

BLUE NOTE



by Ula Wozniak

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Welcome to my 'Blue Note' moodboard!



Origins of the Blue Note

Although the cultural background of blues music is traceable to the Afro-Americans in the southern part of the United States of America, nobody can say precisely when blues music started.

Quick Reminder: Blue notes are the slightly out-of-tune pitches that you hear in blues music. The blues music tradition is one of the most influential styles in American popular music styles.

The birth of Blue Note

Blue notes' origin is in some traditional West African scales. You can certainly hear them in music from Senegal, for example. The blues was the music of slaves and ex-slaves, who used it not only as an art form, but a medium of expressing their anguish, pain and melancholy.

It started as vocal music and gradually evolved into a style with its characteristic form, harmony, rhythm, tempo, articulation and notes. The practitioners of the blues because of their African descent sometimes used notes (based on the African scale and tuning system) that practically sounded out-of-tune because they sound slightly lower than the normal pitches on instruments like the piano and guitar. Those notes are known as blue notes or informally as worried notes. They were used to express melancholy and sadness. Blue notes are often seen as akin to relative pitches found in traditional African work songs.

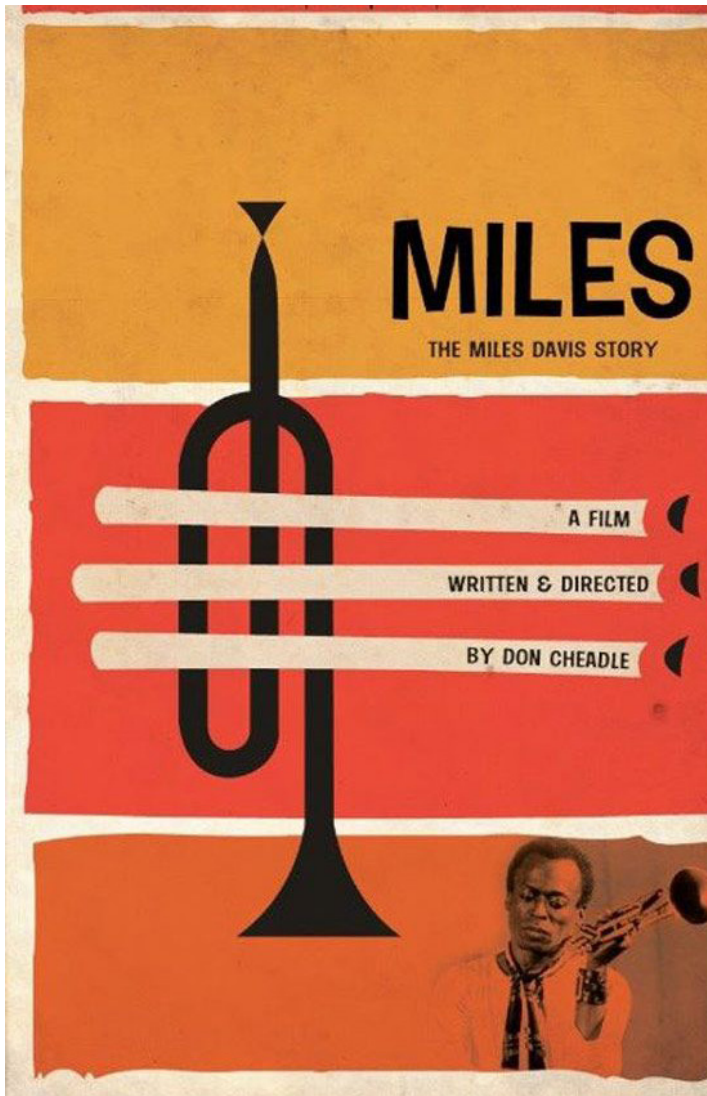


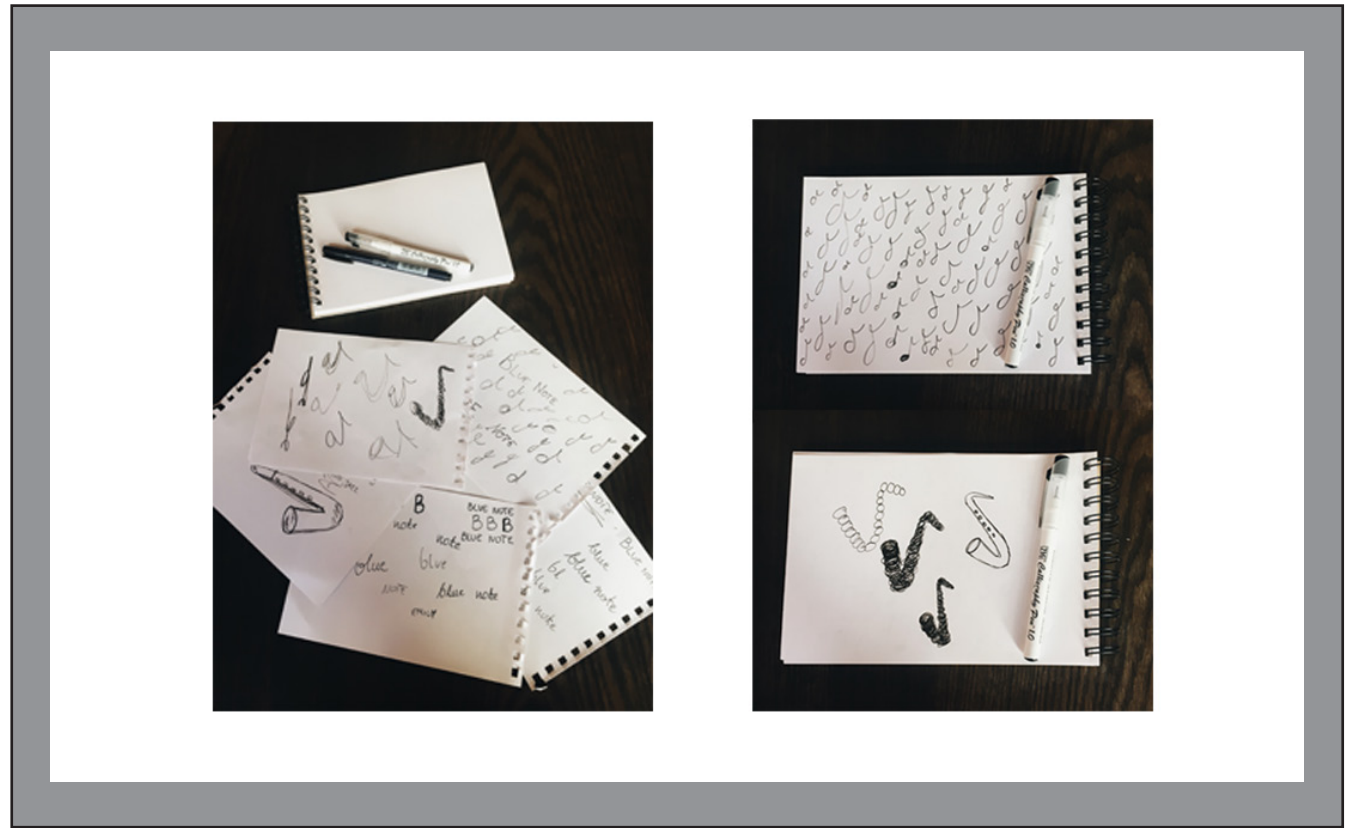
What is Blue Note?

Blue notes are the slightly out-of-tune pitches that you hear in blues music. The blues music tradition is one of the most influential styles in American popular music styles. Traditional styles in jazz and gospel music all have blues influences.

Dictionary explains “blue notes” as a flattened note, especially the third or seventh note of a scale, in place of an expected major interval. Or a flattened third or seventh, used frequently in the blues. It can also be described as a lowered third, seventh, or fifth degree of a musical major scale. A blue note is a microtonal pitch in between a note from the blues scale and a neighboring note from the major scale. The precise pitch of the blue note is up to the player. A musician’s approach to blue notes is a big part of what makes their sound unique.

In jazz and blues, a blue note (also “worried” note) is a note that—for expressive purposes—is sung or played at a slightly different pitch than standard. Typically the alteration is between a quarter-tone and a semitone, but this varies among performers and genres. The blue notes can be determined in any key using the half-diminished seventh chord. Due to the fact that the half-diminished seventh chord is not commonly used like major and minor chords, you may think this approach is difficult, but it’s relatively easy.





LOGO

I spent some time thinking of different ideas and sketching seeing what ideas would work. My two main ideas were: saxophone made out of circles or minimal, single line, hand drawing of a musical note.

I wanted the logo to be simple and minimal, all black and connected to Jazz or music in some way. Finally I decided on the simple note drawing as it just seemed a bit cleaner and simple idea.

Blue Note

Blue Note

Blue Note

Blue Note

Blue Note

Blue Note

Blue Note

Blue Note

Blue Note

TTTTT

Thin Italic

Light

Light Italic

Regular

Regular Italic

Medium

Medium Italic

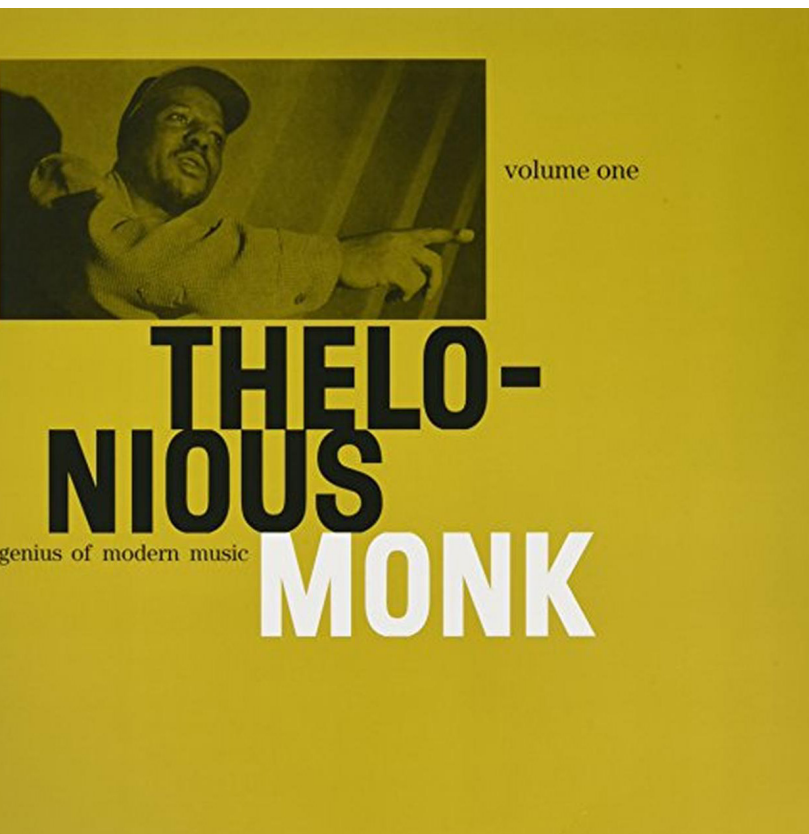
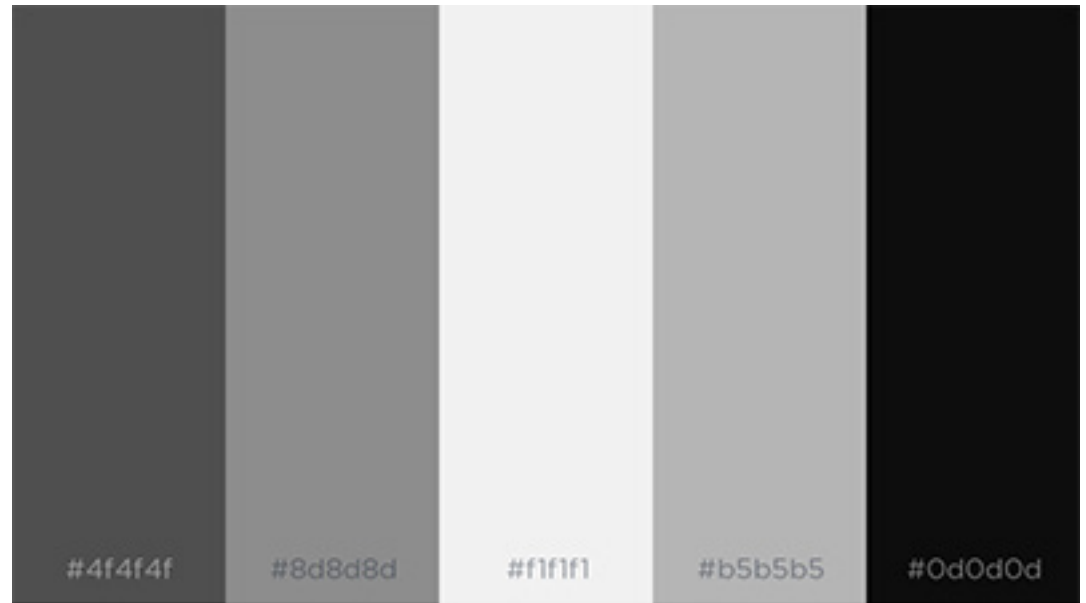
Bold

Bold Italic

Black

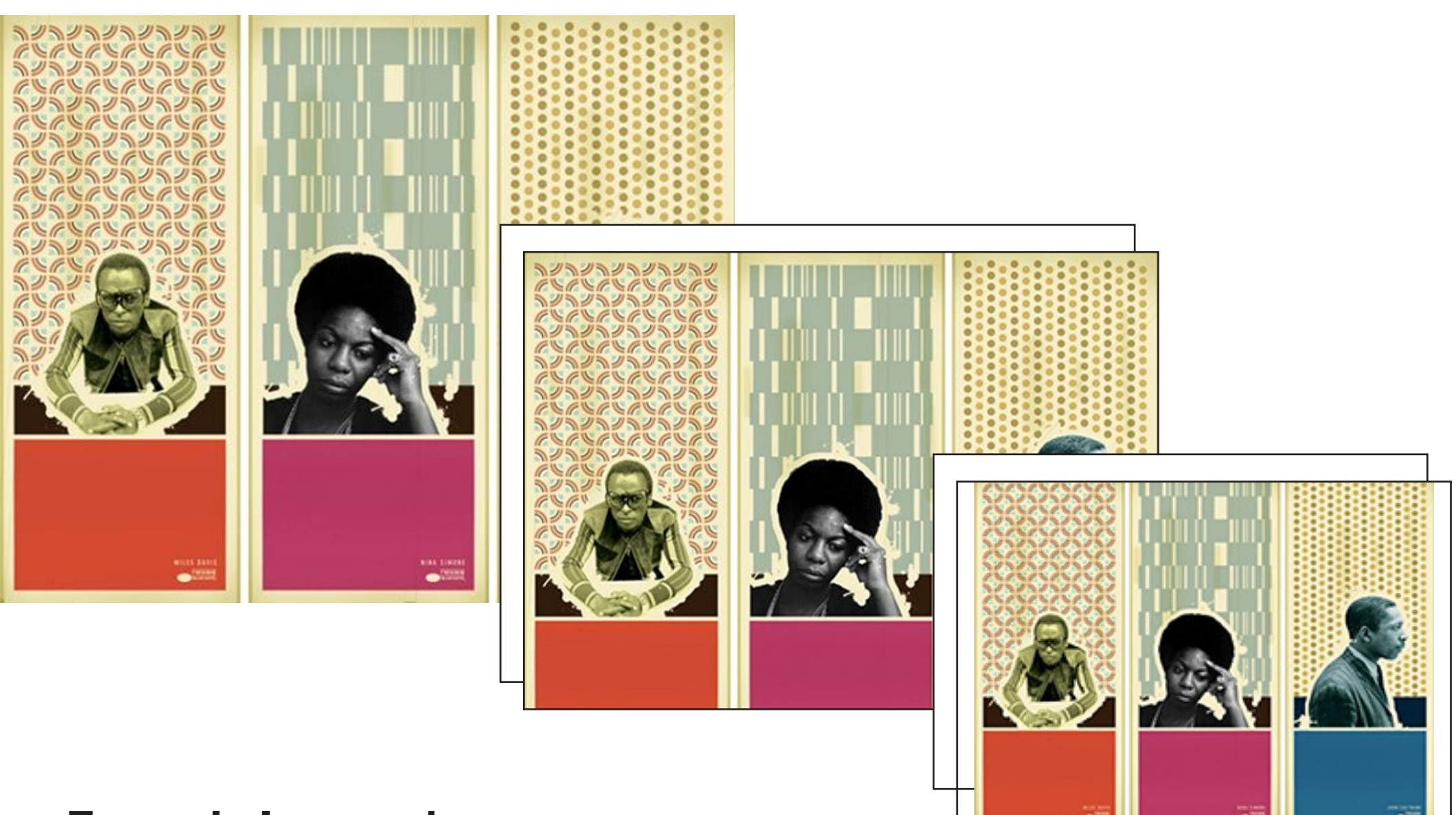
Black Italic

I chose Roberto font family sans serif because it's simple and plain. I wanted the simple font to create a plain, easily readable content. I'm also using Heletica Neue - bold and regular in this document..



I decided on a monochromatic black/grey colour scheme. The same colour scheme as my moodboard, I wanted it to reflect the black and white original photos from that time.

I want to keep it simple and serious colours that will contrast with the bright posters and the style artwork.



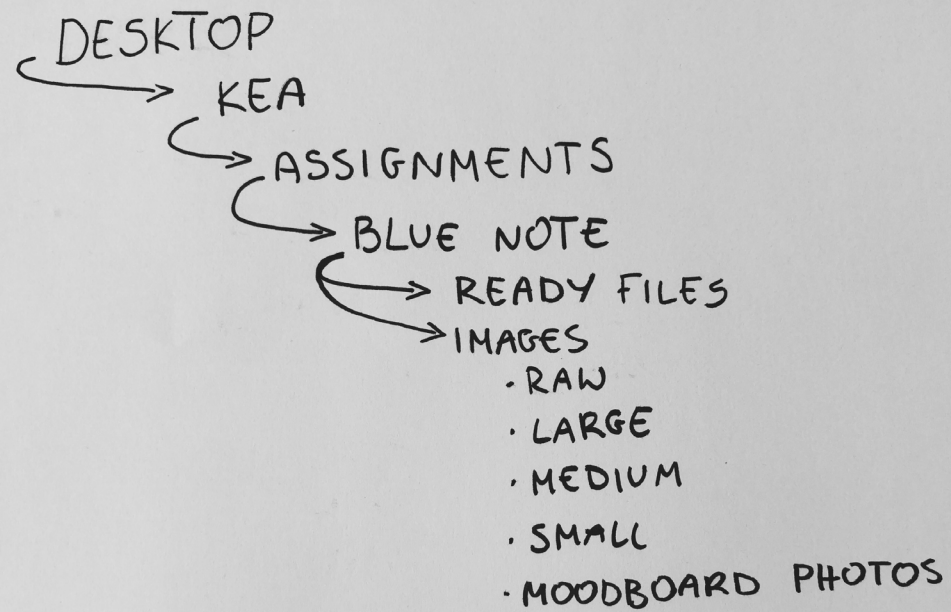
Example Image sizes:

Large: 1000 × 811px

Medium: 500 × 405px

Small: 250 × 203px

FOLDER STRUCTURE



THANK YOU!