

# Neon Demon

Process Book

Brandi Jarrard







# Concept

This festival started out as a simple movie poster for the Psychological thriller Neon Demon. It shifted to a music festival after a discussion of how the poster really symbolizes what a few of the main aspects of a concert is for. It is made for the eye, which is why they have become almost a light show of sorts, and the entire thing wouldn't be possible without the mouth and people able to talk, communicate, and sing.

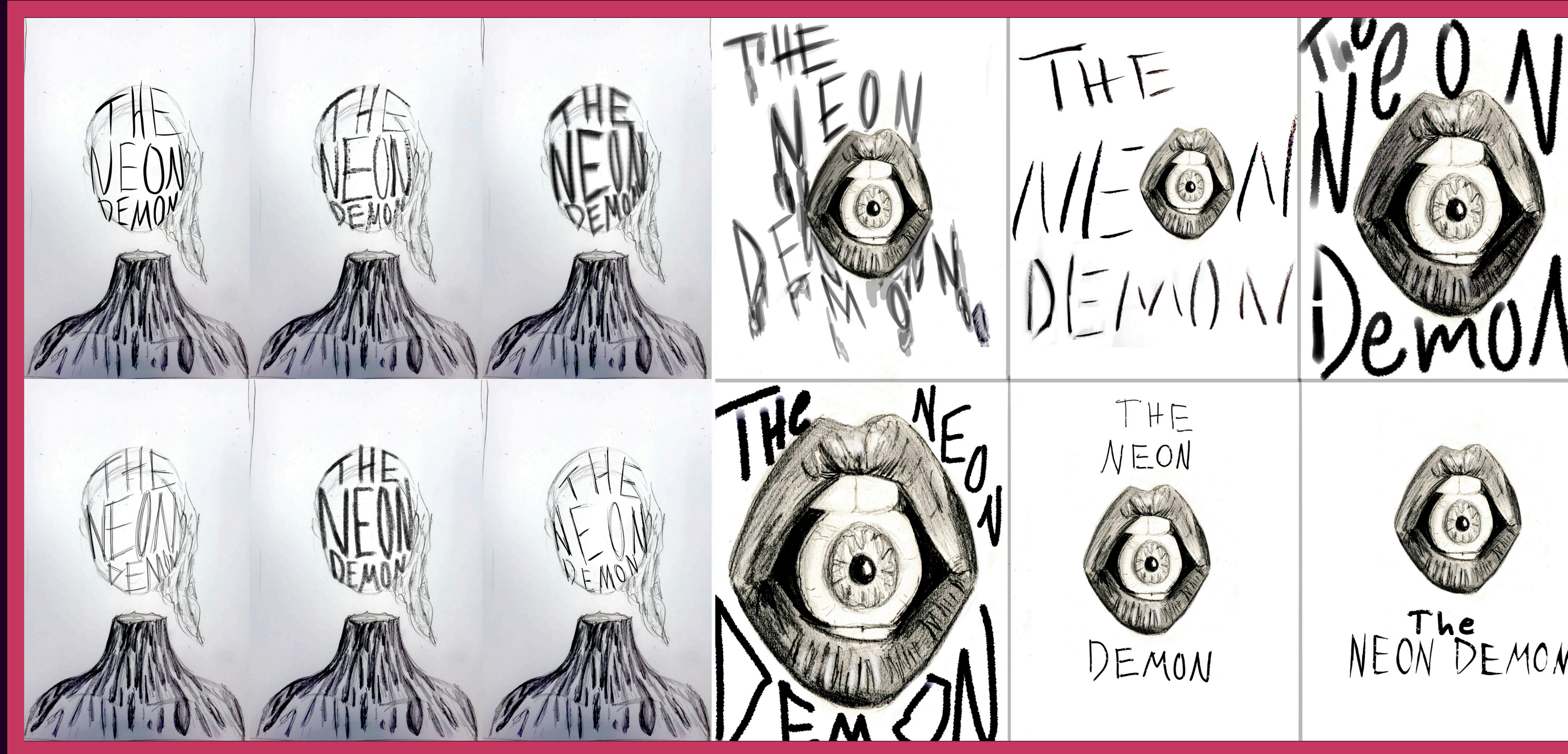
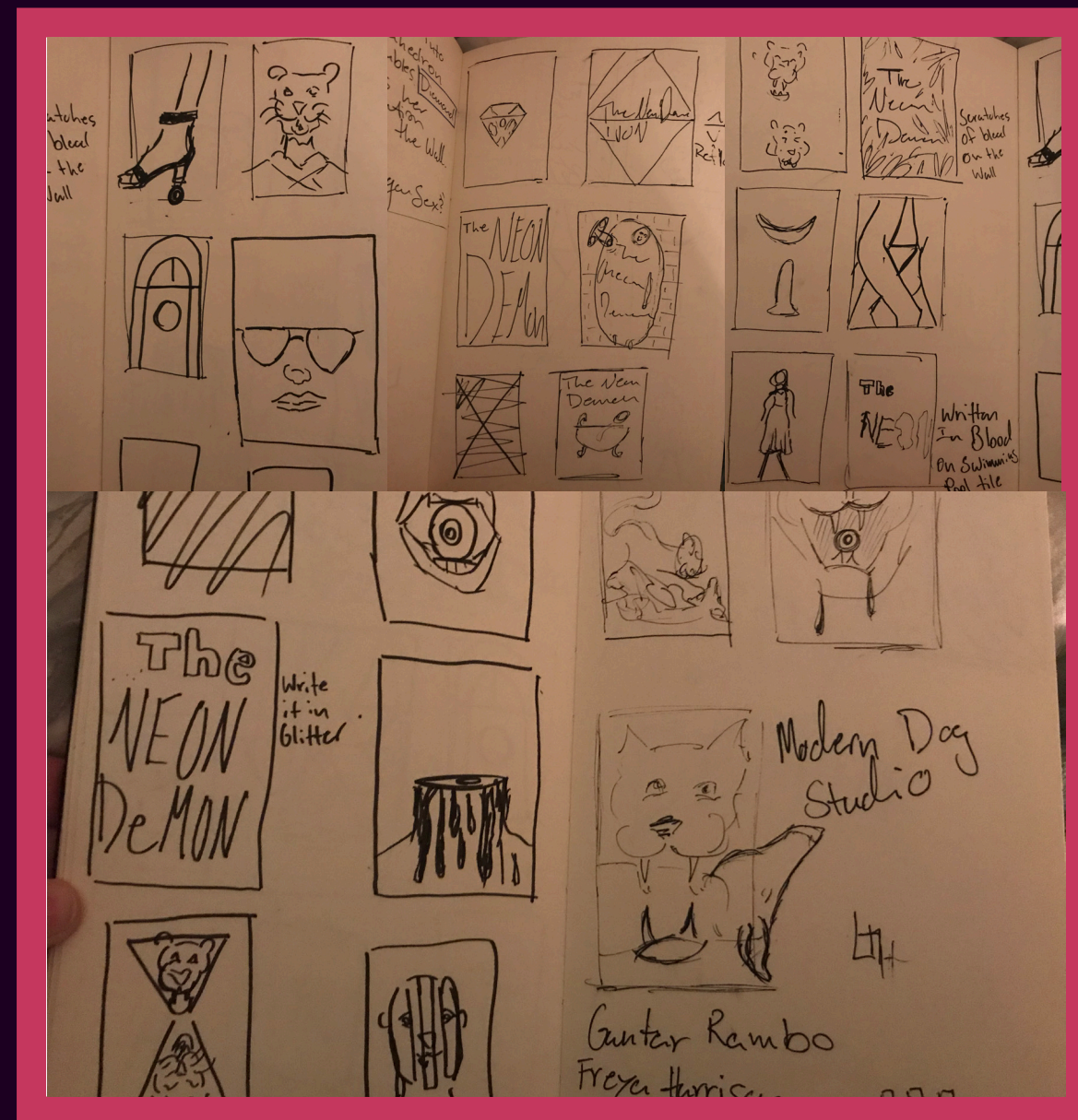


# Objective

The goal of the Neon Demon project is to display the psychological terrors of the modeling industry appealingly. The goal of the festival is to create the same sense of uneasiness that you can't look away from that you get from the film. It's a feeling of fear that you can't pinpoint, therefore you're not afraid of it so you are willing to be involved.







# Mission

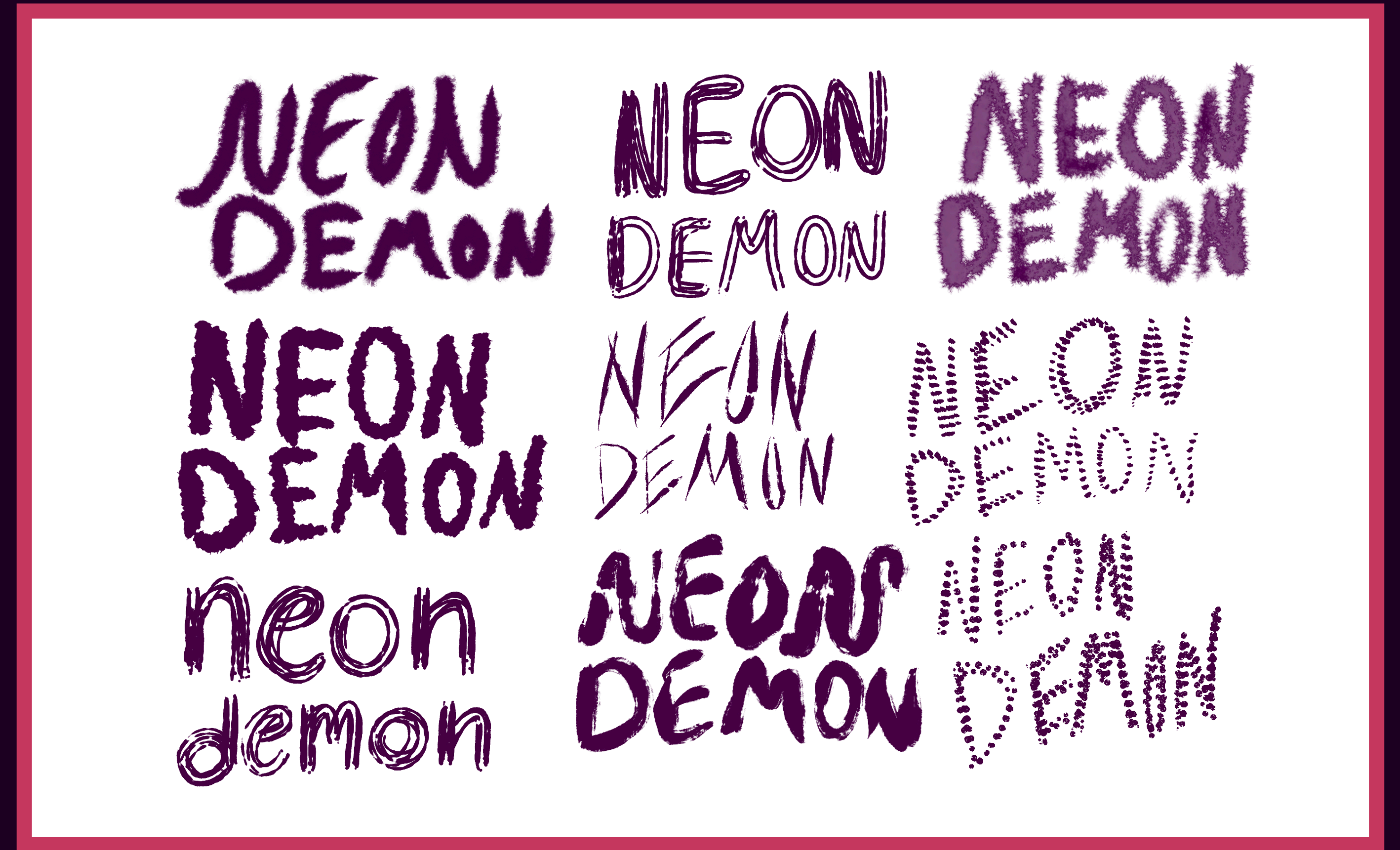
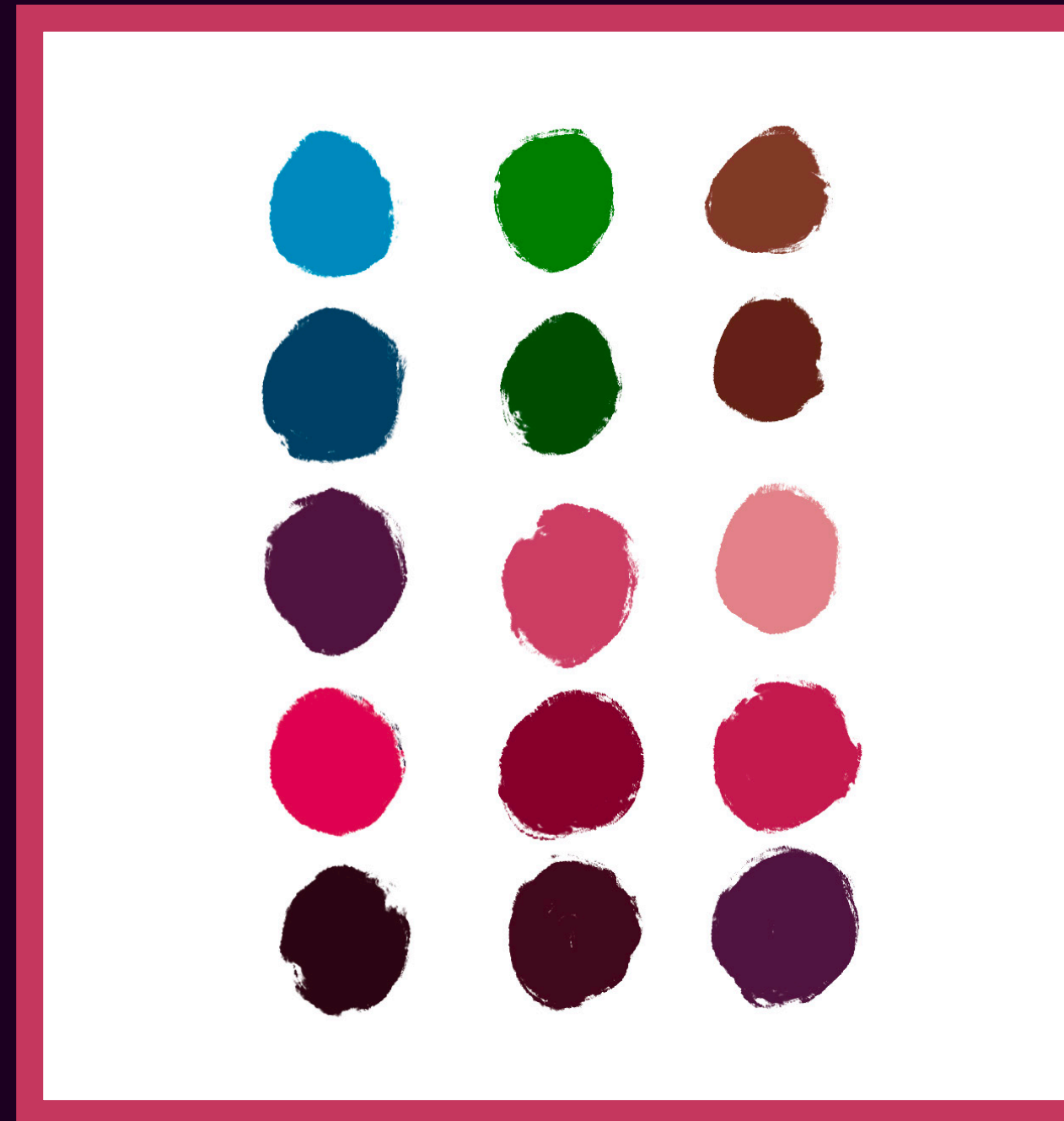
Neon Demon is a music festival that is based on the psychological thriller The Neon Demon. I created a movie poster based off of the film and I wanted to expand the project, the logical path was a psychedelic rock festival. It gave the option of showing the artwork in many different environments and situations.



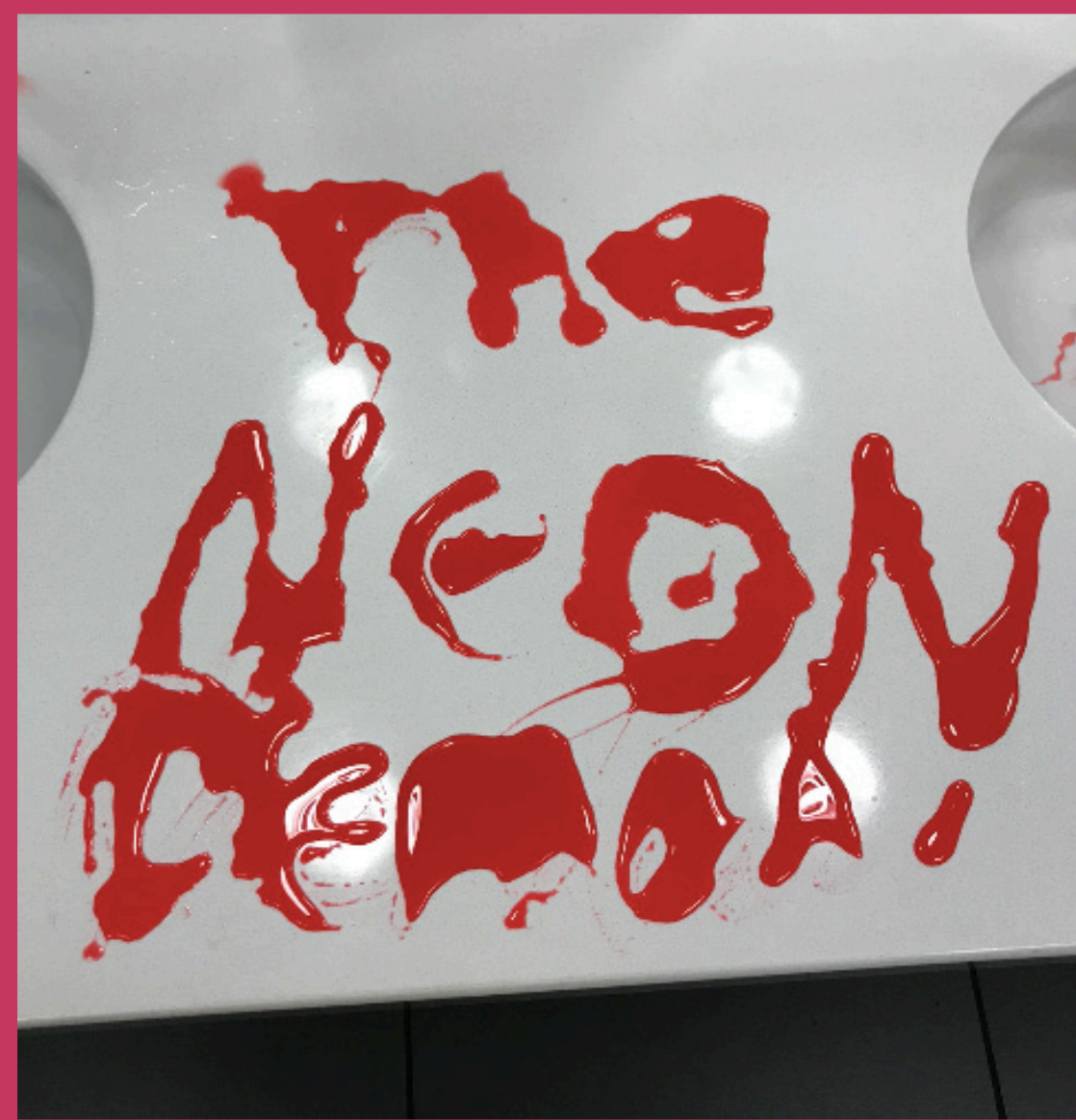
# Studies

Hand-drawn typography was very important to this project, without the ability to be flexible the concept never would have worked. I did many different types of studies before I decided on what style would work best.

I knew from the beginning of the project I wanted the colors to be loud and vibrant, I tried quite a few different palettes before I settled on the blue eye and the pink lip.







## Style

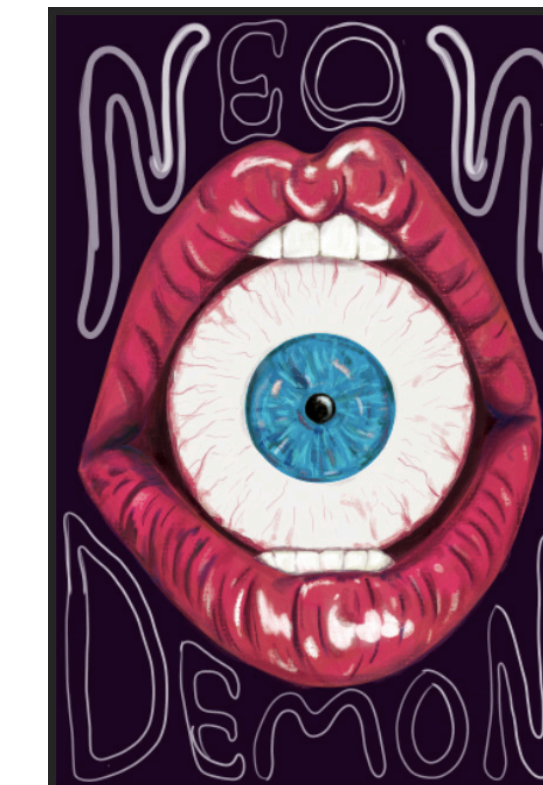
The look of this project is kind of alarmingly gory in a way that isn't disgusting. Yes what is happening is kind of violent and unnatural but the illustration depicts it in a way that doesn't alarm you. The poster is still very vibrating and keeps your attention, but it is not necessarily scary on sight.



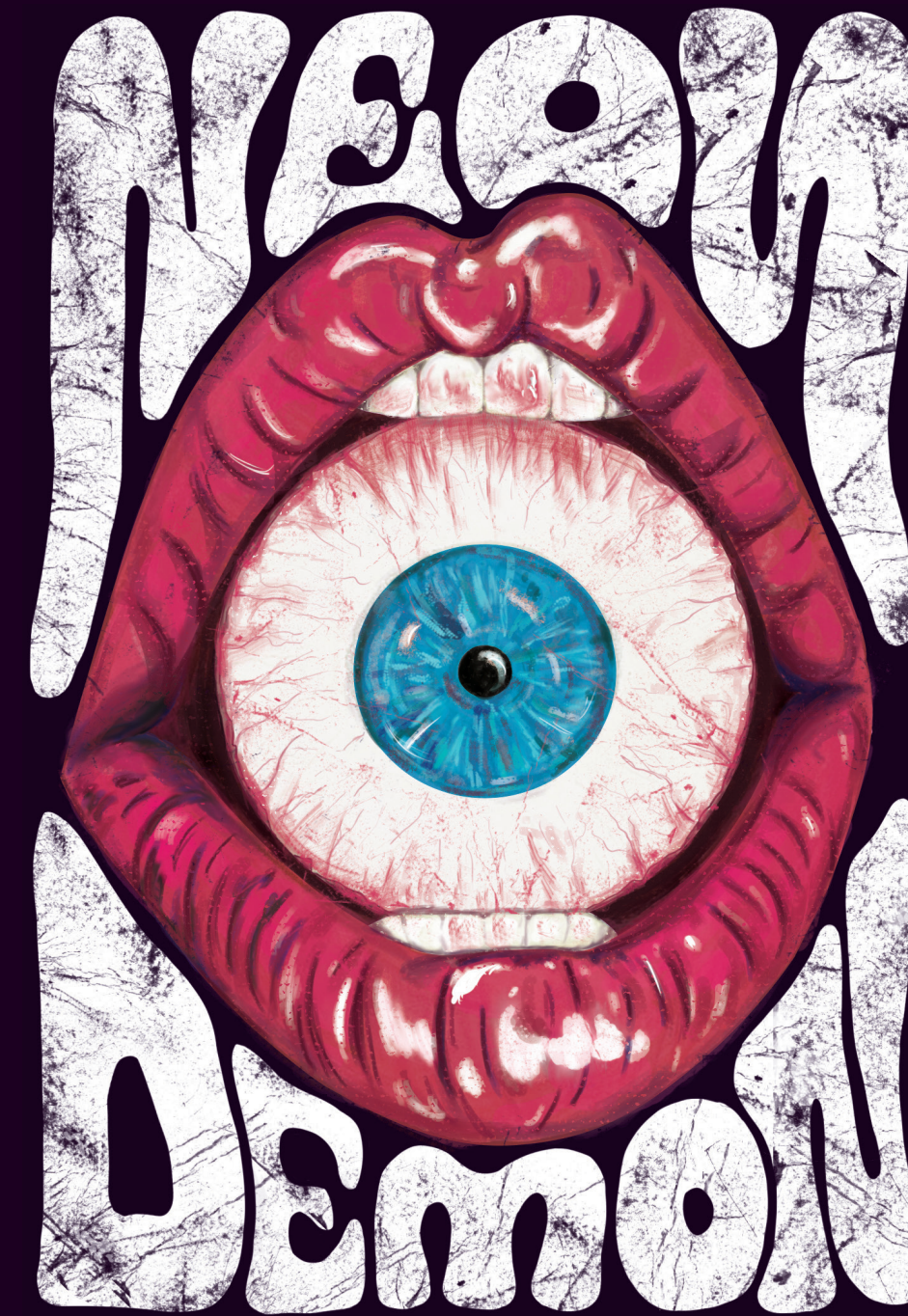
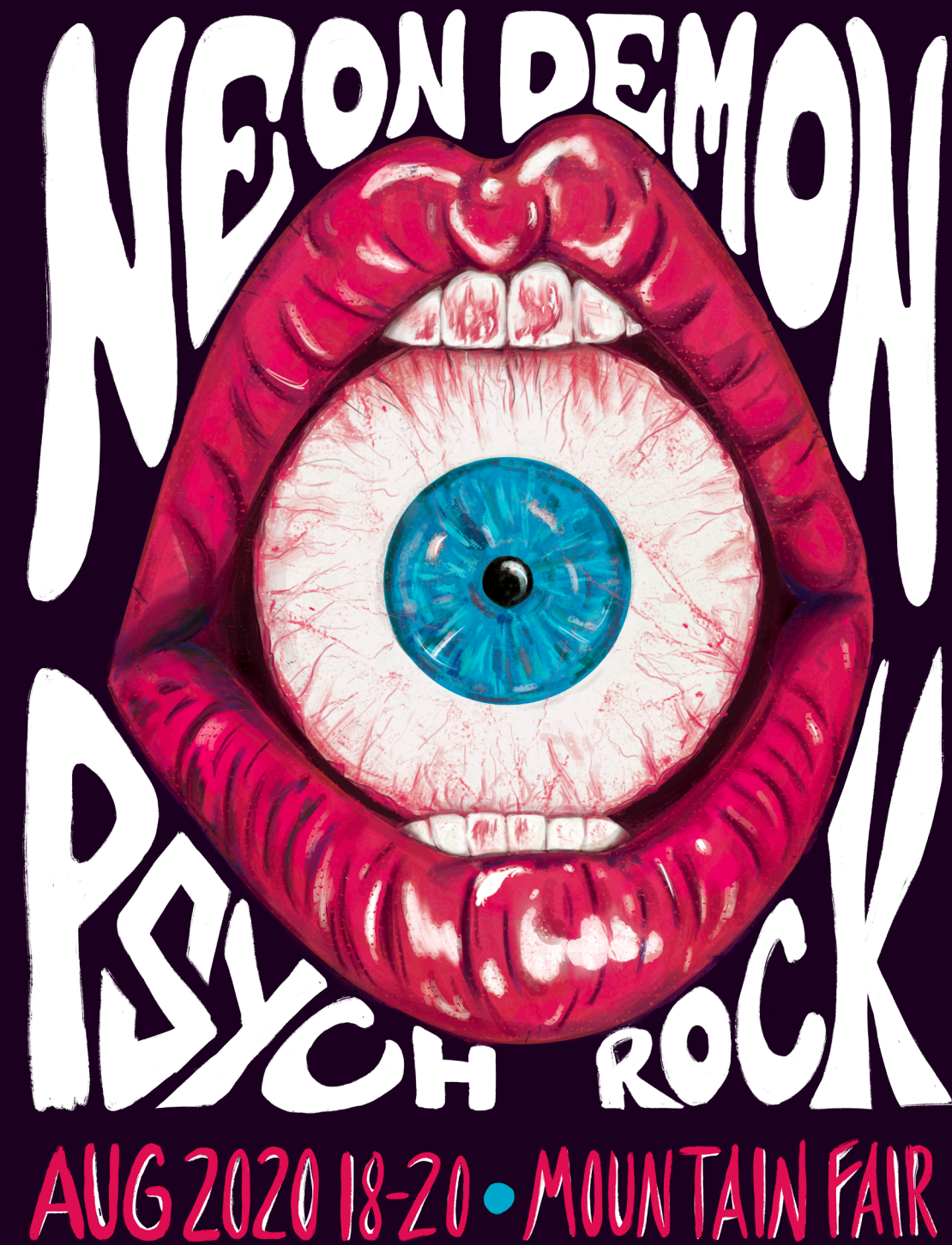
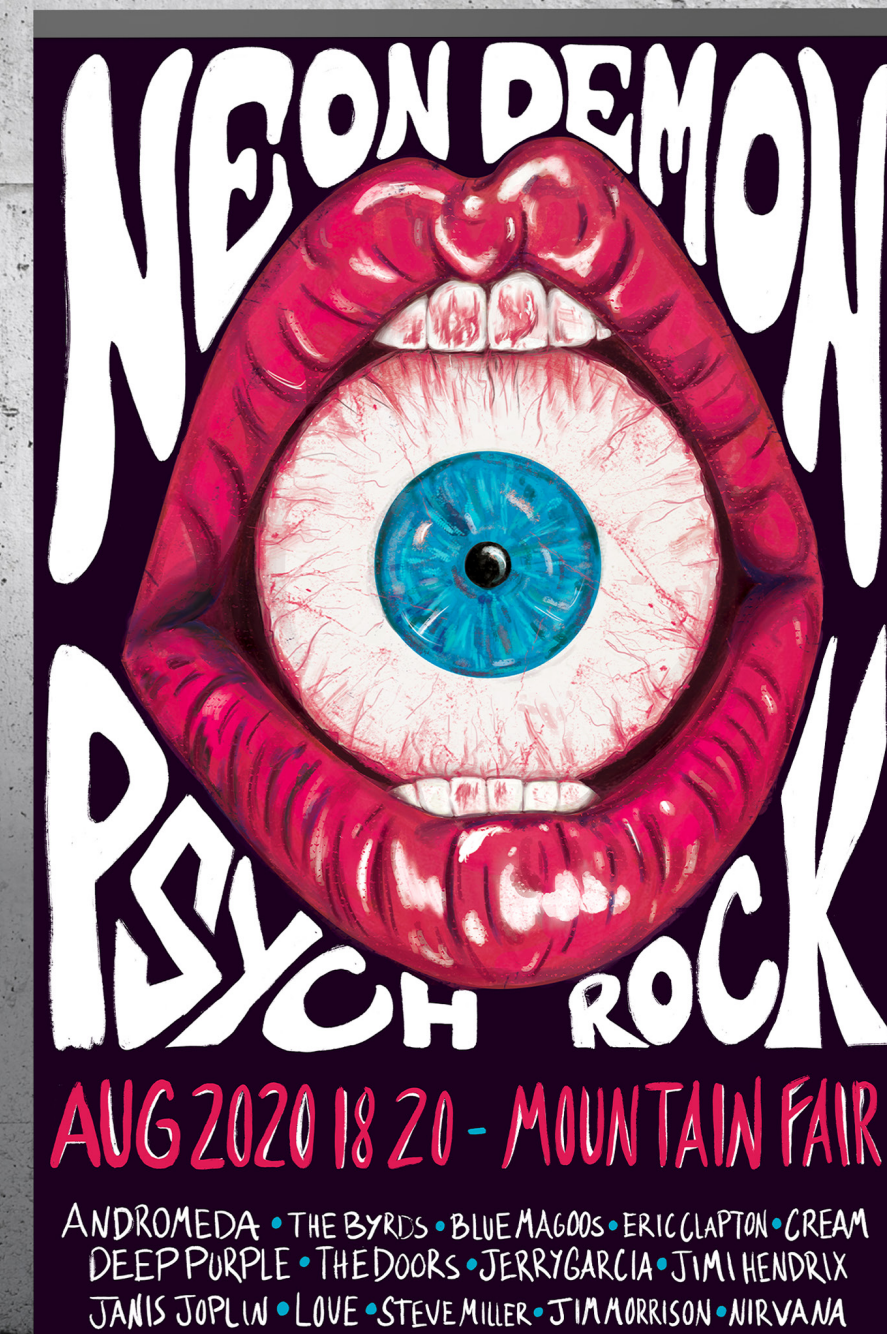
# Process

The process of this project was very interesting , it started out as a movie poster and has morphed into a very different beast. The start of this project started out very experimental with pouring strawberry syrup down a wall in hopes of landing somewhere interesting.

While that idea failed in the long run the fluidity of the syrup forming at will inspired me to have the words stretch and flex around the lips, which juttred the concept into the world.







## Solution

I went about this in a way of using the image of the poster and the typography and transforming it to fit multiple medias to advertise for the festival. The eye and the mouth are the main focal point of the project.



# Concept

A music festival is a place filled with joy, love, and music. Why couldn't it be a place where your mind is questioned and the music makes you think and antagonizes you in all of the right ways. Music already makes you question certain aspects of your life. Paired with a creative set and performance the festival could help you go to another reality.







## Conclusion

Overall this project was a complete pleasure to make. It was very encouraging to be able to turn a singular piece of work into many different parts and pieces to create a narrative that had nothing to do with the original concept.

I believe this shows my ability of creating a narrative and following through with the completion of a project. Maybe one day the Neon Demon festival might become a real-life music festival.





