

College of Arts & Letters **MUSIC DEPARTMENT**

California State University, Sacramento

Client (Christina Bowen)

Competition (Ester Mezhlumyan)

Audience (Ryan Stora)

Systems (Troy Larsen/Fernando Pimentel)

CLIENT

Sacramento State Department of Music

Client Description

“A fully accredited member of the National Association of Schools of Music (NASM) since 1964, the Department of Music offers the Bachelor of Music, Bachelor of Arts, and Master of Music degrees, as well as the teaching credential for the state of California. Students may also opt for programs which combine music with one or more other academic areas to pursue individualized educational goals.”

Sacramento State, Department of Music

Website

<http://www.csus.edu/music/>

Location

Capistrano Hall Department

Chair

Ernie Hills

Ensembles

Concert Band
Marching Band
Wind Ensemble
Orchestra
Instrumental Jazz
Vocal Jazz | Choirs
Opera
Percussion Group
Baroque Ensemble
Liberace
Wind Quintet
Sun Quartet

Concentrations

Instrumental
Education
Jazz
Management
Keyboard
Theory/Composition
Voice

PROBLEM & EVENT

CSUS Department of Music (CLIENT)

Problem

The Sacramento State Music Department requested a 18 x 24 inch, two-sided poster to promote their event entitled Festival of New American Music.

Due

October 18, 2012

Goals

Increase attendance and awareness of event

Event Date

November 1-10

Event Synopsis

The Festival of New American Music (FeNAM) runs **Nov. 1-10** and features a lineup of artists guaranteed to please all fans of new American music.

It starts with a keynote address by composer Augusta Read Thomas and features musicians Geoffrey Burleson, the Calliope Duo, the JACK Quartet, Third Coast Percussion and Allen Vizzutti as well as the festival's "house band" Citywater, the Sac State Faculty Jazz Trio and the University's Symphonic Wind Ensemble.

Most of the concerts are in the Music Recital Hall & all of them are free

Event History

The event is annual. This will be its 35th year.

EVENT DESCRIPTION

CSUS Department of Music (CLIENT)

2012 Festival of New American Music

November 1-10

The Festival will open on Thursday, November 1 with the annual Keynote Address at 12:00pm. This year's featured composer and speaker will be Augusta Read Thomas. Ms. Thomas was the Mead Composer-in-Residence with the Chicago Symphony Orchestra from 1997 through 2006. In 2007, her *Astral Canticle* was one of the two finalists for the Pulitzer Prize in Music.

Ms. Thomas has also been on the Board of Directors of the American Music Center (www.amc.net) since 2000, as well as on the boards and advisory boards of several chamber music groups. She was an assistant, then associate professor of composition at the Eastman School of Music from 1993-2001, and from 2001 until 2006 was the Wyatt Professor of Music (Endowed Chair) at Northwestern University. She currently continues her involvement with Northwestern University by serving on the Dean's Music Advisory Board. In the summers she often teaches at the Tanglewood Music Center.

The opening concert of the Festival will feature the Third Coast Percussion quartet on Thursday, November 1 at 8:00pm. The quartet combines the driving intensity of drums, the beautiful warmth of marimbas and vibraphones, and the surprisingly exotic sounds of everyday objects to make music that is playful, memorable and profound. In performances around the country, the Chicago-based ensemble has swiftly gained national attention for effortlessly combining the energy of a rock concert with the precision and sophistication of classical chamber music.

The members of Third Coast Percussion—Owen Clayton Condon, Robert Dillon, Peter Martin, and David Skidmore—hold degrees in music performance from Northwestern University, the Yale School of Music, the New England Conservatory, and Rutgers University.

Pianist Geoffrey Bursleson will perform on Friday, November 2 at 8:00pm. Mr. Bursleson has performed to wide acclaim throughout Europe and North America, and is equally active as a recitalist, concerto soloist, chamber musician and jazz performer. The New York Times has hailed his solo performances as “vibrant” and “compelling”, and has praised his “command, projection of rhapsodic qualities without loss of rhythmic vigor, and appropriate sense of spontaneity and fetching colors”. Mr. Bursleson made his New York City solo recital debut at Merkin Concert Hall in 2000. He has appeared as concerto soloist with the Boston Musica Viva, Arlington Philharmonic, New England Philharmonic, and the Holland Symfonia in the Netherlands. Mr. Bursleson currently performs as principal pianist with the Boston Musica Viva and the New York Art Ensemble, as well as Princeton University's Richardson Chamber Players. A graduate of the Peabody Conservatory, New England Conservatory, and Stony Brook University (D.M.A.), his principal teachers include Gilbert Kalish, Leonard Shure, Veronica Jochum, Lillian Freundlich, Tinka Knopf, and Audrey Bart Brown.

On Saturday, November 3, the JACK Quartet performs at 8:00pm. A string quartet focused on the commissioning and performance of new works, JACK has performed to critical acclaim at Wigmore Hall (London), Les Flâneries Musicales de Reims (France), Ultraschall Festival für Neue Musik (Germany), Muziekgebouw aan 't IJ (Netherlands), Festival Internacional Cervantino (Mexico), Donaueschinger Musiktage (Germany), Darmstadt Internationale Ferienkurse für Neue Musik (Germany), Library of Congress, Kimmel Center, La Biennale di Venezia (Italy), Lucerne Festival (Switzerland), and Carnegie Hall.

EVENT DESCRIPTION CONT.

CSUS Department of Music (CLIENT)

Violinists Christopher Otto and Ari Streisfeld, violist John Pickford Richards, and cellist Kevin McFarland met while attending the Eastman School of Music, and they have since studied with the Arditti Quartet, Kronos Quartet, Muir String Quartet, and members of the Ensemble Intercontemporain. Alex Ross (New Yorker) hailed their performance of Iannis Xenakis' complete string quartets as being "exceptional" and "beautifully harsh," and Mark Swed (Los Angeles Times) called their sold-out performances of Georg Friedrich Haas' String Quartet No. 3 "mind-blowingly good."

Guitarist Benjamin Verdery performs on Tuesday, November 6 at 8:00pm. Described as "iconoclastic" and "inventive" by The New York Times and "one of the classical guitar world's most foremost personalities," by Classical Guitar Magazine, Mr. Verdery enjoys an innovative and eclectic musical career. Since 1980 he has performed worldwide in theatres and at festivals, and he tours regularly in Canada, Europe, Asia and throughout the United States. He has released over 15 albums, including "Start Now" (Mushkatweek), which won the 2005 Classical Recording Foundation Award. A prolific composer, many of Benjamin Verdery's compositions have been performed, recorded, and published over the years.

In addition to his performance tours and recording, Benjamin has been chair of the guitar department at the Yale University School of Music since 1985 and Artistic Director of the bi-annual Yale Guitar Extraganza. He has also been Artistic Director of Art of the Guitar (New York City) since 2006. He is an honorary board member of the Suzuki Association of the Americas, the Swiss Global Foundation and the D'Addario Foundation for the Performing Arts. Each summer Benjamin holds his Annual International Master Class on the Island of Maui (Hawaii).

The San Francisco Contemporary Music Players close out the Festival on Saturday, November 10 at 8:00pm. Now in its 40th year, the SFCMP is a national leader among advocates for contemporary chamber music. Its 18 members are all active soloists and chamber musicians. Many are members of the San Francisco Symphony, Ballet, or Opera orchestras. A 10-time winner of the ASCAP/Chamber Music America Award for Adventurous Programming of Contemporary Music, the SFCMP has won this award more than any other ensemble. The group has performed almost 1200 contemporary works, including 74 U.S. premieres and 145 world premieres. Content Provided by CSUS Music Department Website

PROMOTIONS & WEBSITE OVERVIEW

CSUS Department of Music (CLIENT)

Promotion and Distribution:

The client promotes itself through a variety of promotional materials such as posters, pamphlets, and postcards as well as online by means of its website.

Visual Priorities:

Event title, event dates & descriptions, and performer images.

Challenges:

Promotional materials contain a large quantity of text and images.

Successes:

Printed items typically have consistent type, color palette, and treatment of images, especially in the Bravo! promotions.

Unsuccessful:

Web pages are visually inconsistent with each other and with printed promotions.

The 2011 Poster for The Festival of New American music lacked white space, its imagery did not communicate music, and random placement was apparent due to a lack of horizontal grid.

Branding:

Promotions must follow Sacramento State branding standards.

Music Department Competition Fall 2012

CSU, Sacramento

A fully accredited member of the National Association of Schools of Music (NASM) since 1964, the Department of Music offers the Bachelor of Music, Bachelor of Arts, Master of Music degrees, as well as the teaching credential for the state of California. Students may also opt for programs which combine music with one or more other academic areas to pursue individualized educational goals.

As a student at California State University, Sacramento, you are an integral part of one of the top-ranked regional universities in the Western United States. Faculty and students come from across the country and around the world to teach and study, and to open doors to a broad spectrum of artistic and intellectual pursuits. At the Department of Music at Sacramento State, we provide a supportive environment along with the thorough education you need to succeed.

Competitors

UC Davis

The Department of Music at the University of California, Davis, offers a curriculum based on a synthesis of music scholarship, performance, and composition. Undergraduate majors can pursue Bachelor of Arts degree tracks in performance, composition and theory, or history. A Master of Arts program leads to Doctor of Philosophy degrees in the fields of composition and theory, musicology, or ethnomusicology. The department also offers a master's emphasis in conducting. A distinguished teaching faculty of 14 faculty and 25 applied faculty serves some 140 undergraduate music students and 23 graduate students. Many of the department's graduates successfully continue their education in the best graduate schools and move into a variety of related careers. Department assets include a diverse collection of instruments and facilities, such as an extensive music library and an electronic music studio.

The Department of Music presents more than 100 events each year by a range of ensembles, including the UC Davis Symphony Orchestra, University Chorus, Empyrean Ensemble, Concert Band, Early Music and Baroque Ensembles, Jazz Band, Hindustani Vocal Ensemble, Gamelan Ensemble, and Samba School. The department sponsors an annual artist-in-residence program, bringing internationally renowned artists for performances and lectures.

The department also presents a free weekly noon-concert series, which features visiting artists, department ensembles, and student performers in an informal setting. To receive printed information on academic programs, to request the current performance season brochure, or to subscribe to our e-mail events list, please contact us.


Folsom Lake Community College

Three Stages at Folsom Lake College is a \$50 million facility dedicated to the performing and visual arts. Artists arrive from around the world, and throughout the community, to the newest arts venue in the capital region. Three Stages marks an enormous change in this area's arts scene - and it just might change the way you, your friends, and family experience the campus, the city of Folsom, and the multicultural world of performance.


Funded by state and local bonds, with additional support from the Los Rios Community College District and donations to the Folsom Lake College Foundation, the new performing arts center is a beehive of activity, with over 400 events annually. The presenting program brings touring artists from all over the world. Three Stages is an engaging partner to some of the finest local and regional companies in dance, music, and theater. Three Stages deepens the educational experience of Folsom Lake College, giving students and faculty a facility in which to develop their craft and present it to family, friends, and you.

Visual Inventory

CSU, Sacramento




SACRAMENTO STATE
 Department of Music



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[Season Highlights](#)
[Faculty / Staff](#)
[Students](#)
[Contact Us](#)

Choirs | Jazz Studies | Marching Band | Percussion Studio | Tickets/Driving/Parking Info

HAVE YOU HIT YOUR UNIT CAP?? Important info for those wishing to register for more than 16 units...[read here](#)




Welcome to the Department of Music!

As a student at California State University, Sacramento, you are an integral part of one of the top-ranked regional universities in the Western United States.

Faculty and students come from across the country and around the world to teach and study, and to open doors to a broad spectrum of artistic and intellectual pursuits.

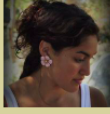
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Coming Up Next at the Department of Music...



• **Wednesday, September 12, 2012 | 8:00 pm**
Faculty Recital: Keith Bohm, saxophone
 Faculty artist Keith Bohm, saxophone, performs classical saxophone works by: Ronald Binge, Everett Gates, Astor Piazzolla, Jerome Savari, and Andre Waignein. With John Cozza, piano.


[Read More](#)



• **Friday, September 14, 2012 | 4:00 pm**
Student Recital: Vanessa Martucci, voice (Event canceled)
 POSTPONED TILL SPRING...

[Read More](#)

Homepage



SACRAMENTO STATE
 CHOIR

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Welcome to the Sacramento State Choral Program!

News the Chorus: Fall 2012 Concerts

Welcome to the Choral Music Department at Sacramento State University!

I am delighted that you have chosen to be part of this choir family. We have some wonderful concerts and events planned for all the choir groups during our Fall 2012 season. A complete list of concert and rehearsal dates appears on the [Choir Calendar](#) page. Information about the policies and procedures we follow in the Choral Department can be found in the [Student Handbook](#) page.

Full and part-time positions to be yet another exciting semester for our choirs, and I am looking forward to working with you all. Our goal is to make the best music we possibly can and to share our song with our community and beyond. Should you have any questions, please feel free to contact me. Thank you so much for your support.

Dr. Donald Randolph
 Director of Choral Activities
 Sacramento State University

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SACRAMENTO STATE
 JAZZ STUDIES

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[Jazz Festival](#)
[Jazz Fest](#)
[Links](#)

Welcome to the Sacramento State Jazz Studies Website, where you can:

- Discover performance opportunities
- Meet our jazz faculty members
- Learn about our Bachelor of Music in Jazz Studies degree program
- Find out about upcoming concerts and events
- Order CDs by Sacramento State jazz groups
- Learn about our Jazz Festivals
- Listen to recordings of our student ensembles and jazz faculty

Jazz Studies News



Ryan Meagher - Guitar clinic
 Tuesday, September 11
 Main Recital Hall - 5:30-2:45 pm
 Free admission
<http://www.ryanmeagher.com>



The Kandinsky Effect
 Thursday, September 27

Category Homepages



Category Homepages



Choirs | Jazz Studies | Marching Band | Percussion Studio | Tickets/Driving/Parking Info



Category Homepage



Promotional

Analysis

The Sacramento State Music Department has a fully developed webpage filled with different resources to the types of music within the department. The links from the music department site to the other webpages are differently designed and have their own branding. For example above we see the Jazz, Choir, Percussion and Marching Band websites. So overall CSUS Music does a successful job of informing the public and the students all that the department has to offer; despite the lack of consistency.

UC, Davis

DAVIS

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MUSIC

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Composition Portfolio

Requirements

DHI Arts Initiative

Music Theory

Placement 2012

Department of

MUSIC

480 Shields Ave.

Davis, CA 95616

707-5537 phone

707-2993 fax

CAS)

About Us

The Department of **MUSIC** at the University of California, Davis, offers a curriculum based on a synthesis of **music** scholarship, performance, and composition. Undergraduate majors can pursue Bachelor of Arts degree tracks in **performance**, **composition** and **theory**, or **history**. A Master of Arts program leads to Doctor of Philosophy degrees in the fields of **composition** and **theory**, **musicology**, or **ethnomusicology**. The department also offers a master's emphasis in **conducting**. A distinguished teaching faculty of 14 **faculty** and 25 **applied faculty** serves some 140 undergraduate **music** students and 23 **graduate students**. Many of the department's graduates successfully continue their education in the best graduate schools and move into a variety of related careers. Department assets include a diverse collection of instruments and **facilities**, such as an extensive **music** library and an electronic **music** studio.

The Department of **MUSIC** presents more than 100 events each year by a range of ensembles, including the UC Davis Symphony Orchestra, University Chorus, Emphyrean Ensemble, Concert Band, Early **MUSIC** and Baroque Ensembles, Jazz Band, Hindustani Vocal Ensemble, Gamelan Ensemble, and Samba School. The department sponsors an annual artist-in-residence program, bringing internationally renowned artists for performances and lectures. The department also presents a free weekly noon-concert series, which features visiting artists, department ensembles, and student performers in an informal setting. To receive printed information on academic programs, to request the current performance season brochure, or to subscribe to our e-mail events list, please [contact us](#).

News

Bryce Cannell wins ASCAP Region VIII Student Commission Competition

July 05, 2012

Dumas awarded Outstanding Graduate Student Teacher Award

May 11, 2012

Will Cooper wins Leo Kaplan Award

April 12, 2012

Rohde wins Lydia String Quartet Competition, 2012

April 06, 2012

"Bluebird's Case" now viewable online

April 06, 2012

More news

Music Homepage

this section

Emphyrean Ensemble

Applied Faculty

University

Concert Band

Guest Artists

Hindustani Ensemble

Davis Symphony

Hindustani Ensemble

Samba School

University Chorus

Lydia Music Ensemble

Jazz Bands

Baroque Ensemble

Jerome Rosen

Quick links

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Placement 2012

Department of

MUSIC

Davis

480 Shields Ave.

Davis, CA 95616

707-5537 phone

Image Gallery

Gamelan Ensemble

Samba School

Emphyrean Ensemble (6)

Applied Faculty (1)

Faculty (2)

Concert Band (6)

Guest Artists (0)

UC Davis Symphony Orchestra (7)

University Chorus (4)

Early Music Ensemble (4)

Jazz Bands (1)

Baroque Ensemble (3)

Jerome Rosen (3)

News

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Calendar

Events from one or more calendars could not be shown here because you do not have the permission to view them.

Today

Tuesday, September 11

Tuesday, September 11

Patriot Day

Friday, September 14

Summer Session II Ends

Monday, September 24

Fall Quarter Begins

Thursday, September 27

Instruction Begins

12:05pm NO NOON CONCERT TODAY

Event Calendar

Ester Mezhumyan

Fall 2012 // GPHD 145

Google calendar

Brandon Yip, guitar

Shinkoskey Noon Concert: Brandon Yip, guitar

Free

When Thu Nov 1 12:05pm – 1pm Pacific Time

Where Yocha Dehe Grand Lobby, Mondavi Center ([map](#))

Music Event

Analysis

The UC Davis music department also had a very informative website. However they were more consistent in there structure. All of the various types of programs were included in the same website, in addition to a calendar link and a gallery. I think the gallery plays a big role in the representation of the department. If there are no visual or audible resources on the webpages there might be unsuccessful representation of the department. In addition to the website UC Davis offers a quarterly events magazine that gets sent out, informing the community about performances that will take place at the Mondavi Center –Davis' own performing arts building .The magazine was very well designed and represented the university with the consistent color palette but did not relate to the Music Department's webpage. The magazine also included events from the Theater and Dance departments. Overall Davis has a successful representation of the Music department and also reaching out to there audience.



Three Stages
at Folsom Lake College

THIS IS THE '60s

Order for Guest Your shopping cart is empty. [Shopping Cart](#)

EVENTS TICKETS VISIT DONATE ABOUT COMMUNITY ARTS ED CONTACT HELP

MY ACCOUNT
SEARCH EVENTS
SUBSCRIBE & SAVE
BANK OF AMERICA GALLERY
Visual Arts Faculty Annual Exhibition
PRESS ROOM
FOLLOW US! [f](#)
SEASON BROCHURE

SEPTEMBER AT THREE STAGES

The pace quickens. With *The Best of Doo Wop* (9/15), a jazz guitar master (John Abercrombie and his trio 9/22), the amazing *Cirque Chinois* (9/22-23) and the *Legendary Rhythm & Blues Revue* (9/28), the lazy days of summer are clearly behind us. Good seats are available. And don't even ask about October.

Subscribe And Save 15%

THREE STAGES PRESENTS
Click here for ARTISTS FROM AROUND THE WORLD

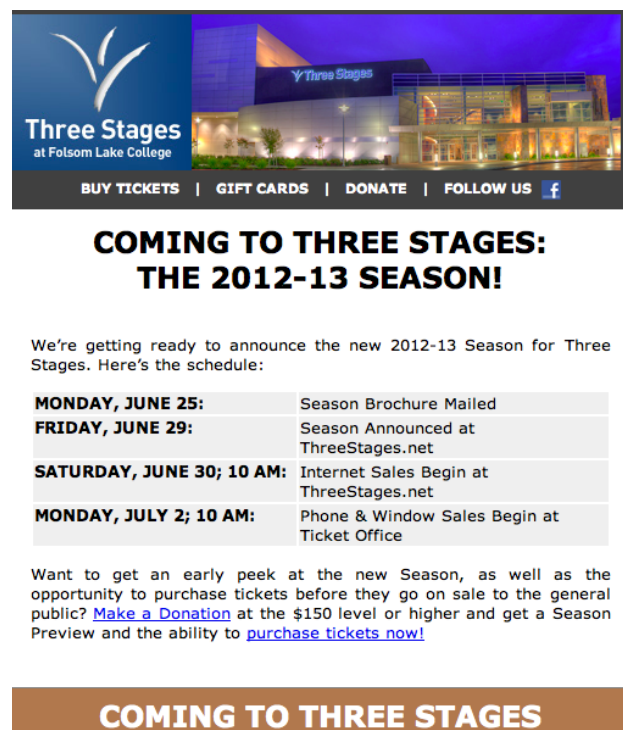
PARTNERS
Click here for OUR REGIONAL COMPANIES

PRODUCTIONS
Click here for CAMPUS PRODUCTIONS

The Best of Doo Wop
Sat, Sep 15; 8:00 pm

The Legendary Rhythm & Blues Revue
Fri, Sep 28; 7:30 pm

Falcon's Eye Theatre presents Romeo & Juliet
Nov 2 - 18



Three Stages
at Folsom Lake College

BUY TICKETS | GIFT CARDS | DONATE | FOLLOW US [f](#)

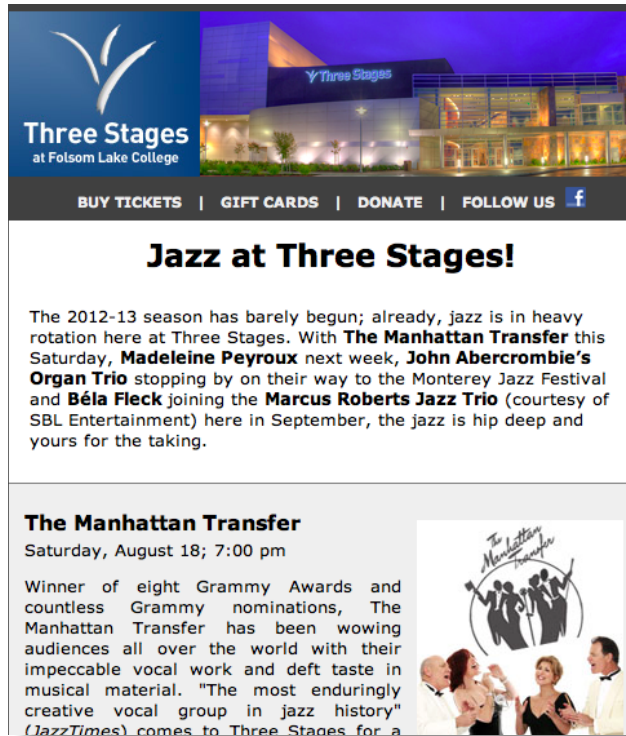
COMING TO THREE STAGES: THE 2012-13 SEASON!

We're getting ready to announce the new 2012-13 Season for Three Stages. Here's the schedule:

MONDAY, JUNE 25:	Season Brochure Mailed
FRIDAY, JUNE 29:	Season Announced at ThreeStages.net
SATURDAY, JUNE 30; 10 AM:	Internet Sales Begin at ThreeStages.net
MONDAY, JULY 2; 10 AM:	Phone & Window Sales Begin at Ticket Office

Want to get an early peek at the new Season, as well as the opportunity to purchase tickets before they go on sale to the general public? [Make a Donation](#) at the \$150 level or higher and get a Season Preview and the ability to [purchase tickets now!](#)

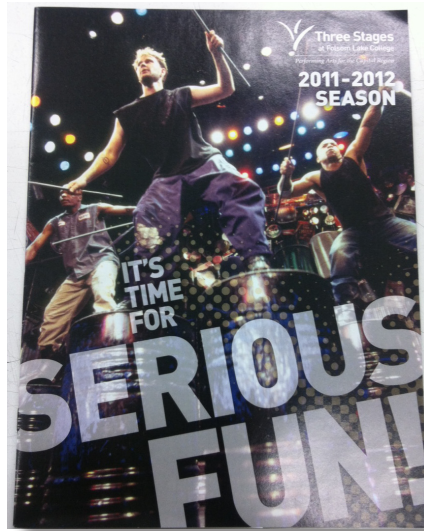
COMING TO THREE STAGES



Event Flyer



FLC Logo



FLC Magazine

Analysis

Overall FLC was the most successful as far as identity. There performing arts center called Three Stages is a newly developed concept for the school. They offer all sorts of performances and keep a very consistent job representing these events through their magazine and website. The style of the website, magazine, and event flyers were all very consistent and had the same feel. Another reason FLC had a great system was their logo. There was a good representation of the logo on the promotion and showed structure. Three Stages is also a recipient of three awards; Community Impact Recognition, Project of the Year Recognition, and Marketing Recognition.

Research - Audience

Music Department: Festival of New American Music

Donors:

President's Circle
Dean's Leadership Circle
Alumni

Donor target audiences and importance for pro- motional materials:

Alumni: Medium

Friends: Low

Faculty: Medium

Staff: Low

Business: Low

Community: Medium

Parents: Medium

The interests of the donor audience include a common dedication to Sacramento State. They are interested in supporting the University for the well-being of the students and community. The Festival of New American Music may not appeal to them directly but they will be interested in how it positively affects the campus and its students. Therefore, promotional materials made to appeal to the donors might not be necessary.

Presidents Circle: The President's Circle is a diverse group of leadership donors who share a common dedication to Sacramento State. These alumni, friends, faculty, staff and business and community leaders provide crucial support to the University. Gifts to the President's Circle help President Alexander Gonzalez devote resources to the areas where they are needed most. They expand opportunities for students, enhance the quality of a Sacramento State education and build upon the accomplishments of our faculty.

Dean's Leadership Circle: The Dean's Leadership Circle is a dedicated group of engaged donors who share a commitment to supporting students and academic programs at Sacramento State. As an extension of our campus community, these alumni and friends help provide our Deans with the resources that impact all aspects of the College—scholarship support, equipment purchases and technology upgrades, guest lectureships, faculty professional development and more.

Alumni: The Alumni Association, open to all alumni and friends of the University, was founded on July 20, 1950 to encourage alumni involvement with their alma mater and to support the campus community. Events are another way the Alumni Association keeps alumni active in the life of the University. Annual events include Alumni Month every April, the Causeway Classic, Homecoming, Grad Fair and the Prestigious Distinguished Alumni Awards Ceremony. Members of the Alumni Association also support students through donations to the Alumni Scholarship Fund. Each year 12-15 scholarships ranging from \$1,000-\$2,000 are awarded to deserving Sacramento State students.

Research - Audience

Music Department: Festival of New American Music

Campus Community:

Department
Students
Parents

Campus community
target audiences and
importance for promo-
tional materials:

Music Majors: High

Music Minors: High

General Students: High

Friends: Medium

Parents: Medium

Most of the target audience for promotional materials will be directed towards the Music Department and it's students. This demographic will have the highest understanding of the Festival of New American Music and will appeal to them the most for educational purposes. Parents of music majors could also be a strong target. General students will also be a target but more for the interests of recreation and discovery of the music. It should appeal to the students based on the music being new, entertaining, and culturally diverse.

General Student

Demographics:

93.7% are commuters
70% are ages 18-24
58% are female

Ethnicity

White: 42%
Asian/Pacific: 21%
Latino: 18%

African American: 6%
American Indian: 1%

Most Popular Majors

(Undergraduates):
Business Administration: 10%
Criminal Justice: 7%
Psychology: 6%
Nursing: 6%
Biological Sciences: 5%
(Graduates):
Counseling: 13%
Social Work: 10%
Business Administration: 6%
Special Education: 5%
English: 5%

Music Department

Demographics:

82.4% are ages 18-24

94.3% are commuters

98.6% are CA residents

With this knowledge we discover that most of the Music Department students are residents of California and even Sacramento. We can now assume that these students have been limited to local music culture and that they very well could seek expansion into more cultures of music.

Music Department: As a student at California State University, Sacramento, you are an integral part of one of the top-ranked regional universities in the Western United States. Faculty and students come from across the country and around the world to teach and study, and to open doors to a broad spectrum of artistic and intellectual pursuits. A fully accredited member of the National Association of Schools of Music (NASM) since 1964, the Department of Music offers the Bachelor of Music, Bachelor of Arts, and the Master of Music degrees, as well as the teaching credential for the state of California. Students may also opt for programs which combine music with one or more academic areas to pursue individualized educational goals. **General Students:** Based on the demographics the majority of the students at Sacramento State are commuters which means they live in the Sacramento area. The majority of them are white with Asian/Pacific and Latino as a large minority. The most popular majors are not part of the College of Arts and Letters which means most students are not pursuing education in the arts at Sacramento State. Diversity/culture in music could appeal to many students due to the large amount of them living locally, however music overall as an interest conflicts with most popular majors for students currently at Sacramento State.

Research - Audience

Music Department: Festival of New American Music

Regional Community:

Musicians

Vendors

General Public

Regional Community
target audiences and
importance for promo-
tional materials:

Musicians: High

(Friends of): Medium

Vendors: High

General Public: Low

Regional Community is an important target but more importantly the music culture of the Sacramento area. The Festival of New American Music is more of a specialized area of music that may not appeal to the general public. Focusing on audiences such as musicians and music vendors (retail and concert) may be more effective.

Musicians: More appropriate targets for Sacramento area would be musicians. This will narrow down target audiences to those with interest in music. Targeting musicians with an understanding and appreciation for music is important because then those musicians help to spread that into the eyes of the public through other musicians, friends, family etc... (i.e. targeting specific groups of interest could cause a chain reaction to groups with less interest due to association).

Vendors: Targetting music vendors may serve to be an effective approach (either retail or concert). With vendors interested in promoting the event it could help spread to the general public especially those who take interest in music either recreationally, professionally, or for education purposes.

General Public: The age and ethnicity of the Sacramento area is fairly diverse. Targeting the general public might be less effective. Attention to the diversity/culture behind the Festival of New American Music could drive the interest for people living in Sacramento. Using general public of Sacramento should be of lower priority.

Sacramento Demographics:

population: 472,178 (2011)

57% ages 18-64

51.3% female

White: 45%

African American: 14.6%

American Indian: 1.1%

Asian: 18.3%

Hispanic: 26.9%

22% born foreign

Research - Audience

Music Department: Festival of New American Music

Performers

Third Coast Percussion Quartet	Much of the target audience can be determined
Geoffry Burleson	through the actual performers. All of the perform-
Jack Quartet	ers are well known in the music industry. However,
Benjamin Verdery	the music is geared toward a more specific audi-
The San Francisco Contemporary Music Players	ence and not the general public. The type of music played by the musicians is geared toward an older audience, musicians, music majors, and specific music sub-cultures in Sacramento area.

Third Coast Percussion Quartet:

- based in Chicago
- drums, marimbas, vibraphones, everyday objects
- playful, memorable, profound

Geoffry Burleson:

- pianist
- recitalist, concerto soloist, chamber musician, jazz performer
- “vibrant” and “compelling”
- has performed throughout Europe and North America

JACK Quartet:

- string quartet (violin)
- commissioning and performing of new works
- performed throughout Europe and North America
- “exceptional,” “beautifully harsh” and “mind-blowingly good”

Benjamin Verdery:

- guitarist
- “iconoclastic,” “inventive” and “one of the classical guitar world’s most foremost personalities”
- innovative and eclectic
- world wide performances
- Chair of the guitar department at Yale University of Music
- Artistic Director of “Art of Guitar” (New York)

The San Francisco Contemporary Music Players:

- chamber music/orchestra
- 18 solo members
- many are part of the San Francisco Symphony, Ballet, or Opera orchestras

Research - Audience

Music Department: Festival of New American Music

Summary

The main audiences for this event will be music majors and professors, and musicians from the Sacramento area. More than likely the people in this category have knowledge of the event and when it will be happening. The most important audiences to capture, inform, and create interest in coming to the event would be the students of Sacramento State and the general public of Sacramento. The designs for the promotional material should speak to these two groups the most.

SYSTEMS

CSUS Department of Music

INDEX

Introduction

The purpose of this research is to see the visual systems that exist in promotional materials for the music departments between Sacramento, Davis, and Folsom's music departments. Understanding what works visually with design and not can help you understand how you can help your client in a positive manner. Examples of post cards, flyers, web adds, magazines, and anything a school would use to promote the music department

Sacramento State Music Department

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Three Stages

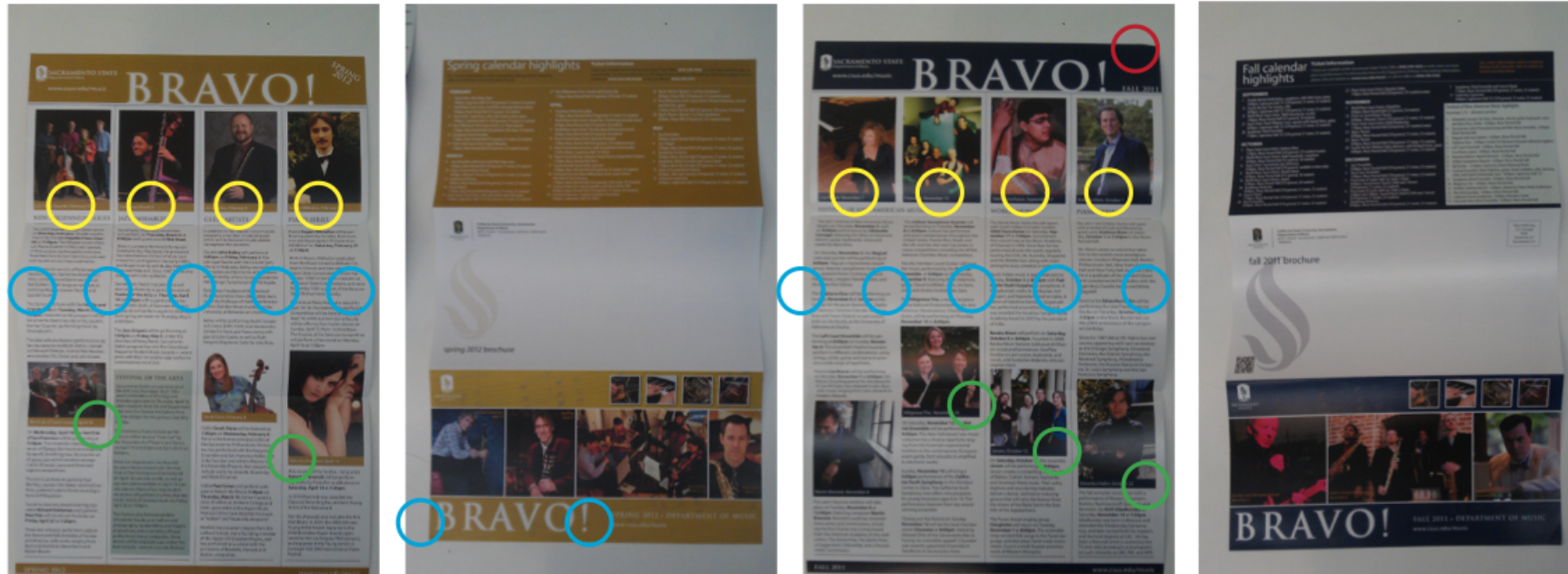
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Mondavi Center

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DISECTING BRAVO

CSUS Department of Music (BROCHURESYSTEM)

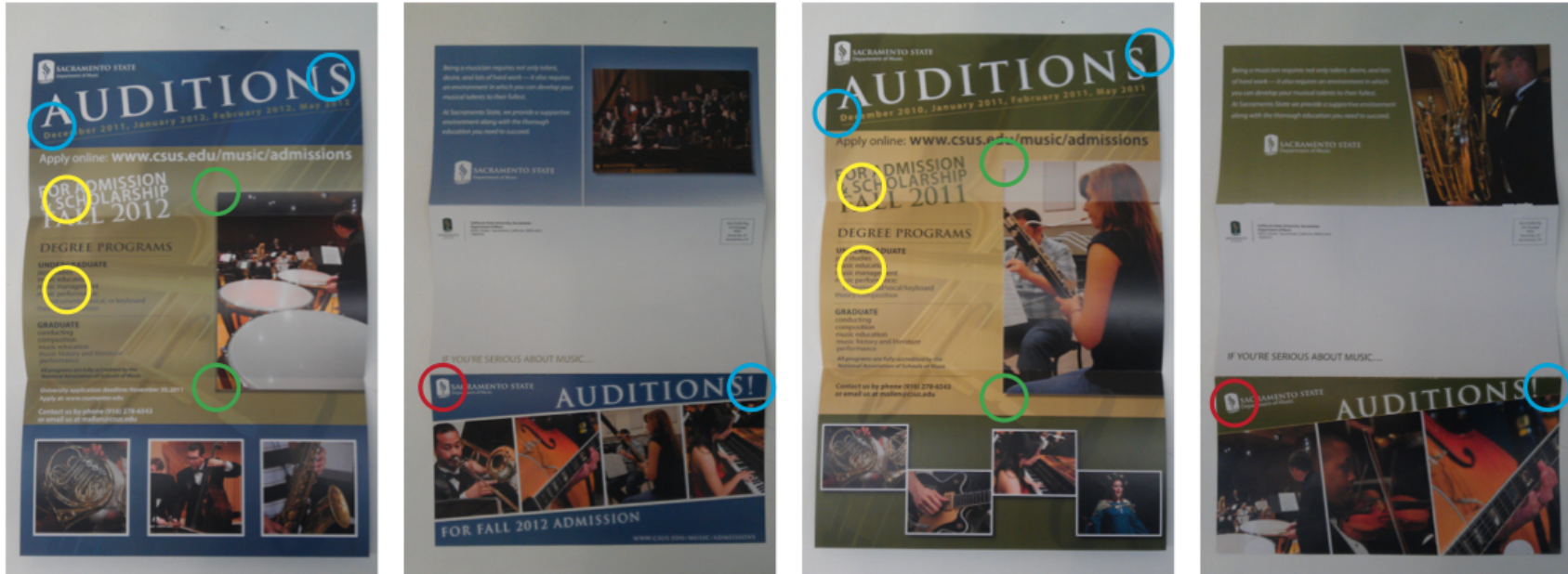


Bravo brochures (CSUS Music) seem to have a system concerning hierarchy by color and type. Although the vertical grid seems to be proportionally divided, the horizontal grid breaks off from the middle down and type seems too small (which is due to the amount of information). Bravo, seems to be the first concerning hierarchy. Both brochures are identical except for information and imagery. A system is clearly defined.

- Cramped corners.
- No horizontal grid.
- Logo placement change between two.
- Conflicting typefaces.

DISECTING AUDITION

CSUS Department of Music (BROCHURE SYSTEM)

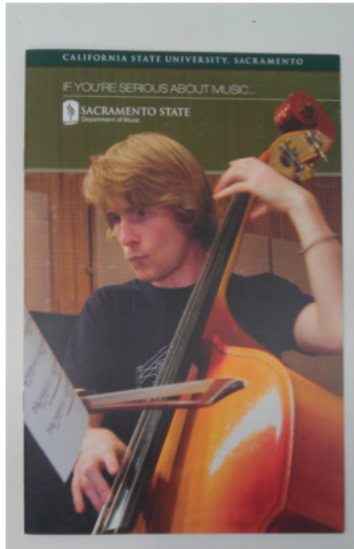


The audition brochures have similar characteristics to BRAVO's brochure. AUDITIONS seems to have a stronger system in regards to consistency. Type is clear due to less information. In comparison to BRAVO, AUDITIONS has an angle that differentiates not only type but imagery as well. Also it seems to have a main image that claims to have important information in regards to the center section (color makes it clear).

- Cramped corners.
- No vertical grid.
- Logo placement change between two.
- Conflicting typefaces.

DISECTING FLYERS

CSUS Department of Music (FLYER SYSTEM)



This pamphlet has a unique design within itself that is different from the two brochures. Many of the photos are blocked together creating a design as a whole for the photo gallery. Also many different Key: colors have been used between each page.



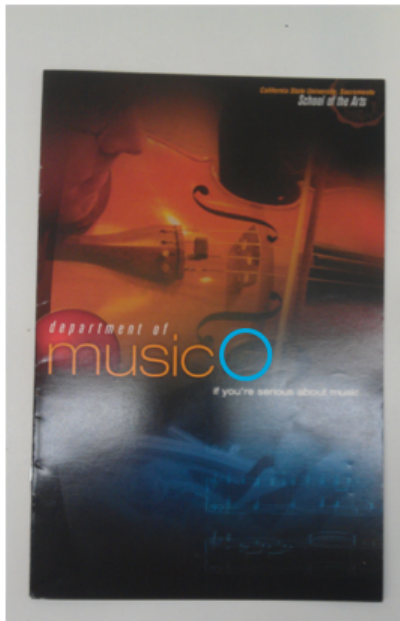
Image is the emphasis (first in hierarchy) in most if not all pages. Specially in the cover.



- Working type hierarchy
- Poor Rags
- Loss of grid.
- Margins too small.

DISECTING FLYERS

CSUS Department of Music (FLYER 2 SYSTEM)



Fading imagery as well as the use of gradients appears throughout the flyer. As to typography, it seems a little too busy due to the many different colors shown (type and background gradients). Imagery seems to integrate with type in a few pages. Most type ignores the grid of the first pages.



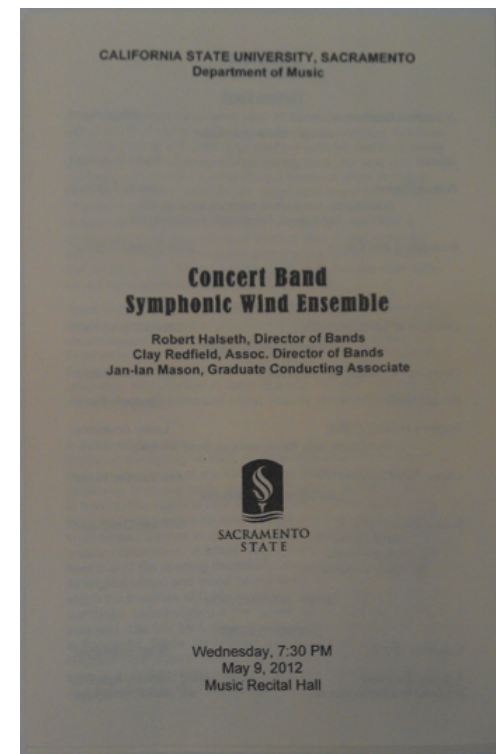
- Working type.
- Small margins.
- Working grid.
- Image is too dominant.

DISECTING FLYERS

CSUS Department of Music (FLYER 3 SYSTEM)



It is very difficult to compete against the competition regarding advertising and enhancing the sponsors as well as students. How you present yourself to others make a difference when shows take place.



DISECTING POSTER

CSUS Department of Music (POSTER SYSTEM)



Although it has interesting graphic elements and an attractive color palette, it does not have a clear message/meaning that can be transfer to the viewers/clients. A grid is used for typography which is clearly defined by vertical alignment

DISECTING POSTER

CSUS Department of Music (POSTER SYSTEM)



A series of posters were spotted in the lobby and have color schemes that were not found in any other pieces from the music department. These posters do not follow any system with their design and type and color. The department had stronger ways of representing their department threw brochures.

THREE STAGES

CSUS Department of Music (POSTER SYSTEM)



The Three Stages has a mixed pro- motional set for the opening of this new theater. This group of existing deliverable put together feel they are all for a different place, event, or time when they are all celebrat- ing the opening. A few pieces seem to have established a similar layout system, but not for type and color. A system should be designed to make these pieces feel they all belong in the same group.

THREE STAGES

CSUS Department of Music (MAGAZINE SYSTEM)



The 2011-2012 Season Magazine has notable traces in the use of grid, type, and graphic patterns following through the pages. The proximity in which the photos are arranged with the text gives this a news paper aesthetic. Working with grid, margins, and white space can help the columns of text not feel so cramped.

CSUS Department of Music (WEBSITE SYSTEM)



Three Stages web sites follow a clean system & having their logo in the upper left corner on the site quickly shows the most important part in the web sites hierarchy. A color palette has been established but the use of type may seem too busy or cramped. Too many fonts can also conflict with each other giving the page a cluttered feel.

UC DAVIS

CSUS Department of Music (WEBSITE SYSTEM)



Legibility

Character Length too long

Color pallet miss match



Davis Mondavi Center and Davis University uses a gold color with blue for their school colors. Their music center also picks up on these colors in their logo & web site. There are a few problems with legibility in the contrast in font not being easily read over a photo and the charter length is too long.

MONDAVI CENTER

CSUS Department of Music (WEB ADS SYSTEM)



In the Mondavi Center website there is several web adds promoting their events. Each event within itself has use of different type, color and are not following a system. Ads require an easy straight forward information about the event taking place.



MONDAVI CENTER

CSUS Department of Music (WEB ADS SYSTEM)

The calendar of events has a strong use of organization and door pallet to make this easy to read. The Mondavi Center is in the highest hierarchy. Great comfortable margins, use of color, and grid.

