















*live on tour*  
**khruangbin**

*Meghan Connolly  
Senior Project Fall 2021*



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## about me

Hi, my name is Meghan Connolly and I am a graphic communication major concentrating in design reproduction technology at Cal Poly, SLO. I am from San Jose, California and enjoy music, traveling, and design. I am passionate about using design and digital platforms to enhance communications and I enjoy using my love for design to meet new people and create an inclusive and diverse environment.



# **irb statement**

This project did not require review by the  
California Polytechnic Institutional Review Board (IRB).

# abstract

Khruangbin On Tour creates the opportunity to ideate and promote Khruangbin's, a three-person band, tour through branding and merchandise. The goal is to create visuals, such as a poster or t-shirt design, to complement their songs and the band as a whole, through the use of color palettes, typography, objects and illustrations. The music's feeling and aesthetic should be reflected in the visual aspects as it represents the artist overall and speak to the audience.

This opportunity is important because it influences the sales for the artist, how the artist is perceived through mainstream media, and can attract both fans and consumers. These are two topics I really enjoy and hope to reflect that.

# problem statement

*This project creates the opportunity to ideate and promote Khruangbin's, a three-person band, tour/concert through branding and merchandise.*

Art and design have always been a part of the music world. Now more than ever there is an emphasis on design in relation to an artist and their work. With the use of color palettes, typography, objects or photos, there is an opportunity to create visuals, such as a poster or t-shirt design, to complement their songs and the band as a whole. The music's feeling and aesthetic must be represented in the visual aspects as it represents the tour overall. This opportunity is important because it influences the sales for the artist, how the artist is perceived through mainstream media, and can attract both fans and consumers. Although Khruangbin is well known within the music industry for their psychedelic sounds and eclectic style, they have the opportunity to use their style of blending global music influences and art to captivate more fans and form a deeper connection. This is a great way to combine their love of music and art to promote who they are.

This opportunity is important to me because it combines my interest in music and art to gain a stronger understanding of the design process and production in terms of promotion. Art and music, when intertwined, enhance our senses and stimulate different parts of our mind. Being able to bridge these two forms of art, while integrating my own style is what I hope to achieve.

# project objectives

The Khruangbin's Tour Designs purpose is to help design and brand content for the band's made-up tour, for their album "Mordechai", to increase sales and fan base. This would include designing a poster announcing the tour dates and locations, creating tour merchandise, such as t-shirts, socks, and a poster, and making the concert ticket with a dynamic bar code. All of these deliverables aid in spreading awareness about who the band is, what they represent and the music they make, and increases sales in both merchandise and tickets. Each design will relate to the artist and where they are in their life or career now, gaining inspiration from the album itself, music videos, and the band members' artistic philosophies, and aspects of my own life, giving a personal touch.

## *Design/Design Process*

- Content has a cohesive theme through color palettes and fonts
- Design speaks to the language of the audience
- Fonts are easy to read, up close, far away, and when integrated in design
- Photos and illustrations are consistent and relevant to the artists
- Consider space and unnecessary elements in design
- Take time to think about the design and not rush ideas

## *Time-Management*

- Allocate time in schedule to focus specifically on this project
- Check in with my mentor every week or every other week
- Schedule office hours to get feedback

## *Quality Management*

- Take time to work on each portion of the project with accuracy and care
- Do not procrastinate
- Conduct accurate research and examples online to format each design
- Print poster sooner rather than later
- Use resources to my advantage, such as UGS, Adobe Suite, Pinterest, etc.

# project scope

## Within the Scope

The project deliverables, tour poster, band poster, band tee, band socks, and a concert ticket, should be included in the scope as well as the process to complete each of these. The process it takes to make each deliverable, including screenshots, mood boards, project planning, and research, reveals the time and effort put into the project to create the highest quality designs and overall project.

## Out of the Scope

Excluded from the project should be designing the poster on too many platforms as it is unnecessary and difficult to complete. Being over ambitious and limited in time will compromise the quality of the project.

# success criteria

Success monitor for each deliverable listed below.

**Tour Poster:** contains accurate information including all tour dates with a uniform style, font, and colors in relation to the artists and the album they are promoting. The file size and color profile is correct and print ready for University Graphic Systems (UGS)/FedEx.

**Concert Merchandise:** Khruangbin poster design completed in a way that communicates to fan base and bridges the gap between the artists music and visuals. T-shirt and sock designs are displayed on t-shirt and sock mock-ups.

**Concert Ticket:** Concert ticket contains the necessary information and the bar code is accurate and dynamic. This includes information such as location, date and time, section and seat number, and venue name.

# timeline

Week 1: Brainstorming and Project Statement

Week 2: Background Research, Project Planning, Mood Boards

Week 3: Project Proposal Presentation, Design iterations continued

Week 4: Design and Branding (Tour Poster, Concert Tickets)

Week 5: Design (T-shirt, Socks, Concert Poster)

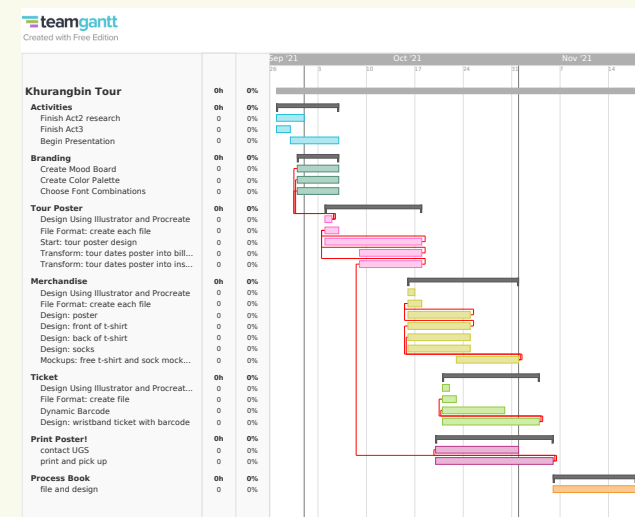
Week 6: Design (All deliverables)

Week 7: Design (Finish up designs, present in mock-up)

Week 8: Output (Print Poster, Concert Tickets, T-shirt)

Week 9: Presentation of deliverables

Week 10: Process Book, Project Reflection, Wrap up (I did it!)



GANTT Chart

# background research

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10. Stop The Breaks. (2016, May 20). How to build up a local fanbase in different cities for touring. Stop The Breaks | Independent Music Grind. Retrieved September 30, 2021, from <https://www.stopthebreaks.com/touring/how-to-build-up-local-fanbase-different-cities-touring/>.
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# research highlights

More Than Merch: Why band t-shirts are so important from BBC is both an intriguing and useful article for my project. The article starts out by presenting a report from The Licensing Industry Merchandisers' Association which states that "the global music merchandise market worth \$3.1 billion in 2016, up 9.4% from the \$2.83 billion generated in 2015." Additionally, "of all music merch, band t-shirts continue to be an item that sparks fans' interests the most." This reflects the importance of merchandise when discussing an artist's success and recognition. The author goes on to explain what makes a good band t-shirt, providing examples of some of the most iconic band tees, still prevalent today. Similar to how an album cover reflects the artist and that time, band tees and merchandise such as posters, do too. This article gives great insight into the significance of band merchandise, especially through eye-catching and personal designs that connect with fans.

The Endless Creativity of Khruangbin is a beneficial resource because it dives deep into the band's creative process and shares their voice in a personal light. More than statistics, this is a piece that I can gain inspiration from as well as an understanding to how they interpret the world around them and turn it into art. Khruangbin address how stresses arise when you force yourself to be creative, something I struggle with in school, and using forms of self-care to bring out that side of you. Bassist, Laura Lee, expresses the importance of experiencing life through your own eyes to produce the most original, beautiful thing, a piece I can reflect on when designing the band's poster. This article has helped point me in what direction I can go to best relate to the band. I can use this to combine my own creative style and process with Khruangbin's as inspiration. With words like "psychedelic sounds" or "magnetic live shows" and "uniquely entrancing" to describe Khruangbin, the author helps paint a picture of what music they make and who they are as a band.

# design process

ephemera display

Allusion Display

Neue Haas Grotesk Display Pro

55 Roman 46 *Light Italic*



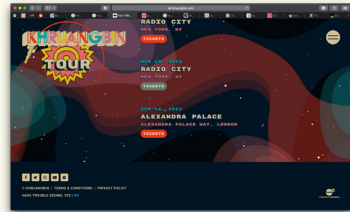
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Mordechai album cover



Khruangbin website



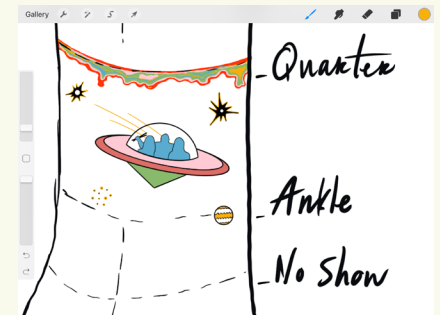
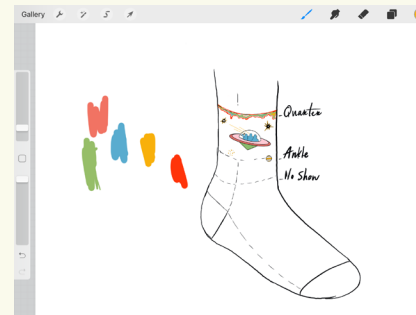
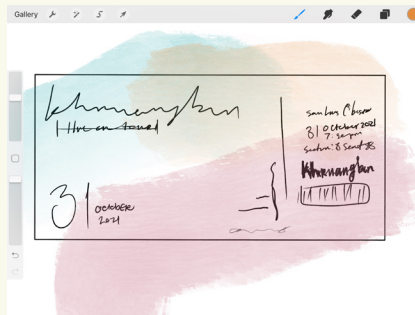
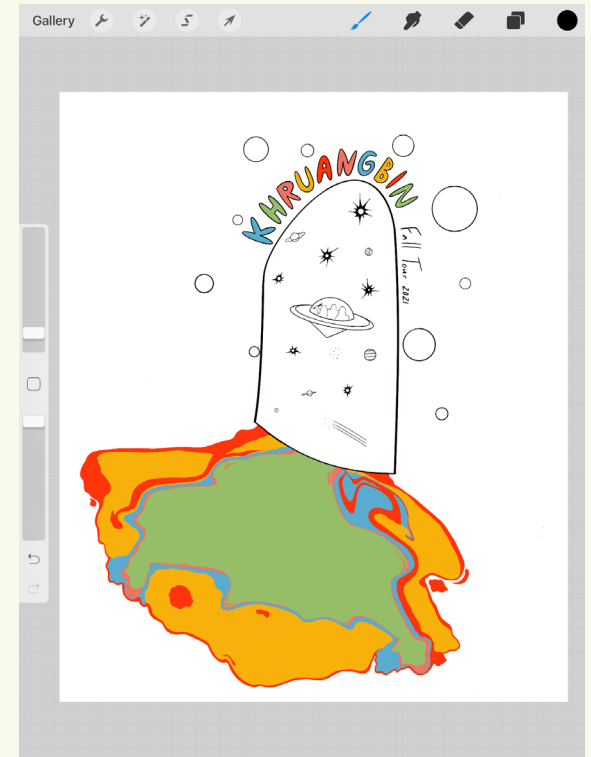
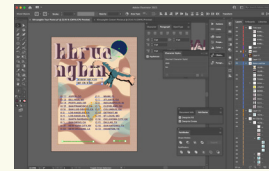
"So We Won't Forget" music video



"So We Won't Forget" single cover



Design iterations





# design results



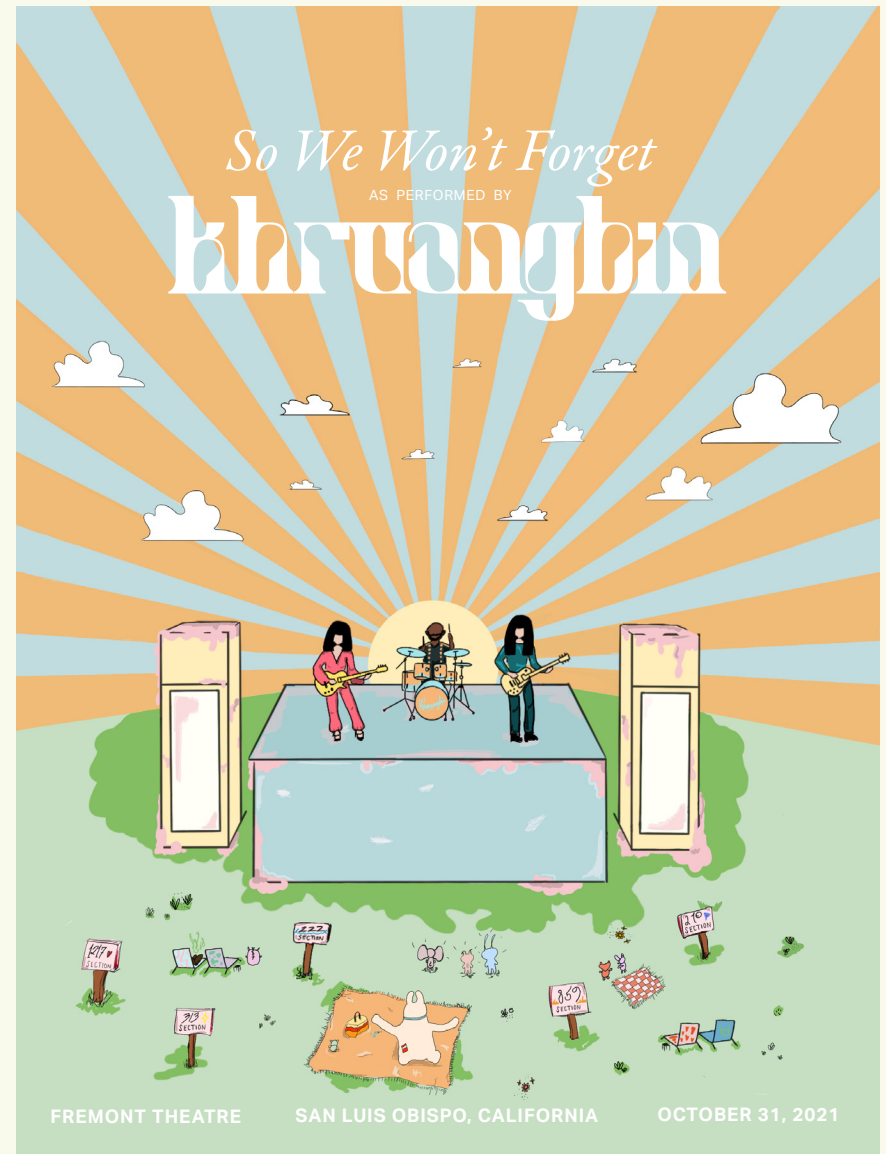


**CONCERT TICKETS**  
2x5

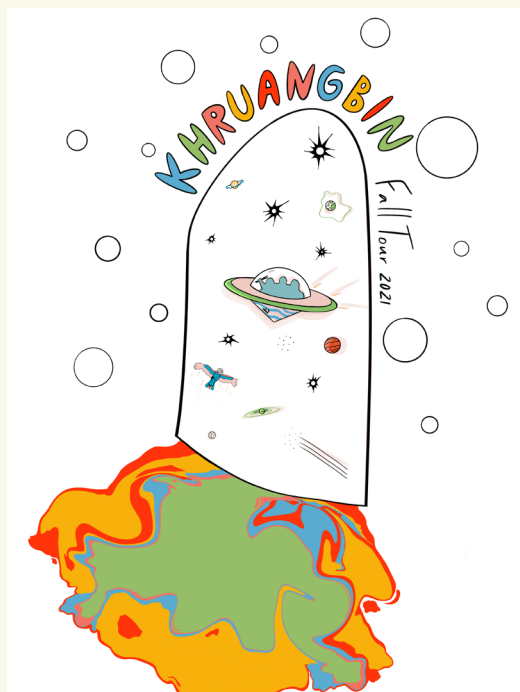
**CONCERT MERCHANDISE:**  
**POSTER**  
18x24



— = Variable Data



**CONCERT MERCHANDISE:  
T-SHIRT**



**CONCERT MERCHANDISE:  
SOCKS**



# project reflection

This project taught me a lot about myself as a designer and gave me experience in producing designs for various outputs. Working on this with an open mind and schedule helped me complete this project to my best ability. Doing enough research beforehand and creating mood boards really helped me set a direction which I wanted to go with. I set aside time when we would normally have class and periodically worked on the design or critiqued it throughout the week. I think this helped allow the designs to grow into themselves and myself to get comfortable with them and allowed for alterations with ease. Additionally, I changed my mindset to be less critical and more accepting of what I was doing as it was still a learning process. I also surprised myself with how timely and efficient I was working on this project throughout the quarter.

One of my biggest challenges was the final concert poster. My brain was tired and confused at this point and I struggled with direction on the design. Originally, I wanted it to tie with the merchandise but felt the urge to do something different. Being able to let go of what I had and change my mind with design contributed to the finish product. I was able to put my own personal touch into it, the lawn relating to Dexter Lawn on campus and each section number being an old room/address, and make it a memorable moment for me leaving San Luis Obispo. Printing the tour poster was a long and stressful process. Luckily, I accounted for this and set apart enough time. My file size was larger than expected and the manufacturer did not have the exact substrate I wanted, but things worked out in the end. Having a larger budget to contribute to the printing process and printing multiple versions would have been beneficial. I was not used to designing to that scale and being able to see the physical product made me notice different things than on the computer screen. Illustrations, type size, proportion, and movement are points I would go back and look at within each design.





