

# WOMADelaide

---

VISUAL CAMPAIGN AND PRESENTATION

# CLIENT BACKGROUND

# WOMADelaide

## Project Background

Plan and produce graphic design work for a visual campaign for the WOMADelaide Festival. WOMAD is an annual 4-day music, dance and art festival celebrating cultural and creative diversity. It attracts 18000 – 20000 people per day, with a third coming from interstate and overseas. Every year around 500 artists from over 30 countries perform on 8 stages in the Adelaide Botanic Park.

**WOMAD** offers a wide range of audience experiences including: Planet Talks, Taste the World, Kids' Zone, Global Village and Healing Village.

## Objectives

WOMADelaide has been running since 1992 and is a very well-known and established festival in Adelaide. The objective is to create a fresh and revitalized design theme that keeps the audience engaged and eager to participate in the 2022 festival.

## Target Audience

- WOMADelaide's friendly atmosphere and message of cultural discovery and understanding appeals to an audience that encompasses almost all ages and background.
- WOMADelaide appeals to people interested in the environment and sustainability.
- WOMAD offsets its ecological footprint with \$2 from each ticket going towards native biodiverse tree plantings.
- They use sustainable waste management practices and are committed to zerowaste.
- Local, interstate and overseas audience.

## Market Place

- WOMADelaide is held during the Adelaide Arts Festival and Fringe Festival. The three festivals offer different types of acts so audiences can enjoy a diverse range of performances.
- There are a number of other music festivals held in South Australia but they are spread over the year and do not compete for audiences.

## Tone Of Voice/Brand Vision

- Laid Back
- Friendly
- Harmony
- Diversity
- Community
- Sustainable
- Family friendly
- Inclusive

## Mandatories

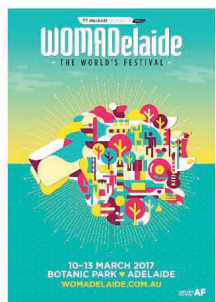
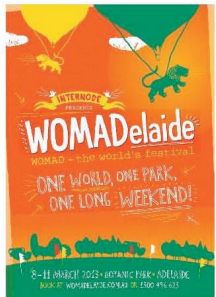
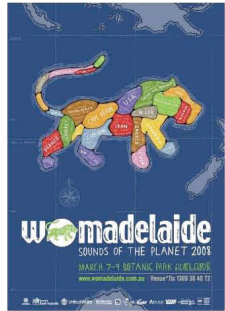
- Festival name
- Festival logo

## Deliverables

- A3 poster advertising the 2022 festival
- 2D design – vinyl music album covers
- 3D design – cube signage for venue

# MOODBOARD

# WOMADelaide



## OBSERVATIONS

Lots of bright colour

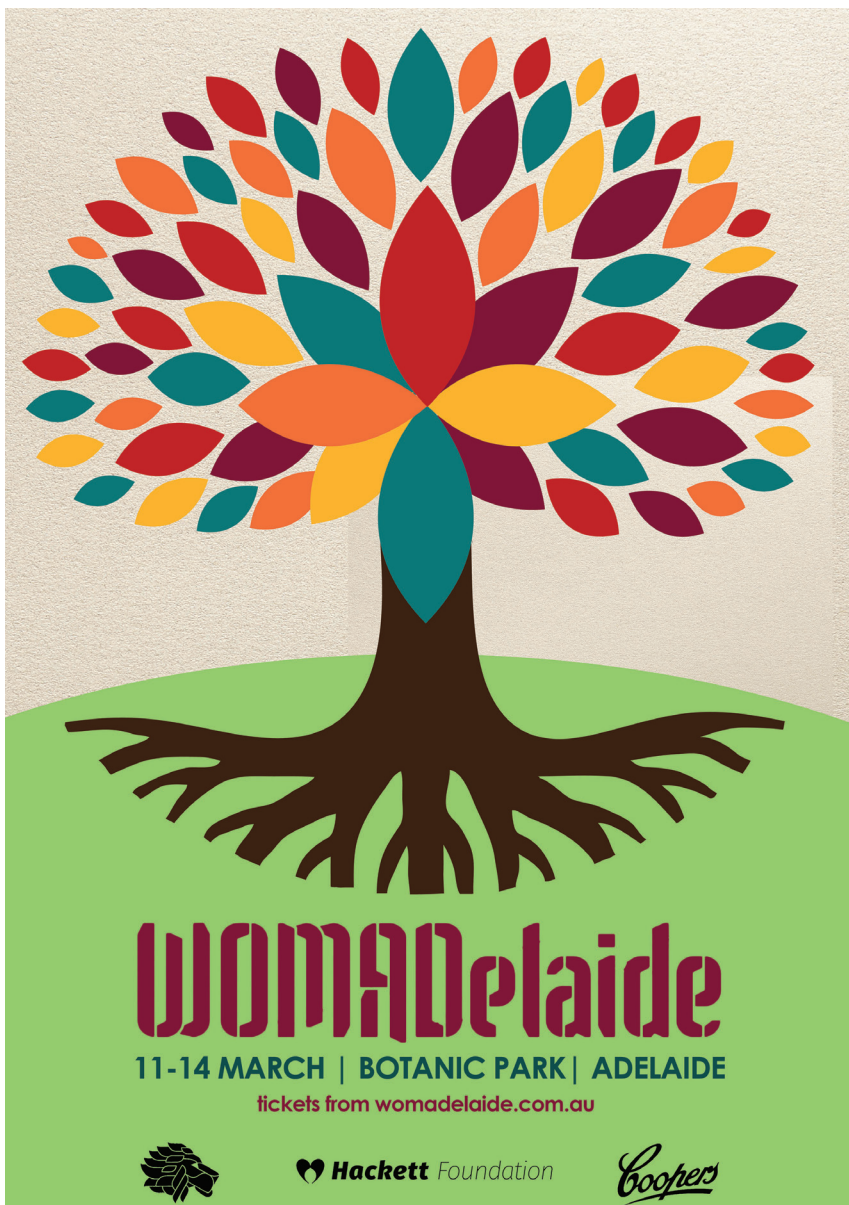
Lion logo

Diversity of poster styles

Record album/CD released after each event

3D signage for the event to direct audience to different experiences.

Main image of a tree to represent renewed life after COVID and the environment around the venue.



## RATIONALE

Research of previous years' products showed the use of lots of colour and a diversity of styles. The lion logo featured on all designs.

This is a simple design with eye-catching colours to attract the viewer. Earthy colours are used to represent:

- the environment and the venue (Botanic Park)
- the diverse cultures and audience represented at the event.

The lion logo is represented on all WOMAD products and is included in this design so that the audience is aware that it is an official product.

The main focus is on the image of the tree, so it takes up much of the page. The tree represents the environment and life. After COVID-19 it seemed appropriate to celebrate life.

A minimum amount of text is used, so as not to distract from the image; just essential information - name, dates, venue and ticket information. Not much text is needed because WOMAD is a well known festival, held each year, so the audience has prior knowledge.

Texture is added to the background for depth and to give it an environmental and natural feel. This also represents the venue of the Botanic Park.

## Colour Swatch



# POSTER MOCKUP

# WOMADelaide



CLIENT: WOMADelaide  
PROJECT: VISUAL CAMPAIGN

PATRICK BAWDEN  
JUNE 2021

# VINYL MUSIC ALBUM

# WOMADelaide



## RATIONALE

This piece continues with the colours and images from poster.

Artist's names are in a circle which reflects the shape of the vinyl disk.

'Sounds of the planet' is used on most of the music albums released in previous years and is recognised by the audience.

Leaves are repeated through the design - scattered on the back and just the top of the tree on the record.

The Lion logo is incorporated to stress that this is an official product. Barcode and copyright also included as standard product elements.

CLIENT: WOMADelaide  
PROJECT: VISUAL CAMPAIGN

PATRICK BAWDEN  
JUNE 2021

# ALBUM MOCKUP

# WOMADelaide



# CUBE SIGNAGE

# WOMADelaide



## RATIONALE

300mm x 300mm, 4-sided interlocking stackable cubes.

The signage uses the same colours and images as poster.

Only part of the tree is visible at any time and a tree root is used for the arrow.

The QR code adds some interactivity to the design and useful provides information to the user ie a venue map.

This cube points to one of the experiences - Taste the World. There is a map placeholder so the audience has a visual reference. Most of the audience would be familiar with these types of placeholders from using Google Maps and other apps.

Scattered leaves continue the tree/nature theme throughout the design.

There would be cubes for each of the events experiences eg Planet Talks, Kid Zone, Global Village etc.

The artwork is printed on 5mm plastic corrugated sheets and can be flat packed. Any number of cubes can be stacked together, but three or four is suggested as an appropriate amount. The total height would be about 1 to 1.3 metres.

NOTE: Cubes can also be printed at 400mm x 400mm and 500mm x 500mm.



# CUBE MOCKUP

# WOMADelaide



# SUMMARY

# WOMADelaide

The task was to plan and produce graphic design work for a visual campaign for a Festival.

I had to produce concepts and artwork for THREE items:

- A3 poster
- 2D design item
- 3D design item

I chose the WOMADelaide festival. WOMADelaide has been running since 1992 and is a very well-known and established festival in Adelaide. The objective was to create a fresh and revitalized design theme that keeps the audience engaged and eager to participate in the 2022 festival.

I used an earthy and bright colour scheme that is in keeping with previous years' themes. The colours reflect the diversity of cultures and audience at the event. The main image of a tree was used to reflect the environment and life and fitted with the venue of the Botanic park.

Mandatories were included at least once in the designs. There were the festival name, festival logo and sponsors.

Deliverables

I designed and produced three artworks: A3 poster, vinyl album covers and cube signage for the venue.

Timeline

All timelines were met, with the final artwork submitted on the due date.

