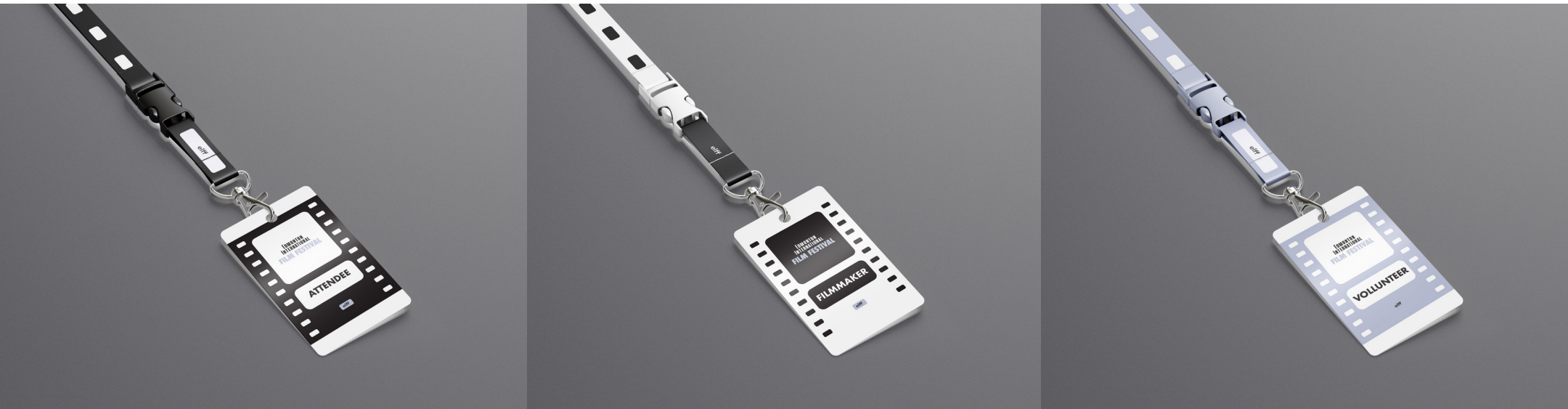
Mockups

T-Shirt



Mockups

Badge/Lanyard



Mockups

Ticket



Rationale

The design choices for the Edmonton International Film Festival collateral reflect a modern yet timeless aesthetic that appeals to the festival's diverse audience. Using the 'Aliens & cows' and 'Futura' typefaces was intentionally to strike a balance between contemporary flair and readability. 'Aliens & cows' offers a quirky and engaging character that mirrors the creative and artistic nature of the film industry, while 'Futura,' a classic typeface, provides a clean and straightforward reading experience, ensuring that all information is easily accessible.

The kerning and spacing of the fonts were meticulously refined through iterative critiques, focusing on maintaining a clean and uncluttered layout. This attention to detail ensures that each piece of information, whether on the lanyard, ticket, or poster, is legible and visually harmonious, even at a glance. The monochromatic palette across all collateral, accentuated with the classic film reel motif, conveys a sleek and professional look, which aligns with the festival's branding as a prestigious event.

The lanyard design is strategic and functional, with a simple yet bold treatment that ensures the 'ATTENDEE', 'VOLLUNTEER', and 'FILMMAKER' text is prominent, allowing for quick identification. This is essential for fostering efficient interactions and networking during the festival. Similarly, the ticket design incorporates a filmstrip border that instantly associates the ticket with the cinematic experience and includes a QR code for modern convenience and a nod to the festival's innovative approach.

In summary, these design decisions aim to enhance the user experience, reinforce brand identity, and create a memorable touchpoint for festival-goers. The Edmonton International Film Festival collateral is crafted not just to inform but to contribute to the overall event ambiance, ensuring that from the moment attendees receive their tickets and lanyards, they are immersed in the world of cinema.