

JENIFER FITCH

San Francisco Underground Film Festival

Campaign

Brief

Goals & Target Audience

Project Description

Research

Wordlist

Mood Board // color

Mood Board // Typography

Mood Board // Texture

Mood Board // Layout

Logo Design

First Concepts

Logo Revisions

Final Logo Design

Print Material

Poster Concepts

Poster Design

Ticket Design

Postcard Mailer

VIP Badge

One color Poster



Project Brief

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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.

What They Need

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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dark black and white talent yellow festival
block directors red reel handmade
grungy Underground film night sky
Golden Gate Bridge actors space explosion
swanky TransAmerica break out Skyline
excited pasted together cement half underground
unique artists simple clean
gutter fist collage harness
homemade electric wrinkled dreams Purple
dirty secret

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.

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Mood Board //Color

My first initial research was to look for colors that represented the lighthearted nature of the festival.

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Mood Board //Typography

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

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Mood Board //Texture

Third I researched possible textures to apply to the design.

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SF Film Festival
Underground



Pantone 1805 M

Underground

San Francisco
Film Festival



Pantone 266 M

SF
UNDERGROUND
FILM FESTIVAL



Pantone 116 M

First Concepts

The first concepts started with a rough feel and used a blood red 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.

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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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Pantone 116 C



Logo Revision

1

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.

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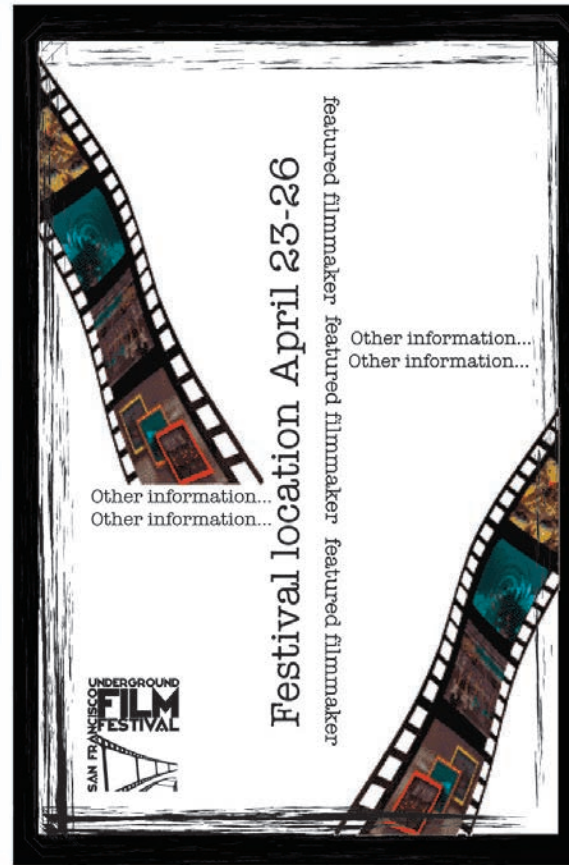
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