



creative research brief

Design Challenge

Give the ability to deconstruct a composition down to its instruments in order to reimagine a new sound.

Competition Analysis

No current applications as such exist. However, I did draw inspiration from; FL Studio, Garage Band, Spotify, Poweramp. These applications deal with music on the user end as well as the production side and are powerful tools at what they do. I meshed qualities from these apps along with my ideas to create Freestyle.



Target Audience

Age	Lifestyle	Education	Persona
-----	-----------	-----------	---------

Freestyle welcomes all age groups with different backgrounds. A user who will be able to take the most advantage of the app will fall from the ages between 16 and 20. These millennials will be between high school or college level education. Freestyle will cater to those who are interested in learning melodies that are used throughout different genres.

Ron the producer, a 19-year-old college bound student who has a passion of creating bright instrumentals, wants to create a different sound. Ron is an ideal user for freestyle due to the nature of Ron's passion for creating new sounds. He would be able to deconstruct songs and create new compositions.

Brand Strategy

Freestyle carries a simplistic modern lifestyle. The colors consist of Blue, Violet, Red, and Orange. These color coordinate with the theory of Synesthesia where studies have linked warmer colors with lighter sounds and cooler colors with heavier sounds. I used this theory to model my color choices throughout the app.

The interface is influenced by traditional mobile platforms with sleek line work. I used line work in conjunction with sound waves. These waves have a lot of curves and movement which I wanted to capture when designing my interface. I wanted to highlight these soundwaves.

Main Colors



#f9b23f

#cc6663

#8460a8

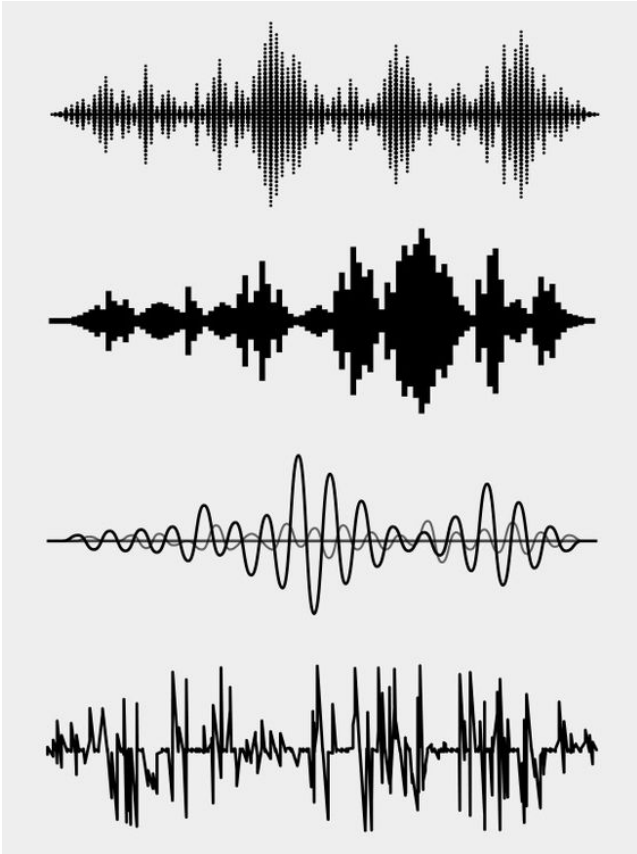
#5191cc



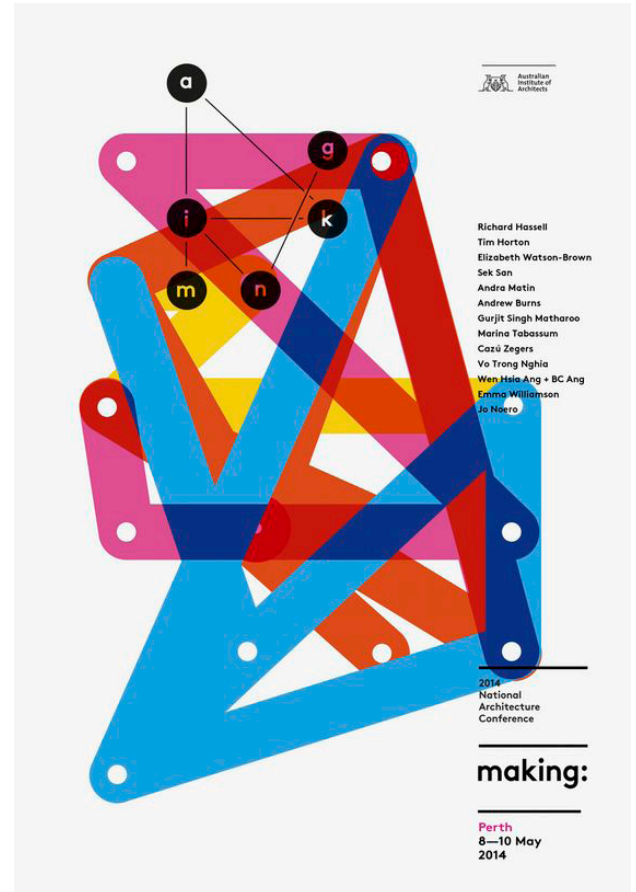
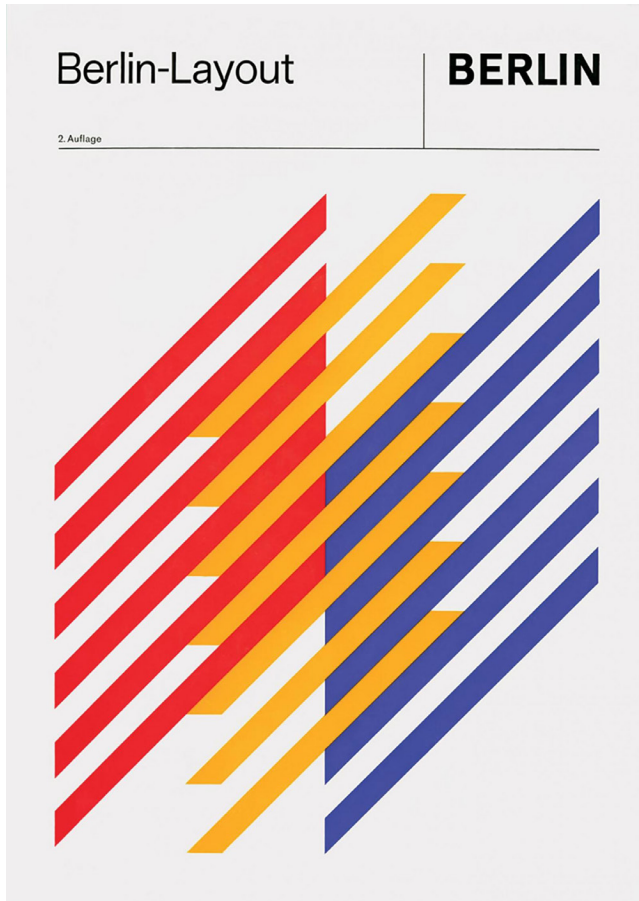
Barlow Condensed
Medium (60pt)
abcdefghijklmnopqrstuvwxyz

Decalotype
Bold Italic
(60pt)
abcdefghijklmnopqrstuvwxyz

Visual Research



These representations of sound waves inspired my version of sound waves.



Anton Stankowski line work in his Berlin-Layout piece serves as an initial representation of what I wanted my line work to be like.

Paul Garbet a graphic designer from South Africa shows a unique color palette.

