



Ke Wang

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# MDSK 2018 Hip-hop Music Festival

2017 Fall  
Motion Design

## Concept

For the promo of MDSK 2018 Music Festival, the basic message is the information of the music festival and rappers' names. The deeper message I want to convey is that hip hop music is not always about hate or dissatisfaction, it could also express a positive attitude towards life. By propagandizing this music festival visually, I hope to draw more attention to Chinese Hip-hop.



## Storyboard





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Ke Wang is currently a LA-based designer.

She is enrolled in Graphic Design MFA program of ArtCenter College of Design and will be graduated in 2020. She explores multi-media solutions to storytelling.

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