



COACHELLA

VIP AFTER PARTY 2018

PROCESS BOOK
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Creative Brief

Through this project we were tasked with the concept of creating an invitation to an event of our choice. The invitations had to have standard features including: A matching envelope, RSVP, and an RSVP envelope. Each invitation was to be designed by using quality paper and utilize at least two special finishes including: Complex die cuts, foiling, or embossing.

Event that I choose is Coachella VIP after party which only who bought the VIP ticket for Coachella is able to see and meet the DJs and celebrities one by one. It's held at the Empire Polo Club in Indio, California, located in the Inland Empire's Coachella Valley in the Colorado Desert. The RSVP is inside of card that you can take it out with another envelope.



Narrative

The Coachella Valley Music and Arts Festival (commonly referred to as Coachella or the Coachella Festival) is an annual music and arts festival held at the Empire Polo Club in Indio, California, located in the Inland Empire's Coachella Valley, in the Colorado Desert. The event features musical artists from many genres of music, including rock, indie, hip hop, and electronic dance music, as well as art installations and sculptures. It is the biggest music festival that held on the United States for two weeks with famous DJs and celebrities.

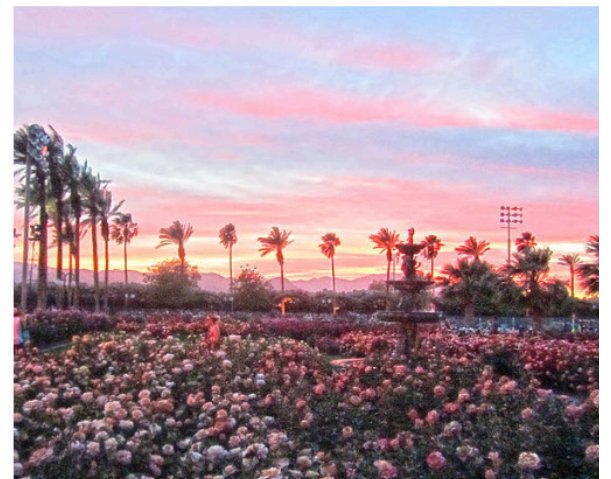
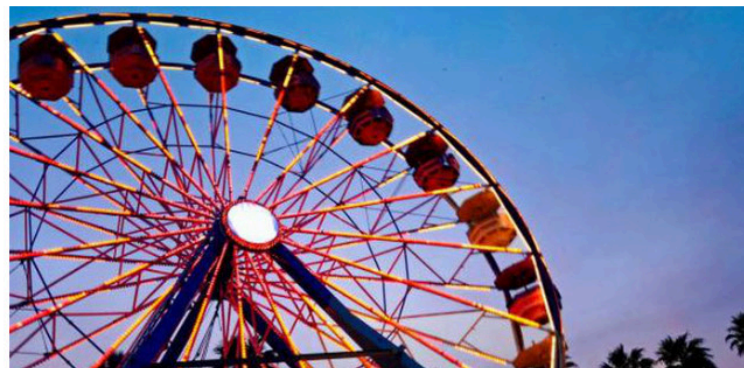
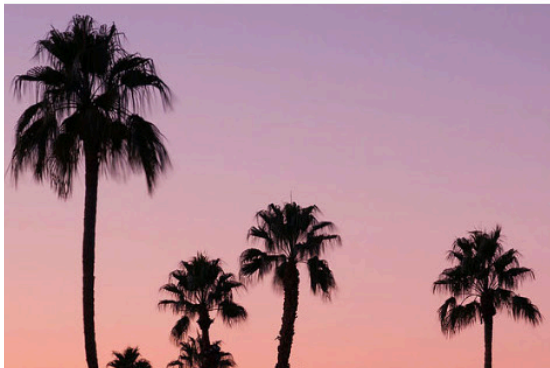
Coachella is known for the hippie and bohemian looks and I decided to put some features that gives that looks which the feather and die cut of little pieces as circle represents the dream catcher outside of Coachella. Not only that, dream catcher usually represent the young and freedom that can be the is theme of Coachella.

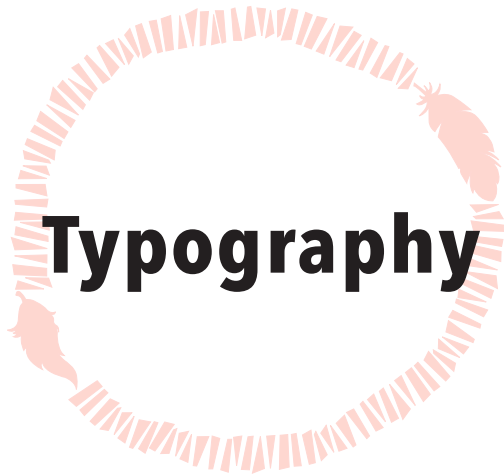


Mind Map

Excitement Music **Hippie**
Festival Fashion Adventurous
Freedom Colorful **Wild** Young
Unique **Ferris Wheel** Sunset
Palm trees California **Party** DJ
Celebrity Fun Artistic

Image Inspiration





This is the original Coachella logo but I believe has little bit of issue with readability which I decided to change the typeface that has more same thickness but remain as hand written typeface. Also, I want to keep the condensed typeface that they used under the Coachella simply because I don't get away too far from original Coachella.

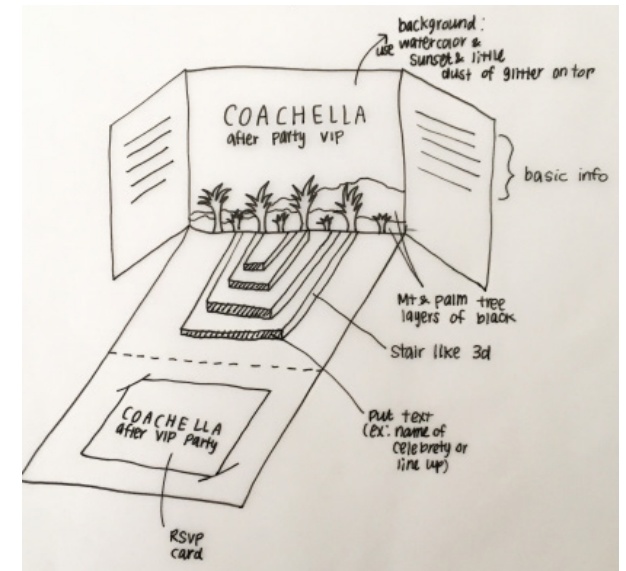
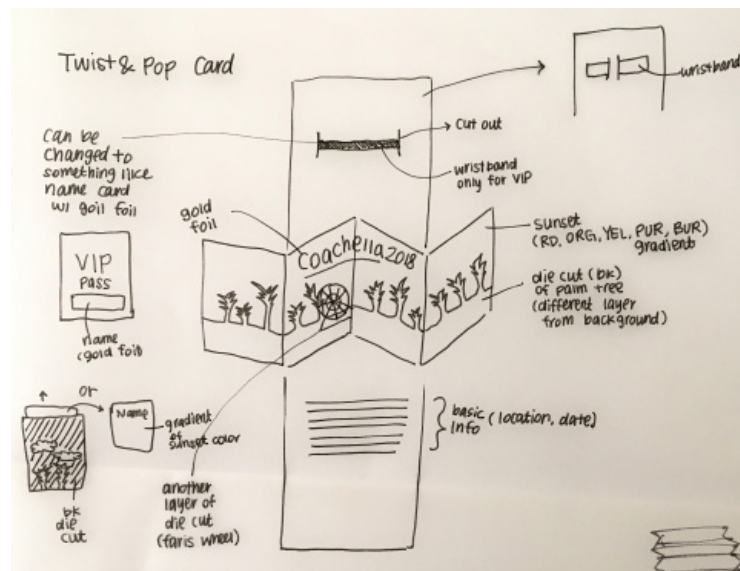
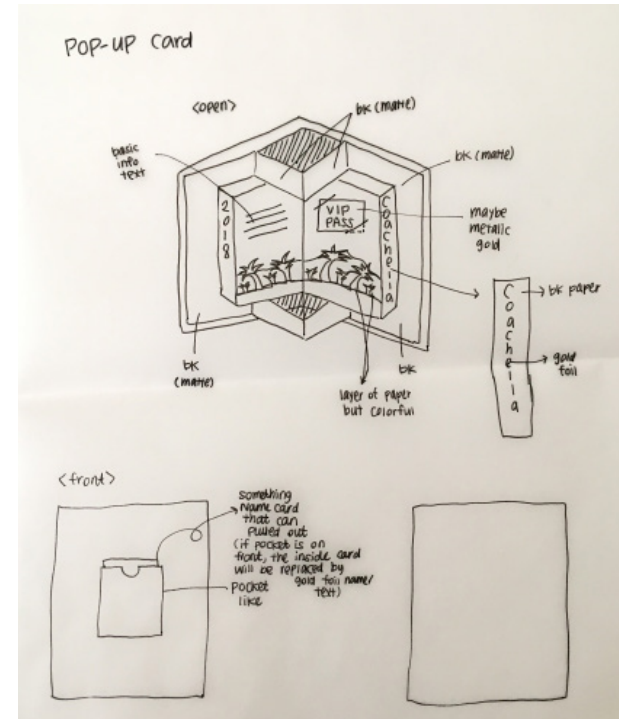
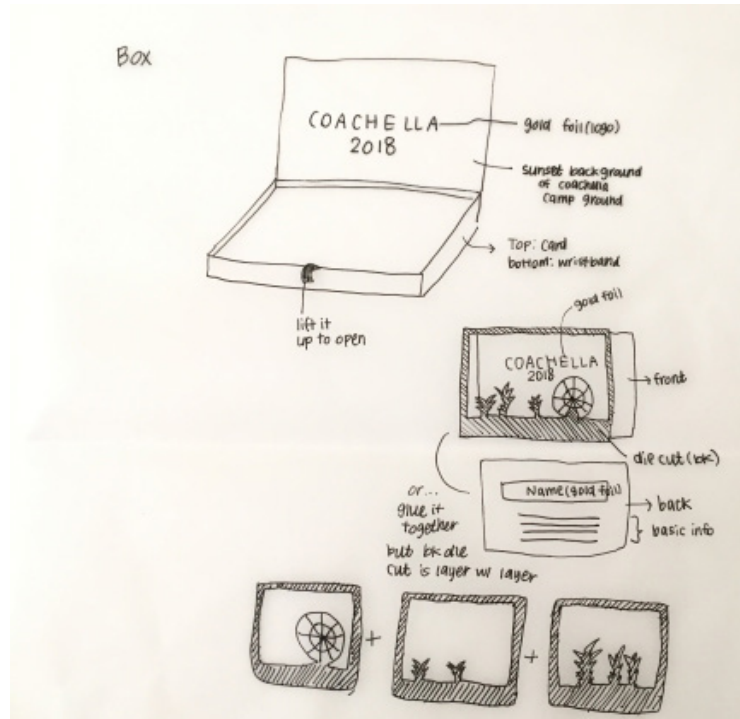
Original Logo:

COACHELLA
COACHELLA VALLEY MUSIC AND ARTS FESTIVAL

Chosen Typeface:

COACHELLA + **VIP AFTER PARTY** = **COACHELLA**
DK MANDARIN WHISPERS AVENIR NEXT CONDENSED REGULAR VIP AFTER PARTY 2018
ABCDEFGHIJKLMN ABCDEFGHIJKLMN
OPQRSTUVWXYZ OPQRSTUVWXYZ

Sketches



Mock Up



