

The background features a stylized cityscape with colorful buildings in shades of green, yellow, and purple. A silhouette of a man in a suit holding a red umbrella is positioned in the lower right. The title is set within a light blue, cloud-like shape. The text is in a bold, purple, sans-serif font.

# NEW ORLEANS JAZZ & HERITAGE FESTIVAL

**PROCESS BOOK**

Vivienne McCone

# PROJECT OVERVIEW

The New Orleans Jazz and Heritage has been one of the world's most popular jazz festivals in the world for the last 50 years. The original project was to create a poster for a music festival, and during my portfolio class that poster expanded into a short animation, banners, and merchandise.

# DESIGN OVERVIEW

The poster and other deliverables had to convey a degree of movement and liveliness more than a normal festival poster because I wanted to capture the energy and buzz of New Orleans and the music it generates. I took the instruments of New Orleans jazz and associated them with a shape and colors and had them flying into the sky and filling it with life. All of the designs for this project have the environment set against a nighttime scene, because it would help the bright colors of the music and buildings stand out and come forward in the composition. I took inspiration from cut-paper posters and emulated that effect using Illustrator and textures to make it appear as if it was made by hand. One effect of the original poster that carried through the other deliverables is that the design of the music leads the eye through and around the composition.

# GOALS AND OBJECTIVES

- 1** To redesign the current New Orleans Jazz Festival poster and expand on their branding and entertainment deliverables for future advertising and content development.
- 2** Inspire and excite people about the return of the festival in 2021 since it had to be cancelled due to the COVID-19 global pandemic, which shuttered almost all annual music festivals and concerts for the foreseeable future.
- 3** Advertise the festival in all its glory and highlight the importance of the history of Jazz as cultural cornerstone from which music has evolved in the city of New Orleans.

## WORD LIST

JOYOUS  
LOUD  
VIBRANT  
MOVE  
DANCE

REBIRTH  
HISTORY  
CELEBRATION

# TARGET AUDIENCE

**Gender:** All

**Race:** All

**Age:** 25–50

**Education:** Educated with a college degree

**Economic:** Middle Class

**Interests:** Music, especially jazz

The target audience would be those that are either attending the festival or are considering going. The poster would be seen around the city, on digital advertisements and social media.



# CULTURAL RESEARCH



# VISUAL RESEARCH



# TYPE DEVELOPMENT

A B C D E F G H I J K  
L M N O P Q R S T U V  
W X Y Z

NEW ORLEANS  
JAZZ & HERITAGE FESTIVAL

I developed the typeface after the initial poster was designed for use in other branding material. It was based off of cut-paper style posters and hand lettering. It functions as an all-caps display typeface.

## COLOR CHOICES

The colors I chose were taken, and exaggerated, from the colors of the building of the French Quarter and the reflected light from the plethora of neon signs casting their light at night.





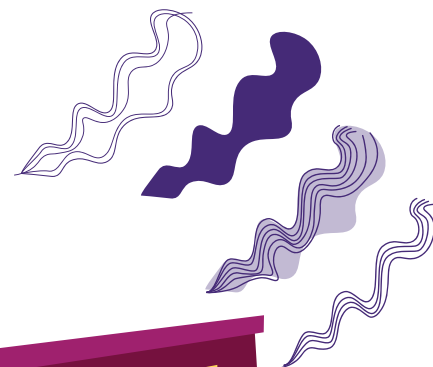
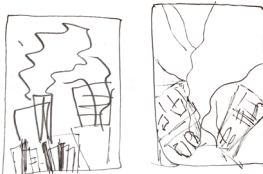
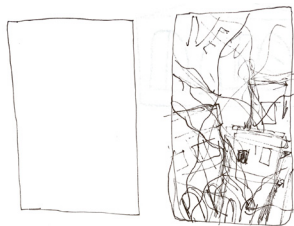
# POSTER DEVELOPMENT

## Information for Poster

Name: New Orleans Jazz & Heritage Festival  
 Dates: April 23-May 3, 2020  
 Location(s):  
 Website: [nojazzfest.com](http://nojazzfest.com)  
 Presented by:



Sax  
 cornet  
 piano  
 upright bass  
 trombone  
 drums  
 trumpet



## Buildings orientations



front-forward



left  
 3/4 facing in +  
 down



3/4 right facing



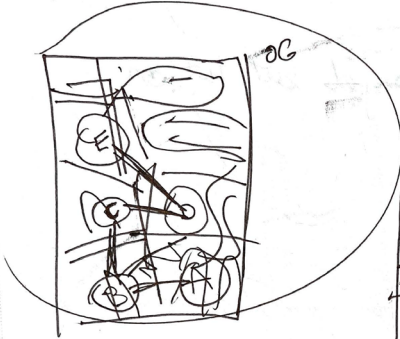
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# POSTER DEVELOPMENT



# ANIMATION DEVELOPMENT

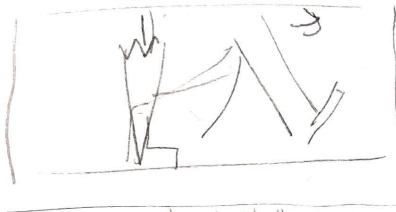
NEW ORLEANS JAZZ



2 Banners



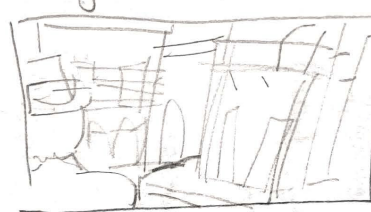
- A: Trombone
- B: Upright Bass
- C: Drum
- D: Trumpet/Coronet
- E: Sax



man walking w/ umbrella



pan up as he gets to end of block



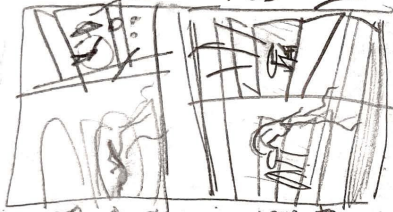
00:27 - 00:39

song is faint & muffled

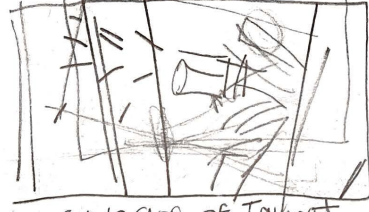
begin to pan up, the doors are shut

00:54 - 1:05

music faint over footsteps



The doors swing open to the loud music

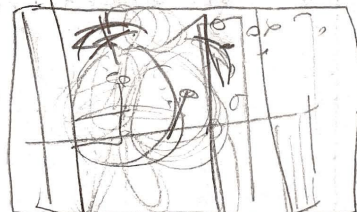
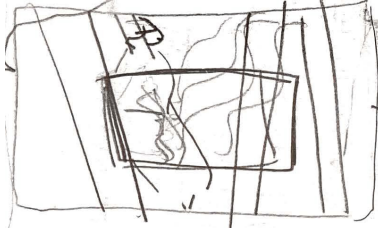


cut to close of Trumpet



trombone, uttering popping out

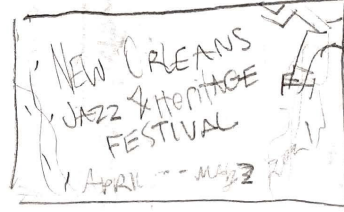
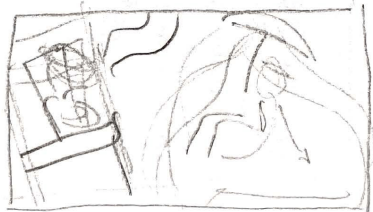
cut to 00:59!!  
sound explosion



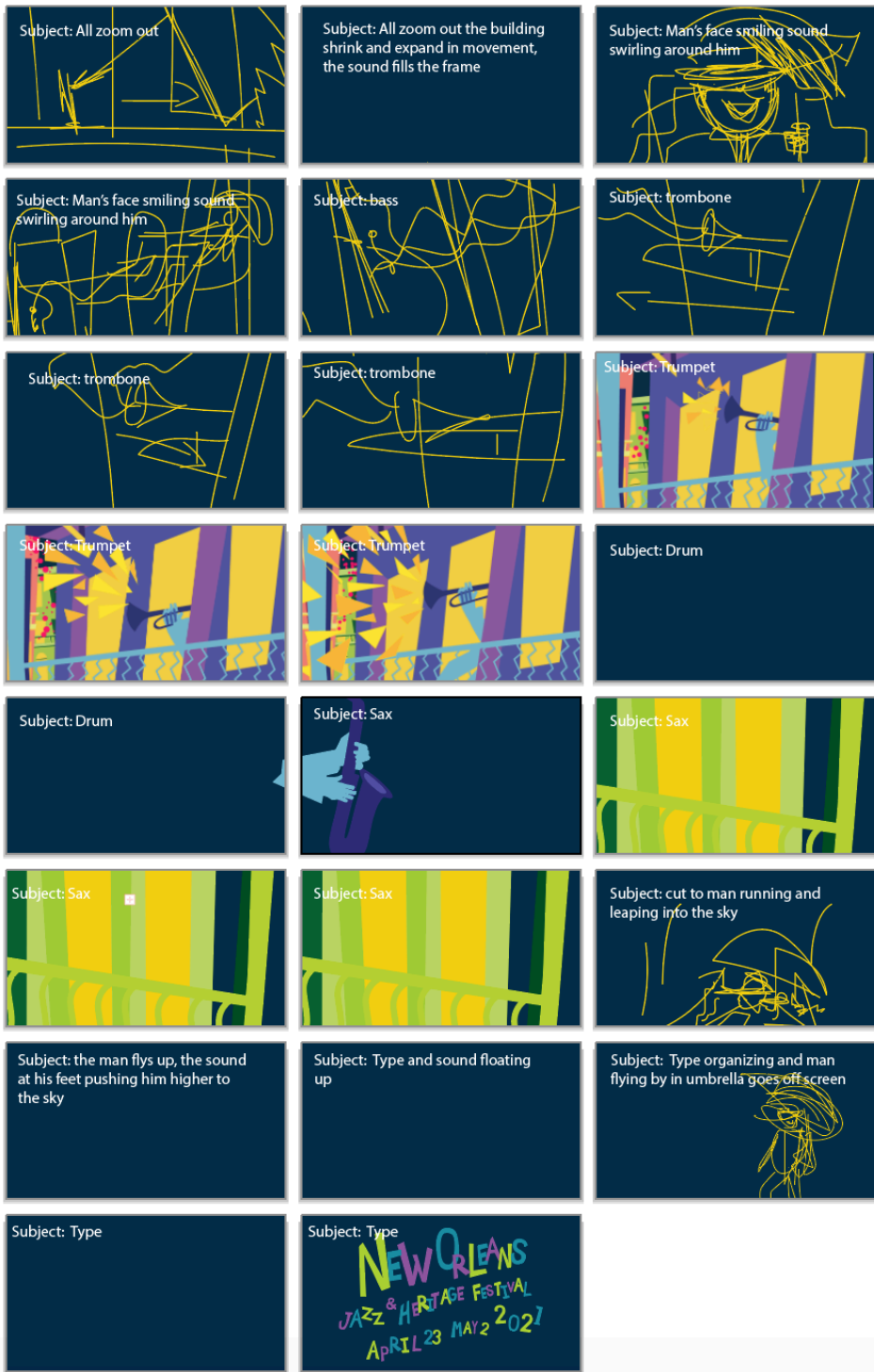
pan - up



zoom out to man opening umbrella and running to the end and catches the sound

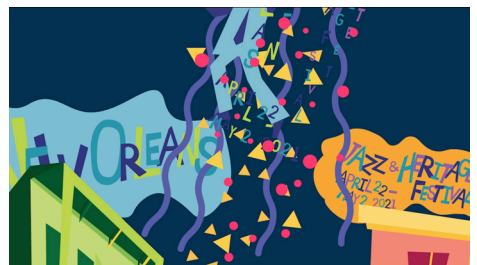
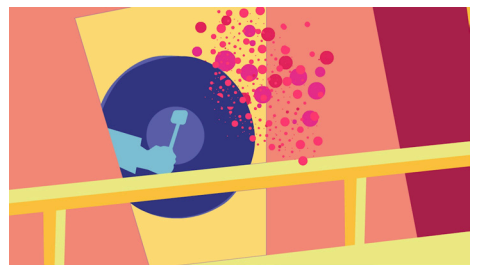
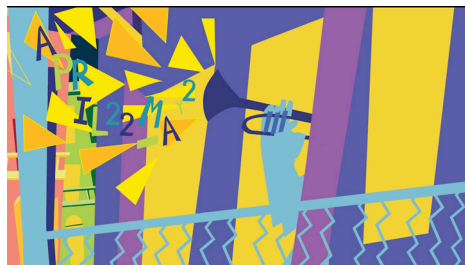
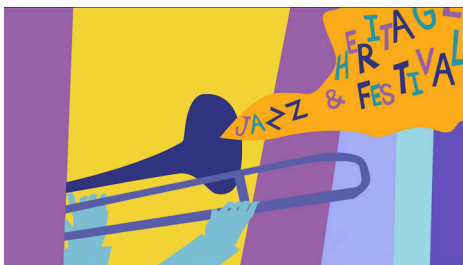


# ANIMATION DEVELOPMENT



From the initial storyboard sketches I moved onto illustrator and began planning out the timing of the frames and how the audio would sync to different shots. I had to break it down to a second-by-second timeline to visualize what needed to be where and how long the animated actions needed to last.

# ANIMATION FINAL



The total runtime of the short video is 25 seconds, and the song used is “Do Whatcha Wanna” by the Rebirth Brass Band.

# BANNER AND ID



# BANNER AND ID FINALS



THANK  
YOU

