

Festival Ticket

Product information

Music festivals attract a variety of people of all ages from around the country. Some people like to keep tickets and their packaging as souvenirs. Graphic designers are employed to develop ticket designs that both provide vital information for the purchaser, and contain a graphic identity aimed at the target market of the festival.

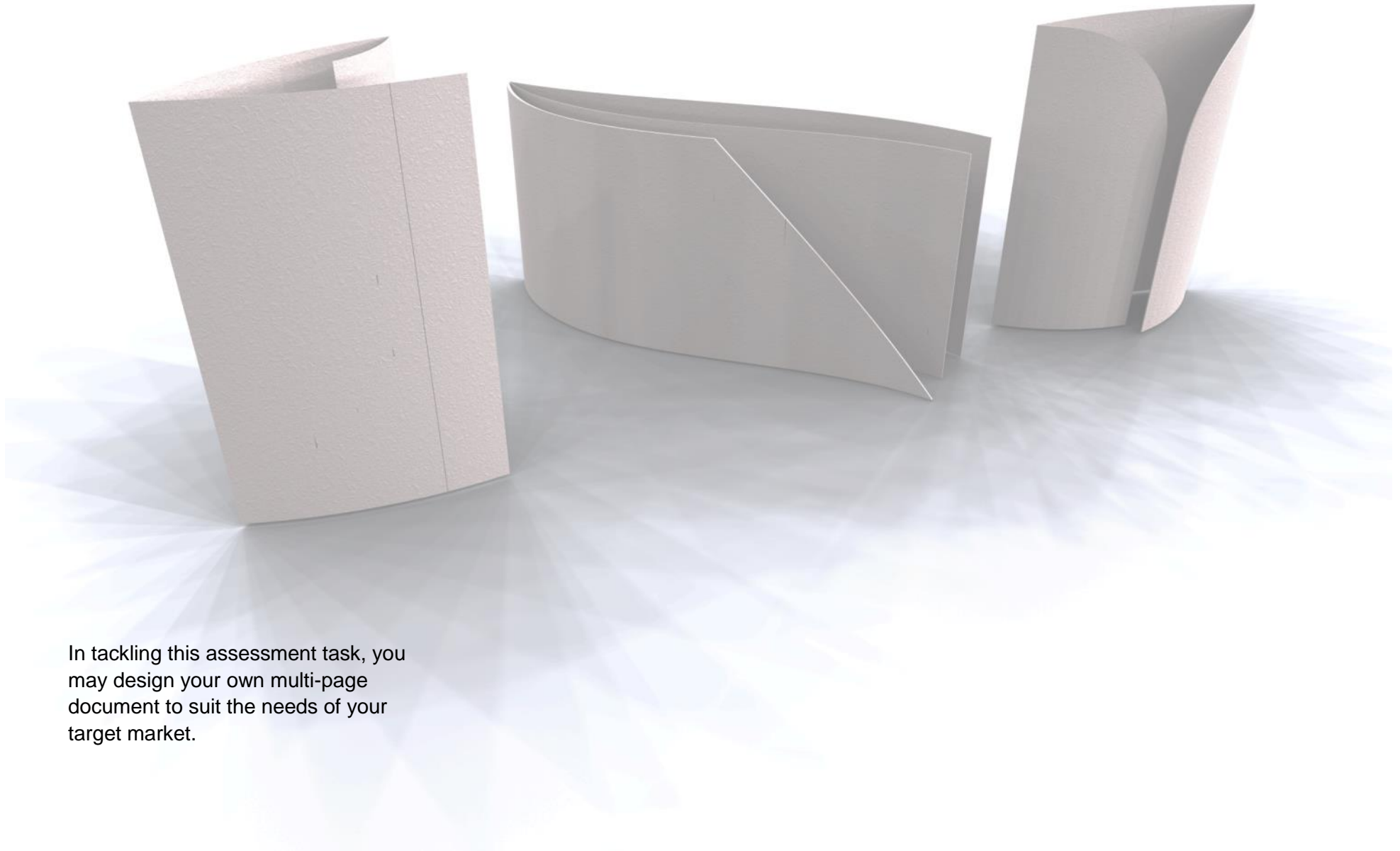
You are tasked with:

- ◆ planning a multi-page promotional document that can hold a ticket, ribbon or other product that would allow access to a festival, performance or show by:
 - producing preliminary layout designs
 - annotating your thumbnails, visuals and/or layouts making reference to layout elements and principles and any DTP features and techniques to be used
- ◆ producing a multi-page document that can hold a ticket, ribbon or other product that would allow access to a festival, performance or show by:
 - using software to construct a master page/template for the promotional document
- ◆ evaluating your final promotional item, describing and justifying the approaches taken for this market-based task

In tackling your work, you should:

- ◆ choose a ticketed event to promote, or develop the graphic idea and branding for one of your own
- ◆ choose how to prepare a multi-page document. This may include stitched, bound, double-sided or folded documents
- ◆ consider the target market of the festival, performance or show and design your promotional graphics to appeal to that market

Concept ideas for a multi-page document



In tackling this assessment task, you may design your own multi-page document to suit the needs of your target market.