LITHERLAND HIGH SCHOOL

LIVO CATCH-UP 10

Year 9 Graphics

Festival Merchandise Project

1 WHAT ARE FESTIVALS AND WHO IS THE TARGET MARKET?

Festivals are large events, often with live music, art, food and entertainment.

- Different festivals have different themes, audiences and locations.
- A target market is the group of people who are most likely to buy your merchandise.
- You need to consider age, interests, style, budget and lifestyle when designing.
- Your design should appeal to the target audience and represent the festival.

Know your target market to make a successful design!



2 HOW IS MARKETING USED TO PROMOTE FESTIVALS?

Festivals use different marketing strategies to attract people and sell tickets and merchandise.

- Posters and billboards
- Social media
- Logos and branding
- Influencers and videos
- Slogans and catchy phrases
- Merchandise (t-shirts, hoodies, hats, tote bags)

Good marketing creates excitement and gets people buying!



3 WHAT MAKES AN EFFECTIVE POSTER DESIGN?

An effective poster is eye-catching, clear and communicates key information.

- Strong main image or graphic
- Clear, bold typography
- Limited colour palette
- Key information (date, location, acts)
- Layout that is easy to read
- Matches the style and theme of the festival



4 HOW DO WE GENERATE DESIGN IDEAS?

We can develop lots of ideas using sketching, mood boards and research.

- Look at existing festival merchandise for inspiration.
- Use themes, music genres, locations or symbols.
- Create initial ideas and then develop your best idea.
- Annotate your ideas to explain design choices.

Explore lots of ideas before choosing your final design!



5 WHAT GRAPHIC TECHNIQUES CAN WE USE?

We can use a range of graphic techniques to create unique and eye-catching designs.



Combine different techniques to create a design that fits your festival theme.

6 WHAT MATERIALS AND PRODUCTS CAN WE DESIGN?

Festival merchandise can be made from a range of materials and can include:

Choose materials that are suitable, strong and fit your design!



7 HOW DO WE CREATE A FINAL DESIGN?

We will refine our chosen idea and create a final design ready for production.

- Develop your idea using skills and feedback.
- Make sure it meets the design brief and specification.
- Use digital software or hand drawing.
- Add colour, text and images.
- Present your final design clearly.

Make sure your final design is clear, creative and fits the target market!



8 HOW DO WE EVALUATE OUR FINAL DESIGN?

We can check our final design against the design brief and specification.

- Does it meet the purpose?
- Does it appeal to the target market?
- Is it clear and effective?
- Are the materials and techniques suitable?
- What could be improved?

Be honest and suggest how you could improve your design!



9 HOW COULD YOUR DESIGN BE PRODUCED?

Your design could be produced using methods such as:

- Digital printing (e.g. DTG or sublimation)
- Screen printing
- Heat transfer vinyl
- Laser cutting (for keyrings or badges)
- Embroidery (for caps and hoodies)

Consider how your design will be made and which method is most suitable!



10 YOUR CATCH-UP 10

1. What is a festival?
2. What is a target market? Give two examples.
3. Name three ways festivals can be marketed.
4. What makes an effective poster design?
5. Name five graphic techniques you could use.
6. Give three examples of festival merchandise products.
7. Which materials could be used to make a t-shirt, tote bag and cap?
8. What should be included in a design brief?
9. How can you evaluate your final design?
10. What method could be used to produce your design? Give one example.

FINAL CHECK

- [ ] I understand what a festival is and why marketing is important.
- [ ] I can explain who the target market is for different festivals.
- [ ] I can name and describe different marketing strategies.
- [ ] I can generate and annotate a range of design ideas.
- [ ] I can use graphic techniques effectively.
- [ ] I can choose suitable materials for my design.
- [ ] I can explain how my design could be produced.
- [ ] I can evaluate my final design against the design brief.
- [ ] I know what makes a successful festival merchandise design.
- [ ] I know the key vocabulary for this topic.

NOW I'M READY TO REVISE THE LESSON!



Kindness • Integrity • Tenacity