CASE STUDY: JAZZ ARTS MUSEUM

DESCRIPTION
Develop a brand system for a museum and design a series of promotional print materials, interactive pieces and other collateral.

WHO
The museum is a gathering of musicians, artists and culturalists combined. Viewers are people who enjoy music, performance, art and freedom and have an appreciation for jazz music and what it stands for in American history.

WHAT
The museum is a collection of artistic and historical importance with a collection of instruments, artifacts, photographs, and video/sound clips, with exhibitions of specific artists. The museum strives to conserve the history of jazz, educate the public, and allow the audience to experience and enjoy the music and hopefully leave with a greater appreciation of jazz and understand its place in American history.

WHERE
The museum is based in San Francisco. SF as a city is very expressive and shares a lot in common with the jazz community. The museum is based in SF because we thought we could push the ‘spirit’ and character of jazz more in a location like SF, and make the museum more of an experience, and less stiff.

WHEN
The museum will be opening in 2012. The museum features artifacts dating back to the 1800’s.

WHY
To bring together an experience of appreciation for jazz. The museum began as a collection of instruments and photographs. The owner realized that a lot of people didn’t know the history of the music or how it came to be, so he wanted to open his collection up to the public. The museum is striving to conserve the history of jazz, educate the public, and allow people to experience and enjoy the music and leave with a greater appreciation of jazz and understand its place in American history.

HOW
The museum will open with a collection of instruments, artifacts, photographs, and video/sound clips, with exhibitions of specific artists. Hearing the music allows you to understand the physical sounds of what you’re hearing. Seeing photographs and videos puts the music into context by seeing who plays it and what environment surrounds the music. Artist exhibitions are a tribute to the great moments and how the artist shaped the genre and their place in time today. Overall these items will help educate and entertain the public.

LOGO ATTEMPTS

![Logo Attempts]

FINAL LOGO
The final logo brings together the three letters that make up ‘Jazz Arts Museum’ in an overlapping, transparent mashup, designed to reflect the spontaneity, energy and freedom that jazz music was. The shape can also be filled in with different images of abstract light/color and take on a more photographic form.

TYPOGRAPHY

PFSynchPro-Black

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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Gotham Rounded- Book

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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Bree- Regular

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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COLOR PALETTE

- #6B6B6B
- #F7B219
- #959C6F
- #69266D
- #D8C746
- #686868
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VISUAL CONCEPTS
The chosen concepts were inspired by what many view as key elements of Jazz music or the culture of Jazz music in history. The visuals are interpretations of the concepts.

Fragmentation + Fusion

The concept of fragmentation/fusion came from the makeup of Jazz music. Jazz music was born from taking fragments of musical styles: ragtime, brass bands, spiritual, blues, classical, and gospel. The process of fusion is the intentional searching for opportunities from other traditions and finding ways to incorporate them into your sound to advance your uniqueness.

Re-Interpretation

Re-interpretation was a chance to present the history of Jazz in a new way. Jazz musicians were always trying to build on old songs and rhythms. Any basic part of the music structure can be re-interpreted, added on to, and re-cast. The time, feel, or attitude can be drastically altered. Like old Jazz posters and graphics of the time, previous songs were inspiration and allowed artists the chance to reinterpret what their predecessors have done while adding their own sensibilities and influences.

Time + Improvisation

Musicians and critics agree that improvisation is at the heart of Jazz. It happens when a player follows a moment of inspiration into unwritten territory, and he or she composes while playing. The playing can change at any moment—from fast and furious to smooth and soft. When viewed as a whole, it may look like there’s no common rhythm or melody, but that it changes over time.
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**Time + Improvisation**

**LANGUAGE**

Come jam with us.
Where the gin is cold and the trumpet is hot.
Jazz is the music of the body
Be sharp, be smokin.
Whoopin’ up the whoop-de-doo
This joint is “jumpin’.”
Barrin’ up the barrelhouse.
The room is swaying while the band is playin.
We’re playing fast and loose.
Get down and test your chops.
Get in the mix. Get down.
Quit noodlin and join the scene.

**IMAGERY**

Original statement

**TYPE AND IMAGE STUDIES**

[Imagery images]
I chose to focus on Time and Improvisation as a visual focus throughout the brand materials. To illustrate this, I used light painting as a way to show energy and movement in a captured moment of time, like the museum is capturing the character and history of jazz in its experience. Jazz performance, characteristically was never the same twice, so light painting is a way to show that rhythmic movement, but still look very random and free.

Using a wide range of color is a way to bring in the vitality and artistic freedom of what jazz is.