

SETLIST

PROCESS BOOK

Marci Williams / SCAD Atlanta
Publication Graphics / Spring 2013
Professor Elizabeth Mandel

CREATIVE BRIEF

SETLIST.

Music & Music Festival Culture

The music festival is a phenomenon that brings hundreds of thousands of people together from all parts of the world each year. It is at festivals where the energy is high, the friendships are strong, and the mood is jovial and uplifting. However, those who have never attended a music festival before may not be aware of how magical and therapeutic the experience can be, which is why we hope to develop 'SETLIST'; an informative magazine based around music, music festivals and the festival lifestyle. The purpose of the magazine will be to enlighten readers on music festival culture. In addition, the magazine will encourage readers to attend (and be aware of) upcoming events as it features articles about popular festivals, festival-goers, festival fashion, art, and unforgettable experience that comes with it. The first issue will focus on electronic-themed music festivals in particular. We hope that the concept of this magazine will grasp your attention and enlighten the idea of putting festival culture out there.

AUDIENCE

Typical readers of SETLIST more than often have an interest in the arts, electronic music, festivals, and festival culture and may be actively seeking a fun event to attend or a new music artist to discover.

The demographic of SETLIST readers are 58% female and 42% male. Of those readers, 23% have graduated college and 48% are employed. The median age of REVIBE readers is 21.5 and the household income is approximately \$80k.

COMPETITION

Indirect competition of SETLIST includes Alternative Press, Clash, and NME.

Direct competition of SETLIST includes Clublife, Billboard, and EDM magazine.

tone

Tone Words: *informative, artistic, energetic, quirky, vibrant*

SETLIST magazine will aim to capture the passionate and raw feeling one may have when listening to music or attending a music festival. It will aim to give off a feeling of freedom and unrestraint to the readers and provide them with excitement and a sense of freedom as they flip through the pages.

CONTENT

SETLIST will inform its readers through an equal balance of written content and visuals. The content will be well-researched and written from both an interview standpoint and the personal experience of festival-goers.

The front of SETLIST will contain updates about upcoming festivals and how to get connected. Feature spreads may center around the artists playing at these festivals or zero in on a particular festival.

VISUALS

At music festivals, there are a lot of visuals and a lot to look at so this will also be the case for SETLIST magazine. There will be a lot to look at, such as colors, imagery, textures, and the shapes that are seen at festivals. It will feature a variety of different images of festival environment, festival-goers, music, music artists, and festival fashion. Images will range from being full-page to smaller and cropped. The attitude of these visuals may be colorful, grungy, and energetic to reflect the upbeat feeling of the magazine.

SPECIFICS

SETLIST will be 8" by 10" in size, giving it room to be flexible with how it displays its content. It will cost \$.7.99 and issue and will be published every two months in order to stay caught up with new music and music festivals.

CONTENT/COMPETITION RESEARCH



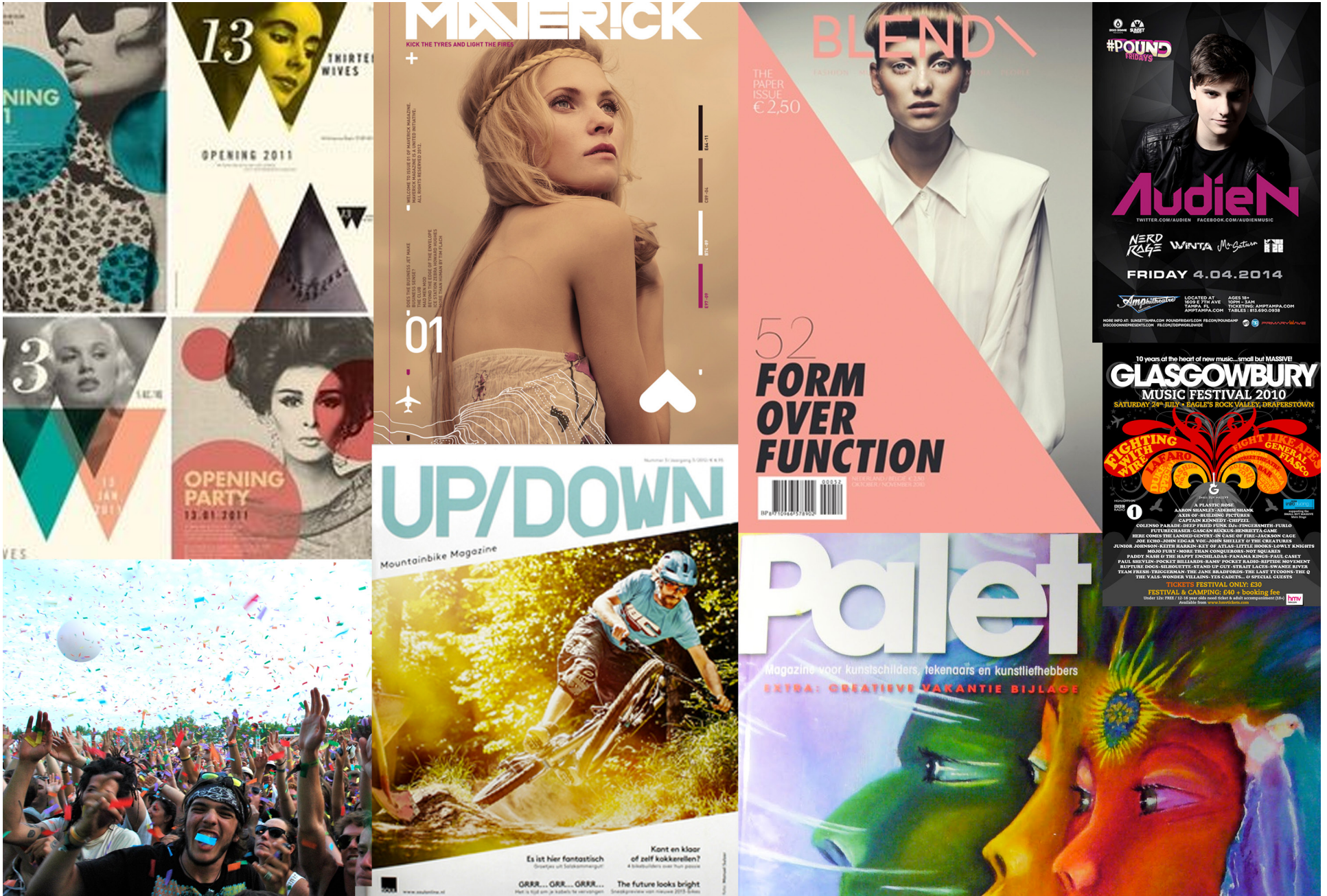
MOOD BOARD



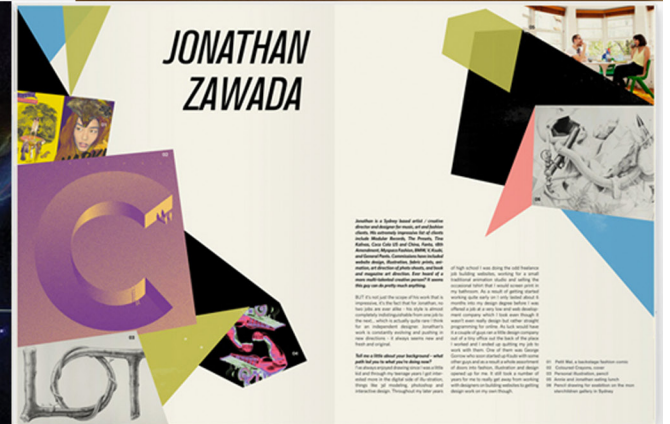
Vibrance



COVER INSPIRATION



LAYOUT / AESTHETICS INSPIRATION



IDEA BRAINSTORMING

1) really try and capture the personality of your magazine.

2) establish what you're trying to explain. research, research, research.

3) present everything in a music festival-esque fashion.

4) consider placement! how does the movement of type relate to a festival? How do the shapes created in the layout relate to a festival?

add to brief: there are a lot of visuals at festivals; a lot of colors, shapes, and nonrestraint. i want to give my viewers a lot to look at.

SHOPPING LIST:

- music magazines (elektro, billboard, clubbing, etc)
- binder for project
- paints
- flashdrive

NOTES FOR MAGAZINE DESIGN:

don't just "try" out layouts. create layouts that have a reason for why they look the way they do. make everything relate to the theme and personality of your magazine

STEP BEFORE: dissect your demographic. what do guys and girls like at a festival? interview people?

PLAN OUT A STEP BY STEP SCHEDULE FOR THIS PROJECT.

LOGOTYPE SKETCHES

Setlist

Setlist.

Setlist

Setlist

SETLIST

Pista Bold

Setlist

Setlist

Pista Outline

Setlist

setlist

MUSIEK

Setlist

MUSIEK

Setlist

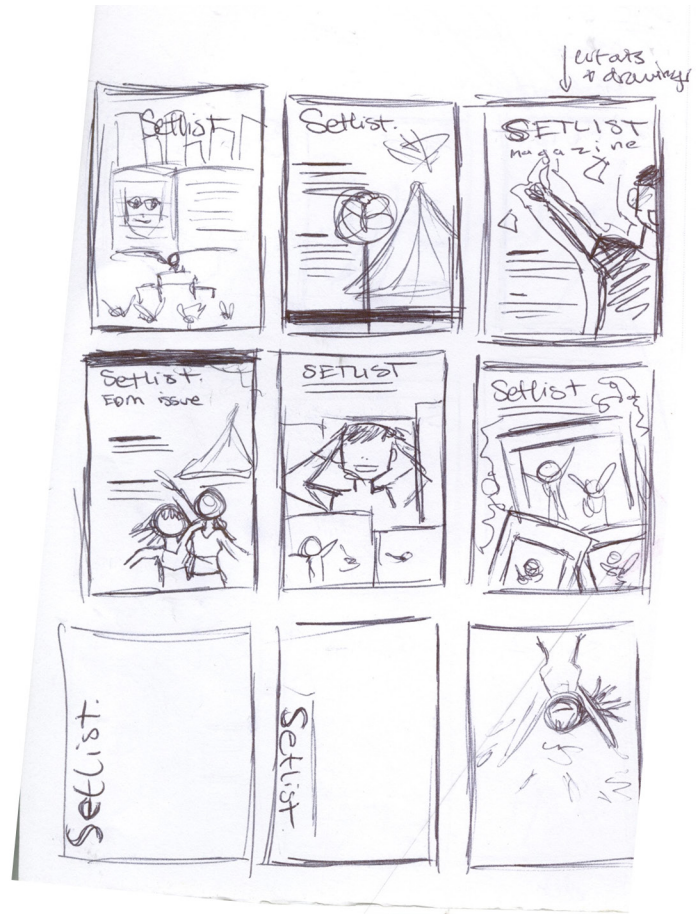
MUSIEK

Setlist

Critique Notes:

- Don't combine typefaces
- Line typefaces create a nice 'sound vibration' look
- keep S's consistent

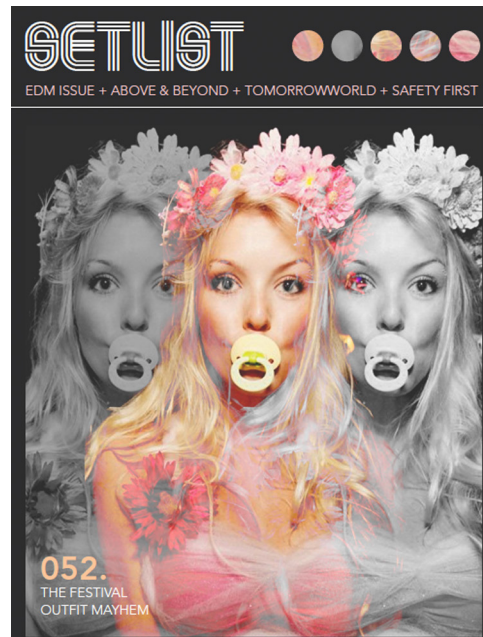
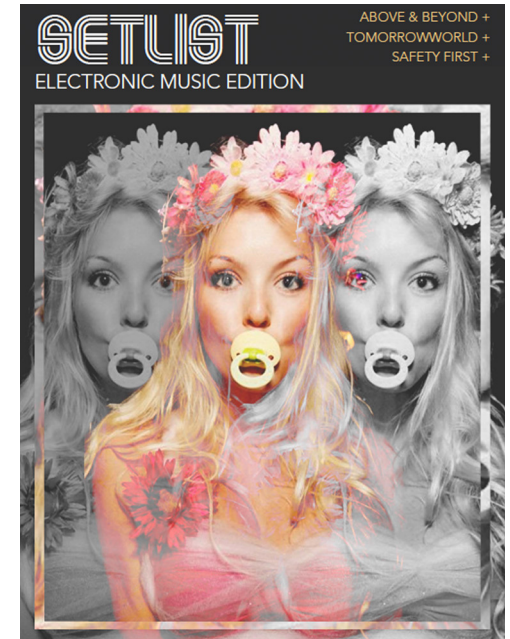
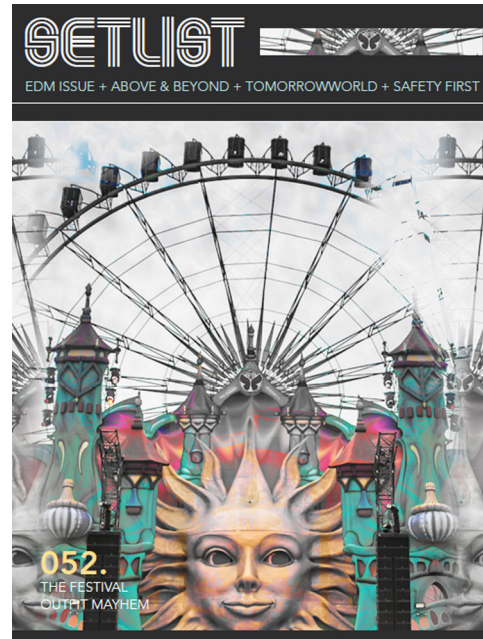
COVER SKETCHES



DIGITAL COVER DRAFTS

Critique Notes:

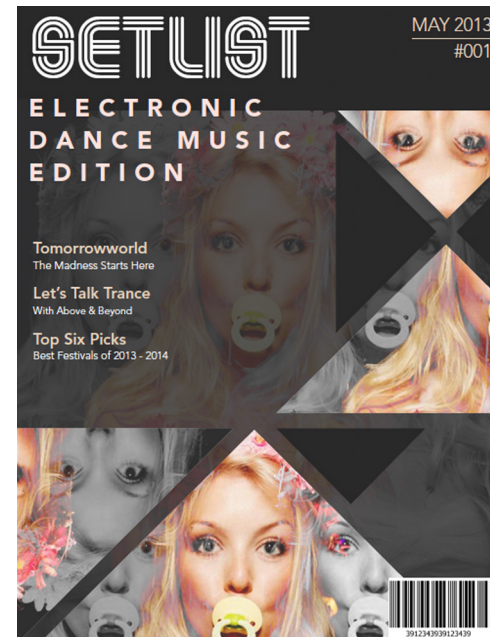
- Make layouts more dynamic; too restrained.
- Intriguing image choice



DIGITAL COVER DRAFTS

Critique Notes:

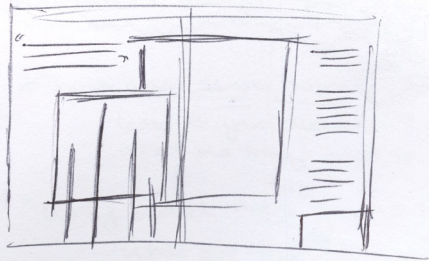
- Get rid of dots
- Play with different triangle layouts
- Adjust hierarchy
- Bring more brightness in / Too much dark



DIGITAL COVER FINAL

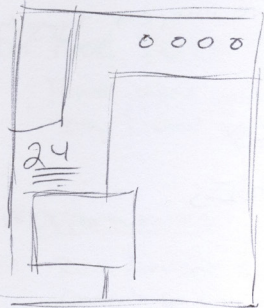


ARTICLE & FEATURE SKETCHES



CONCENTRATE ON TYPEGRAPHY

- structure
- relationship to images



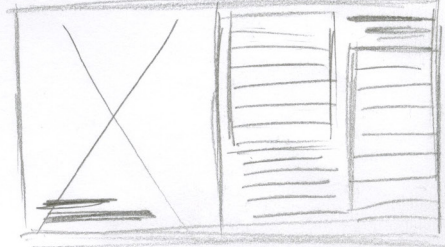
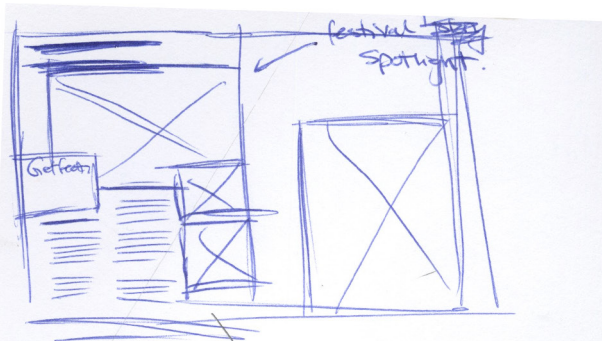
* Find images you can build type around

DYNAMISM

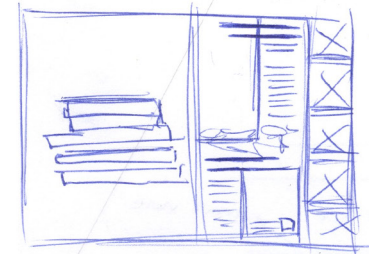
- consistent headline sizes

2 columns per page
divide by 3 x 4

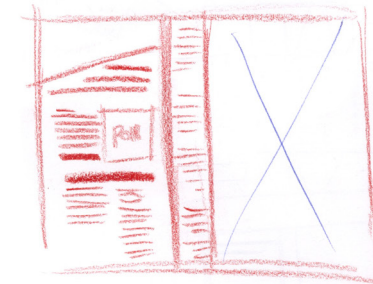
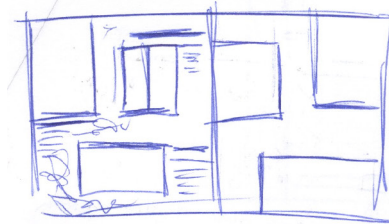
set up baseline grid!

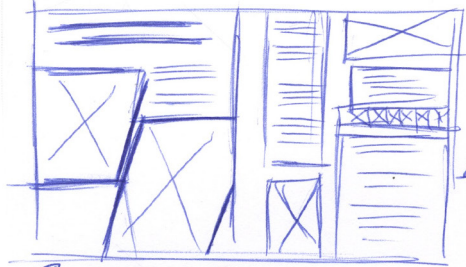


Areas Beyond playing at form of mega indicate page to flip to access them



- Festival chronicle include name, twitter.





polls,
upcoming
festivals

2. page about festival
season

Authors Note + Table of contents.

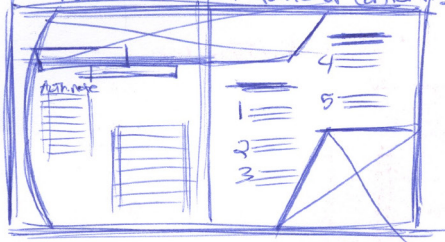
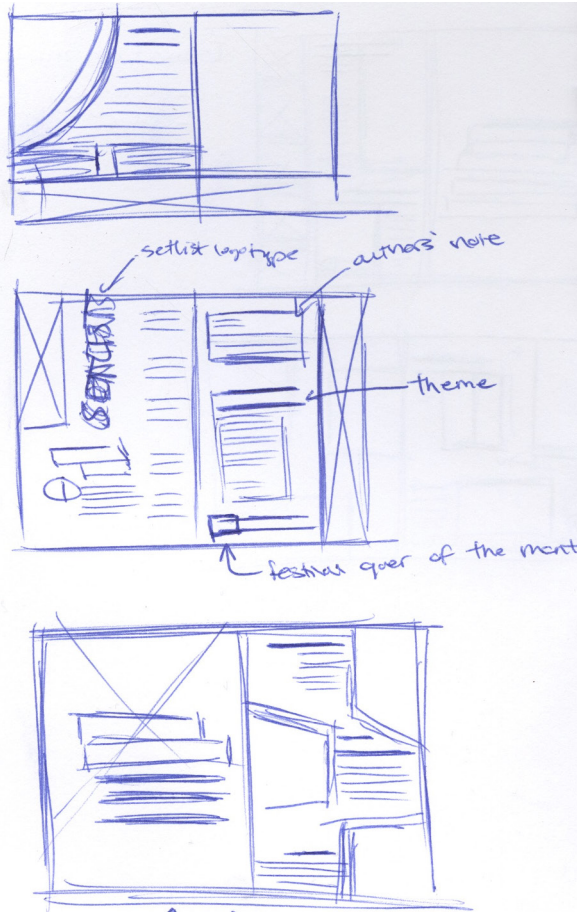
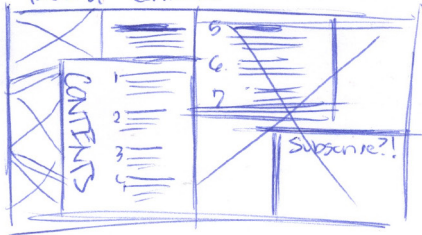


Table of Contents

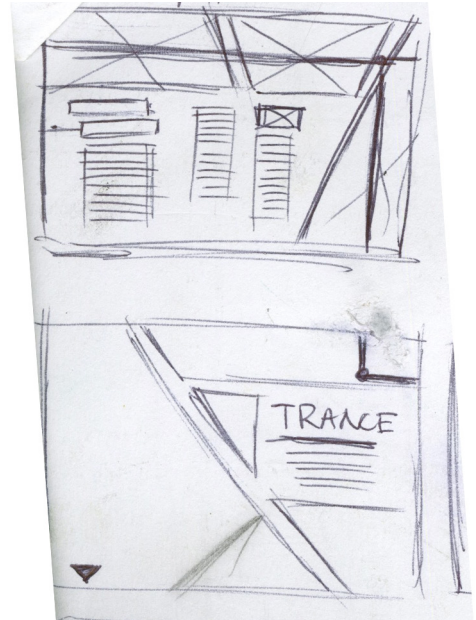


setlist layout

authors' note

theme

festival queer of the month



TRANCE

DIGITAL SPREADS (DRAFT)

feature 1



WITH THE ODDS STACKED AGAINST IT, THE FESTIVAL DELIVERS.

The debut event here for TomorrowWorld, the three-day EDM festival that took place September 27-29 in Chattahoochee Park, Georgia, did not have the odds—some of them were stacked against it. The festival's organizers had to overcome a host of challenges, including a lack of local support, a lack of local talent, and a lack of local infrastructure. But they pulled it off, and the festival delivered.

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CLAIM YOUR BOAT TICKETS NOW

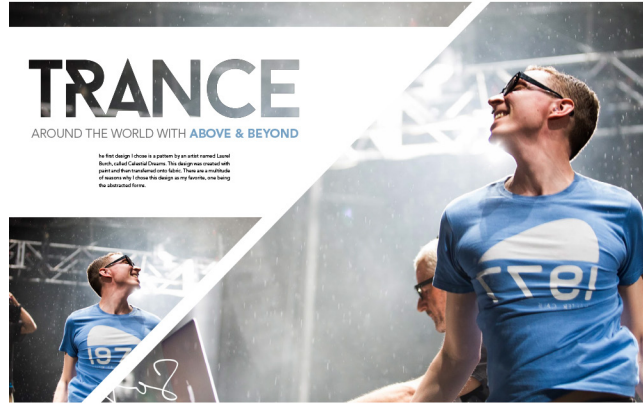
Ticket sale for TomorrowWorld 2014 has already begun. To get your 100 TomorrowWorld.com Boat Day weekend pass on offer.

ABOVE IMAGES LEFT TO RIGHT: Messages, TomorrowWorld, You V

Messages, TomorrowWorld, You V

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feature 2



TRANCE

AROUND THE WORLD WITH ABOVE & BEYOND

In his design, Above & Beyond is a perfect fit for an event named Trance. The design is a perfect fit for an event named Trance. The design is a perfect fit for an event named Trance.



EVER SINCE WE STARTED WE'VE BEEN A BAND. THAT'S WHAT WE ARE.

For Above & Beyond, a strong DJ and production duo known for their infectious and deeply personal connection with their fans, some of the most iconic songs have been made for our readers, showcasing their music, their passion, and their commitment to their fans. The connection is a strong one, and it's what makes them so special.

GET THE MUSIC

Purchase Above & Beyond's new album, *Trance*, through our link.

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article 3



WRITTEN BY MARD WILLIAMS, EDITED BY JONI, PHOTOGRAPHY BY STEPHEN KING

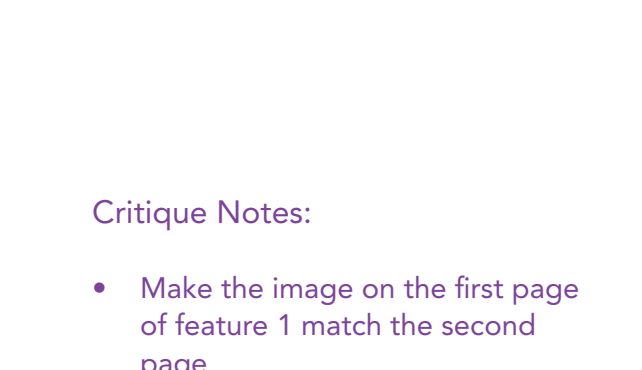
WE DO WHAT WE WANT AND THAT IS WHAT MAKES US HERO.

All purchases made on Client's behalf will be billed to Client. In the event of a purchase, Client will be billed for 10% of the purchase price. Client will be billed for 10% of the purchase price. Client will be billed for 10% of the purchase price.

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CONNECT WITH US

Connect with us on social media. Follow us on Facebook, Twitter, and Instagram. We'll be there for you every step of the way.



Critique Notes:

- Make the image on the first page of feature 1 match the second page
- Play more with the structure in feature 1. Needs more excitement and dynamism
- Bring dynamic elements in the first page of feature 2 to the other pages. Get rid of dots



What if your current favorite musician were dead? Do you ever fantasize about playing the keyboard for a different band? It's a common thought, and it's one that's often explored in music. The idea of playing for a different band is a common one, and it's one that's often explored in music.

EVER SINCE WE STARTED WE'VE BEEN A BAND. THAT'S WHAT WE ARE.

What do you think are the most interesting offerings about music today? If you're a fan of music, you know the answer. It's the music that's most interesting to you. It's the music that's most interesting to you. It's the music that's most interesting to you.

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DIGITAL SPREADS (DRAFT)

openers



SRPING 2014 FEATURES

- ABOVE & BEYOND** 023
The heavy '90s classic that makes their album break from typical EDM
- TOMBORROWORLD** 028
For the festival, the legendary reggae band's transformation into a dance act
- TYCHO FOR THE SOUL** 036
For the festival, the legendary reggae band's transformation into a dance act
- CONVOYS WITH NERVO** 052
The heavy '90s classic that makes their album break from typical EDM
- FESTIVAL FASHION** 067
For the festival, the legendary reggae band's transformation into a dance act
- OUR TOP 10 CHOICE** 104
For the festival, the legendary reggae band's transformation into a dance act

© MATT WEISSMAN

article 1

FESTIVAL SPOTLIGHT: COUNTERPOINT

Genre: Music & Arts Festival
Location: Virginia Beach, VA
Total Attendance: 65,000
Duration: Three Days / Camping

Why You Should Go: Georgia's newest main and sub-festival features some of the best EDM and reggae lineups in the world, with headlining performances and light shows. This unique festival takes place in the beautiful grounds of Virginia Beach, VA, just on the outside of Virginia. Counterpoint offers the audience to its festival grounds such as the with their body painting, and concerts to visit a range of local events, festival merchandise.

article 2

drivin' TUNESS

The top 3 albums to blast in the car on your way to the next festival

- 1. Modest Mouse's 'The Moon and Antarctica'**
When it comes to the best of the best of music you can blast in your car, Modest Mouse's 'The Moon and Antarctica' is a no-brainer.
- 2. The Roots' 'The Black Album'**
The Roots' 'The Black Album' is a perfect album to blast in your car on your way to the next festival.
- 3. A Tribe Called Quest's 'The Love Train EP'**
A Tribe Called Quest's 'The Love Train EP' is a perfect album to blast in your car on your way to the next festival.

© MATT WEISSMAN



LET'S TALK EDM

In this issue, we talk about all the amazing electronic music festivals and what's hot in EDM.

EDM is the music of the future. It's a genre that's growing in popularity and is becoming a major part of the music industry. The sound is unique and energetic, and the culture is vibrant and inclusive. EDM festivals are the perfect place to experience it all. From the early morning sun to the late night party, there's something for everyone. The music is just one part of the experience. The food, the drinks, the atmosphere, the energy, the people, it's all part of the experience.

FESTIVE SPOTLIGHT

Amor, 27 Ultra Music Festival

Get ready for an EDM festival season that's not just about the music, but about the experience. From the early morning sun to the late night party, there's something for everyone at these festivals. The music is just one part of the experience. The food, the drinks, the atmosphere, the energy, the people, it's all part of the experience.



feature 1



TOMORROW WORLD 2014

otherwise known as an epic electronic wonderland



THE FULL MADNESS

The 2014 event was held at Tomorrow World in the UK. It was a massive event with a lot of people. The weather was perfect and the music was amazing. It was a great experience for everyone who went.



#LURRIF!

The #LURRIF! hashtag was used by fans at the event. It was a fun way to connect with other fans and share photos of the event. The hashtag was very popular and was used throughout the weekend.

TOMORROW WORLD SHOWCASED THE BREADTH OF EDM AND EDM CULTURE.



Don't miss out on the madness Purchase your pass now! The 2014 tickets at tomorrowworld.com

feature 2

TRANCE

AROUND THE WORLD WITH ABOVE & BEYOND

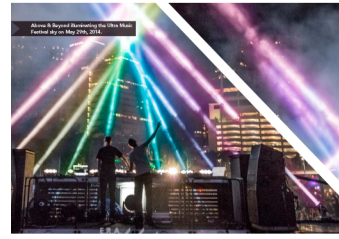
The 10th Anniversary Edition of Above & Beyond's new album 'The Ocean' is the perfect blend of the past decade, playing live and DJing major festivals around the world. Through the lens of Above & Beyond's new album, the duo reflects on their journey, staying true to their sound over the years.



BREAKING OUT OF THE EDM BOUNDS

The EDM scene has exploded in popularity over the last few years. It's no longer just a niche subculture, but a mainstream phenomenon. Artists like Above & Beyond are pushing the boundaries of the genre, creating new sounds and experiences for their fans.

As the EDM scene continues to grow, it's important for artists to stay true to their sound while also exploring new sounds and experiences. Above & Beyond is doing this by creating new music that is both familiar and innovative.



Above & Beyond Remastering This Week's Most Famous Day on May 29th, 2014. The duo is celebrating their 10th anniversary and is remastering their most popular track, 'The Ocean'.

EVER SINCE WE FORMED WE'VE BEEN A GROUP AND A VERY STRONG ONE AT THAT.

Above & Beyond is a group of friends who have been working together for over a decade. They are a very strong team and have achieved a lot of success together. They are proud of their work and are excited to continue to grow and evolve.

Critique Notes:

- Get rid of blue square in background of article 1.
- Put 'Editor's Note' somewhere in opener spread
- adjust layout of second page on opener spread
- Use less typefaces for feature 1
- Flip image on first page of feature 2 and make the third page more cohesive w/ the rest

DIGITAL SPREAD (FINAL)

openers

LET'S TALK EDM
EDM celebrates its 10th birthday in the music world, and it's celebrating with the biggest party of the year. From our festival coverage to exclusive performances, the music of EDM is everywhere. We'll tell you everything you need to know for your next festival music festival.

030
The top EDM festival lineup

026
The festival season is here, and it's time to get ready. Here are the top EDM festivals to watch for this year.

012
The festival season is here, and it's time to get ready. Here are the top EDM festivals to watch for this year.

008
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004
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001
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article 1

FESTIVAL SPOTLIGHT COUNTERPOINT

Readers to attend tonight's annual event, and are looking for the best of the festival and top acts accompanied with their energy, performance and light shows. This article must feature the best of the festival and top acts accompanied with their energy, performance and light shows. This article must feature the best of the festival and top acts accompanied with their energy, performance and light shows.

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feature 1

DRIVIN' TUNES FOR THE ROAD
The top 3 albums to blast in the car on your way to the next festival!

1. A collection of the best EDM tracks
When it comes to the best of the best of music you can blast, there's nothing better than EDM. Here are the top 3 albums to blast in the car on your way to the next festival.

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CONTENT

008
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001
The festival season is here, and it's time to get ready. Here are the top EDM festivals to watch for this year.

SPRING 2014

- FESTIVAL SPOTLIGHT / 008**
Find out which EDM festival has been getting the most buzz this year.
- DRIVIN' TUNES / 010**
We've rounded up the top 10 EDM albums to blast in the car on your way to the next festival.
- CONVOYS WITH RIVERS / 022**
Music and beauty festival goes beyond the usual EDM festival.
- THE FULL MADNESS / 031**
For the first time, the festival season is here.
- DRESS TO IMPRESS / 039**
We take a look at the festival season's greatest outfits from the year.
- ZEDD HEADS / 042**
Zedd's new album is here, and it's time to get ready. Here are the top EDM festivals to watch for this year.
- FESTIVAL SAFETY / 048**
We take a look at the festival season's greatest outfits from the year.
- PLUR LIFE / 071**
The festival season is here, and it's time to get ready. Here are the top EDM festivals to watch for this year.

feature 1



TRANCE ALL AROUND THE WORLD

The U.K.-based EDM trio Above & Beyond has built quite a massive following over the past decade, playing live and DJ'ing major festivals around the world. Through its own Anjunabeats label, the band has released a numerous amount of dance anthems, staying true to their pure, therapeutic sound.

BY BEN FRANCIS / PHOTOGRAPHY BY AJ ASKIE



BREAKING OUT OF THE EDM BOUNDS

It's been just over a year since Above & Beyond's breakthrough hit "Silence" landed on the top 10 of the EDM charts. But the trio's success has only scratched the surface of their musical journey. In an interview, the trio discusses their creative process, their love for live performance, and how they're pushing the boundaries of the EDM sound. They talk about their new album, their collaboration with other artists, and their plans for the future. The trio's music is a blend of trance, house, and progressive house, and they're known for their energetic live sets. They've performed at some of the biggest festivals in the world, and their fan base is growing rapidly. They're excited to see where their music takes them next.



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feature 2



TOMO BROW WORLD 2014

otherwise known as an epic electronic wonderland



TOMORROW IS A MYSTERY...

The full madness of the festival was a mix of electronic music, live performances, and a variety of activities. The festival was held in a beautiful location, and the atmosphere was electric. The music was a mix of genres, and the performances were top-notch. The festival was a great experience for everyone who attended. The organizers did a great job of putting together a diverse and exciting lineup. The festival was a success, and everyone who attended had a great time. The festival was a great experience for everyone who attended. The organizers did a great job of putting together a diverse and exciting lineup. The festival was a success, and everyone who attended had a great time.



article 3



Music and beauty's hottest new import plan to make a statement at this year's set at Ultra Music Festival.

It hasn't been long since we've seen the duo make a statement at this year's set at Ultra Music Festival. The duo's music is a mix of genres, and their performances are top-notch. They're excited to see where their music takes them next. The duo's music is a blend of genres, and they're known for their energetic live sets. They've performed at some of the biggest festivals in the world, and their fan base is growing rapidly. They're excited to see where their music takes them next.

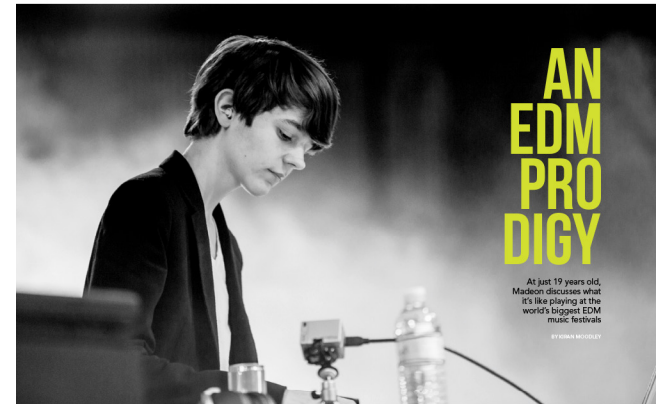
feature 3



break page



feature 4





DIGITAL MAGAZINE

SETLIST.

Digital Magazine Proposal

SETLIST's digital magazine will be horizontal in orientation. Like the print version, Rolloglide will be used for the cover's logotype and Bauhaus will be used for article titles. Avenir will be used for the subtitles and bodycopy. Because it revolves around music, SETLIST's digital magazine will feature buttons that one can click on to play videos or music from featured artists and festivals. Lines and arrows will lead the viewer throughout the pages of the magazine.

INTERACTION

Viewers will be able to watch videos of festivals and listen to the music of the featured artists in the magazine through the use of a media player. There will also be videos to support the written interviews and articles that are written about the artists in the magazine. A link will always be present on each page to lead the viewer back to the table of contents.

VISUAL CUES

As mentioned in the overview, the digital magazine will have a single guideline running along the top of the page that will lead the viewers to next a different feature or article. There will be arrows pointing up or down at the top and bottom of the pages to indicate the additional pages a single feature may have. Mp3's and video players will be indicated with a play button.

tone

Tone Words: *informative, artistic, energetic, quirky, vibrant*

SETLIST magazine will aim to capture the passionate and raw feeling one may have when listening to music or attending a music festival. It will aim to give off a feeling of freedom and unrestraint to the readers and provide them with excitement and a sense of freedom as they flip through the pages.

ORIENTATION

SETLIST digital magazine will be horizontal in orientation to retain the rich, expansive images of festival photos featured throughout the issue.

Critique Notes:

- Make body copy larger
- More interactive features needed
- Perhaps make triangles on cover change color
- Line indicating more pages is a plus

VISUALS

At music festivals, there are a lot of visuals so this will also be the case for SETLIST's digital magazine. There will be a lot to look at, such as colors, imagery, textures, and the shapes that are seen at festivals. will feature a variety of different images of festival environment, festival-goers, music, music artists, and festival fashion. Images will range from being full-page to smaller and cropped. The attitude of these visuals may be colorful, grungy, and energetic to reflect the upbeat feeling of the magazine.

PACING

Although festivals can be crowded and chaotic, SETLIST's digital magazine will be free flowing and spacious to keep the reader from feeling overwhelmed by all of the lively images and text. The magazine will feature articles about festivals first and the artists later. However, the clickable table of contents will allow viewers to instantly jump to any article they want.