



MANHATTAN UNDERGROUND FILM FESTIVAL

CAMPAIGN JOURNAL



PROJECT BRIEF

There's a new film festival coming to town. Officially named The Manhattan Underground Film Festival, this organization is determined to make its mark and establish its reputation as the best underground film festival on the east coast. There are several underground film festivals in the United States (Los Angeles, San Francisco, Boston).

This new organization (fictional at the time of this writing) will combine the efforts of several smaller New York City independent organizations including the Film Arts Festival of Independent Cinema. The nearest competition is the Boston Underground Film Festival.

The Manhattan Underground Film Festival was begun by a successful movie maker with an award-winning, international reputation as director and producer; his films have all been box office successes. While promoting the craft and encouraging young, independent film makers, he wishes to remain anonymous. He does not want his reputation to come between the audiences and the artists.

PROJECT DESCRIPTION

Market research has shown that Manhattan is ready for a major, underground film festival. The Manhattan Underground Film Festival has teamed with several local theatres and has the quiet support of other members of the local film making scene.

PROJECT GOAL

The main goal for this project is to promote the upcoming Manhattan Underground Film Festival to potential attendees. We hope to use these designs and advertisements to bring as many people to the event as possible.

TARGET AUDIENCE

The Manhattan Underground Film Festival will target film enthusiasts ages 20 and over who mainly live in the New York City Region. Other people who may go to this event are aspiring filmmakers or film students.

WHAT THEY NEED

The Manhattan Underground Film Festival needs a promotional package to get the festival going:

- #1. A memorable logo and/or logotype that will quickly identify both "New York" and "film."
- #2. A poster. The minimum size for the poster is 20" x 30." The poster can be duotone, tritone or CMYK.
- #3. A promotional mailer which will be sent to local, movie-going residents whose names have been carefully picked from the research team. The mailer should include a schedule of the films and prices for the event. The design of the mailer should catch the attention of the audience and not be confused in any way with junk mail.
- #4. A ticket/badge holder the attendees will wear during the festival to gain access.
- #5. A one-color, 8.5" x 11" flyer that will be pasted up all over the city before and during the festival.



WORD LIST

OBJECTS

Film Reel
Taxi
Subway
Camera
Skyscrapers
3D Glasses
Popcorn
Signs
Statue of Liberty

AREAS

Crosswalk
Subway Station
Subway Stairs
Subway Seats
Parking Garage
Tunnel
Elevator

FILMMAKING

Independent
Lights
Camera
Action
Director
Producer
Actors
Artsy

TEXTURES

Paint Splatter
Brush Stroke
Crumpled Paper
Brick Wall
Coffee Stain
Asphalt
Graffiti

COLORS

Black
White
Red
Blue
Green

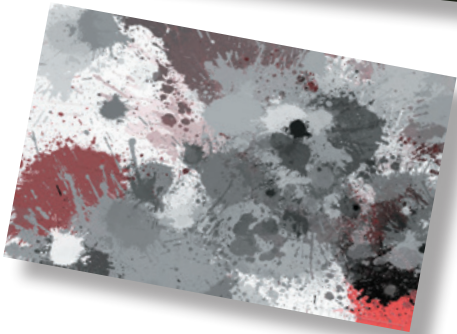
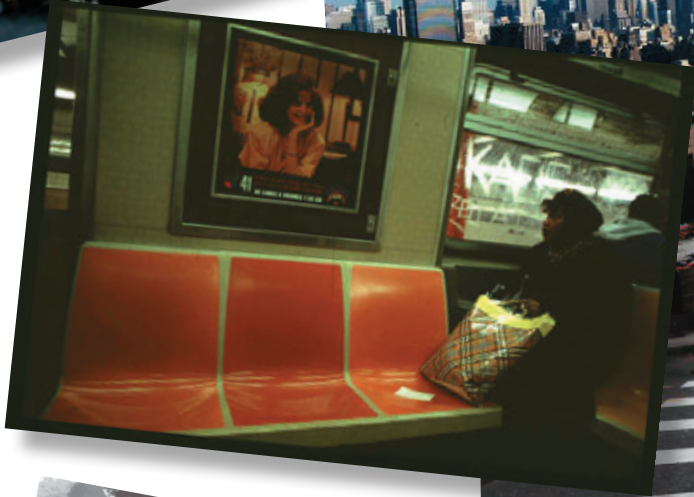
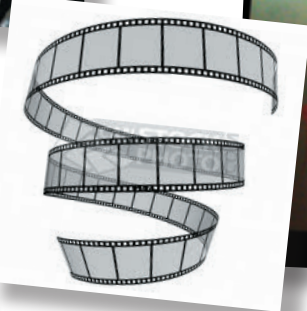
FOUND OBJECTS

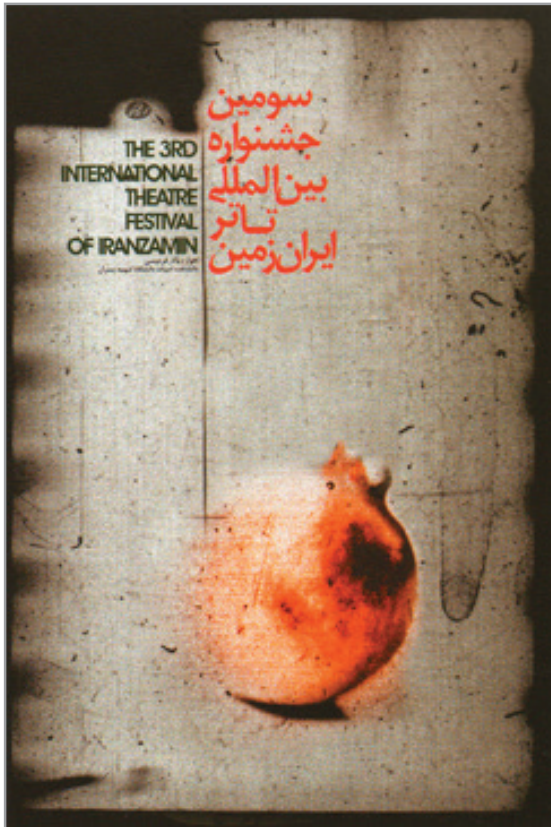
New York Street Sign
Empire State Building
Subway Seat
Hotdog Stand
Hotdog
Elevator Buttons
Crumpled Paper

QUALITIES

Urban
Hip
Contemporary

MOODBOARD





Linear Example 1

The theatre festival poster has a grungy feel and a simple composition.



Linear Example 2

This poster is for another film festival in New York and clearly conveys what this film festival is about.



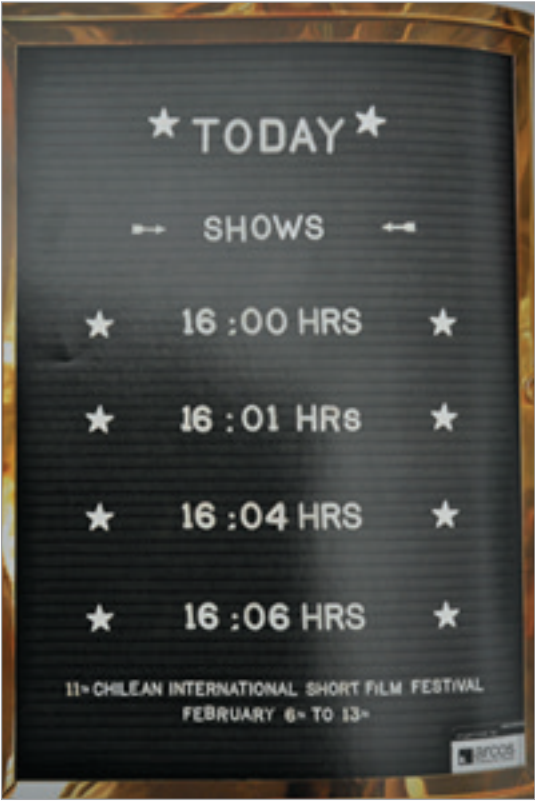
Linear Example 3

This intricate graphic uses a block of ice sculpted into the company's logo, portraying how they carve the way for independent film.



Linear Example 4

This visual is very simple and minimalistic. There's no use of photography and the image appears to have an eye-appealing layout by primarily using vector shapes.



Linear Example 5
The concept of this poster was for a short film festival. The designer demonstrated this concept by having short intervals between the showing times of each film.



Linear Example 6
Similar to the previous image, this poster advertises a short film festival. This piece conveys its message by showing a very short film review in the newspaper.



Linear Example 6
This theatrical season poster is effective through its simplistic approach.



Linear Example 1

This poster for the JHU Summer Outdoor Film festival shows a warm-weather feel by implementing a green grass texture.



Nonlinear Example 2

This piece looks edgy, urban and contemporary, which matches well with an underground film festival.



Nonlinear Example 3

The bright stage and text makes the poster look very edgy and eye-catching.



Nonlinear Example 4

Bright Colors and diagonal text create a lot of energy in this piece. The photograph image creates an interesting contrast with the vector elements.

TIER ONE LOGOS



TIER TWO LOGOS



TIER TWO LOGOTYPE VARIATIONS



TIER THREE LOGOS





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TIER ONE POSTERS



TIER TWO POSTERS



TIER THREE POSTERS





FINAL POSTER









**MANHATTAN
UNDERGROUND
FILM FESTIVAL**

April 1-7, 2011
IFC Theater
323 Sixth Avenue at
West Third Street
(212) 924-7771

PRICING
\$11 General Admission
\$10 Matinee

FILM FESTIVAL SCHEDULE

THURSDAY, APRIL 1 3:00 – 4:30pm <i>Stone</i> 5:00 – 6:30pm <i>The Tree</i> 7:00 – 8:30pm <i>Bella</i> 9:00 – 11:00pm <i>The Debt</i>	MONDAY, APRIL 5 3:00 – 4:30pm <i>Erratum</i> 5:00 – 6:30pm <i>Ten Winters</i> 7:00 – 8:30pm <i>127 Hours</i> 9:00 – 11:00pm <i>Armadillo</i>
FRIDAY, APRIL 2 3:00 – 5:00pm <i>Free Hands</i> 5:30 – 7:00pm <i>3 Backyards</i> 7:30 – 9:00pm <i>Hereafter</i>	WEDNESDAY, APRIL 6 3:00 – 4:30pm <i>Puzzle</i> 5:00 – 6:30pm <i>Seed</i> 7:00 – 8:30pm <i>Trust</i> 9:00 – 11:00pm <i>Harvest</i>
SATURDAY, APRIL 3 3:00 – 4:30pm <i>Legacy</i> 5:00 – 6:30pm <i>Circus Kids</i> 7:00 – 8:30pm <i>Toto</i>	THURSDAY, APRIL 7 3:00 – 4:30pm <i>Heartbeats</i> 5:00 – 6:30pm <i>Tehrour</i> 7:00 – 8:30pm <i>Pejada</i> 9:00 – 11:00pm <i>Carancho</i>
SUNDAY, APRIL 4 3:00 – 4:30pm <i>Lisanka</i> 5:00 – 6:30pm <i>Erratum</i> 7:00 – 8:30pm <i>King's Road</i>	

visit www.muff.com for more information





TICKET







TSHIRT



TSHIRT









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