



**SAN DIEGO
UNDERGROUND
FILM FESTIVAL**

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WNM 800: VISUAL DESIGN 2**

GOAL

The goal of this campaign is to bring the local San Diego flair to the San Diego Underground Film Festival. Known for its diverse population and pockets of underground and hipster cultures, San Diego is a sleeper in the sense of contemporary design and aesthetics. In order to capture the flavor of San Diego, one has to dive deep into its story, to find the mixture of all of its hidden gems. This will be presented through the films at the festival, and the audiences it wished to attract.

TARGET AUDIENCE

To those fans of GaGa to Warhol - this is the place for you. My target audience are those interested in not only the Indie Film scene, but those who are interested in all things underground - Be it music, film, art, dance, opera, sports or design, there is a place her for all. The San Diego Underground Film Festival will provide a viewing platform for all types of emerging and established filmmakers.

WORD LIST

Clean
Indie
Economy
New
Music
Viral
Fun
App
Aesthetic

Contemporary
Sleek
Color
City
Filmstrip
Simplistic
Entertaining
Easy
Jazzy

Hipster
Minimal
Modern
Underground
Chair
Beneath
Appealing
Smooth
Local

REFINED LIST

CONTEMPORARY

LOCAL

AESTHETIC

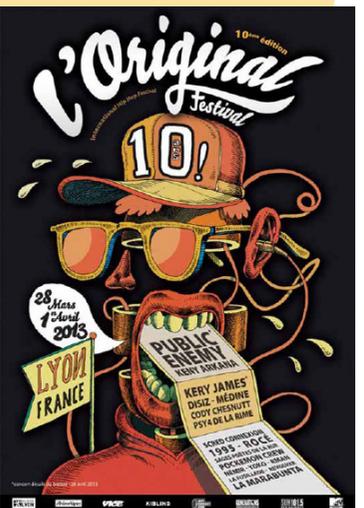
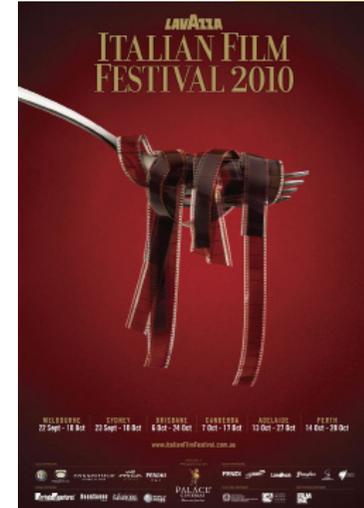
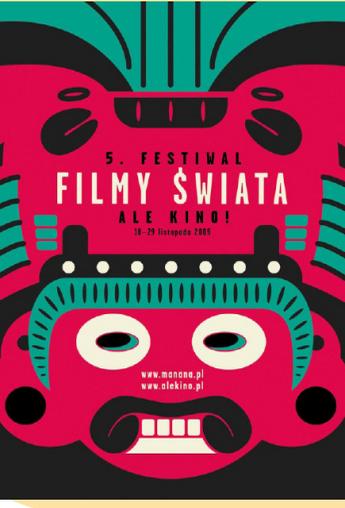
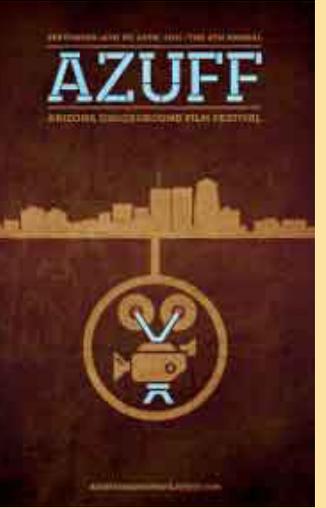
INSPIRATION RESEARCH

via Google Search



INSPIRATION RESEARCH

via Google Search



MOODBOARD

Moodboard

Typography
HEADLINES
 Helvetica Neue Medium - CAPS

SUB HEADLINES
 Avenir Medium - CAPS

Body Copy
 Avenir Medium - Gray

Color

MOOD BOARD
 Contemporary
 Local
 Aesthetic

Color

UNDERGROUND FILM FESTIVAL

Moodboard

Moodboard

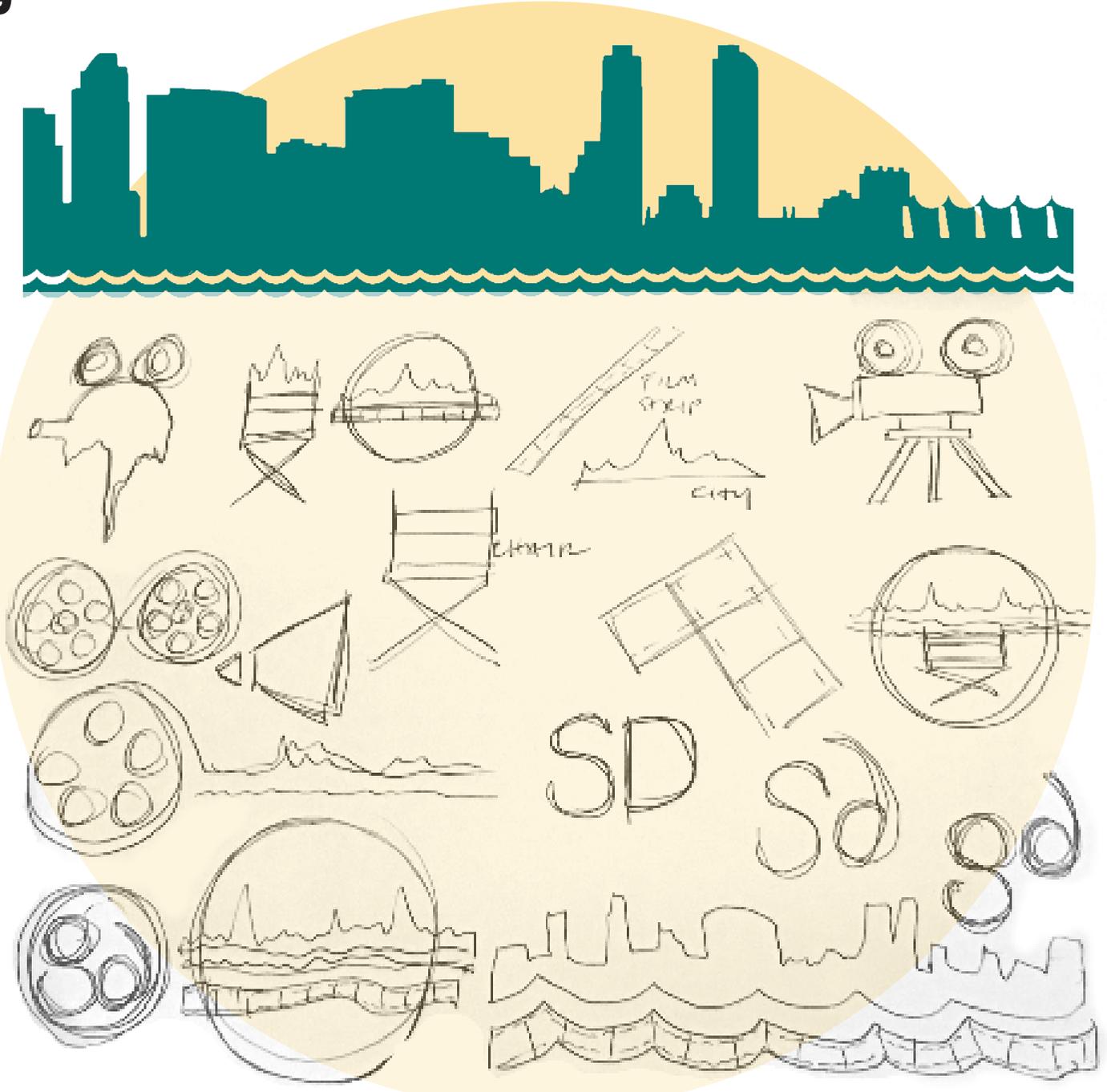
MOOD BOARD
 Contemporary
 Local
 Aesthetic

Color

UNDERGROUND FILM FESTIVAL

BRANDING

Logo Roughs



BRANDING

Digital Roughs



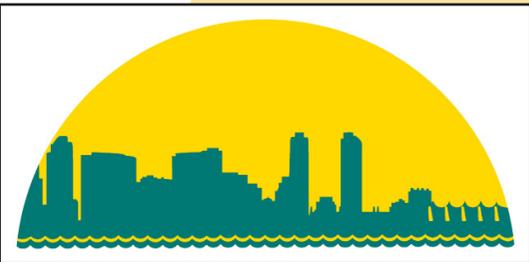
BRANDING

Style Guide

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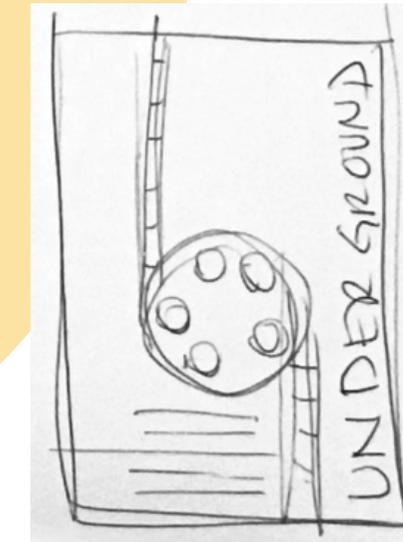
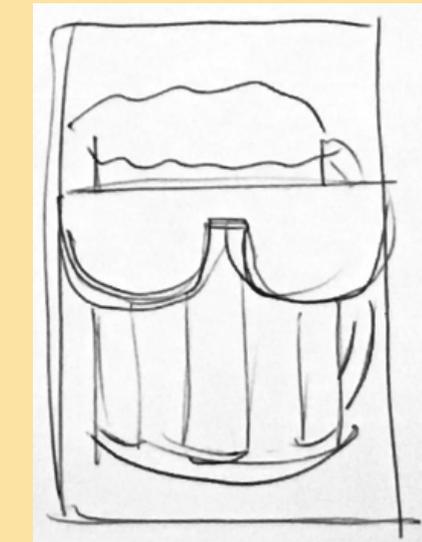
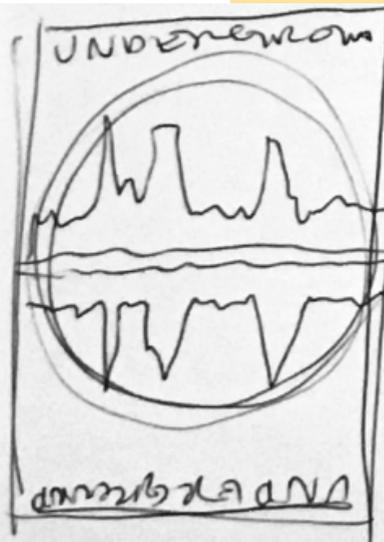
Futura Medium
 AaBbCb
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POSTER DESIGN

Roughs



POSTER DESIGN

Digital Roughs



BRANDING

Digital Roughs v2



MAILER

Postcard Mockup



TICKET

Mockup

