

‘Sedona’
Houndmouth
Weekly Report 16
1/7 to 1/13

This week in ISM I was able to create and finalize my original work in order to display it at the showcase on Wednesday. My original work was to create my own theoretical music festival, planning out the lineup, music genre, and using that information to decide how I wanted to advertise and do my branding, consisting of a logo, and more colors and themes. To do this I made three different advertisements, an Instagram post, and festival poster, and a brochure, which all maintained the same colors as well as a similar theme. Despite their similarities, each advertisement was different due to its own intended purpose; my brochure providing information, the social post to grab people's' attention, and the poster to display the whole lineup.

The construction process of my original work was a great learning opportunity and provided me with immense knowledge of how to develop an entire brand out of small bits of information such as location, name, and music genre. I feel like I was able to challenge myself on this project because I have never been able to make one cohesive product over various forms of advertisements before. In addition, I think it was a great opportunity to get better at graphic design which is an aspect I didn't use a lot last year in ISM.

Overall, I am extremely pleased with the way everything turned out and I cannot wait to showcase it this Wednesday. I believe my work this year well-surpassed my marketing plan from last year's original work, as I was able to take more time to make it more creative and professional looking. Moving forward, I am excited to start thinking about our final product and

I cannot wait to see how far I can push my strengths to ultimately be as successful as possible at the end of the year. .