KJB103 - Portfolio

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Tutorial: Monday 12pm - 1:30pm
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**Topic - Kelvin Grove Urban Village Festival**
Kelvin Grove Urban Village (KGUV) is a leading inner-city creative hub combining new and sustainable experiences in culture, the arts and technology. The village is a one-stop-shop for Brisbane resident’s growing creative needs. Consequently, KGUV is increasingly attracting the imaginative souls and becoming known as the creative heart of Brisbane. It is a place where those seeking a laid back lifestyle, creative entertainment and a unique living environment thrive in a multicultural community.

The Kelvin Grove Urban Village Festival runs in conjunction with the weekly markets. These markets operating every Saturday morning from 6am - 1pm in Blamey Street (KGUV, n.d.). Residents are attracted to over 90 stalls selling a variety of fruit and vegetables, organic food, clothing, hand-made jewellery and flowers (KGUV, n.d.). The KGUV Festival is an annual event which expands on the markets providing creative entertainment, music, art, food and activities for children. With the inaugural festival last year, this event is relatively new and subsequently there is a need to attract more visitors.

**Aim**
Kelvin Grove Urban Village Festival’s primary aim is to attract more visitors to the precinct. In particular, the festival aims to entice more weekly visitors to the markets and customers to the shops surrounding the Kelvin Grove Urban Village. In doing so it is expected that the location of the festival (off Kelvin Gove Road) will become more widely known. By attracting more visitors and customers to Kelvin Grove, the project aims to create an ongoing and dynamic relationship between KGUV and Queensland University of Technology.

**Key Message**
The key message is the Kelvin Grove Urban Village is the ‘creative heart of Brisbane.’ This is seen through sustainable practices, culture events and the weekly markets and its expanded festival. The annual festival provides residents, university students and the general public with creative experiences, music, entertainment, food and activities.
Target Audiences
The target audience of the festival is university students, particular females. This is mainly due to the location of the festival, one of the project’s aims of creating a relationship with QUT and the fact that females are more likely to shop and attend markets (Brennan, 2013). Interestingly, almost 60% of university students are female and by targeting this gender KGUV are more likely to see success (Collins, 2011). Also, by targeting female university students the festival can increase its chances of more visitors by creating communication materials that specifically engages this market segment. Unlike other market segments, female university students enjoy shopping, socialising and are currently familiar with the location of the markets. Also there is an increase chance that the target audience attends a creative university course (such as dance, music, fashion design) and would be encouraged to participate and use their skills in the festival. Importantly, the festival is not restricted to the target audience of female university students with families, local residents, media and the general public significant other target markets. The overall project aims to attract those that live, work or more importantly study near the Kelvin Grove Urban Village.

Design Publications and Distribution
The feature article, news page website and poster are designed and distributed to engage with the target audience. A magazine feature article detailing student’s stalls will be published in local university magazine Universe. Also, the feature article can be distributed to other local magazines, such as CityNews, mX and Frankie. The festival’s website link will be presented on all communication material and the news section will be easy to navigate from the home page. Posters advertising the festival will be displayed on the Kelvin Grove university campus and surrounding streets. To increase the chances of more university students attending, posters will be placed in other universities, festival and locations which attract students.

Rationale
The design in this portfolio reflects and engages the target market of female university students. Harmonious bright colours and images are used throughout the folio to attract the target audience of students. The logo and fonts are modern, sophisticated and represent the creative nature of the festival and target markets. Overall, the modern, colourful and creative tone is consistent in both the style guide and communication resources. The rationales for the individual communication resources will be presented later in the portfolio.

References


Style Guide

Logo - Colours - Fonts - Photographs - Web Guidelines
The Kelvin Grove Urban Village logo is modern, colourful and reflects the creative nature of the precinct. The logo is aesthetically pleasing and is highly effective in engaging the target audiences. In all resources, the logo should be presented in the above form with no variance to ensure consistently and increase brand awareness.

Wherever possible the logo should always be displayed in colour. The distinctive colours attract the eyes and gives the festival a unique logo that is a point of difference from its main competitors. The greyscale version is dull and does not reflect the creative side of the organisation.

The logo should also be displayed with the corresponding slogan ‘the Creative Heart of Brisbane.’ As the festival is new, the target market may not be familiar with the logo and event. Therefore, by displaying the logo with the slogan the festival has more context to those new to the event.
Colours

Multiple colours are used to give the design a youthful, energetic and creative feel. Pink is the main colour represented in the heart of the logo. The pink colour is specifically appealing to women and gives the design a warm and sophisticated feel. Readers will associate the blue and green colours to creativity, vibrant and sustainability. The designs use white space to make the colours stand out and appeal to all readers.

### Main Colours

**Pink**
- #ee5196
- CMYK – 0/83/4/0
- RGB – 238/81/150

**Blue**
- #3dc1f1
- CMYK – 62/3/0/0
- RGB – 61/193/241

**Green**
- #c6d930
- CMYK – 27/0/98/0
- RGB – 198/217/48

### Secondary Colours

**#48b34b**
- CMYK – 72/2/99/0
- RGB – 72/179/75

**#be502f**
- CMYK – 19/81/93/7
- RGB – 190/80/47

**#7a4a96**
- CMYK – 62/84/5/0
- RGB – 122/74/150
Fonts

The font used for the logo is Ronnia Cond Semi Bold. Although this font is attractive in the logo, it is difficult to read in long lengths of text. Therefore, an executive decision was made to change the font of the body and heading to Century Gothic. This font is modern and more importantly it is easier to read than the font in the logo. It is also a unique font and the circular design of the letters appeals to the readers.

Headings
Headings are presented in Century Gothic Regular 48pt. The large size easily distinguished the headings from the body text. Headings are generally in black, however, the main colours from the previous page are acceptable.

Sub-headings
Sub-headers are sixe 12pt in Century Gothic Bolded.

Body
The body text is displayed in Century Gothic Regular size 12pt. This is an easy to read font and size.
Photographs

All images used are taken on location at the Kelvin Grove Urban Village Festival. Photographs reflect Kelvin Grove Urban Village characteristics of creative, sustainability and community. The photographs should be colourful and used throughout design to attract the reader’s eyes. Colourful photographs are an integral part of design with an aim to use images in all communication material created. Below are some example of photographs used in KGUV communication resources.
Web Guidelines

The website should be updated regularly to encourage more visitors to the festival. Different to other material, the website is presented in a more conversational but yet informative tone. Aim to update the news section of the website at least once a week. This will ensure all visitors are up to date on all the latest news and events at KGUV. If a query comes through the website, a reply must occur within a day.

Social Media
Social media is an excellent way to communicate with fans. The pages should be updated more often than the website, at least three times a week. When posting on social media attention should be given to customer interaction. For instance, ask a question, provide photos or ask for recommendations on a local restaurant would all encourage customer response. Importantly, if a query is posted on social media a response must occur within a day.

Image: KGUV website homepage
Application

Rationales - Feature Magazine Spread - Website News Page - Poster
Rationales

Rationale - Feature Magazine Spread
The feature article titled ‘support your fellow students’ will be published in the free magazine Universe which is distributed to students at QUT. In doing so the magazine has a reach of all university students and will help KGUV aim of creating a dynamic relationship with QUT. The design particularly engages the target market of female university students. This is seen in the colourful and youthful design as well as the images used.

The design purposefully used colours which engages the eye and retains the reader’s attention for longer period of time. As the colours used are all from KGUV logo, the magazine spread is consistent with the style guide and creates a connection with the KGUC logo and festival. Also consistent with the style guide is the modern, easy to read font Century Gothic. The title was altered to include a darker stroke colour giving it a 3D effect which also engages the reader’s eyes. The main feature of the feature spread is the layout of the images and colour squares.

The images used reflect the creative nature of the festival which is the reason behind female university students attending the event. The strings and colours on the balloon image draw the reader’s attention to the article. On the first page the balloon images and corresponding squares use a balanced layout approach. The two pink squares also draw the reader’s eyes to the article. The green square stands out and the call to action is easily noticed. The second page also uses a balanced approach. The images on the second page add colour and gives the spread more context. To finalise the design the logo and contact details were placed on the bottom of the page. To create cohesion between the two pages a simple coloured slashed line was included. Overall, the design is cohesive, colourful and easy to read which directly appeals to the target market.

Rationale - Website Nwes Page
Included is both a home page and a news page to give the website more context and cohesion. The image used in the banner is a bird’s eye view of university students at the urban village. This was chosen as the image is striking and the people present in the image are similar and relatable to the target audience of female university students. The angle of the bodies draws the reader’s eyes to the website context. Importantly, the image creates a connection between the university, urban village and the festival which is one of the project’s aims. The subject matter and bright colours used in the news articles appeals to the target market. The colours used are the same as the two other communication material and logo, creating consistency and allows for all material to be easily integrated together.

Rationale - Poster
The poster is colourful, energetic and appeals to the target market. Polygons were used to visibly link the elements together and allow the reader’s eyes to gaze down the page. The colours and angles are similar to the logo and create consistency and cohesion across all communication materials. Images used in the design give the poster more context and allows the reader to envisage the festival. Overall, the colourful, simple design and the location of the poster (university campuses) engages with the target market of female university students.
Support your talented fellow students at the KGUV Festival.

Where: Blamey St, Kelvin Grove.

When: May 2014 6am-pm

Cost: Fee!!!
Support your Fellow Students

This May fellow QUT students will be showing their skills at the annual Kelvin Grove Urban Village Festival. Come down and join us for a day of fun and support your fellow students.

Kelvin Grove Urban Village is the creative hub of Brisbane. The village hosts numerous events, markets and entertainment, the most notable being the annual KGUV Festival. This festival attracts the creative souls of Brisbane with fantastic entertainment, world class music and hand-made craft stalls to name just a few of the attractions. Some of the stalls show the amazing skills of students at QUT.

Creative Industry student Anna Smith’s quilts and other hand-made crafts will be sold at a stall in the festival. For Anna, “the festival is a unique opportunity to show the public my skill and earn some money.”

“I live and study in the Kelvin Grove Urban Village so I enjoy meeting and socialising with my neighbours whom I do not often get to see.”

Anna enjoys meeting new people and sharing stories of studying and living in the urban village. Anna says “I live and study in the Kelvin Grove Urban Village so I enjoy meeting and socialising with my neighbours whom I do not often get to see.”

Come down and see the amazing talents of your fellow students. Music bands from the creative industry will be performing throughout the festival. Art students will be displaying and selling the art creations. The festival is an annual event, hosted in the first Saturday of May 2014, on Blamey St Kelvin Grove. If you are interested in volunteering or creating a stall contact KGUV Festival.

Kelvin Grove Urban Village is Brisbane’s leading creative hub. The annual festival attracts Brisbane’s best music, food, fashion and arts. www.KGUVfestival.com facebook.com/KGUVFestival #KGUVFestival
Recent News

**QUT Students Famous Ginger Bread**

QUT student John Smith’s ginger bread recipe is receiving fame around Brisbane. His unique recipe has won awards at the National Bakery Awards. Currently, he is using his marketing skills learnt at university to expand from his stall at the annual KGUV Festival. [Read more >>]

Contact Us

www.facebook/KGUVFestival
www.twitter/KGUVFestival
#KGUVFestival
Phone: 3123 4567
Email: help@KGUVFestival.com.au
QUT Students Famous Ginger Bread

QUT student Sarah Smith’s ginger bread recipe is receiving fame around Brisbane. Her unique recipe has won awards at the National Bakery Awards. Currently, she is using his marketing skills learnt at university to expand from her stall at the annual KGUV Festival.

Sarah Smith is looking forward to the next KGUV Festival. She said “the festival is an amazing opportunity for me to sell stock as well as hear from my customers.” She always looks forward to listening to her customers latest recommendations. The KGUV Festival allows her to learn hands on how to operate a business and without the festival and its visitors her business would not be able to expand. Come and tastes Sarah’s amazing gingerbread at the next festival May next year.
KGUV Festival

When: May 2014
6am - 1pm

Where: near Kelvin Grove Rd

Cost: Free!!!

Food

Fashion

Art

Music

Crafts

www.KGUVfestival.com.au
www.facebook.com/KGUVFestival
#KGUVFestival

KELVIN GROVE VILLAGE
The Creative Heart of Brisbane