

Beat.Box

Kayla Luebke | Brayden Varr | VIS 430 | April 30 – June 20, 2019

KAYLA LUEBKE

Denver, CO

I've been a Graphic Designer for 8 years.

I decided to take this course because I was feeling uninspired and stagnant in my job/overall design process and aesthetic.



AUDIENCE

Audience



Young Men (18-25)

Into popular culture, but looking for something more than what's on the radio

Interested in music discovery and BuzzFeed-esque quizzes (i.e. "What Kind of Potato Are You?")

Looking for a "personalized experience" — that is also quick & easy

CREATIVE BRIEF KEYWORDS

Creative Brief Keywords

- **Unique**
- Customized
- **Survey**
- Surprise
- Easy
- **Discovery**
- Non-traditional
- No social rankings
- **Personalized**

OBJECTIVE & STRATEGY

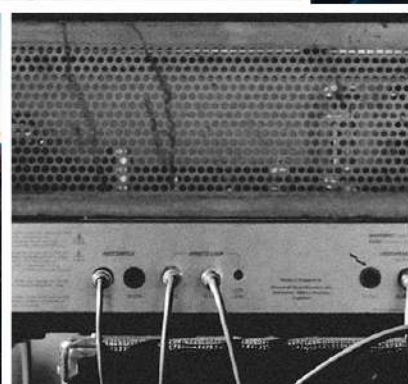
OBJECTIVE

Market a more personalized, low hassle music service.

STRATEGY

Offer pre-generated playlists and short surveys to fuel a customized musical journey for users.

MOOD BOARDS



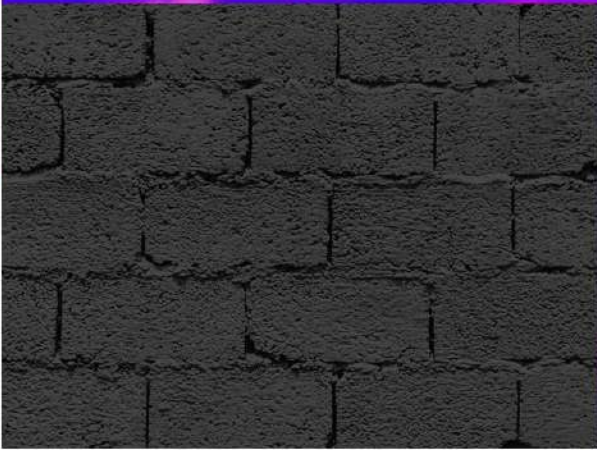
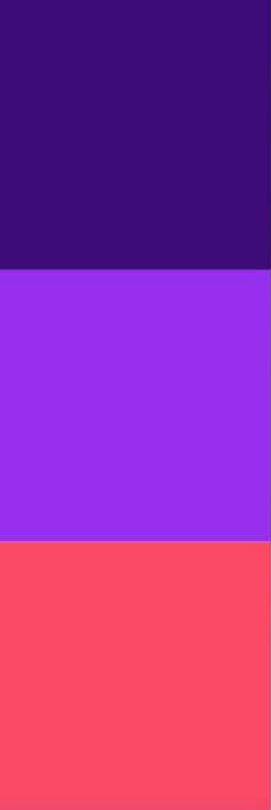
B.B



FREEDOM

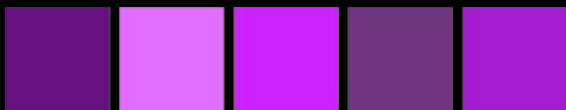


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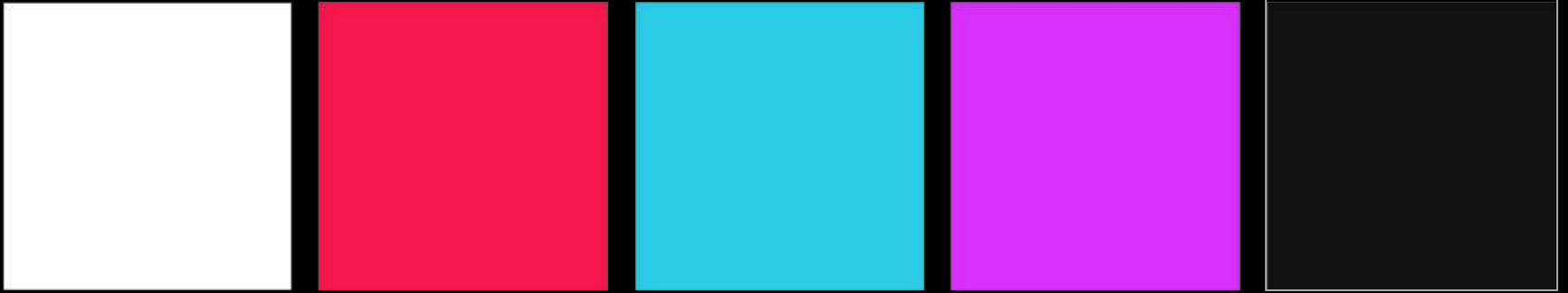


COLOR PALETTES

Color Palettes



Color Palettes



TYPOGRAPHY

Typography

Oswald - ExtraLight (all caps), 24pt, 18pt

HEADLINES

BUTTON CTA

Maven Pro - Normal, 16pt

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Hand-drawn, script font - Logo & Neon Sign

Beat.Box

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LOGO DESIGN

Logo Design



Pencil Doodles



Digital Doodles

Logo Design

Beat.Box

Logo

B.B

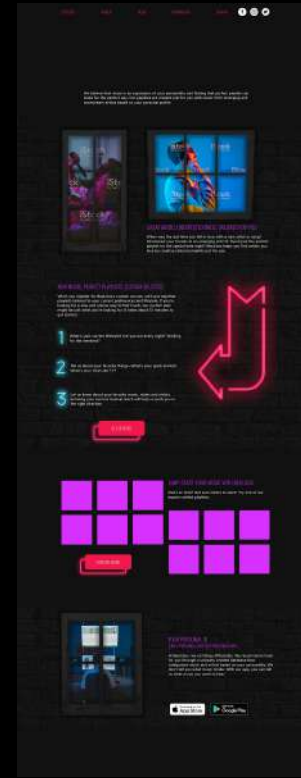
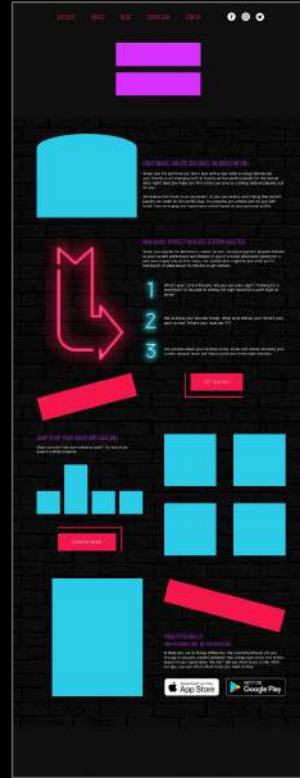
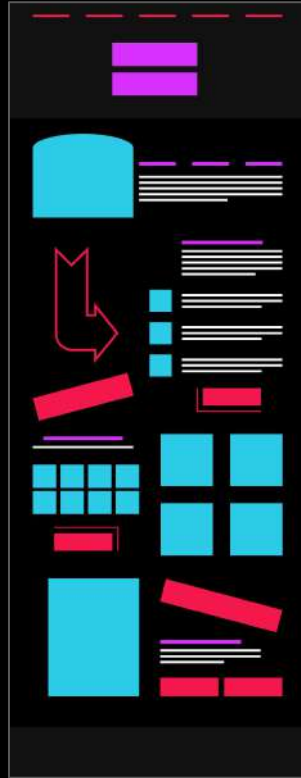
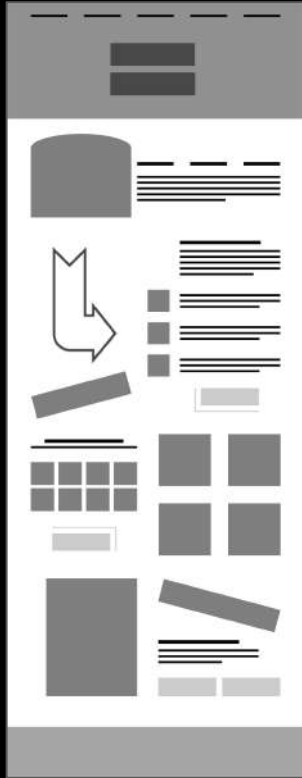
Logomark

Final Product

B.B

LANDING PAGE DESIGN

Landing Page Design



FINAL DESIGN

Desktop



Beat.Box

We believe that music is an expression of your personality and finding that perfect playlist can make for the perfect day. Our playlists are created just for you with music from emerging and mainstream artists based on your personal profile.





GREAT MUSIC. UNEXPECTED FINDS. TAILORED FOR YOU.

When was the last time you fell in love with a new artist or song? Introduced your friends to an emerging act? Or found just the perfect playlist for the special date night? Beat.box helps you find artists you love by creating tailored playlists just for you.

NEW MUSIC. PERFECT PLAYLISTS. CUSTOM-SELECTED.

When you register for Beat.box's custom service, we'll put together playlists tailored to your current preferences and lifestyle. If you're looking for a new and unique way to find music, our custom plan might be just what you're looking for. It takes about 10 minutes to get started.

- 1 What's your current lifestyle? Are you out every night? Working for the weekend?
- 2 Tell us about your favorite things—What's your spirit animal? What's your must see TV?
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EXPLORE MORE



fresh
beats



YOUR PERSONAL DJ
(LIKE A PERSONAL CHEF BUT FOR YOUR EARS)

At Beat box, we do things differently. We recommend music

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fresh
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At Beat.box, we do things differently. We recommend music for you through a uniquely created database that categorizes music and artists based on your personality. We don't tell you what music to like. With our app, you can tell us what music you want to hear.



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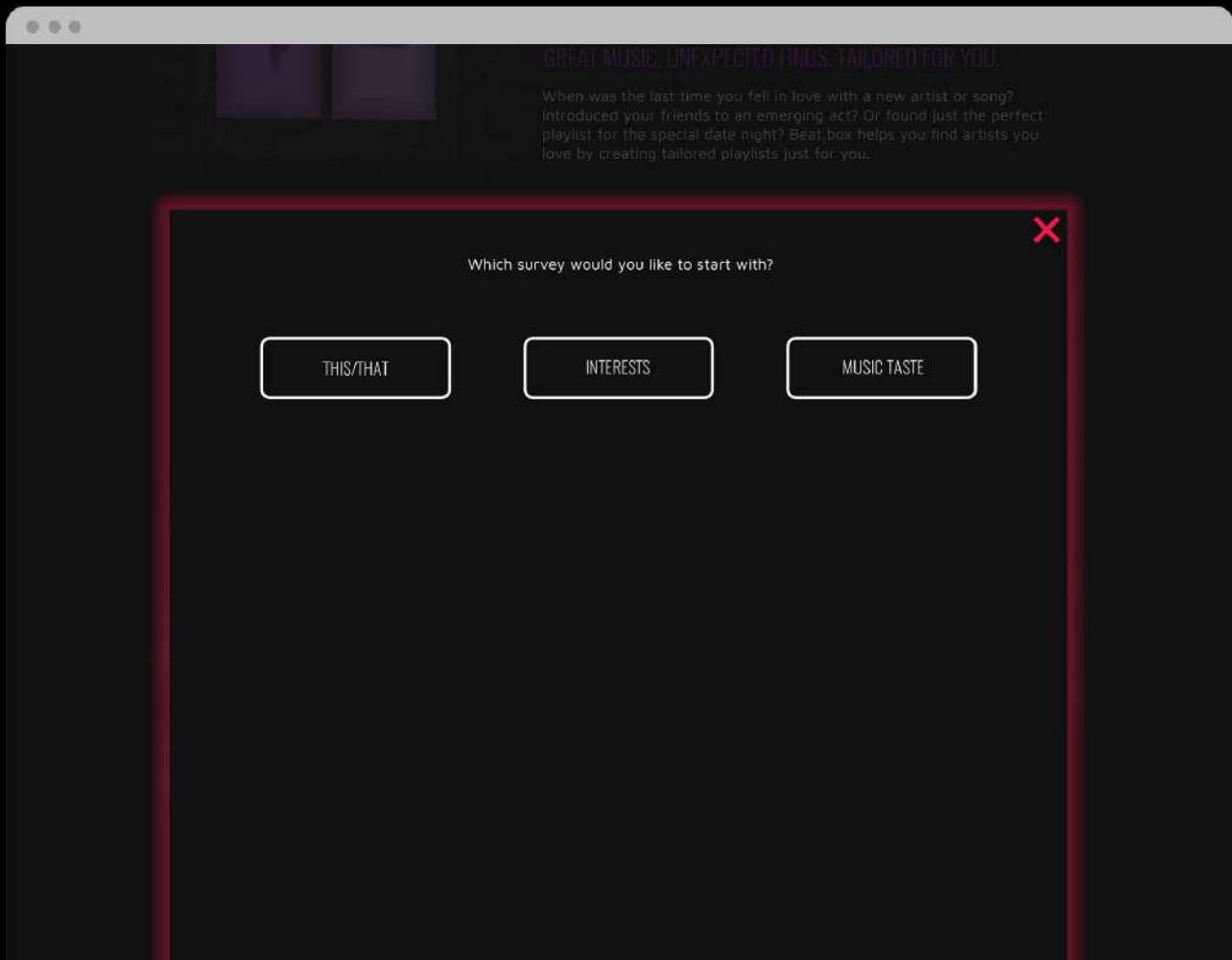
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Which survey would you like to start with?

THIS/THAT

INTERESTS

MUSIC TASTE

Let's get started.

CATS

OR

DOGS

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DOGS

MAYO

OR

MUSTARD

Which survey would you like to start with?

THIS/THAT INTERESTS MUSIC TASTE

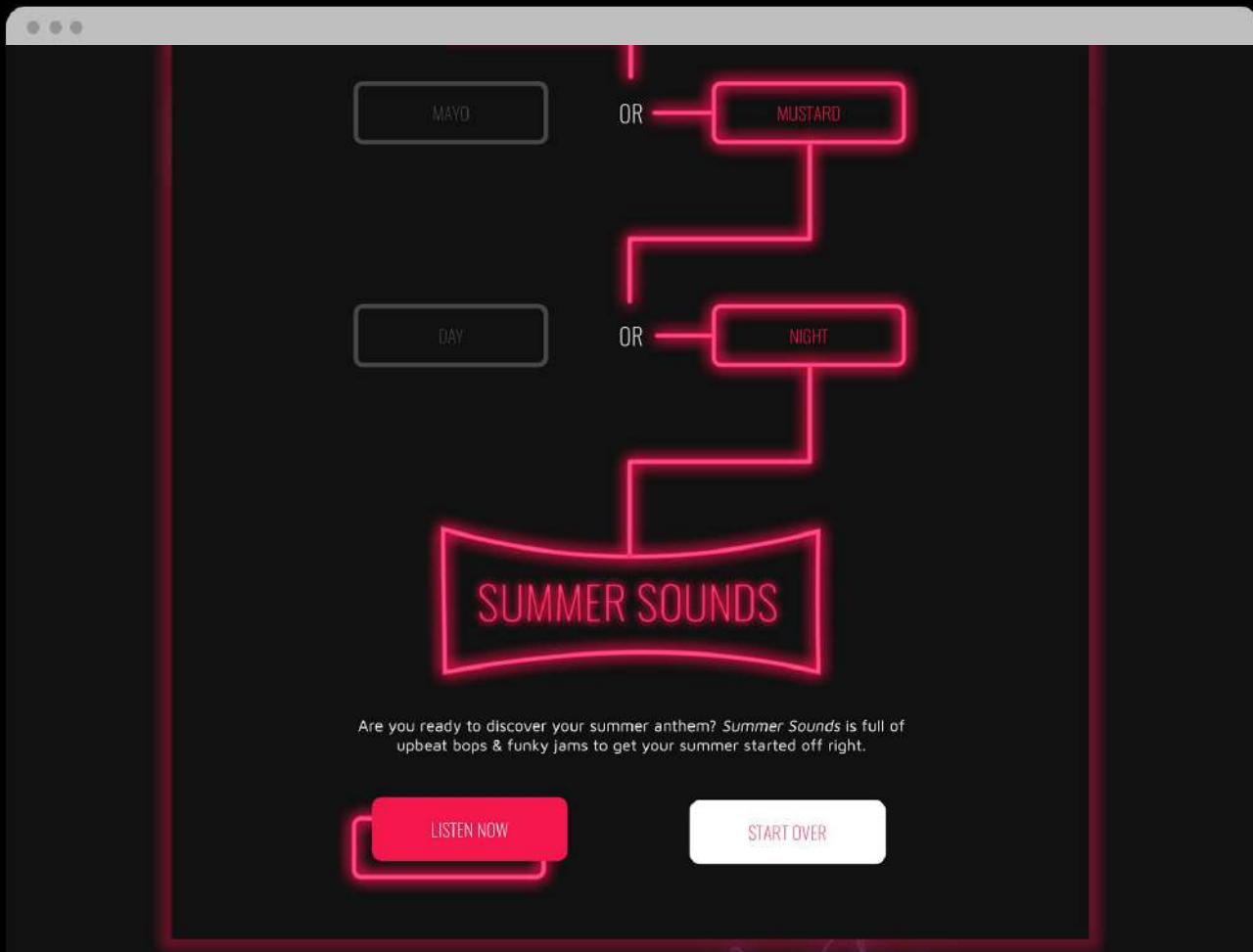
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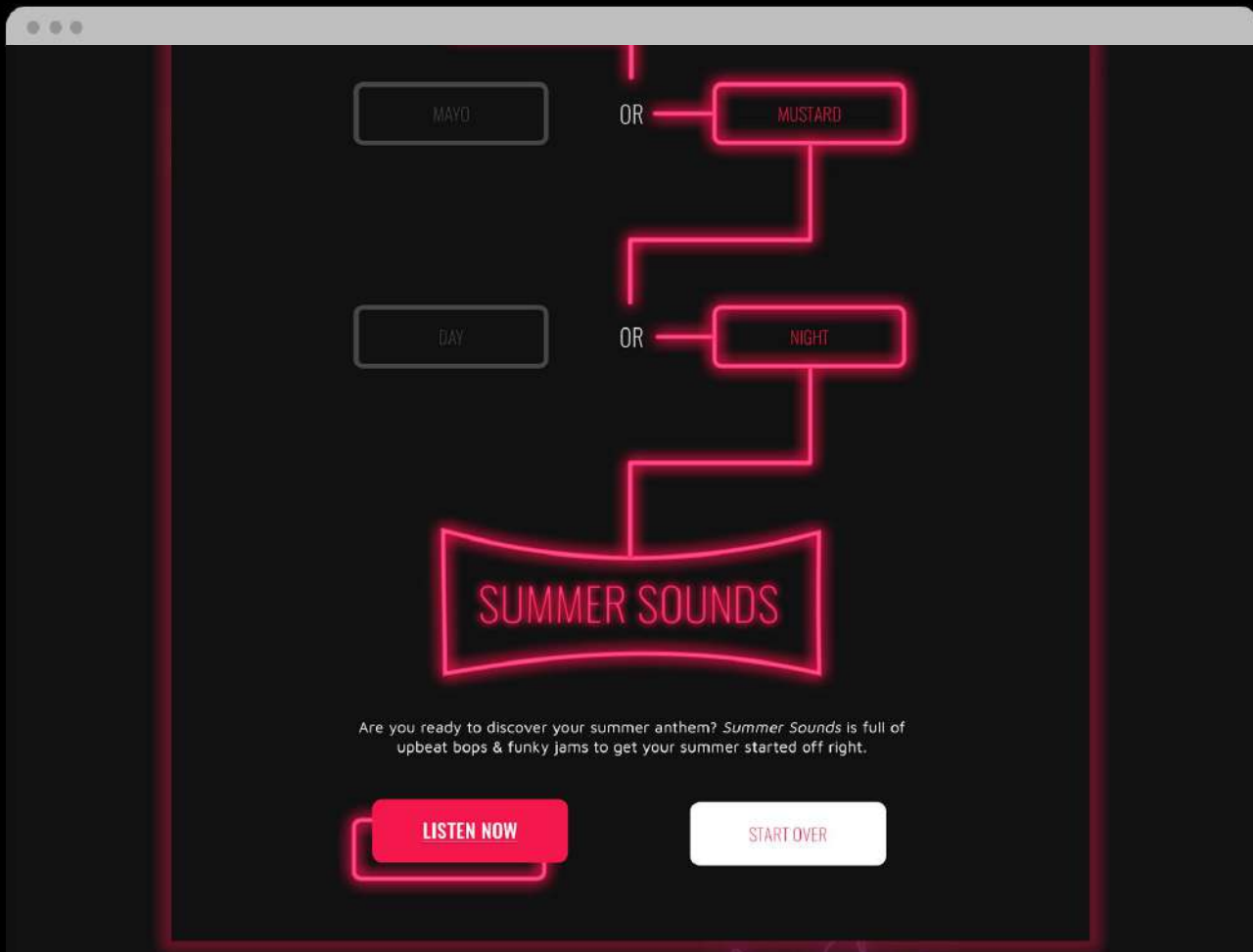
CATS OR DOGS

MAYO OR MUSTARD

DAY OR NIGHT

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graph TD; A[THIS/THAT] --> B[CATS]; B --> C[MAYO]; C --> D[DAY]; A -.-> E[INTERESTS]; A -.-> F[MUSIC TASTE]; B -.-> G[DOGS]; C -.-> H[MUSTARD]; H --> I[NIGHT];
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FINAL DESIGN

Mobile



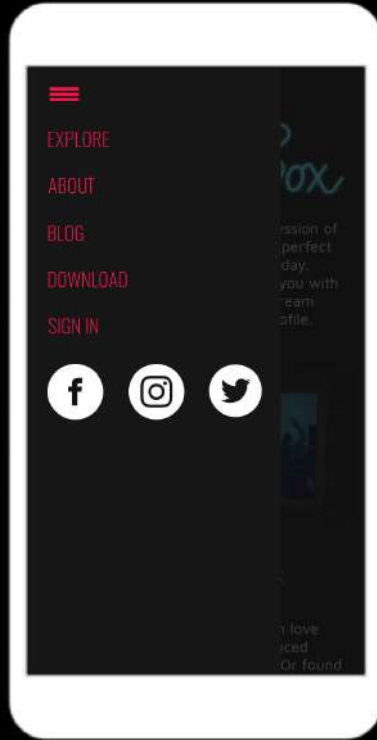
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