

FESTIVAL AND EVENT PRODUCTION

Creative / Signage Guide

Creative is sort of a catch-all term for the design and execution of all the theme, brand, and overall look and feel of an event. It's important to involve the creative team early on so the vision of the client can be achieved or adjusted well before the event starts.

Related to Creative is the design and execution of event signage - everything from picking out the font face and background color to the content, the size, and where the signs should be deployed.

The Creative Process

Determine creative plan - event logo / design, overall look and feel of the event

Coordinate with Marketing, IT, and any other affected department

Creative deliverables: website, print ads, media, public maps, handouts / guides

Case Study: The Austin City Limits Music Festival Website



Easy to purchase tickets on any page

Easy to find schedules and maps

Interactive features such as build/share your own schedule

Listen to artists on any page

Responsive web design that automatically adapts to the device being used, be it a computer, tablet, or phone

Offering fresh / regularly updated content to keep visitors coming back

Print Ads - coordinating with Marketing

Creating the best designs given the goals of marketing

Media

If budget allows, creating TV spots

Public Maps

Creating maps to be printed as signage for the festival as well as part of a handout and on the website

Easy to read, colorful, in line with the festival's overall theme



An Example of **Coachella's** Public Map

Handouts

Creating a handout - normally a tri-fold or similar, that has the following:

FUN STUFF AT RED FEST

Speed City USA
Kids of all ages can test their driving skills on the Go Kart Course, the Racing Playground on the TV racing simulators. There's even a driver's license exam available in the "NAPA Truck and Car" area just behind the exhibit of a genuine NASCAR truck.

Boat Building & Fishing Village
Presented by NFA and Texas Trout Museum Association
Try your luck in the fishing and fly fishing competitions on the Johnny Dinger. For the "Red" fan field of heart, there's a boatbuilding and kite-fishing!

Rain Outdoor Village (Presented by NFA)
Enjoy Rain's Outdoor Village presented by NFA, which will be the home away from home for members of the highly sticky Robertson family featured on the reality TV show "Stuck Upstairs."

Military Village (Presented by NFA)
Active-duty service members, veterans and their families can enjoy special discounts on food and beverages in the Commissary Cafe and check out dozens of games, activities and exhibits that show appreciation for military members and their families.

Texas Lottery Luck Zone (Presented by Best Light)
Get your fix of scratch-offs, raffles and instant tickets for your luck at a variety of family-friendly games like coin toss, wheel and play along.

The Playground
Check out the Playground where you can take part in interactive games like Last Man Standing, the Range Challenge, High Kick Relay, Physique and Super Suit Hauling.

Esca-Cole Country Village
Ride a mechanical bull. Test your cowboy skills at the Rodeo Ring and see if you can survive the Rodeo Race through the Quick Draw Competition. Show off your best rodeo and cowboy at the Dance Hall.

Music City
See the rock star in the Music Village through Karaoke, Guitar Hero, and Dance Dance Revolution.

Main Street U.S.A.
Main Street U.S.A. at RedFest is your hub for all kinds of commerce. Check out the interactive exhibits, souvenir stands and lots of great food and beverage options.

RedFest Exhibit
RedFest features a central in the large parking lot near CDF's. Main Street U.S.A. offering carnival rides, a six-story ferris wheel and a full-size midway with games.

FRIDAY SCHEDULE

AMPHITHEATER STAGE
10:00 - 11:00 AM: MUSE
11:00 - 12:00 PM: JEFFERSON AIRPLANE
12:00 - 1:00 PM: MARY MCKENNA
1:00 - 2:00 PM: MARY MCKENNA
2:00 - 3:00 PM: MARY MCKENNA
3:00 - 4:00 PM: MARY MCKENNA
4:00 - 5:00 PM: MARY MCKENNA
5:00 - 6:00 PM: MARY MCKENNA
6:00 - 7:00 PM: MARY MCKENNA
7:00 - 8:00 PM: MARY MCKENNA
8:00 - 9:00 PM: MARY MCKENNA

COMEDY/LOCALS STAGE
10:00 - 11:00 AM: MARY MCKENNA
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NAFTY LIGHT STAGE
10:00 - 11:00 AM: MARY MCKENNA
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MAY 23-25, 2014
A NEW MEMORIAL DAY TRADITION

- Festival Hours, Location
- Schedule
 - Sometimes, if space allows, band profiles
- Maps
- Information on food / art vendors
- Information on non-profits
- Ads (optional)

Signage for Events and Festivals

Create a signage list culled from production, site, food/art/bar, VIP, security

Create deadlines for each department

Some festivals will have an online form for departments to put in their signage needs

Download a signage list template in .xls format

Sign	A	B	C	D	E	F	G	H	I	J
	Company	Location	Dimensions	Quantity	Estimated?	Estimated?	Value	Comments	Other Park Sign?	Notes
1	2000's Signs - March 24, 25, 26			14'x7' poster sign						
2	"Walk Climb for Special Needs From March 24-26"	Particular of path, one side and take trail								
3	"The Strong/Black/Man"		18x24 poster	1000						
4	"No Weapons On Park. No Outside Food or Drink"		14'x7' poster sign	2000						
5	"Welcome"		14'x7' poster sign	2000						
6	"No Loose Pets"		14'x7' poster sign	2000						
7	"No Pets"		14'x7' poster sign	2000						
8	"No Alcohol/Drugs/Smoking"		14'x7' poster sign	2000						
9	"No Weapons On Park"		14'x7' poster sign	2000						
10	"No Outside Food or Drink"		14'x7' poster sign	2000						
11	"No Pets"		14'x7' poster sign	2000						
12	"No Weapons On Park"		14'x7' poster sign	2000						
13	"No Outside Food or Drink"		14'x7' poster sign	2000						
14	"No Pets"		14'x7' poster sign	2000						
15	"No Weapons On Park"		14'x7' poster sign	2000						
16	"No Outside Food or Drink"		14'x7' poster sign	2000						
17	"No Pets"		14'x7' poster sign	2000						
18	"No Weapons On Park"		14'x7' poster sign	2000						
19	"No Outside Food or Drink"		14'x7' poster sign	2000						
20	"No Pets"		14'x7' poster sign	2000						
21	"No Weapons On Park"		14'x7' poster sign	2000						
22	"No Outside Food or Drink"		14'x7' poster sign	2000						
23	"No Pets"		14'x7' poster sign	2000						
24	"No Weapons On Park"		14'x7' poster sign	2000						
25	"No Outside Food or Drink"		14'x7' poster sign	2000						
26	"No Pets"		14'x7' poster sign	2000						
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100	"No Outside Food or Drink"		14'x7' poster sign	2000						

Formulate a run of show signage team to organize and deploy all signage

Normally part of the site crew, this team can also be separate and focus only on signage

Decide which signs will be stored after the show vs. which will be recycled

When taking down the signs, have the team take care not to damage any grommets, zip tie holes, or anything else that would make the sign unusable for next year.



Possibly the best sign we've ever seen.

