

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 Trailer" area just behind the exhibit of a genuine NASCAR truck.

Boat Building & Fishing Village
Presented by WFL and Texas Trout Museum Association
Try your luck in the fishing and fly casting competitions on the Johnny Dinger. For the "Red Fish Field of Heart, Blue's Boatbuilding and Kite-Building!"

Rain Outdoor Village (Presented by Rain)
Enjoy Rain's Outdoor Village presented by Rain, 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 Military)
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.

Team Laffery Lark Zone (Presented by Best Light)
Get your fix of handball, volleyball and more fun in your favorite family-friendly games like catch, water and ping pong.

The Playground
Check out The Playground where you can take part in interactive games like Star Wars Shooting, Star Wars Trivia Quiz, High Top Kebab, PlaySpace and Super Suit Shooting.

Esca-Cole Country Village
Ride a mechanical bull. Test your cowboy skills at the Reddy Roper and see if you can survive the Wild West through the Quick Draw Competition. Show off your best acrobatic feats 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 shops and lots of great food and beverage options.

Redfest Exhibit
Redfest features a carnival in the large parking lot near CDF's Main Standalone Lot 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: JEFFREY STARBUCK
12:00 - 1:00 PM: MARY M. JOYNER
1:00 - 2:00 PM: MONTY BRANSON
2:00 - 3:00 PM: JANE ALLEN
3:00 - 4:00 PM: ALAN REYNOLDS
4:00 - 5:00 PM: BILLY

COMEDY/LOCALS STAGE
11:00 - 11:30 AM: BRUNO BROS
11:30 - 12:00 PM: JANE ALLEN
12:00 - 1:00 PM: ALAN REYNOLDS
1:00 - 2:00 PM: CAROLYN WONG BLIND

NAFAY LIGHT STAGE
11:00 - 11:30 AM: LARSON
11:30 - 12:00 PM: MARY M. JOYNER
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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
1	Sign	Company	Location	Dimensions	Quantity	Installation?	Removal?	Other Contact?	Other Park Sign?	Notes
2	2000s Signs - March 24 - 26, '08		Front Office	14.5' x 10.5' sign	1					
3	"Walk Climb" for Special Board From March		Particular of path, one side and take							
4	"The Strong" March 2008		Back	10' x 10' sign	1			Mike	Mike	
5	St. Michaels 7th Floor - St. Michaels Front of		Back	11.5' x 10.5' sign	1			Mike	Mike	
6	--- Entrance			11.5' x 10.5' sign	1			Mike	Mike	
7	--- Entrance			11.5' x 10.5' sign	1			Mike	Mike	
8	--- Entrance			11.5' x 10.5' sign	1			Mike	Mike	
9	--- Entrance			11.5' x 10.5' sign	1			Mike	Mike	
10	--- Entrance			11.5' x 10.5' sign	1			Mike	Mike	
11	--- Entrance			11.5' x 10.5' sign	1			Mike	Mike	
12	--- Entrance			11.5' x 10.5' sign	1			Mike	Mike	
13	--- Entrance			11.5' x 10.5' sign	1			Mike	Mike	
14	--- Entrance			11.5' x 10.5' sign	1			Mike	Mike	
15	--- Entrance			11.5' x 10.5' sign	1			Mike	Mike	
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46	--- Entrance			11.5' x 10.5' sign	1			Mike	Mike	
47	--- Entrance			11.5' x 10.5' sign	1			Mike	Mike	
48	--- Entrance			11.5' x 10.5' sign	1			Mike	Mike	
49	--- Entrance			11.5' x 10.5' sign	1			Mike	Mike	
50	--- Entrance			11.5' x 10.5' sign	1			Mike	Mike	

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.

