

ROCK & REWIND

By: Mia Schega
GRDS 285



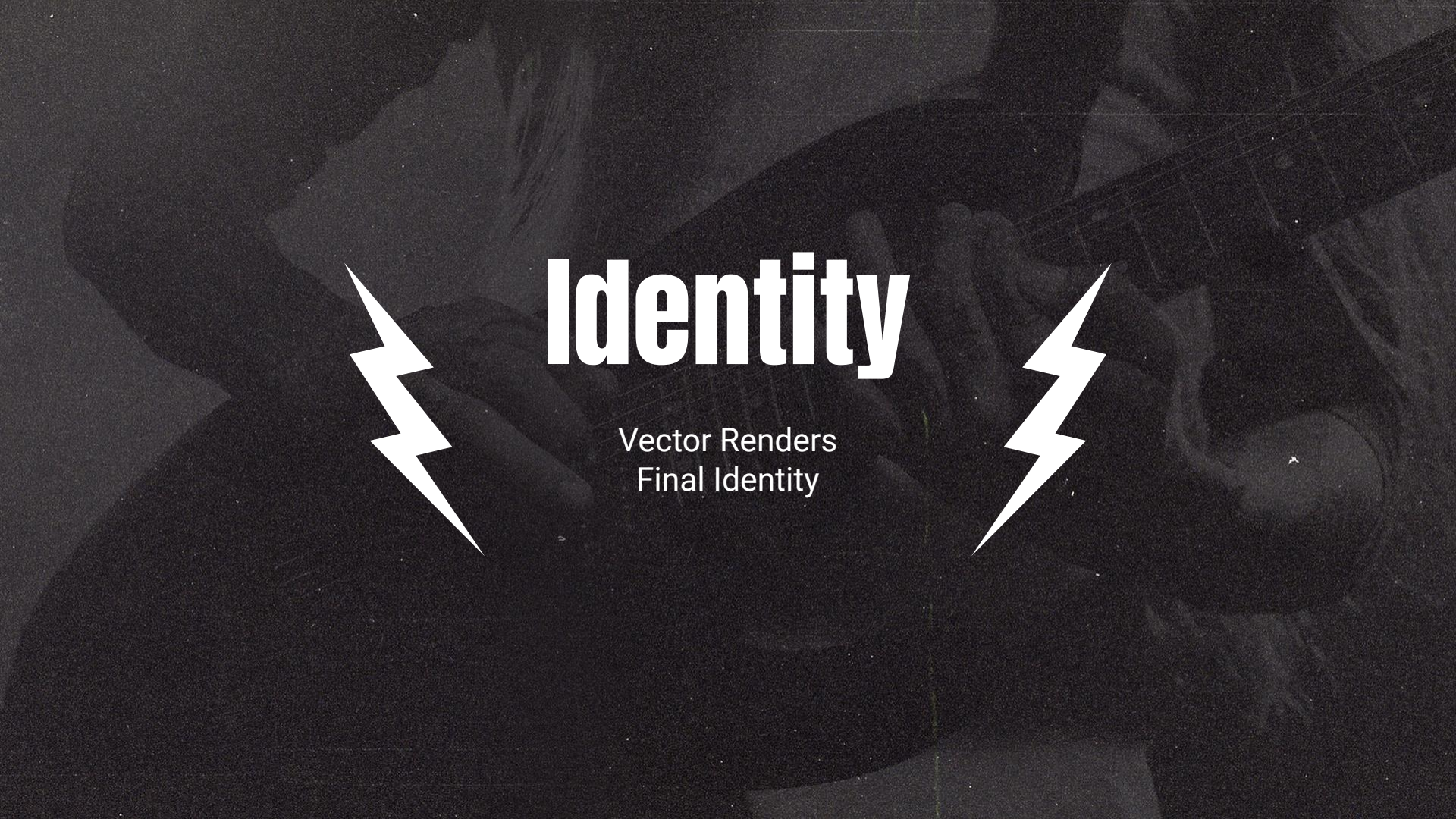
The Main Attraction

I have always loved music, but have always felt as though most of the music I listen is no longer performed live whether the musicians have passed on, retired, or the band has broken up. That's what inspired me to create this event.

Rock & Rewind is an attraction where you can time-travel to any rock concert from the 60's, 70's, 80's, or 90's. If you feel like you were born in the wrong generation or have always wanted to see your favorite bands from the past, this event is for you. This event is one-night-only, so make your selection wisely, because there are no do-overs!

Research and Discovery

- I researched the top rock bands from each of the decades I chose to focus on in order to gather the logos
- Older band and concert posters from those time periods were printed in black ink on colored or plain paper
- The typical style of the posters from those periods were very artistic and content-heavy with both text and imagery
- Band logos and posters of the times were bold and complex
- I researched concert dates, posters, and logos from the selected time periods

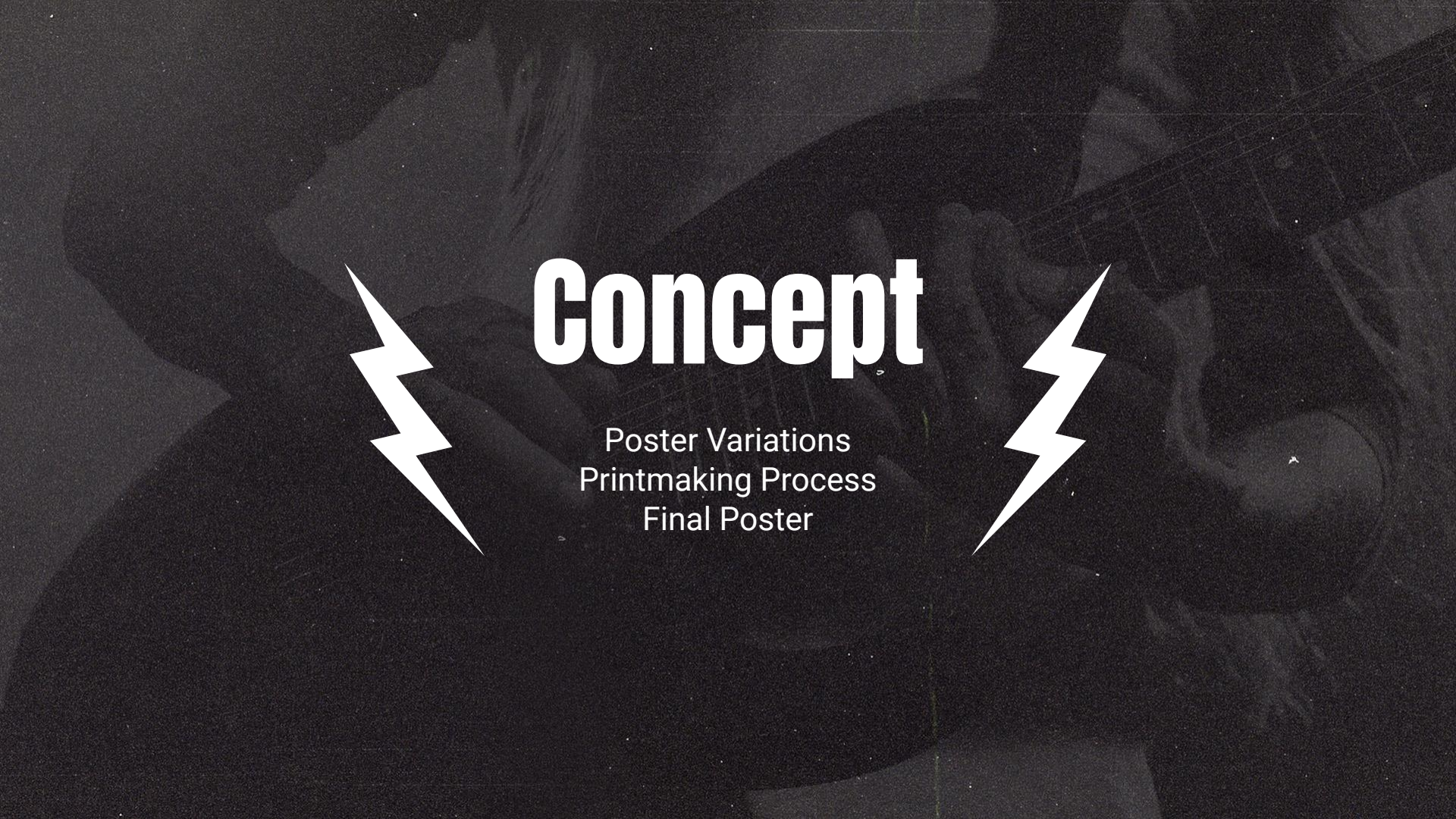


Identity

Vector Renders
Final Identity

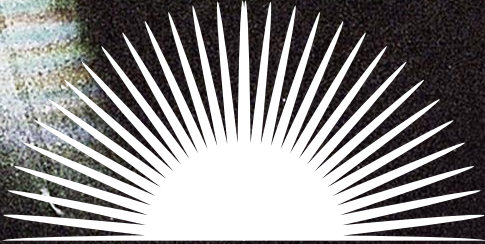


**Final
Identity
Mark**



Concept

Poster Variations
Printmaking Process
Final Poster



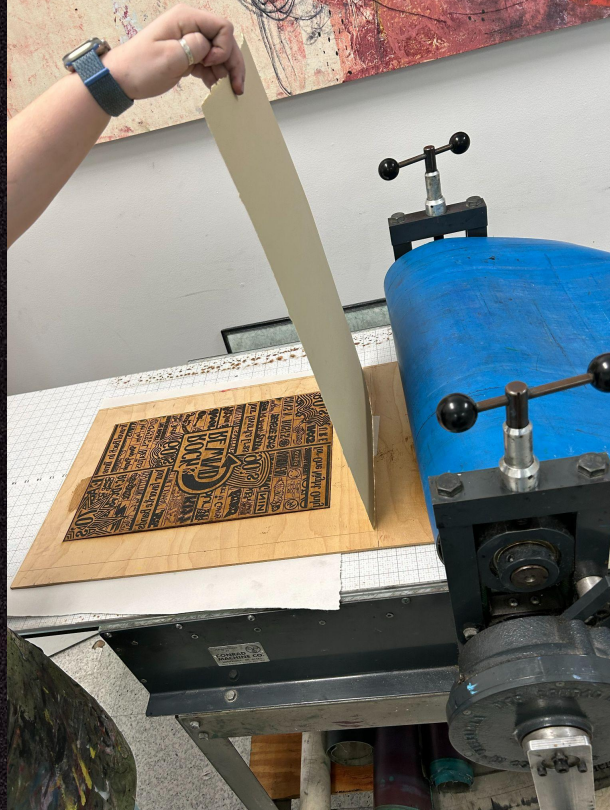
Final Poster Render



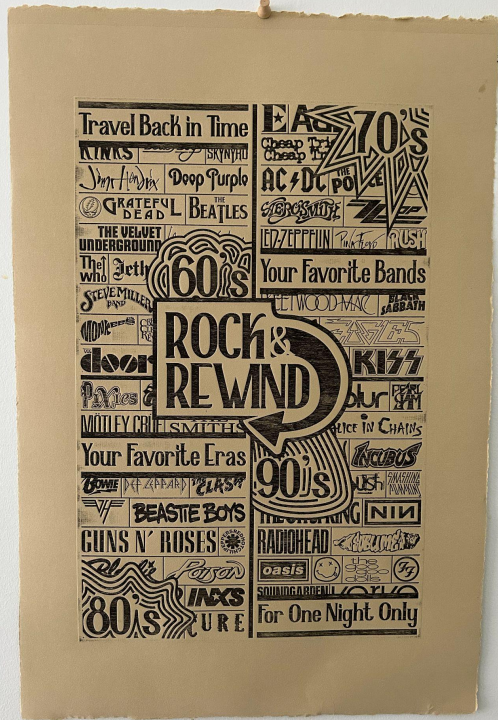
Printmaking Process



Printmaking Process



Poster Hero Images





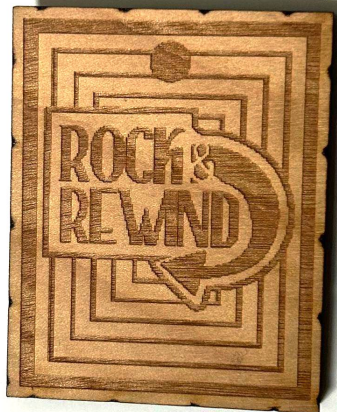
Promo Item

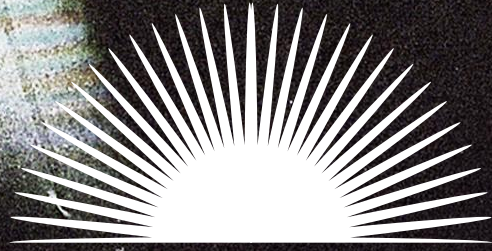
Keychain Ticket
Vector Render
Hero Images

Promo

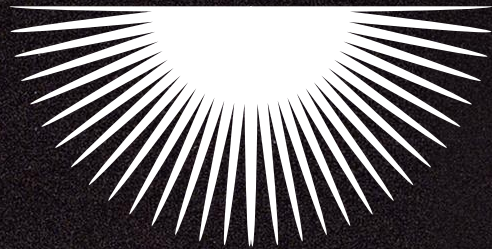
Keychain Ticket

You will receive a
keychain with your ticket
details as a keepsake!

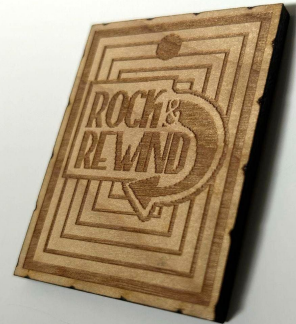


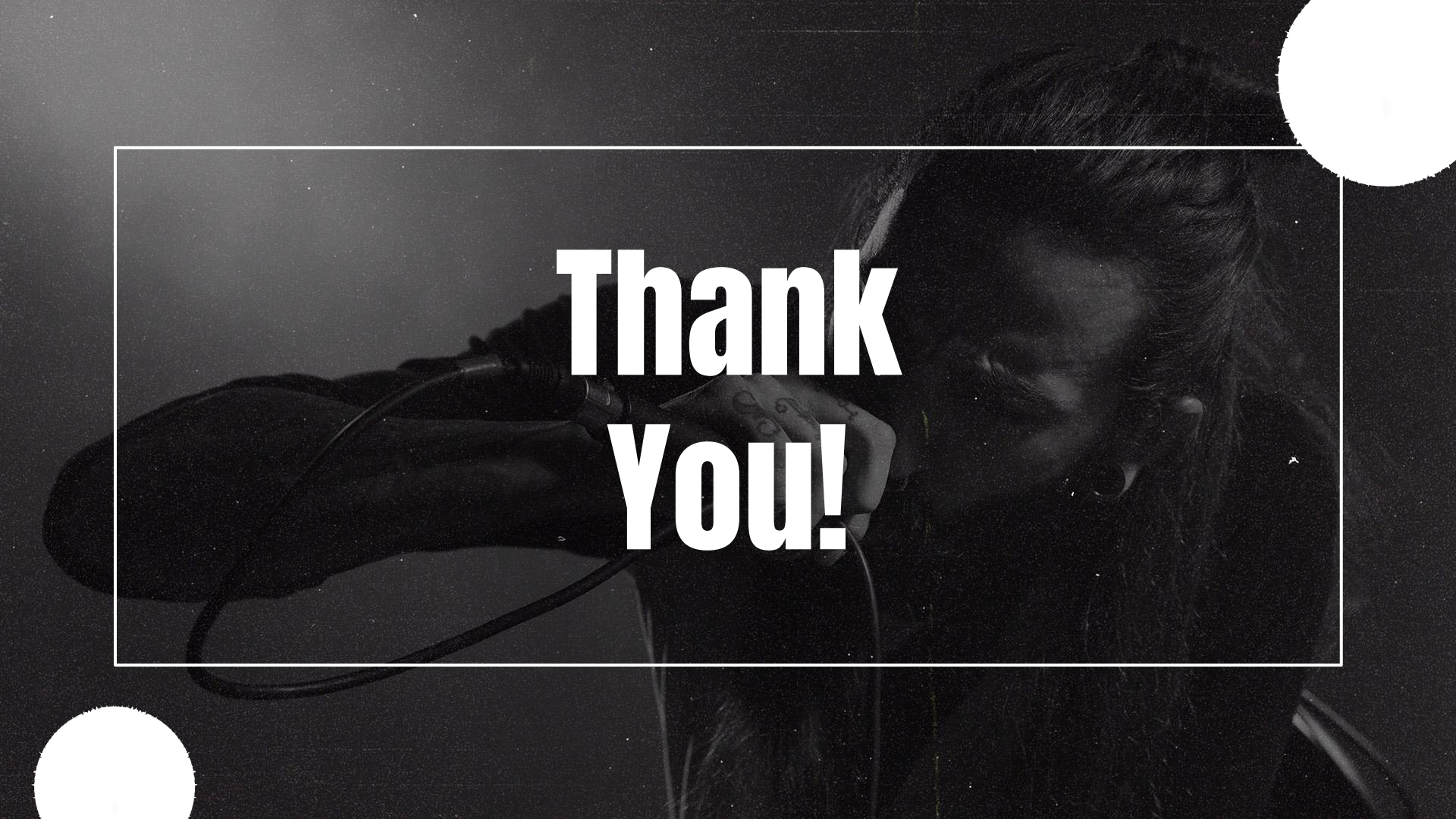


**Keychain
Design**



Keychain Hero Images





**Thank
You!**