

PROCESS BOOK

2023

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COURSE	GDVX 702 Ideation Models and Process
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01 RESEARCH

INTRODUCTION

Castleberry Hill is a unique urban community with a strong historic identity. Many of the early 20th-century warehouse buildings have been converted to lofts and are now the predominate housing type. The population is culturally diverse and the area is continuing to grow in both the number of residents as well as retails and other establishments.



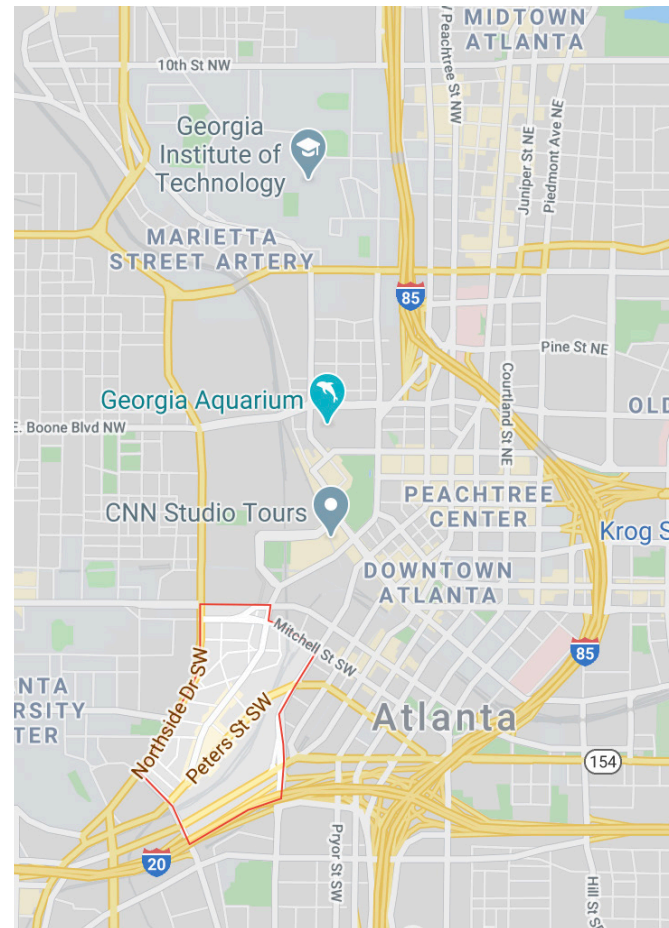
01 RESEARCH

GEOGRAPHY

Castleberry Hill is a neighborhood adjacent to the southwest of Downtown Atlanta.

THE NEIGHBORHOOD BOUNDARIES

- Spring Street at I-20
- Along I-20 to McDaniel Street
- North on McDaniel Street to Northside Drive
- Along Northside Drive to MLK Jr. Drive
- East on MLK Jr. Drive to Russell Plaza
- South from Russell Plaza to Mitchell Street
- East on Mitchell Street to Spring Street
- South on Spring Street to I-20



01 RESEARCH

HISTORY

Castleberry Hill was the name generally associated with a topographic rise that peaked along Walker Street between Fair and Stonewall Streets on land owned by Daniel Castleberry, an early settler. As Atlanta grew after the Civil War from a newly chartered city to a regional rail distribution center, so did Castleberry Hill. The area began as a residential district with Peters Street functioning as a trade and commercial strip supporting adjacent residential areas as well as the railroad-related businesses. As a business center, Peters Street received a boost in 1871 when the first horse-drawn trolley line in Atlanta was routed along it. In 1878, the City Directory listed laborers, clerks, carpenters, saloon keepers, weavers, tailors, grocers, butchers, blacksmiths, cabinet makers and other occupations typical of the pattern of the era of living within walking distance of work.



01 RESEARCH

HISTORY

Real estate development activities were formidable throughout Atlanta in the first three decades of the 20th century, and the effect of this transformation on Castleberry Hill was dramatic. Peters Street continued to function as a neighborhood retail/service center and, in the boom years of the late teens and early 1920s, served both city-wide and regional markets. The only community facility remaining in the neighborhood was the Walker Street School, which was eventually destroyed by fire in 1983.

In more recent years, activity returned to Castleberry Hill as a few artists began to inhabit and work in the old warehouse buildings. With the surge in popularity of loft living and the robust economy, the renovation and adaptive reuse of buildings have continued, and the population is growing.



01 RESEARCH

CURRENT SITUATION

By the early 21st century, however, Castleberry Hill began another renaissance with major motion pictures and TV series such as 'Walking Dead' being filmed in the area; the now well-known Castleberry Hill Art Stroll, which is held on the second Friday of each month, has become yet another popular event in this area.

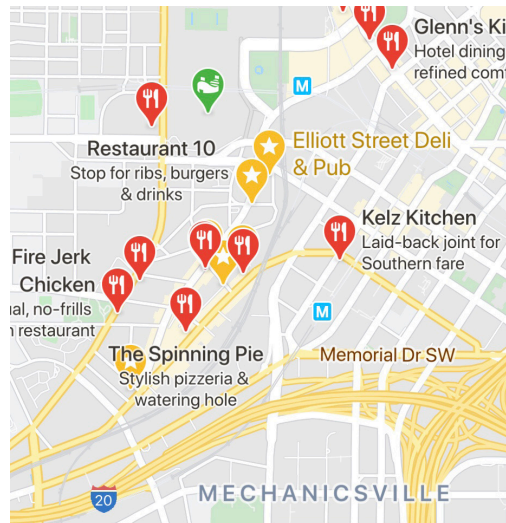
Today the area is thriving with art galleries, restaurants, apartments and condos. The proximity to all that Atlanta has to offer in a short walking distance and easy highway and public transportation options are, and will continue to be, major draws to the area.



01 RESEARCH

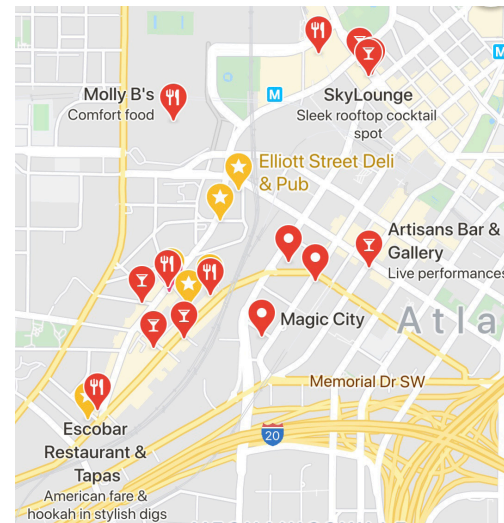
RESTAURANT

- No Mas! Cantina
- ADios Cafe
- The Spinning Pie
- Paschal's
- Dat Fire Jerk
- Kelz Kitchen
- Restaurant 10



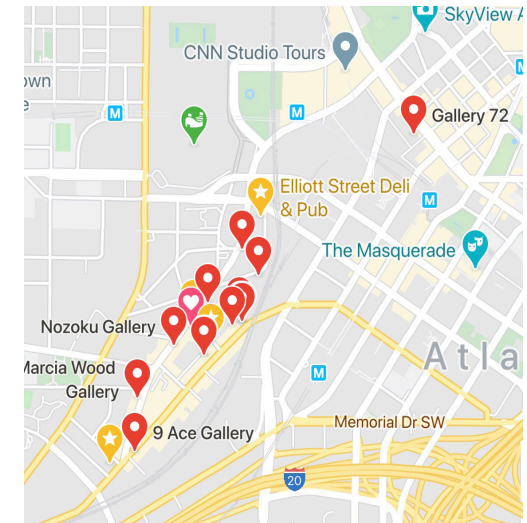
BARS

- Elliott Street Deli & Pub
- Arisans Bar & Gallery
- WildPitch Underground
- Magic City
- White Lounge
- Parlor
- Match Bar & Oven



GALLERIES

- ZuCot Gallery
- Besharat Gallery
- Nozoku Gallery
- Marcia Wood Gallery
- 9 Ace Gallery
- The Big House Gallery
- Fay Gold Gallery

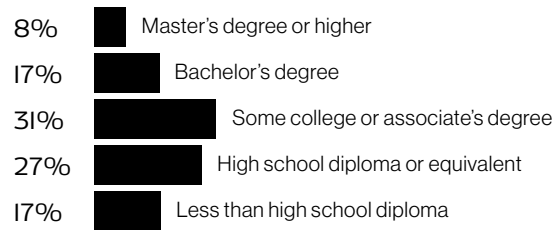


01 RESEARCH

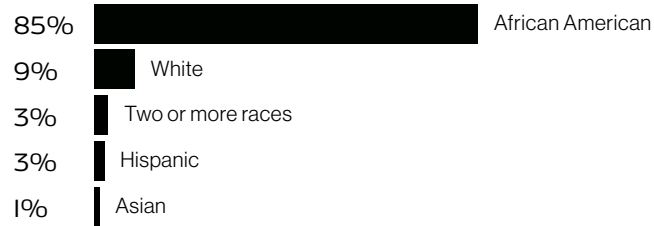
DEMOGRAPHIC

- There is a huge population of African American
- The numbers of female and male are the same
- Majority of the residents are age 18 to 54

Education Levels



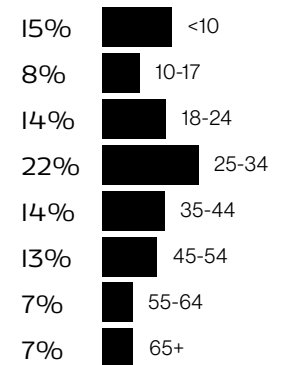
Racial Diversity



Gender



Age



01 RESEARCH

OBSERVATION

After I went to the neighborhood, I found that I can barely see people on the street. Most people were sitting in the restaurants and pubs enjoying themselves. The neighborhood indeed gives out a historical and artistic vibe because there are lots graffiti on the buildings by the street. The sunshine in the dusk sprinkled on the red bricks of the wall, and it looks gorgeous. It's not as lively as what pictures described on the Internet but it is peaceful and silent.



01 RESEARCH

INTERVIEW QUESTIONS

1. Can you use several keywords to describe Castleberry Hill?
2. What do you like the most about this neighborhood? And why?
3. Do you know any special events in here?
4. What things of this neighborhood that you hope to improve? Why?

Tracy, 35-year-old, Female

- Castleberry Hill is an artistic and historical neighborhood
- Dangerous, late night
- Historical lofts, artistic vibe, fantastic restaurants and interesting bars
- Safety issues: 2 or 3 occasions, heard gunshots (one time from the parking lot during the day)

Kelvin, 32-year-old, Male

- Interesting, colorful
- Art-filled neighborhood
- There are lots of art gallery here

Leo, 20-year-old, Male

- Good place, quietness
- Graffiti wall, super cool
- Art gallery, art exhibition
- Doesn't have many entertainment events, should make use of those empty space

Grayson, 28-year-old, Male

- Murals, art museums, all kind of food. ZoCot gallery: Significant, holding the place as the largest African American contemporary gallery in the south east
- No mas Catina, best Mexico food
- Housing, traffic: the price of house and apartment over the top considering
- No supermarket in walking distance

Keith, 56-year-old, Male

- Dynamic, "urban chic" vibe
- Arts, lofts, brick style
- Sometimes is boring, lack of activities except from art exhibition

01 RESEARCH

SWOT ANALYSIS

Strengths

- "Urban Chic" Vibe
- Historic art loft district: art gallery & exhibition, graffiti, mural
- All kinds of restaurants and bars
- Location: near the Mercedes-Benz Stadium, Centennial Olympic Park,
- CNN Studio, Georgia Aquarium, and the World of Coca-Cola

Weaknesses

- · Not safe
- · Abandoned lofts
- · Lack of entertainment activities
- · Inconvenience, traffic, no supermarket
- · High price of house & apartment

Opportunities

- The empty area, abandoned lofts
- Business, supermarket & grocery store
- Entertainment activities, events
- Safer

Threats

- Safety issues, drugs, gunshot
- Environment, old buildings, lofts

EMPATHY MAP

Pains

- Safety issues
- Inconvenience (life, traffic)
- Restrict events and activities
- High price of house & apartment (common)

Gains

- Safer at night
- Supermarket, public transportation
- Diverse events
- Good price of house & apartment

PROBLEM STATEMENT

- Safety issues
- Restrict events and activities
- Inconvenience
- High price of house & apartment

According to the interviews, SWOT and empathy analysis, some people mentioned that Castleberry Hill doesn't have many entertainment events except from art galleries, and they also think it's such a waste for those open areas and abandoned lofts. Also, sometimes it is boring during the weekends.

02 PLANNING

SOLUTION: "RAP TRAP" MUSIC FESTIVAL

- Music Festival offers another way for residents to release the pressure in daily life and make this neighborhood more vibrant
- Make the use of those abandoned area
- Trap music originated from Atlanta
- The beats and lyrics are attractive and easy to remember; also, it is upbeat with a "party vibe"

MEANING & PURPOSE

The term "trap music" was originated in Atlanta. Generally, "Trap" means "a situation in which people lie in wait to make a surprise attack." It also can represent the trap music and drug den (in hip-pop slang). "Rap Trap" is meant to have people fall in the musical "trap" and left the trouble things behind for a moment. The rhythmic trap music is like a drug that can make people easily be "addicted"; also, it can heal people as a painkiller.



02 PLANNING

DESCRIPTION

The "Rap Trap" Music Festival is especially for the trap music which is a style of hip-pop music. It will invite the most popular rappers in the America; also, for merging into the artistic vibe in Castleberry Hill, the design of logo and posters uses many neighborhood elements such as brick style, loft's shape and graffiti art. The derived merchandises are also available for every person who attends the fest such as t-shirts, tote bags, temporary tattoo, stickers etc.



02 PLANNING

AUDIENCE ANALYSIS & HIGHLIGHTS

- There are 50% of people think Hip-Hop music is the most representative genre in the USA (Figure 1)
- Most of the residents in Castleberry Hill are between 18-54 years old
- Most of Americans who love hip-hop music are between 16-44 (Figure 2)

TARGET AUDIENCES

- Music Lovers (especially hip-pop music)
- 18-44 years old

Figure 1

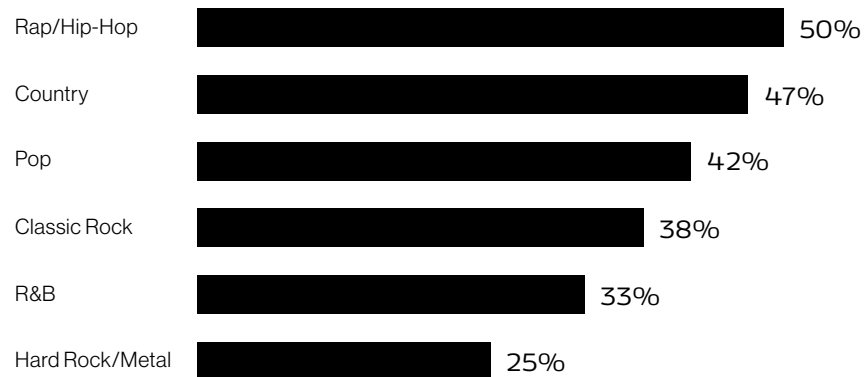
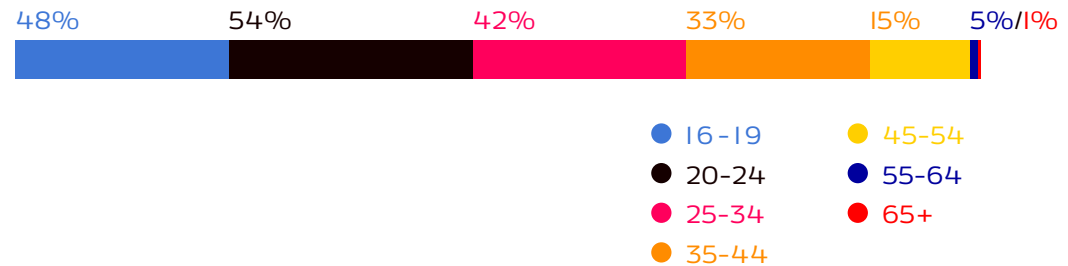


Figure 2



02 PLANNING

PERSONA



Name: Kyle

Age: 24

Occupation: College Student

- Enjoys art
- Enthusiastic about Trying New Things
- Likes Community Engagement Activities
- Shares on Social Media

Goal:

- Meet up with friends and drinks
- Discover new music and singer
- Attend cool event and share on the social media



Name: Sam

Age: 32

Occupation: Game Designer

- Hip-hop Music Lover
- Appreciates digital visuals
- Party Animals
- Bonding or Creating New Friendships over Music

Goal:

- Get inspiration from music
- Release the pressure of daily work
- Have a good weekend filled with fun experiences

02 PLANNING

BRAND VOICE

- Free
- Unconventional
- Creative

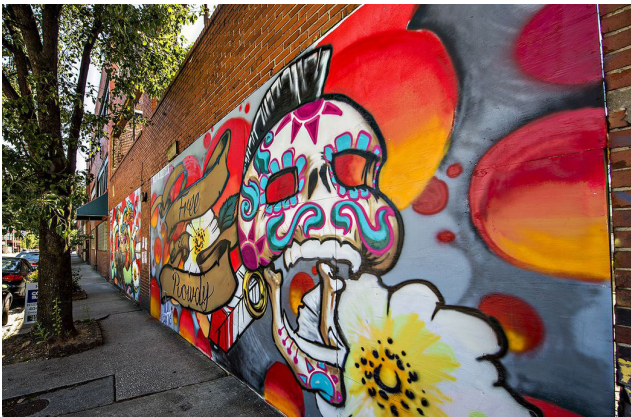
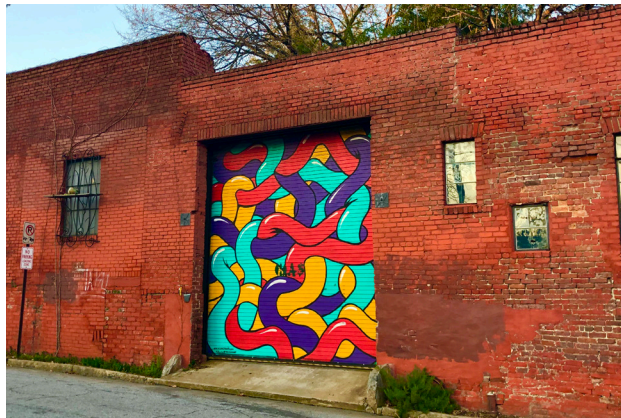
BRAND PERSONALITY

- Energetic
- Catchy
- Dope



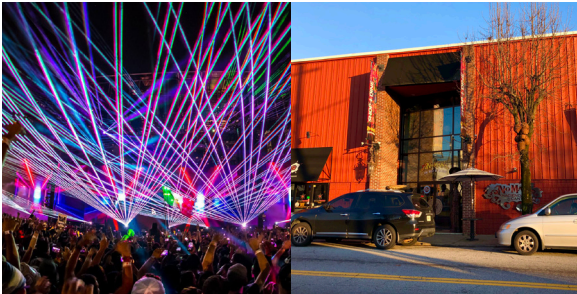
02 PLANNING

IMAGE INSPIRATION

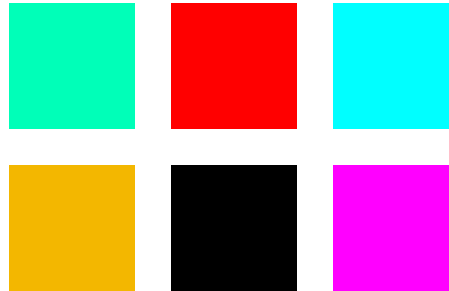


02 PLANNING

COLOR INSPIRATION



- Neon Light (In the Pub/Concert)
- Neighborhood Color



COLOR SCHEME

C 91 M 79 Y 62 K 97
#000000

C 0 M 77 Y 94 K 0
#ff5400

C 0 M 0 Y 0 K 0
#ffffff

C 64 M 0 Y 100 K 0
#00ff47

02 PLANNING

COLOR INSPIRATION

Before

BEASTLY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

POLITICA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

After

Sckmannpsych

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ENZO OT

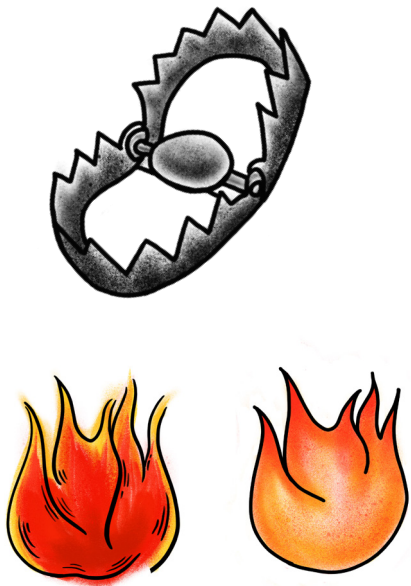
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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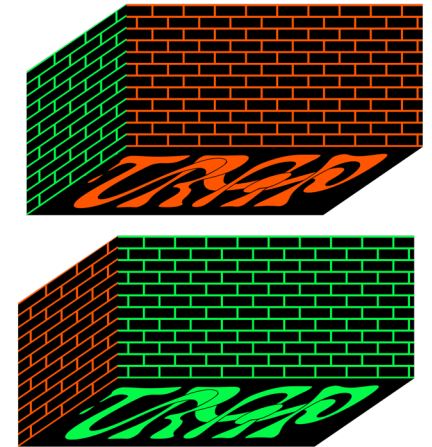
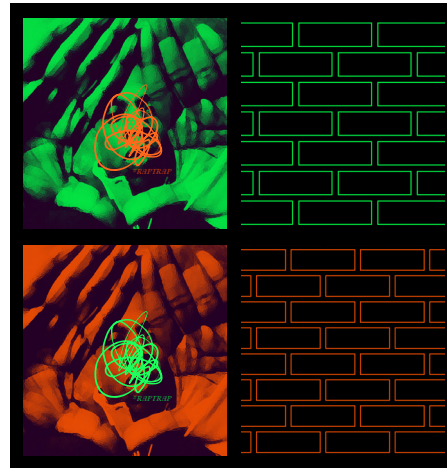
02 PLANNING

ICONIC ELEMENTS

Before



After

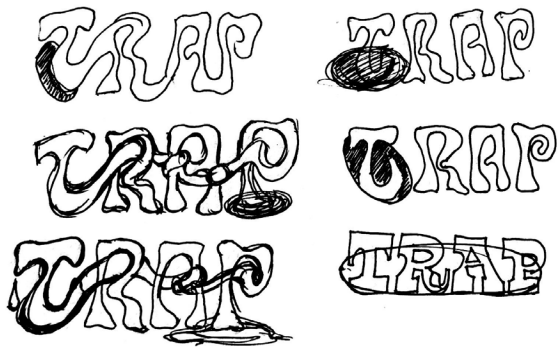


- Rapper (Hand Gesture)
- Graffiti
- Brick Style
- Loft Shape

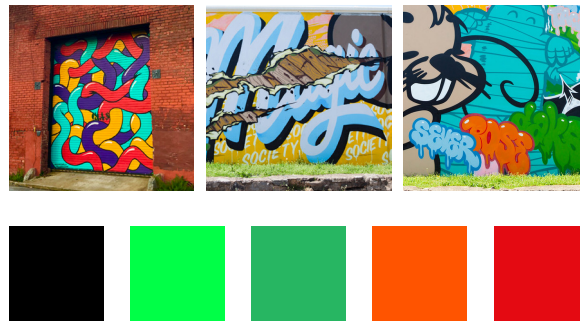
02 PLANNING

LOGOTYPE

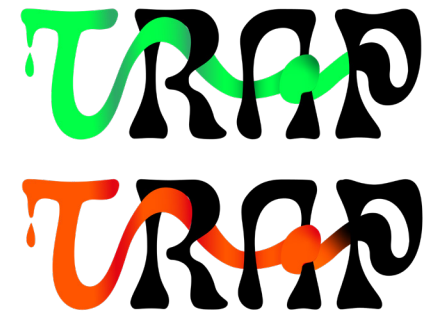
Sketch



First Version



Final Version

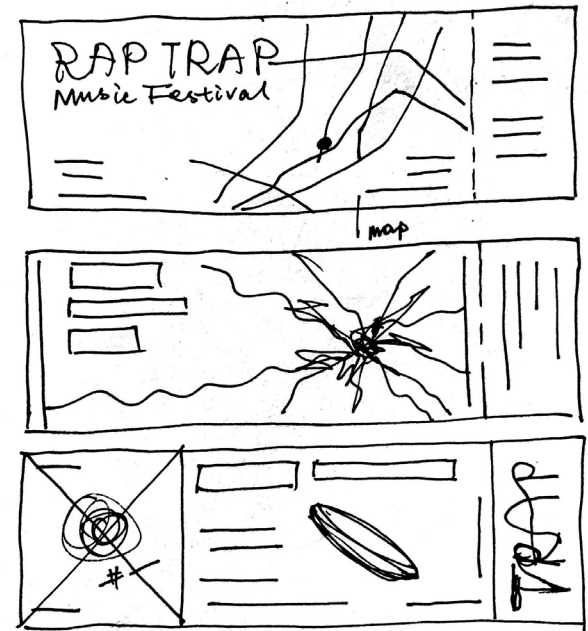
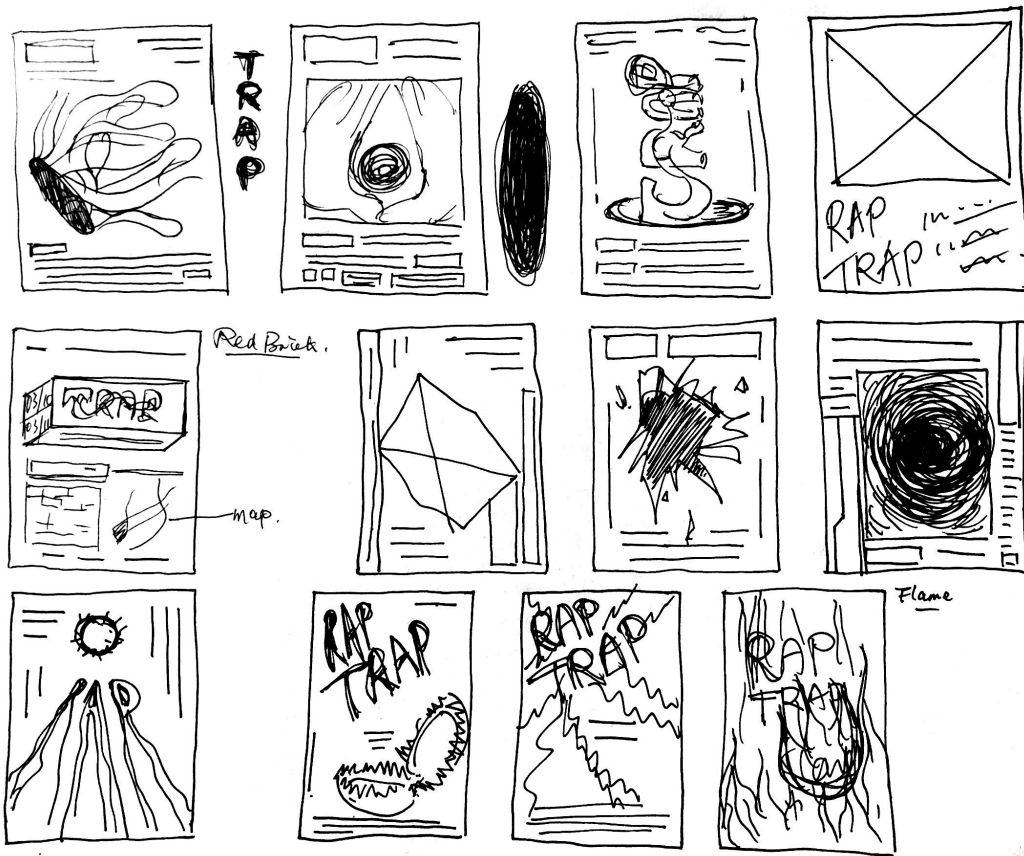


Explorations



02 PLANNING

OTHER SKETCHES



03 PROTOTYPE

POSTER

11.69*16.53" (A3)



03 PROTOTYPE

CORPORATE IDENTITY CARD

2.63*3.88"



03 PROTOTYPE

TICKET

First Version



2.63*6.89"



03 PROTOTYPE

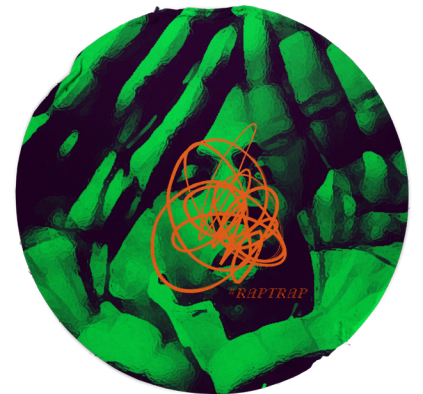
WRISTBAND

Adult: 0.78*8"
Youth: 0.78*7.5"



03 PROTOTYPE

WRISTBAND



1.5*2.75"

2*2"

04 MOCK-UPS

POSTER



04 MOCK-UPS

POSTER



04 MOCK-UPS

POSTER



04 MOCK-UPS

POSTER



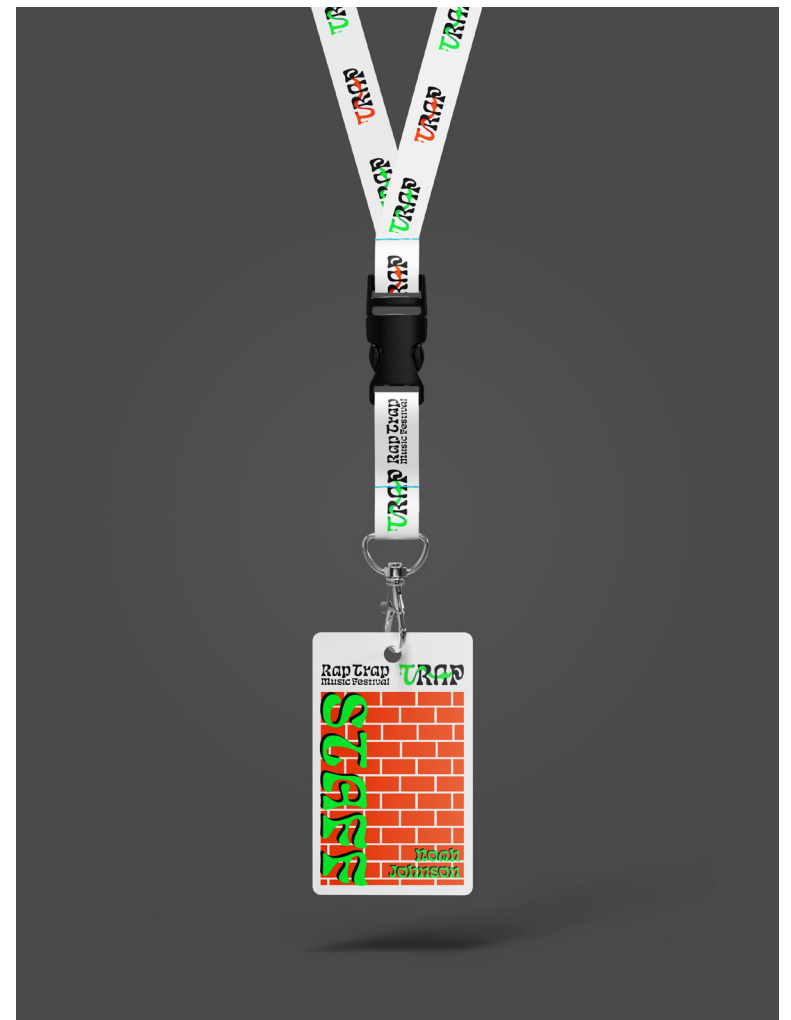
04 MOCK-UPS

POSTER



04 MOCK-UPS

CORPORATE IDENTITY CARD



04 MOCK-UPS

TICKET



04 MOCK-UPS

WRISTBAND



04 MOCK-UPS

T-SHIRT



04 MOCK-UPS

T-SHIRT



04 MOCK-UPS

TOTE BAG



04 MOCK-UPS

TOTE BAG



04 MOCK-UPS

TEMPORARY TATTOO



04 MOCK-UPS

STICKERS



04 REFERENCES

LINKS

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- <https://www.statista.com/statistics/864602/music-genre-modern-america/>
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