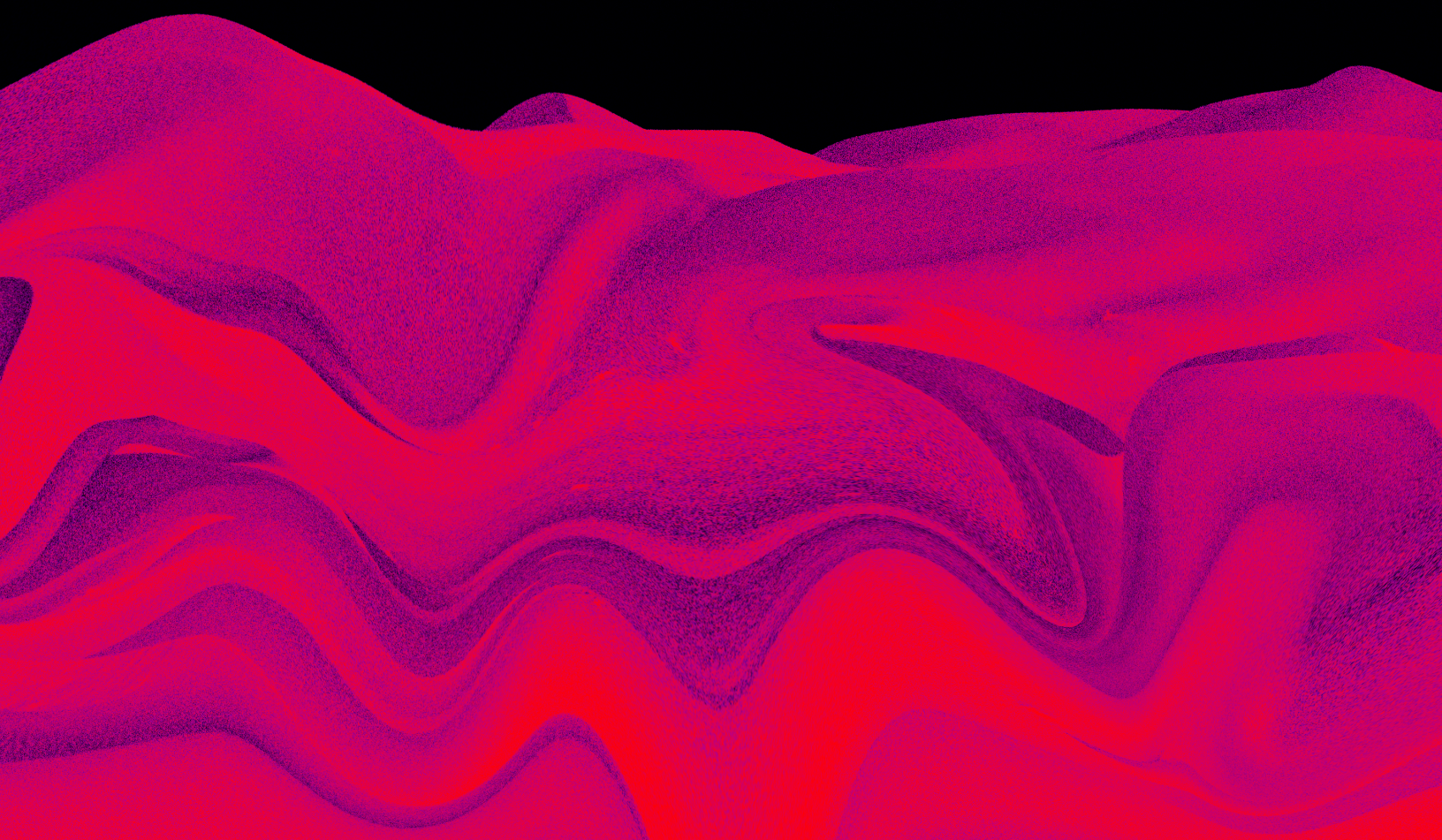


# DESCENT



## MUSIC FESTIVAL

AVERY AHERN ∴ SENIOR PROJECT ∴ MARCH 2023  
CALIFORNIA POLYTECHNIC STATE UNIVERSITY, SAN LUIS OBISPO



# DESCENT

## CONTENTS

3	<i>ABOUT ME</i>
4	<i>PROJECT TIMELINE</i>
5	<i>ABSTRACT</i>
6	<i>BRAND GUIDELINES</i>
8	<i>DESCENT: PHASE 1</i>
10	<i>DESCENT: PHASE 2</i>
12	<i>DESCENT: PHASE 3</i>
14	<i>DESCENT: PHASE 4</i>
16	<i>MERCH</i>
17	<i>REFLECTION</i>

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*ABOUT ME*



My name is Avery Ahern and I am a 5th year GrC major concentrating in Design Reproduction Technology and minoring in Architecture. I'm from Denver, Colorado and I love sunsets, art, music, design, and experiencing everything life has to offer.

Last year I attended my first music festival which was Lightning in a Bottle in Bakersfield, California, and I fell in love with the rave community. After college I want to apply everything I have learned in my major, minor, and concentration to design stages and installations for music festivals and events.

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## PROJECT TIMELINE

<b>WEEK 1</b>	<i>PROJECT PLANNING &amp; MOODBOARD</i>
<b>WEEK 2</b>	<i>ABSTRACT, RESEARCH</i>
<b>WEEK 3</b>	<i>LOGO, BRAND GUIDELINES</i>
<b>WEEK 4</b>	<i>BRAND GUIDELINES, PHASE 1</i>
<b>WEEK 5</b>	<i>LITERATURE REVIEW, PHASE 2</i>
<b>WEEK 6</b>	<i>LITERATURE REVIEW, PHASE 3</i>
<b>WEEK 7</b>	<i>REVISIONS, SP SHOWCASE</i>
<b>WEEK 8</b>	<i>PHASE 4, MERCH, REVISIONS</i>
<b>WEEK 9</b>	<i>MERCH, PROJECT FINALIZATION</i>
<b>WEEK 10</b>	<i>REVISIONS, ARCHIVING</i>
<b>FINALS</b>	<i>ARCHIVING</i>

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## ABSTRACT

I developed the cohesive branding, marketing posts, and merchandise for a proposed music festival that features my favorite EDM artists and integrates culture and community values. For this project, I combined personal experience and research to develop the most effective design strategy for a new festival.

The final deliverables include lineup announcement posters, brand guidelines, social media posts, and merchandise mockups. To maximize the festival's marketing potential, I utilize content marketing and eye-catching social media posts to reach the target audience. The cohesive branding and marketing strategy incorporates consumer buying behavior, color psychology, and current industry trends into strategic and effective content marketing.

# DESCENT

## BRAND GUIDELINES

000000

4F1844

4F1844

C11D66

ED1830

DIN CONDENSED 72

DIN CONDENSED 60

DIN CONDENSED 48

DIN CONDENSED 36

DIN CONDENSED 24



DESCENT  
MUSIC FESTIVAL

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MUSIC FESTIVAL

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# DESCENT

PHASE 1

**DESCENT** **OCTOBER 13-15 2023**  
**MUSIC FESTIVAL**

JOSHUA TREE NATIONAL PARK

**PRESALE TICKETS**  
**JUNE 21**  
**\$54.99 DOWN**

BUNK POLICE  
Liquid Death  
END OVERDOSE

**DESCENT**  
**MUSIC FESTIVAL**

OCTOBER 13-15TH 2023 | JOSHUA TREE NATIONAL PARK

**DESCENT**  
**MUSIC FESTIVAL**

OCTOBER 13-15TH 2023 | JOSHUA TREE NATIONAL PARK

**PRESALE TICKETS**  
**JUNE 21**  
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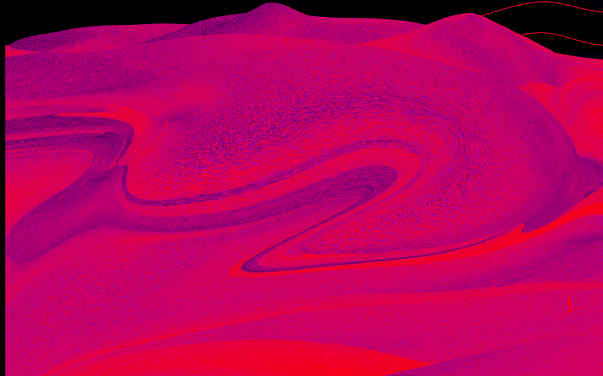
# DESCENT

PHASE 2

## DESCENT MUSIC FESTIVAL

OCTOBER 13-15TH 2023 | JOSHUA TREE NATIONAL PARK

ZAHN Disco Lines CloZee GRIZ Subtronics Zeds Dead Blunts&Blondes  
Sullivan King Wooli Cannabliss REZZ Tape B Of The Trees  
Flowdan LSDREAM Beat Fatigue Dragonette DNMO Kaivon Inzo  
Iona Swift Cheshire Wrekno FUGAZZIFLO Jade Cicada Boogie T  
Jmo Let Em Know Ganja White Night Dirt Monkey  
Zomboy Jantsen GHASTLY



DESCENT  
MUSIC FESTIVAL

CLOZEE | SUBTRONICS | KAIVON  
GANJA WHITE NIGHT | REZZ | GRIZ  
ZEDS DEAD | LSDREAM B2B BOOGIET  
SULLIVAN KING | BLUNTS & BLONDES | GHASTLY  
DISCO LINES | IONA SWIFT | DRAGONETTE  
DIRT MONKEY | WREKNO | ZOMBOY | ZAHN  
DNMO | WOOLI | CANNABLISS | TAPEB | BEAT FATIGUE  
JMO LET EM KNOW | FUGAZZIFLO | JADECICADA | INZO  
CHESHIRE | JANTSSEN | FLOWDAN | OF THE TREES

GANJA WHITE NIGHT  
KAIVON  
ZEDS DEAD  
BOOGIE T  
SULLIVAN KING  
BLUNTS & BLONDES  
DISCO LINES  
DIRT MONKEY  
REZZ  
SUBTRONICS  
DNMO  
WOOLI  
FUGAZZIFLO  
JADE CICADA  
CHESHIRE  
ZAHN

JMO LET EM KNOW  
GRIZ  
LSDREAM  
CLOZEE  
DRAGONETTE  
GHASTLY  
IONA SWIFT  
WREKNO  
ZOMBOY  
FLOWDAN  
CANNABLISS  
BEAT FATIGUE  
TAPE B  
OF THE TREES  
JANTSSEN  
INZO



## DESCENT MUSIC FESTIVAL

OCTOBER 13-15TH 2023 | JOSHUA TREE NATIONAL PARK



# DESCENT

PHASE 3

**DESCENT**  
MUSIC FESTIVAL

OCTOBER 13-15TH 2023 :: JOSHUA TREE NATIONAL PARK

**FRIDAY**  
CLOZEE :: SUBTRONICS :: KAIYON  
SULLIVAN KING :: BLUNTS & BLONDES :: GHASTLY  
DNMO :: WOOLI :: CANNABLISS :: TAPEB :: BEAT FATIGUE

**SATURDAY**  
ZEDS DEAD :: LSDREAM 62B BOOGIE T  
DISCO LINES :: IONA SWIFT :: DRAGONETTE  
JMO LETEM KNOW :: FUGAZZIFLO :: JADECICADA :: INZO

**SUNDAY**  
GANJA WHITE NIGHT :: REZZ :: GRIZ  
DIRT MONKEY :: WREKNO :: ZOMBOY :: ZAHN  
CHESHIRE :: JANTSSEN :: FLOWDAM :: OF THE TREES

**FRIDAY**  
CLOZEE :: SUBTRONICS :: KAIYON  
SULLIVAN KING :: BLUNTS & BLONDES :: GHASTLY  
DNMO :: WOOLI :: CANNABLISS :: TAPEB :: BEAT FATIGUE

**SATURDAY**  
ZEDS DEAD :: LSDREAM 62B BOOGIE T  
DISCO LINES :: IONA SWIFT :: DRAGONETTE  
JMO LETEM KNOW :: FUGAZZIFLO :: JADECICADA :: INZO

**SUNDAY**  
GANJA WHITE NIGHT :: REZZ :: GRIZ  
DIRT MONKEY :: WREKNO :: ZOMBOY :: ZAHN  
CHESHIRE :: JANTSSEN :: FLOWDAM :: OF THE TREES

**DESCENT**  
MUSIC FESTIVAL

**FRIDAY**  
CLOZEE :: SUBTRONICS :: KAIYON  
SULLIVAN KING :: BLUNTS & BLONDES :: GHASTLY  
DNMO :: WOOLI :: CANNABLISS :: TAPEB :: BEAT FATIGUE

**SATURDAY**  
ZEDS DEAD :: LSDREAM 62B BOOGIE T  
DISCO LINES :: IONA SWIFT :: DRAGONETTE  
JMO LETEM KNOW :: FUGAZZIFLO :: JADECICADA :: INZO

**SUNDAY**  
GANJA WHITE NIGHT :: REZZ :: GRIZ  
DIRT MONKEY :: WREKNO :: ZOMBOY :: ZAHN  
CHESHIRE :: JANTSSEN :: FLOWDAM :: OF THE TREES

# DESCENT

## PHASE 4



### FRIDAY

#### SUNRISE STAGE

7-8 PM NARCANTRAINING BY END OVERDOSE  
 8:30-9:45 PM TAPE B  
 10-10:30 PM CANNABLISS  
 11:45 PM-1 AM WOOLI  
 1:15-2:30 AM SULLIVAN KING  
 2:45-4 AM KAIYON

#### SUNSET STAGE

8-9 PM BEAT FATIGUE  
 9-10:15 PM DNMO  
 10:30 PM-12 AM BLUNTS & BLONDES  
 12:15-1:30 AM GHASTLY  
 1:45-2:30 AM CLOZEE  
 2:45-4 AM SUBTRONICS  
 4 AM - SUNRISE SILENT DISCO



### SATURDAY

#### SUNRISE STAGE

7-8 PM NARCANTRAINING BY END OVERDOSE  
 8:30-9:45 PM INZO  
 10-11:20 PM JADE CICADA  
 11:45 PM-1 AM IONA SWIFT  
 1:15-2:30 AM DISCO LINES  
 2:45-4 AM ZEDS DEAD

#### SUNSET STAGE

9-10:15 PM FUGAZZIFLO  
 10:30 PM-12 AM JMO LET EM KNOW  
 12:15-1:30 AM DRAGONETTE  
 1:45-2:30 AM LSDREAM 0209  
 2:45-4 AM BOOGIE T  
 4 AM - SUNRISE SILENT DISCO



### SUNDAY

#### SUNRISE STAGE

7-8 PM NARCANTRAINING BY END OVERDOSE  
 8:30-9:45 PM JANTSEN  
 10-11:30 PM FLOWDAN  
 11:45 PM-1 AM WREKNO  
 1:15-2:30 AM DIRT MONKEY  
 2:45-4 AM GANJA WHITE NIGHT

#### SUNSET STAGE

8-9 PM ZAHN  
 9-10:15 PM CHESHIRE  
 10:30 PM-12 AM OF THE TREES  
 12:15-1:30 AM ZOMBOY  
 1:45-2:30 AM REZZ  
 2:45-4 AM GRIZ  
 4 AM - SUNRISE SILENT DISCO



# DESCENT

MERCH



# DESCENT



## *REFLECTION*

I really enjoyed this project. I had a lot of creative freedom, which was motivating yet also challenging at times as there were so many different directions I could have gone in. My favorite part of this project was all the different ways I could incorporate the elements while still making the project appear cohesive. It doesn't come off as a traditional music festival yet the content is still understandable, and I'm really happy with the design choices I made.

Descent may not be a real festival (yet), but this project gave me valuable insight into the process of how events are created and marketed. It takes a lot of planning and consideration to develop a consistent design that will work across different platforms, including digital, printed, and merchandise. I learned a lot from this project, and I hope that one day I can develop my own music festival and maybe make Descent into a reality!

