

Summer Music Festival

Lesson 5: Artwork
and Advertising



twinkl

Posters and Artwork

Every good festival needs some great artwork and posters to publicise it, and your festival is no different. It's time for some art and design work!

Here are some things to think about while you use the design activity sheets:

- Do some research on the Internet - search for images of 'festival posters' and look at lots of existing examples. What makes them effective?
- Choose what sort of theme you want for your poster – this may be linked to the atmosphere you want at your festival. (For example, a rock festival might not have pretty flowers and trees!)
- Include the 'line up' of artists appearing at your festival plus information about what else people might find there.
- What can 'sell' your festival? 'Free Camping' , 'Kids Go Free'?
- Where can people buy tickets or find out more?
- Think about a logo and which colours to use.

Finished Festival Site Plan

Although your draft plan has been useful for making your technical arrangements, you might have made some changes to it along the way so now it needs presenting as a finished site plan for your festival goers to use. **You'll need to do this one on plain paper but here are some things to include and think about:**

- Do an Internet image search for 'festival map' to get some ideas.
- Make sure the items are labelled clearly.
- Show clearly where the roadways, entrances and exits are.
- Draw relevant pictures – don't just use coloured squares.



How Far Might You Take It?

That's all the main planning done for this festival project.
If you haven't had enough, why not consider doing some of these things next?

- Create merchandise designs for your festival.
- Create a website for your festival.
- Using some of the things you have learned, why not put together your own school concert or mini-festival.
- Make your own TV advert or music video for the festival.

