Web Design + New Media

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Design Strategy

SAN FRANCISCO UNDERGROUND FILM FESTIVAL

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SF Underground Film Festival

Project Brief

There's a new film festival coming to San Francisco. Officially named The San Francisco Underground Film Festival, this organization, new to the Bay Area, is determined to make its mark and establish its reputation as the best underground film festival on the West Coast. There are several underground film festivals in the United States (Los Angeles, New York and Chicago, to name a few). This new organization (fictional at the time of this writing) will combine the efforts of several smaller Bay Area independent organizations, including the Film Arts Festival of Independent Cinema. The nearest competition is the Los Angeles Underground Film Festival.

SFUFF was started by a successful moviemaker with an award-winning international reputation as director and producer; his films have all been box office successes. While promoting the craft and encouraging young independent filmmakers, he wishes to remain anonymous. He does not want his reputation to come between the audiences and the artists.

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Goals

Poster and print material: The San Francisco Underground Film Festival is a brand new and exciting event coming to San Francisco. The design will reflect the festivals desire to look independent from corporate sponsorship yet keep the look simple and eye-catching.

Logo: We want the logo to get the viewers attention from far away. We want the logo to be able to stand on its own and also be able to successfully be incorporated into the supplemental media.

Target audience

The target audience for this ad campaign is people between the age of 25 and 40. The underground scene usually appeals to this age group. We will be targeting the film critic who loves the originality and uniqueness of underground films. Our festival enthusiasts are people who take pride in being different. The film festival will attract the artist type and therefore should reflect this in the poster design, not necessarily the logo. The logo will be something memorable and to the point.

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Market research has shown that San Francisco is ready for a major, underground film festival. SFUFF has teamed with several local theaters and has the quiet support of other members of the local film making scene.

Deliverables

The San Francisco Underground Film Festival needs a promotional package to get the festival going

1. A memorable logo and/or logotype that will quickly identify both "San Francisco" and "film."

2. A poster. The minimum size for the poster is 20" x 30." The poster can be duotone, tritone or cmyk.

3. A promotional mailer which will be sent to local, movie-going residents whose names have been carefully picked from the research team. The mailer should include a schedule of the films and prices for the event. The design of the mailer should catch the attention of the audience and not be confused in any way with junk mail.

4. A ticket/badge holder the attendees will wear during the festival to gain access.

5. A one-color, 8.5" x 11" flyer that will be pasted up all over the city before and during the festival.

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Wordlist

The word list was used to do a free association thinking session in order to brainstorm some jumping off points to research for design inspiration and ideas.

dark

black and white

talent

yellow

festival

block

directors

red

reel

handmade

Underground

film

grungy

San Francisco

night sky

explosion

actors

space

Golden Gate Bridge

Skyline

swanky

break out

cement

TransAmerica

half underground

excited

pasted together

simple

clean

unique

artists

gutter

harness

fist

collage

dreams

Purple

homemade

wrinkled

electric

dirty

secret

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Mood Board // Color

Initial research for colors that we wanted to represent the festival.

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Mood Board // Typography

The next research method was to
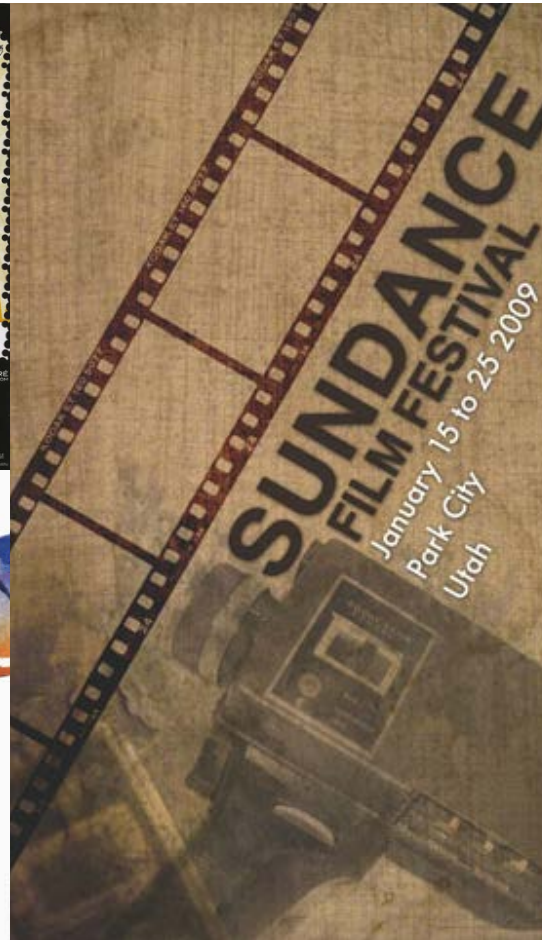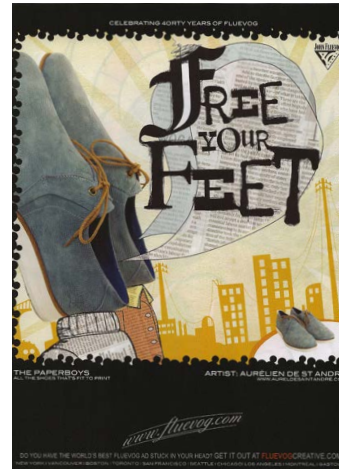look for typography that was edgy
and eye catching.

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Mood Board // Texture

The final research for textures to represent the festival.

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Logo Concepts

The first concepts started with a rough feel and used a blood read color. The second was more of an abstract futuristic feel and used the color yellow. The third one which ended up being the favorite played a bit more off typography, incorporated the bridge, and used a calming purple color.

Pantone 1805 M

Pantone 266 M

Pantone 116 M

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Logo Revision 1

Based on the third logo concept I expanded on the design and came up with this second logo comp including all three colors.

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Final Logo Design

Final logo design based on concept
three and revised to include the film
reel instead of the bridge. The reel gives
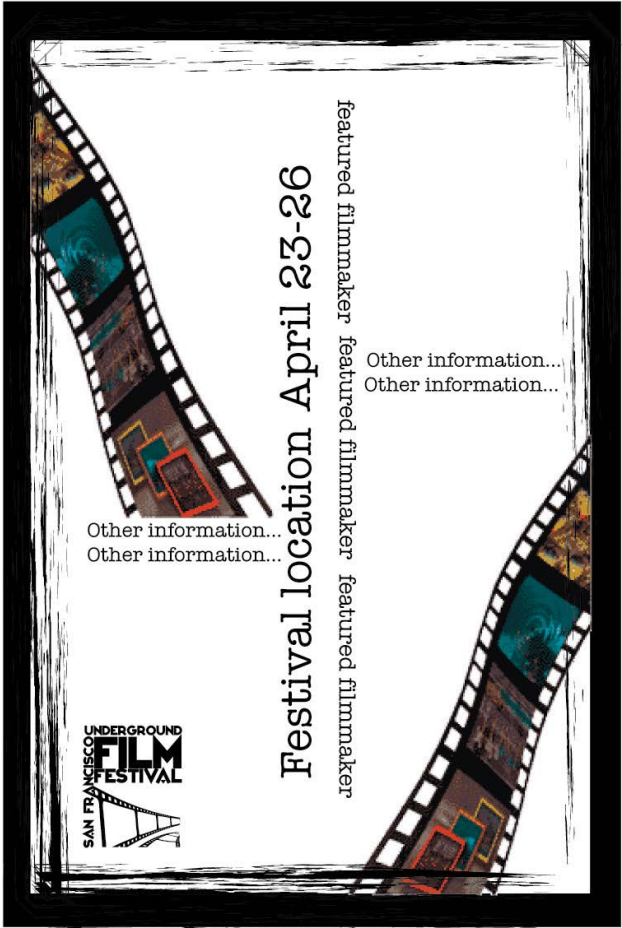the logo a sense of movement and
reinforces the festival goals.

Pantone 116 C

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Poster Design Concepts

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Final Poster Design

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Ticket Design

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Postcard

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VIP Badge

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One Color Poster