

Silk Screen T-Shirt Graphic Coachella Music Festival

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Research

Event: Coachella Music Festival

Coachella Music Festival is an iconic annual music and arts event held over two consecutive weekends in Indio, California. Known for its eclectic lineup, the festival features genres ranging from indie and rock to hip hop and electronic dance music. Beyond music, Coachella is celebrated for its art installations and fashion, drawing celebrities and trendsetters from around the globe.

Design Objective: To develop a T-shirt graphic that captures the lively essence of Coachella, appealing directly to the festival's eclectic attendee base.

Target Audience:

- **Gender:** Approximately equal, with a slight female majority.
- **Race:** White: 55%, Hispanic: 20%, Black: 10%, Asian: 10%, Other: 5%
- **Generation:** Millennials: 50%, Generation Z: 30%, Generation X: 15%, Baby Boomers: 5% This breakdown reflects Coachella's strong appeal to younger generations, particularly Millennials and Gen Z, who are typically more engaged with contemporary music scenes and festival cultures.

Brainstorming

- Festival
- Music
- Vibe
- Unity
- Diversity
- Innovation
- Art
- Artistic expression
- Festival crowds
- Palm trees
- Desert landscape
- Sunset/sunrise
- Guitar
- Electric Guitar
- Keytar
- Synthesizer
- Microphone
- Drum Kit
- Turntable
- Saxophone
- Art installations
- Abstract
- Geometric
- Vibrant colors
- Open air
- Boho
- Tents and stages
- Ferris wheel
- Desert Beats
- Sunset Sessions
- Dance under the stars
- Dancing
- Starry night
- Neon lights

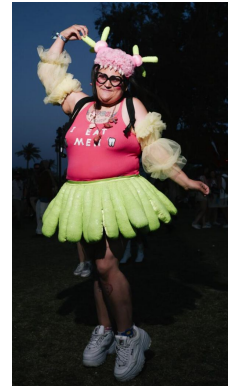
Mood Board



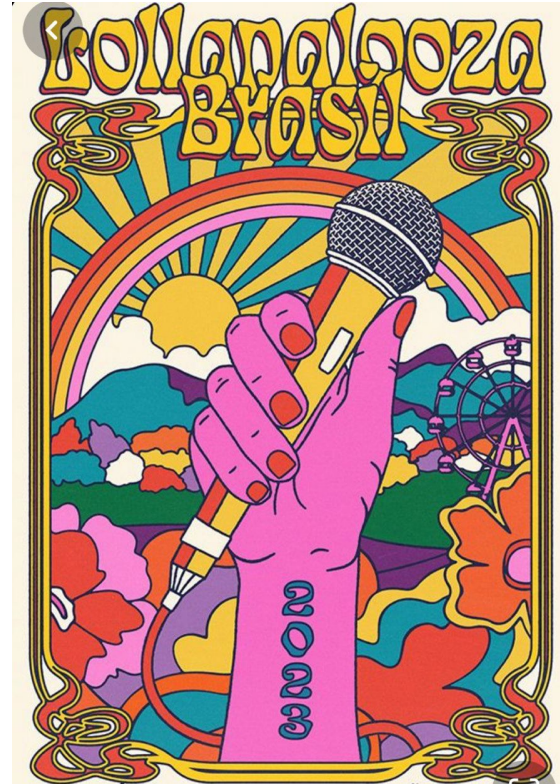
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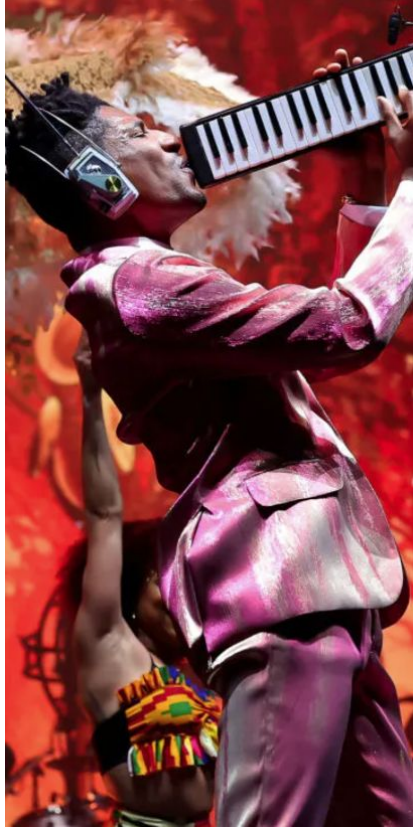
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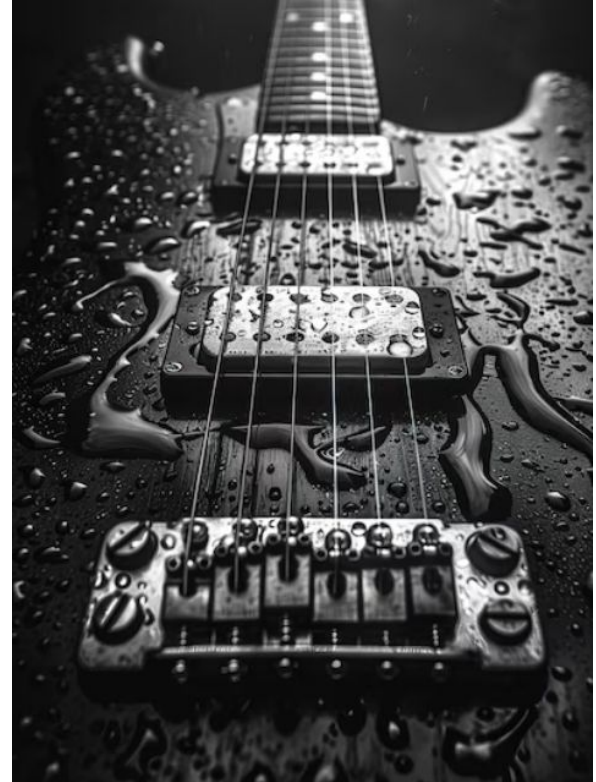
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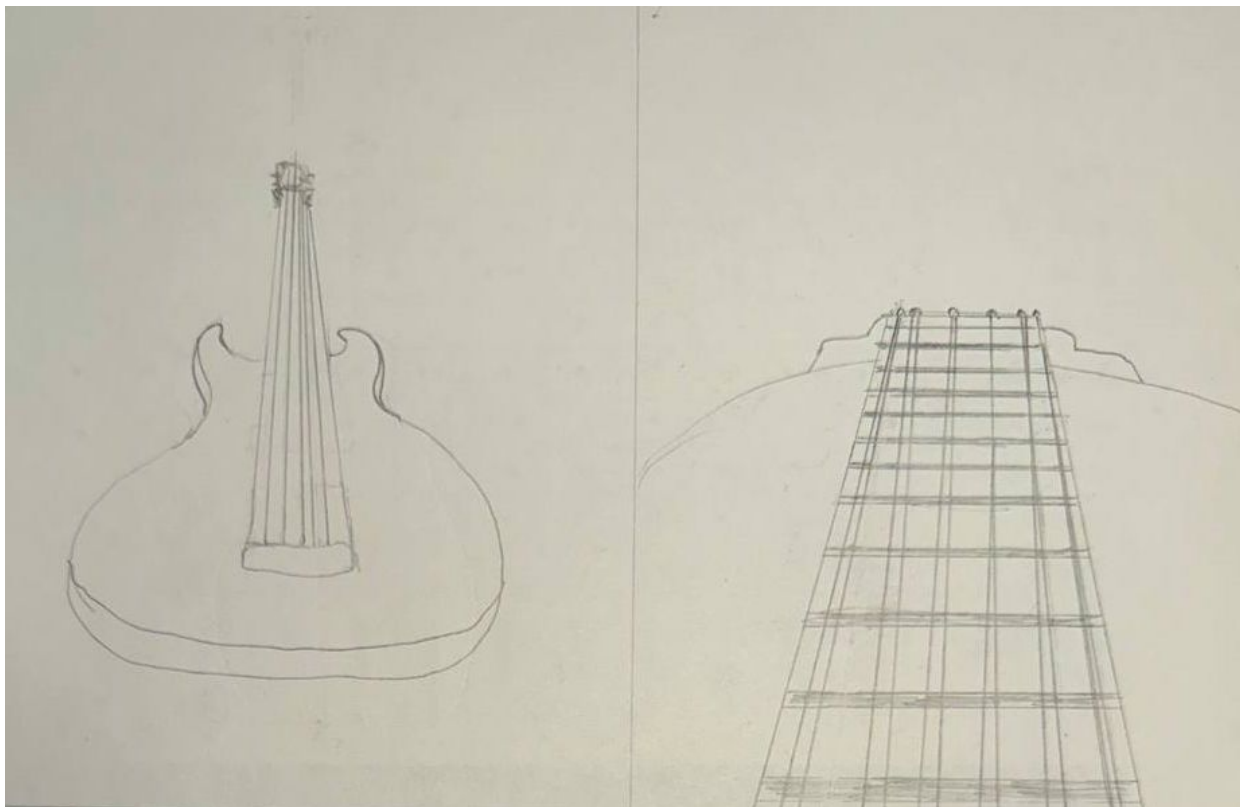
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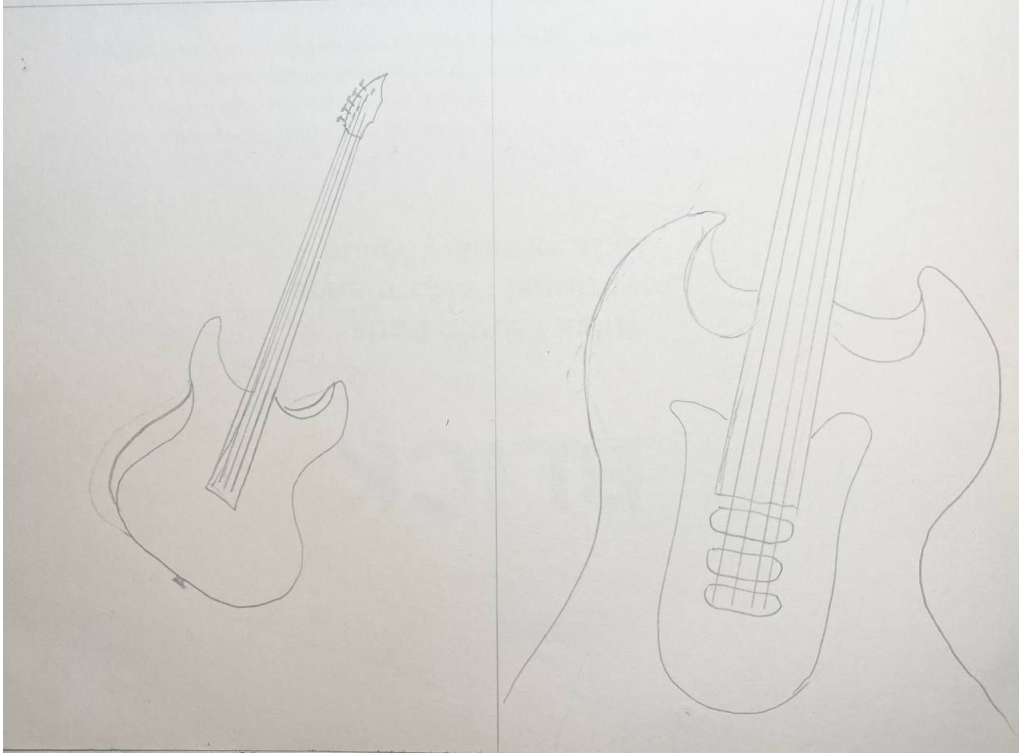
Sketches

Silk Screen T-Shirt Graphic
Coachella Music Festival

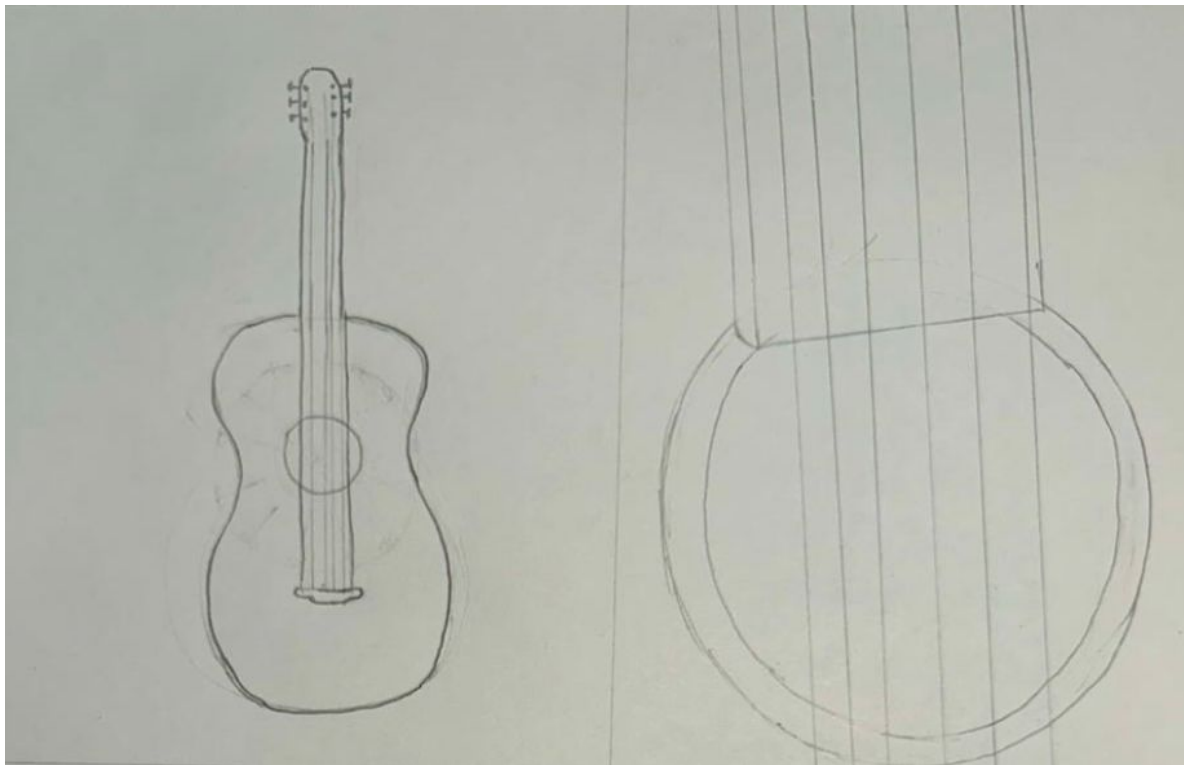
Sketches of Musical Instruments



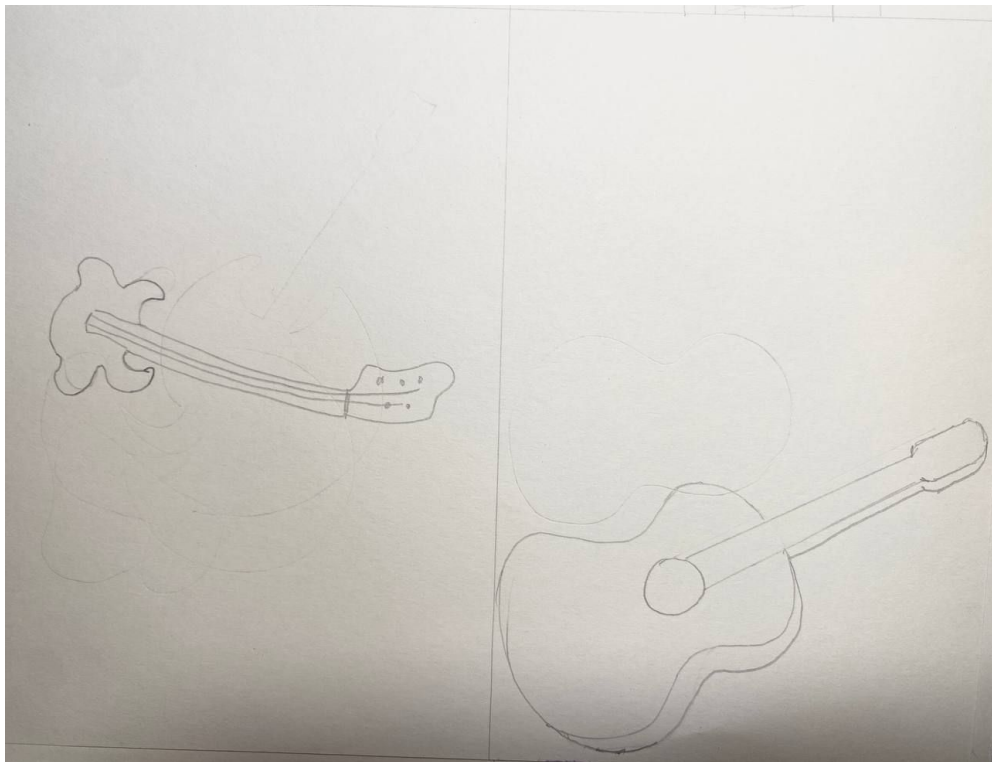
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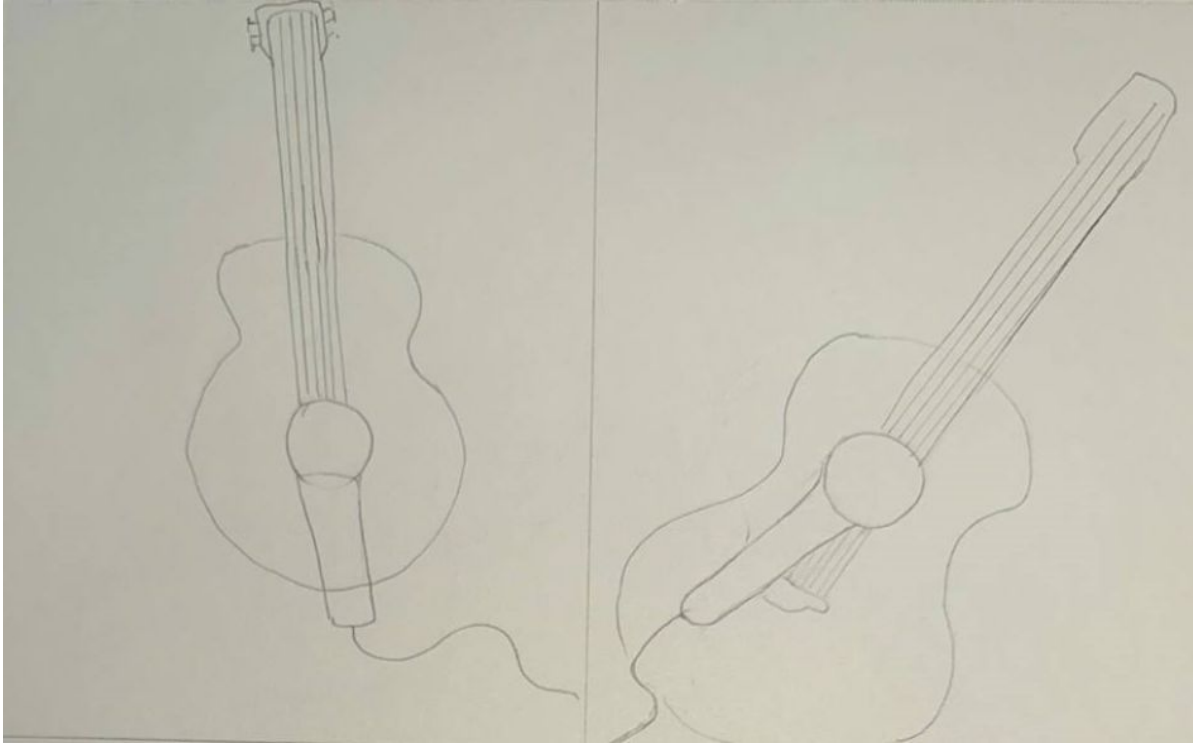
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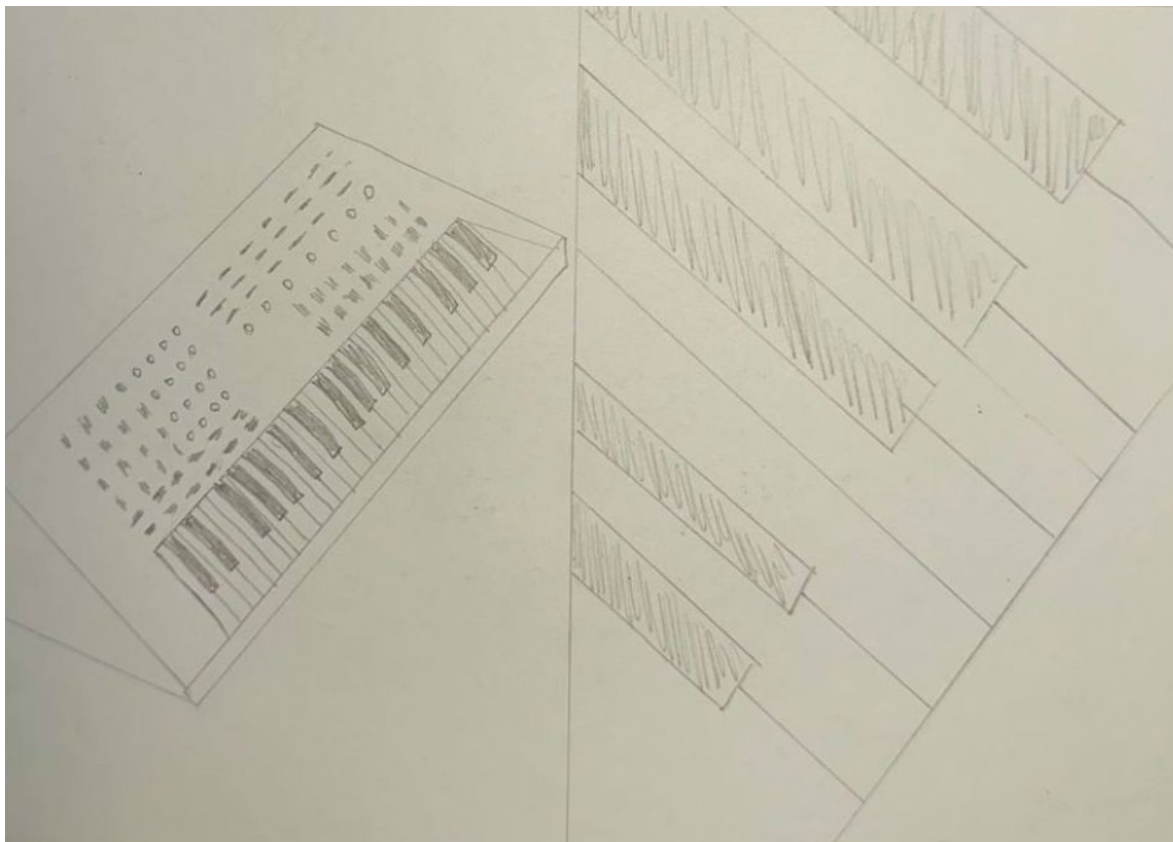
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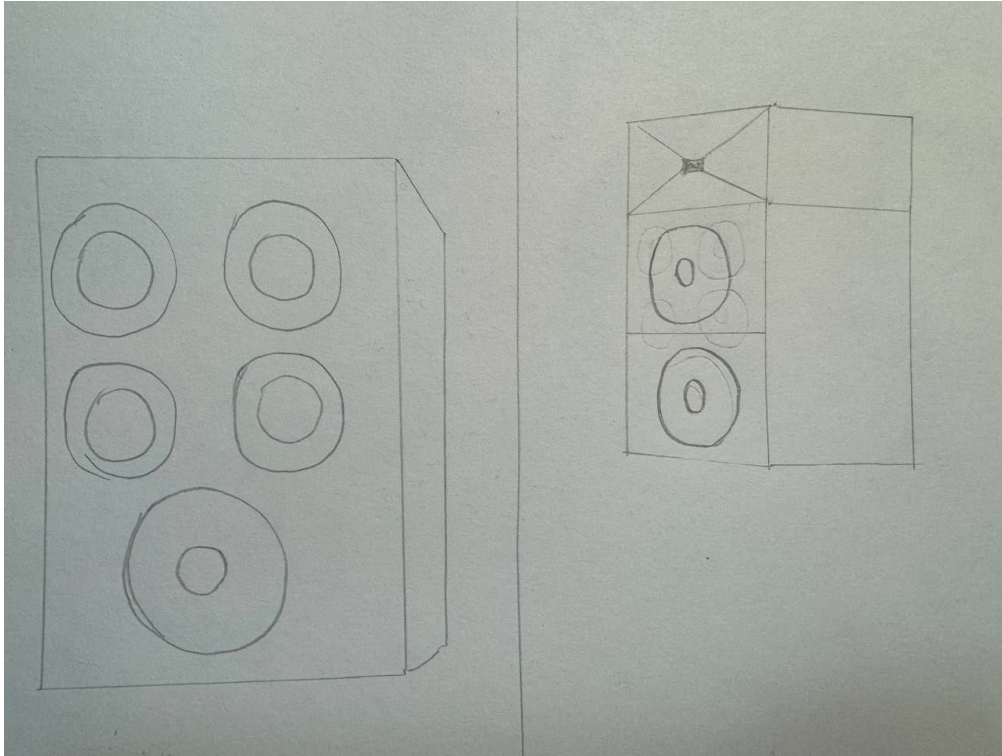
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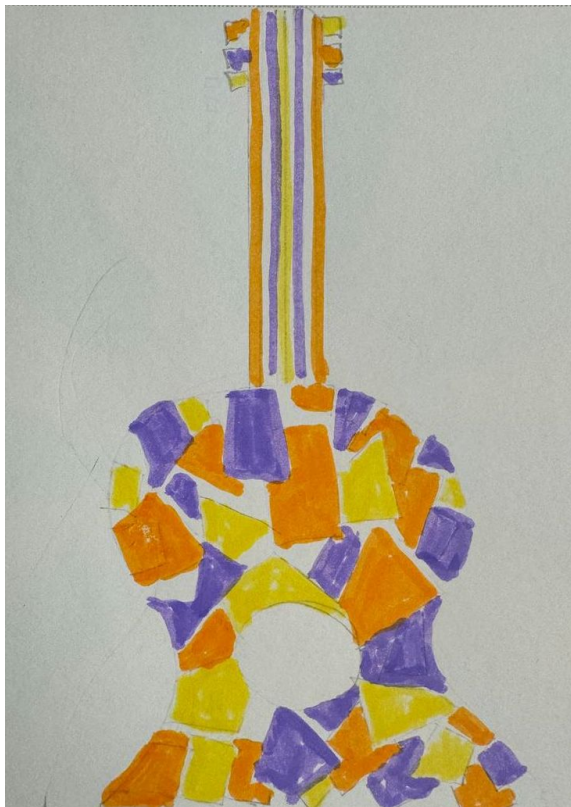
Sketches of Musical Instruments



Roughs



Roughs



Roughs



Roughs



Roughs



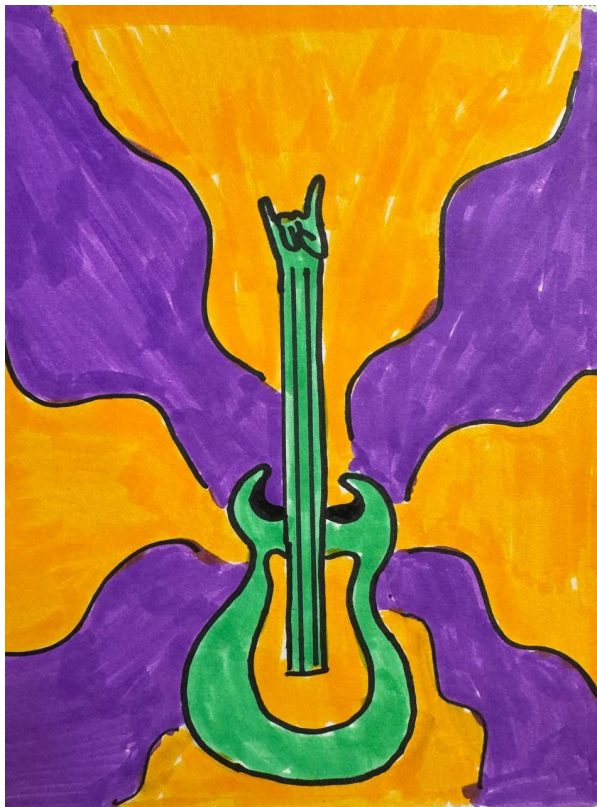
Roughs



Roughs



Roughs



WIP



Comprehensive



Final Refinement

