

‘Grow’
HOAX
Weekly Report 23
3/11 to 3/17

Leaving spring break and heading straight into the most concentrated and intense part of the year in Independent Study and Mentorship, I am ready to start ramping up my project so I can make sure that I am getting the most out of my final year of high school and in ISM. So far on my project, I have done all the planning and research that I needed to complete my marketing plan, so once I finalize the formatting for the plan I will begin to finalize it for the festival. I have also started to create my Sunfest website for the festival; making it look as realistic as possible. I am doing this by uploading high quality photos, keeping my colors, fonts, and logos, consistent within the website, and adding links for other social media and ticketing platforms that are for Sunfest as well.

The website has been my most favorite part so far because I have been able to play around with design, perspective, size, and colors while still being relevant to music and advertising for music. I feel that no matter what is being portrayed to the public, it needs to correlate with everything else that a brand has put out because that's how people create an image for a company within their minds. This alone has inspired my product and as I plan on continuing my product into the next two months, I will be able to demonstrate how this is possible within my final work.