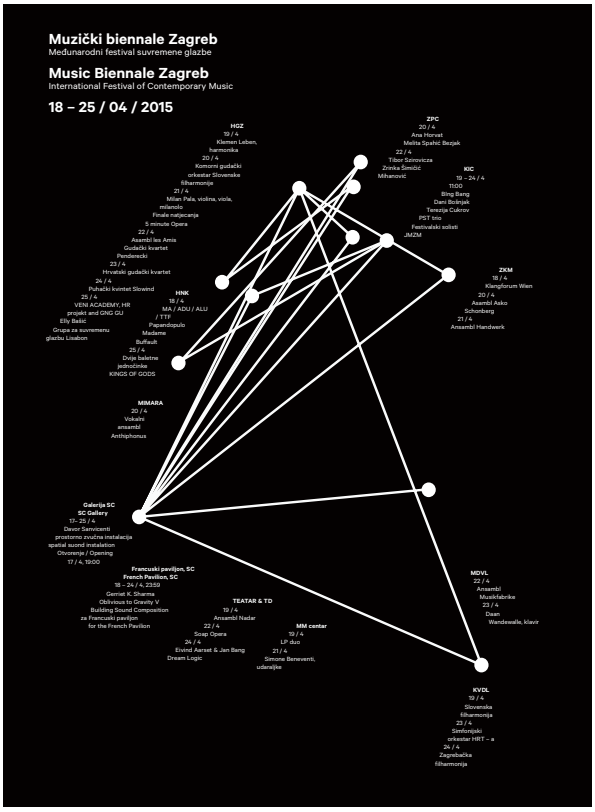
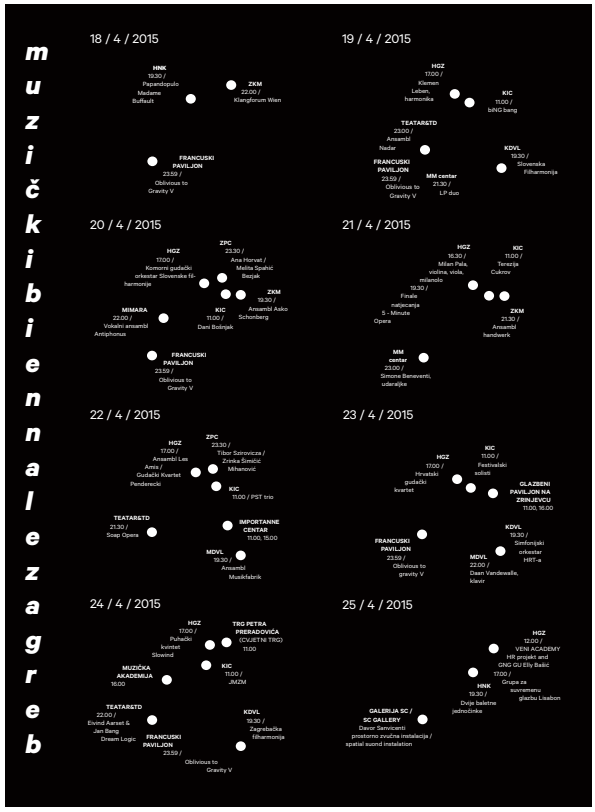
Category: **Student work**

Project: **Music Biennale Zagreb 2015**



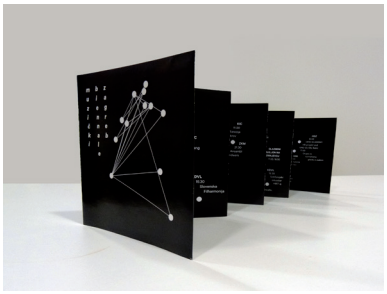


What was the challenge?

Music Biennale Zagreb is an international festival of contemporary music founded in 1961. During the festival which takes place every other year in April, Zagreb is transformed into cultural centre to which composers, music critics, best musicians, and contemporary music and arts lovers from the region and Europe gravitate. The festival has a strong response as well as an incentive in its own environment. Completely dedicated to the new music, including the „living Classics" of contemporary music and the new generation of composers from all over the world, Music Biennale programmes include projects from symphony orchestras and chamber ensembles, experimental musical theatre, contemporary dance, jazz, electronics to alternative music scene. For my college assigment in the second year of Promotional design course (mentors: doc. Igor Kuduz, doc. Niko Mihaljevic and doc. Andro Giunio) I've had to make a project – my own vision of the promotional materials and visual identity for the Festival of Music Biennale Zagreb 2015. The festival takes place on a different location in the city, the programme goes on for a whole day for one week. The exisisting materials and visual identity for the festival that year didn't give consumer a chance to realize what is where, locations were very mixed and the programme of the festival was very confusing for the future visitiors. Programme and locations were made seperately so I decided to make it unique, more approachable and recognizable for the future readers and visitors of the Festival. The visual identity had to combine places and programmes all in one so that the future visitor could have all in one- location, information and recognizable visual of the Festival.

What was the solution?

The work consists of the following components: Two posters, brochure, bag, folder and animated GIF.
All elements are based on informative graphic image showing points (locations) where different programmes of Music Biennale take place. The locations are real locations taken from the Google map, every day is combined into one informative graphic that represents one day of a week.



Festival takes place for eight days so I got eight different informative graphics for each day separately. Direction and connection of the lines are determined by the exact time, from morning until later in the evening, by hours in the day when the certain event is held.
In the end all eight days are combined into one visual that represents one informative graphic. The recognizable visual is created by connecting all the points that represent the exact locations of the Festival during the period from 18th to 25th of April. The future visitior is given the exact information about change of location and the program content he neeeds. The colors used in the visual are black and white. Contrast of colors enhances the feeling of power and dynamics of the entire composition. The typography used on all visuals is Calibre.

What was the effect?

By connecting all the points the informations are easier for the viewers (future visitors) to grasp and also have more of an emotional effect on them. The viewer needs to look at the poster or a brochure and see all information needed in one – location and programme content. Connecting points (locations) make the recognizable visual that evokes rhythm, dynamics, sense of music and movement, all things in one that represent the Festival.

Two posters

The first poster shows the aforementioned visual based on informative graphic image showing points (locations) where different programs of Music Biennale take place. Points (locations) are determined precisely by using Google maps. By connecting all the points a recognizable visual is created that represents the exact locations of the Festival during the period from 18th to 25th of April.
The other poster shows the exact locations of the festival maintenance and their program for each day separately in period from 18th to 25th of April 2015. The typography used in text of promotional material is Calibre regular and Calibre semibold.

Brochure

The brochure has a square shape where the pages are bent one after another (zig - zag), measuring 13x12 cm, colors black and white. It is legible on both sides, each side has its front page. On one side there is a history of the festival, and on the other a schedule of the festival during the days. Display of informative graphic is transferred into a vertical version. Bags and folders are made for the rest of the promotional material with the same recognizable info graphic visual of the festival, which is recognized from the posters and brochures.

Animated GIF

Gif is made as animation of the exact location points and program content. Points are exchanging in a way that they are marking location by days of the week from 18th to 25th of April 2015., exactly as scheduled festival points for each location during the day takes place. In the end all points are combined into a single, already recognizable visual.

(To see how gif works like, click on animated gif where you can find hyperlink on my whole work).

Contact:
name: Vanja Šok
company/organisation:
Media design,University of North,
Koprivnica, Croatia
e-mail: vanja.sok@gmail.com