You have been employed as an internal designer for Bayblue. Bayblue is an online organisation dedicated to sharing independent music, creativity, current issues and youth culture. The company has organised a live music event, promoting upcoming musicians. The event is a summer music festival to be situated in the Melbourne CBD on January 26th 2019. You are required to create a poster that will be displayed on the streets on Melbourne to promote the event. The audience at the music festival consists of males and females, aged between 18 and 30, who are interested in alternative contemporary culture, live music and preservation of the environment.

**Your poster must contain:**

- The title of the festival: Bayblue Music Festival
- A list of the artists playing (you can choose the artists you would like to play, consider your audience in this choice)
- The date of the festival
- Typography of a Minimalist and/or Psychedelic style (refer to last week's hand out)
- A monochromatic or complimentary colour palate
- Even, thoughtful alignment
- A contrasting foreground & background
- Repetition of colour and typography in the design
- A thoughtful use of white space
- Can be created on Illustrator, Photoshop or drawn using colour in your book

**Helpful hints:**

- Use the researching skills you gained from the last lesson to find other music festival posters if you are stuck for ideas
- You can include drawn or found images
- When designing in your book, think of the different kinds of media you can use.