

# SONGFEST 2019 PORTFOLIO

As a member of The Waves Effect, I helped with the Pepperdine Songfest account. The theme of the 2019 Songfest show was "California Calling." I served as the lead graphic designer of the team creating graphics for posters, postcards, and banners.

## **General Information on Songfest:**

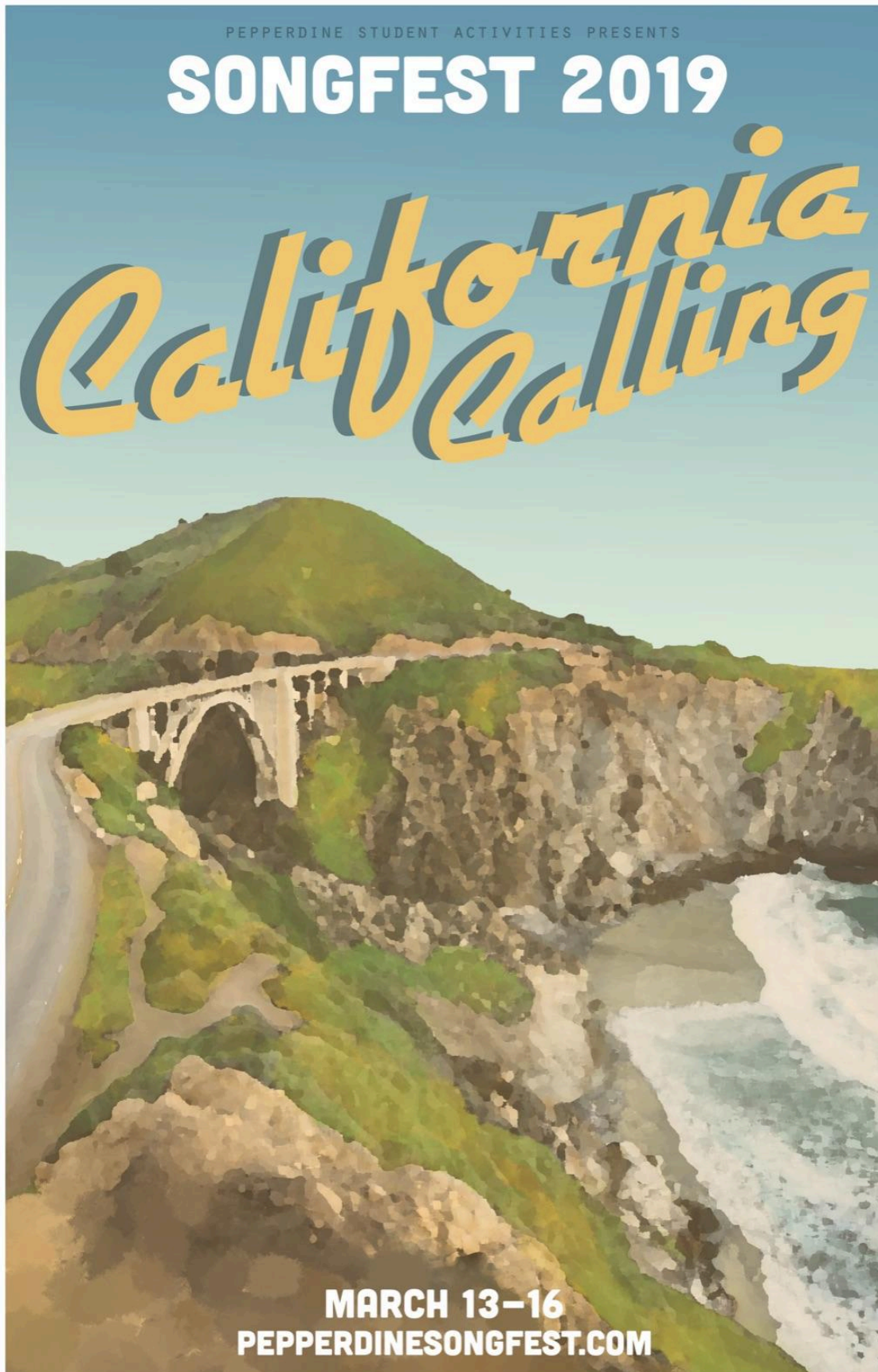
Started in 1973, Songfest is Pepperdine's biggest student program and longest-running student tradition. Each spring, several hundred students [gather](#) in competing groups and perform original, highly creative, and ridiculously enthusiastic musical stage shows. These shows are filled with singing, dancing, and laughter, and present each group's unique take on an overall Songfest theme. All Pepperdine students are encouraged to [participate](#), resulting in a huge and diverse overall cast whose performing backgrounds literally range from "never sung a note" to "Hollywood/Broadway performer."

Songfest features very high production values- a live pit orchestra, professionally arranged music, elaborate lighting design, a large technical crew, and multiple performances in Smothers Theatre. The groups are supported by a small ensemble of highly talented [Songfest hosts](#), who perform professionally directed material in between each of the group shows as they guide the audience through the Songfest experience.

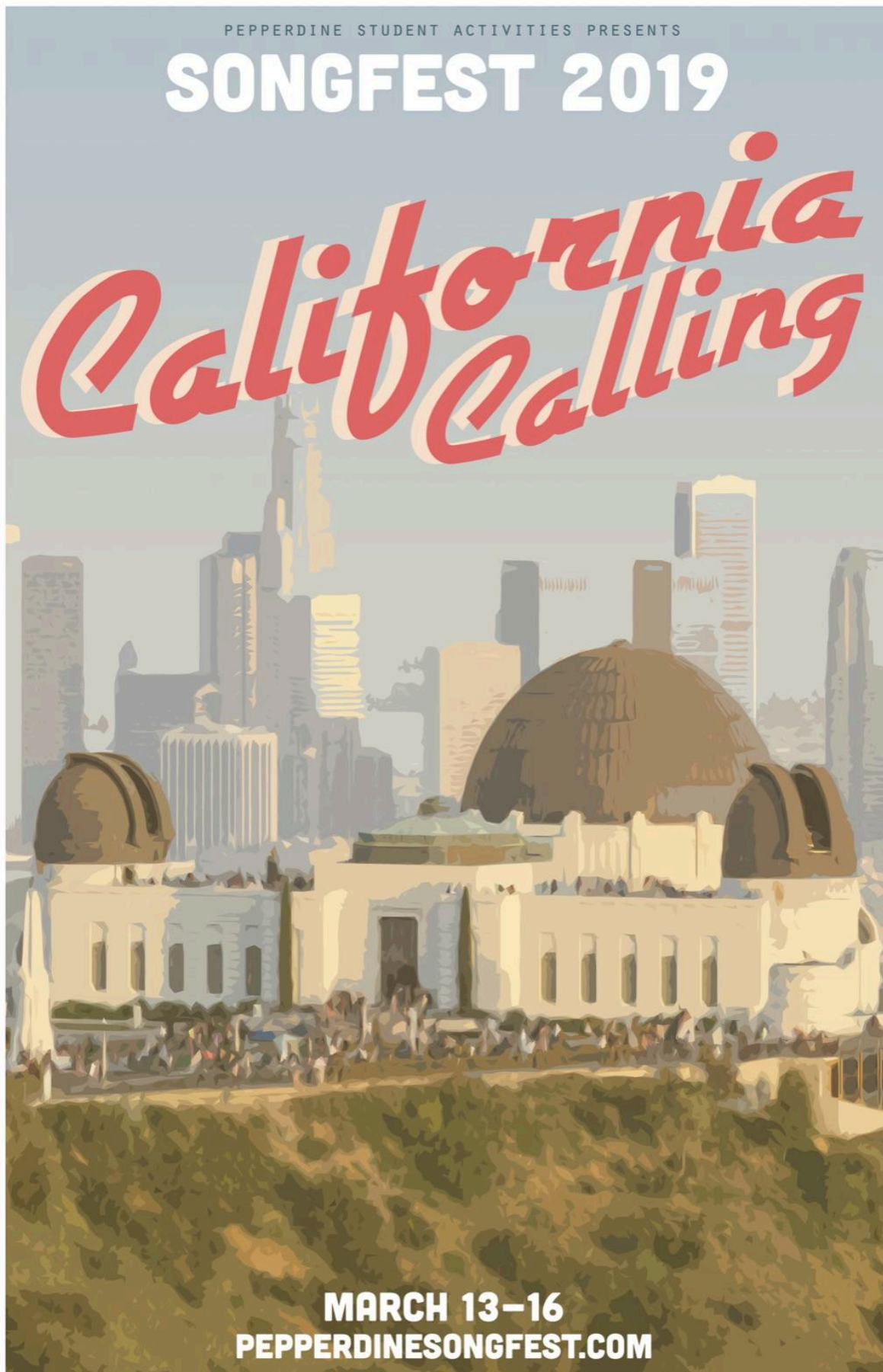
Group performances are evaluated in several categories, and groups passionately compete for the coveted Songfest Sweepstakes Award, which is awarded to the best overall group. Much more than competition, though, Songfest is about community, fellowship, and FUN. The event brings hundreds of students together, who build friendships and develop life-long memories as they create, prepare, rehearse, and perform their shows. For thousands of students, Songfest has been a major highlight of their Pepperdine experiences.

# SONGFEST 2019 PORTFOLIO

CALIFORNIA CALLING POSTER DESIGNS: (11" x17")



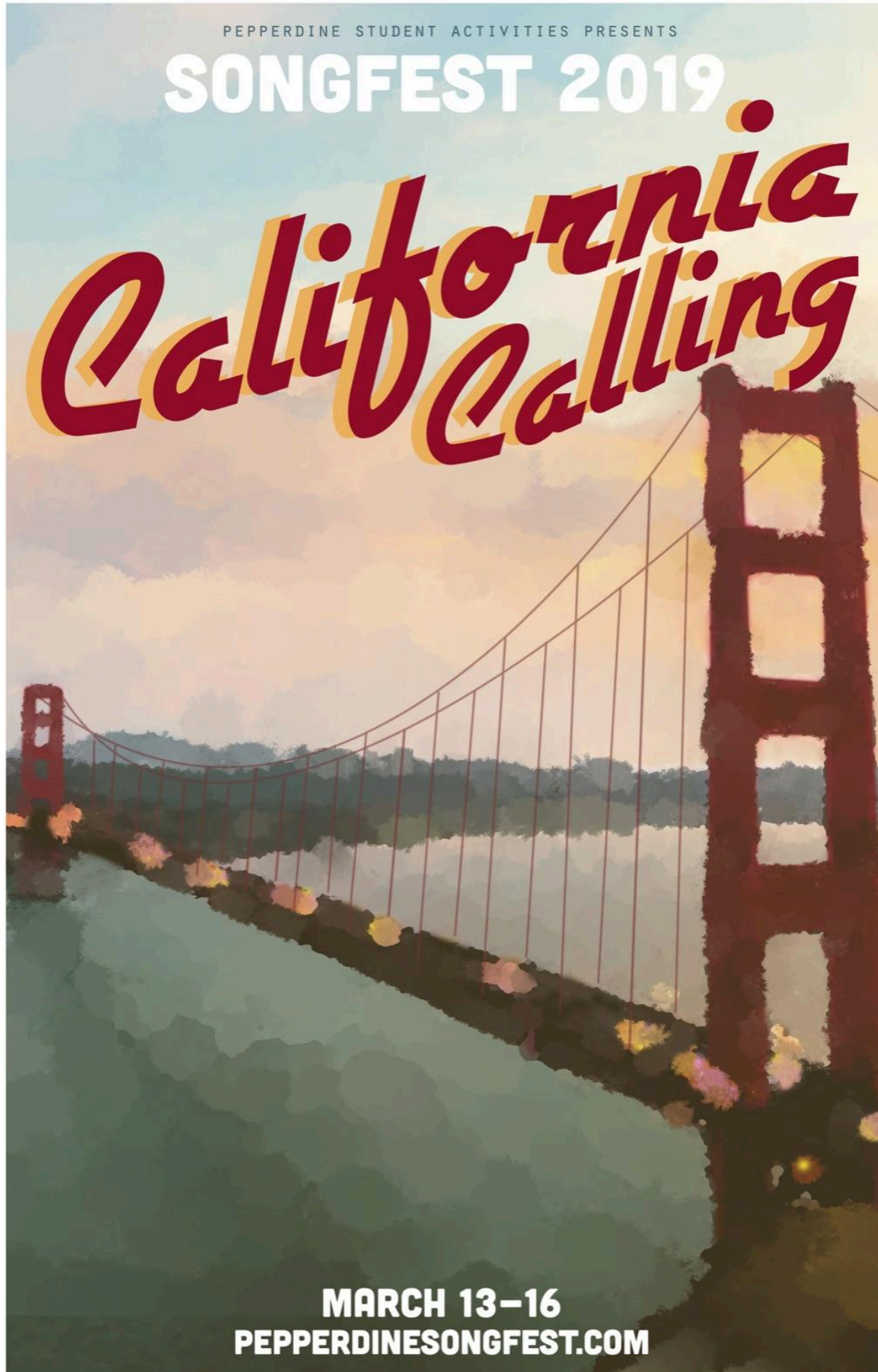
# SONGFEST 2019 PORTFOLIO



**MARCH 13-16**  
**PEPPERDINESONGFEST.COM**

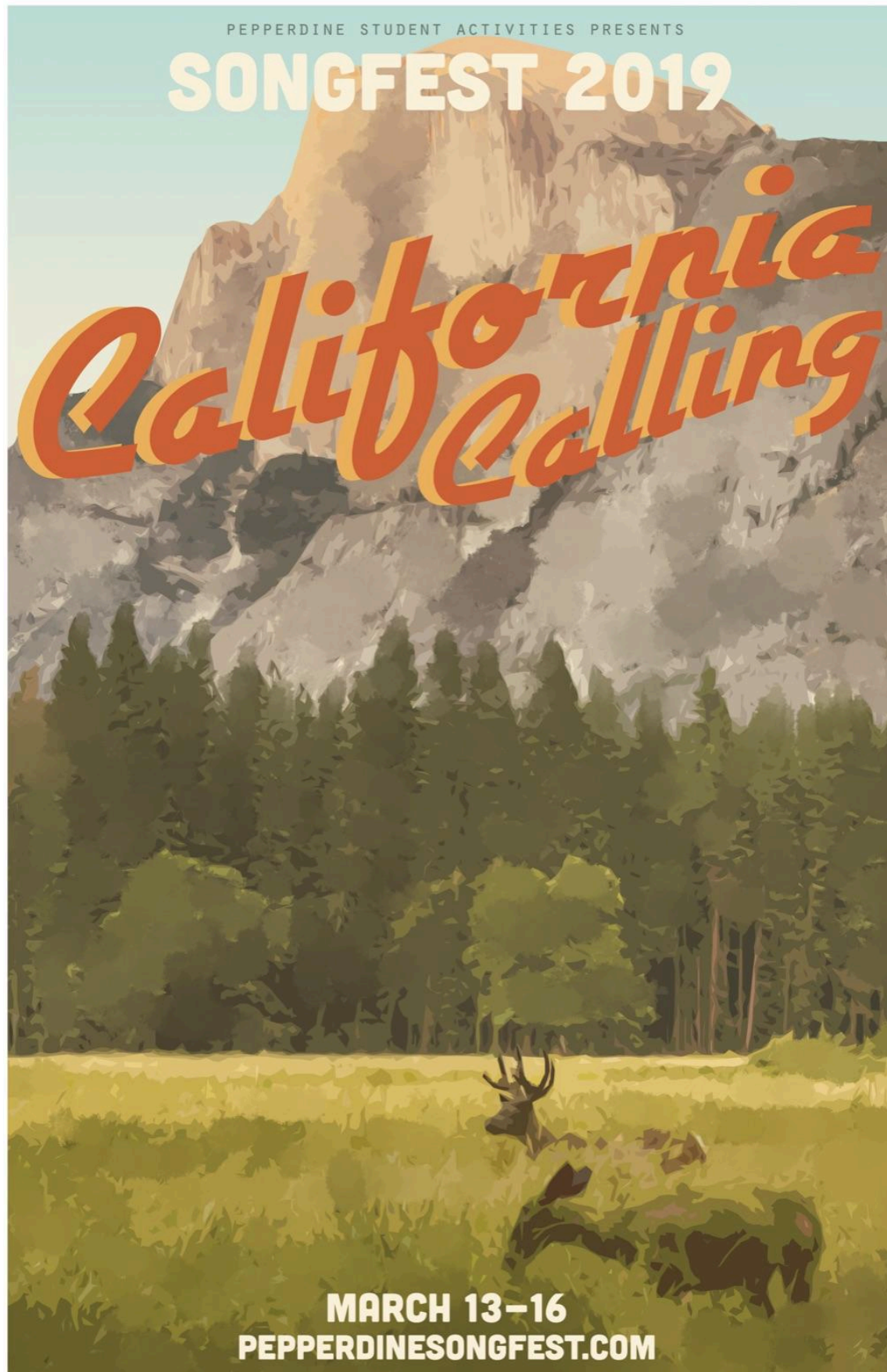


# SONGFEST 2019 PORTFOLIO

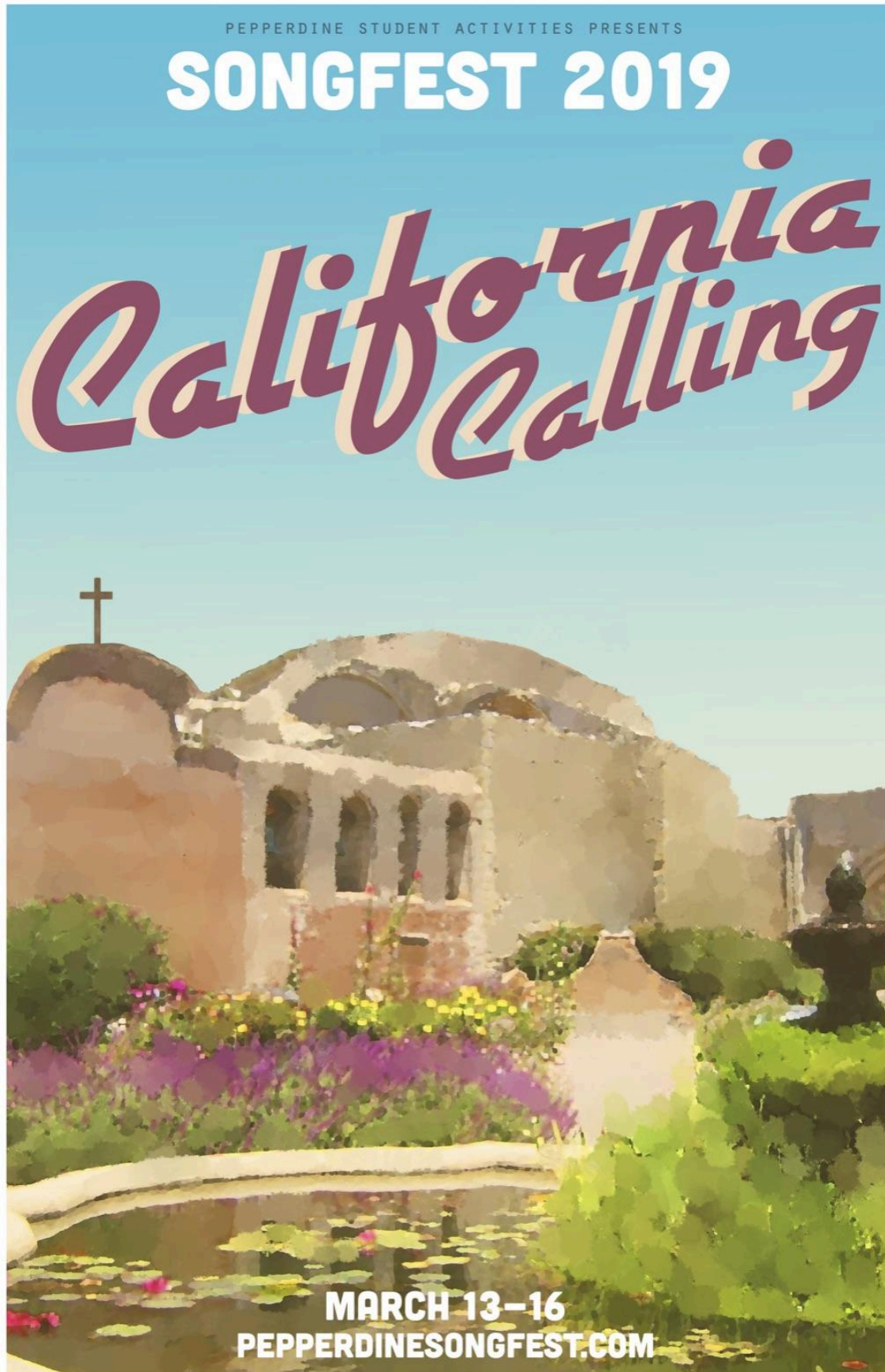




# SONGFEST 2019 PORTFOLIO



# SONGFEST 2019 PORTFOLIO





# SONGFEST 2019 PORTFOLIO

PEPPERDINE STUDENT ACTIVITIES PRESENTS

## SONGFEST 2019



MARCH 13-16

[PEPPERDINESONGFEST.COM](http://PEPPERDINESONGFEST.COM)



# SONGFEST 2019 PORTFOLIO

STICKER TRANSPARENT PNG:



# SONGFEST 2019 PORTFOLIO

## CALIFORNIA CALLING POSTCARDS:





# SONGFEST 2019 PORTFOLIO





# SONGFEST 2019 PORTFOLIO



# SONGFEST 2019 PORTFOLIO

CALIFORNIA CALLING BANNERS FOR SHOW: (8 feet)



# SONGFEST 2019 PORTFOLIO





# SONGFEST 2019 PORTFOLIO



# **SONGFEST 2019 PORTFOLIO**