

The Band That Could

Building a brand by
making a band



Who Is Volksseel?

SOUL OF THE PEOPLE

Volksseele means "soul of the people" in German which, is where the description for folk music originated from. Volksseel is inspired by this old word, and the music produced by this band is created for "the people". It inspires everyday people to see the magic in the simple things in life. The indie folk music invites a nostalgic safe place to unwind, relax, and escape the daily stresses of life.



Purpose

WHO ARE THE PEOPLE?

This band was created to showcase our ability to market our skills and the feel of "the people's" indie folk band. Who are the people? They are described as those who desire to connect with nostalgia and hope for good things to come as a drive to move forward. They live a busy life and reach to the safe haven of folk music to find a quiet moment when life gets overwhelming.



Website Design

Desktop prototype: <https://tinyurl.com/25k73chj>

Mobile prototype: <https://tinyurl.com/5fsc6uza>



Billboard

June 19

city outdoor

A billboard advertisement for 'City Outdoor' is mounted on a building. The billboard features a photograph of four people sitting on a ledge in front of a mountain range. The people are a man in a white t-shirt and orange pants, a woman in a red and white dress, a woman in a tan dress, and a man in a blue shirt and tan pants. The date 'June 19' is printed in the top right corner of the billboard. The billboard is supported by a metal structure with several spotlights. Below the billboard, a sign reads 'city outdoor'. The background shows a clear blue sky and a brick building.

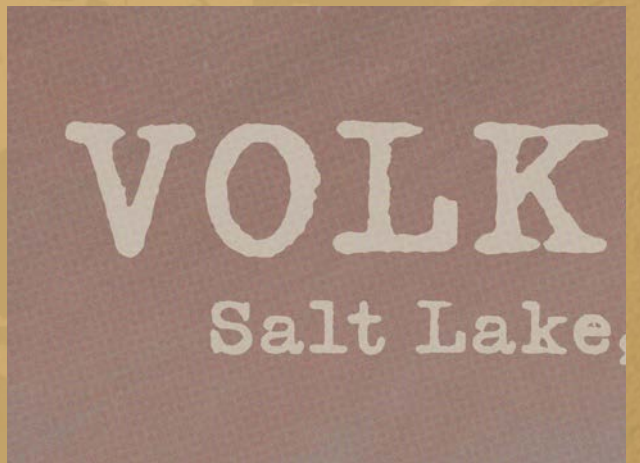
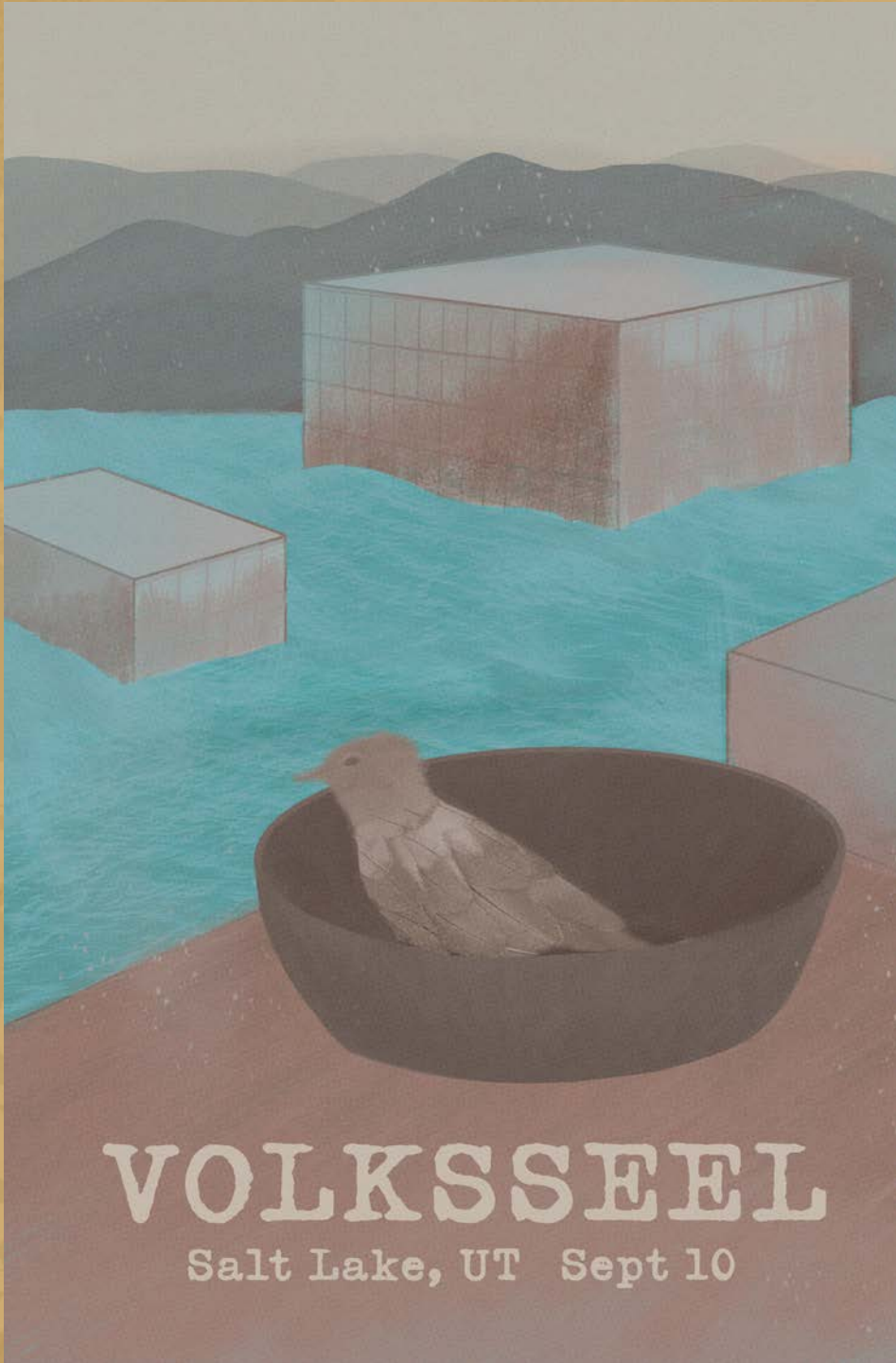
Logo

Volkseel

Conceptualization

Volkseel needed a recognizable, simple, and authentic logo. The scripted cursive feel replicates a certain amount of elegance that can be found in nature. The textured, imperfect speckled brush echoes the message of Volkseel.

Poster Design



Poster Design



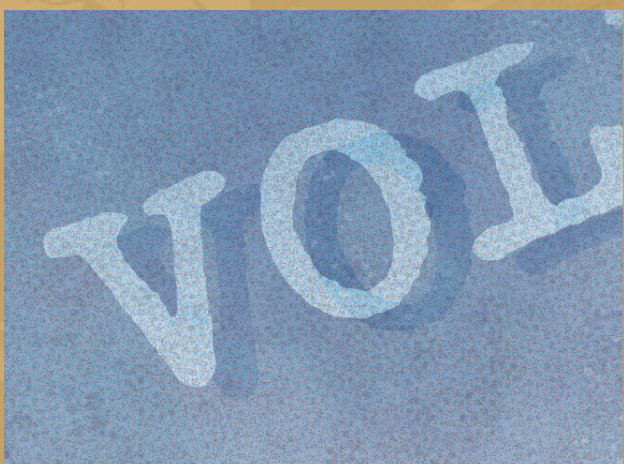
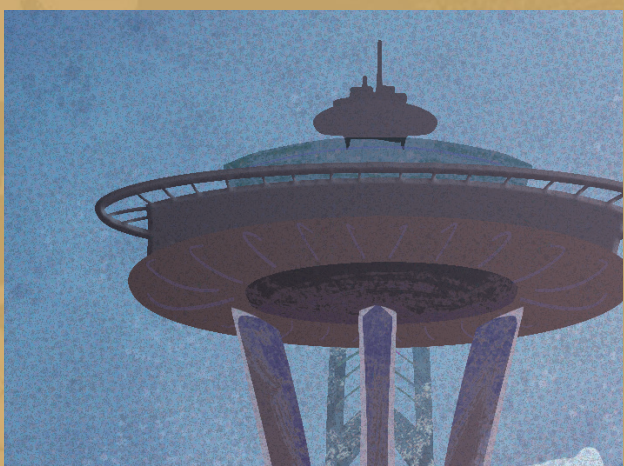
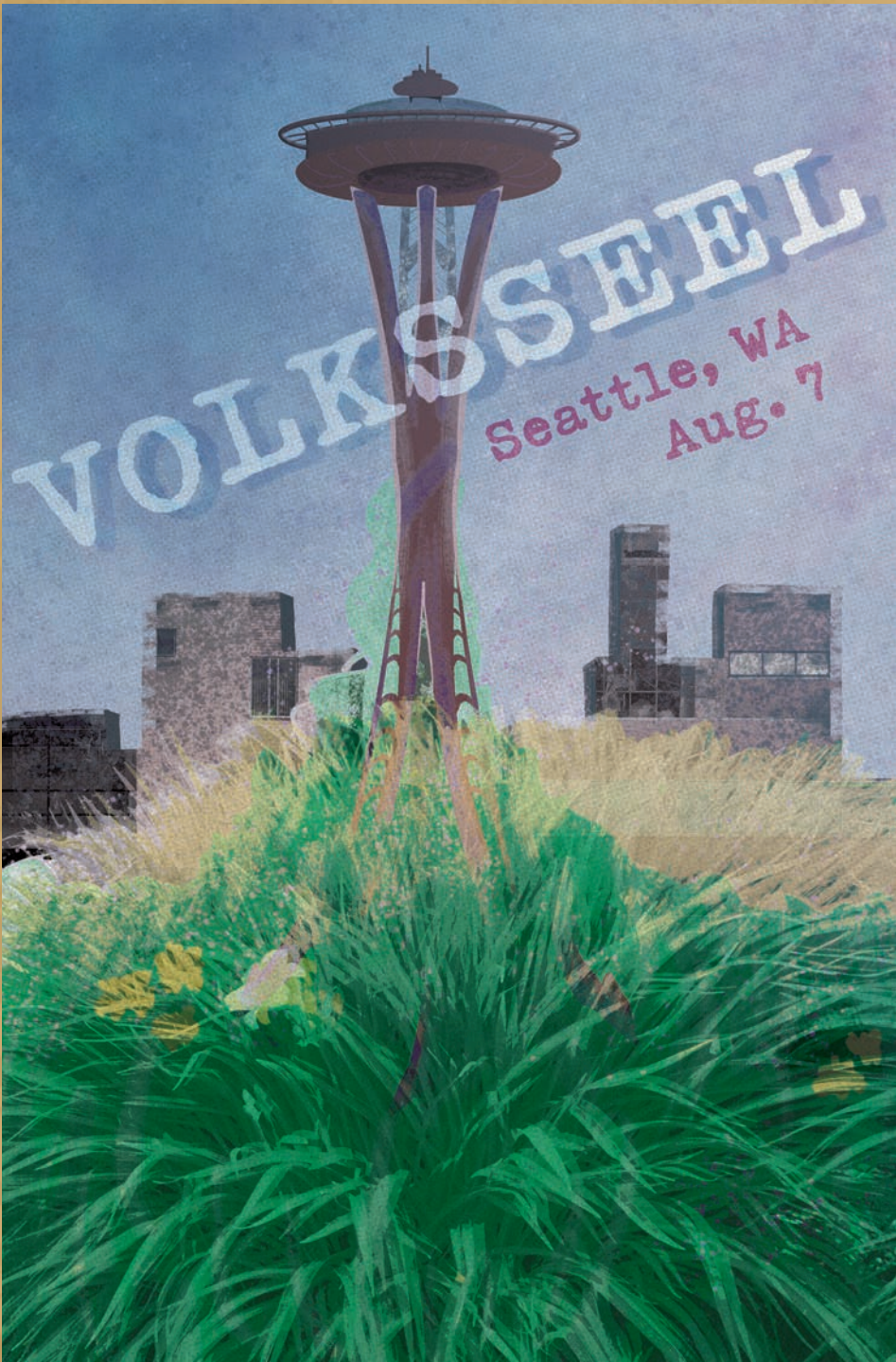
Poster Design



Poster Design



Poster Design



Poster Design



Advertisement



Hollow Roots

Bozeman, MT
May 22

Denver, CO
Jul 15

Vegas, NV
Jun 19

Salt Lake, UT
Sept 10

Seattle, WA
Aug 7

Boise, ID
Oct 12

Guitar





Return to nature



VOLKSSEEL apple



Build Peace

Pins



Merchandise



When breaking down Volkseeel's identity, one of the main messages is escapism. This T-shirt takes inspiration from escapism while blending manufactured and organic elements. The lantern was combined with a bird cage to symbolize feeling trapped within roles and responsibilities, however, the cage has been opened with birds flying free to represent escaping.

Merchandise

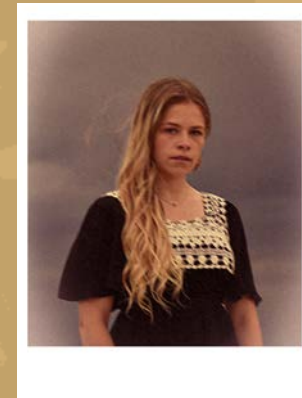
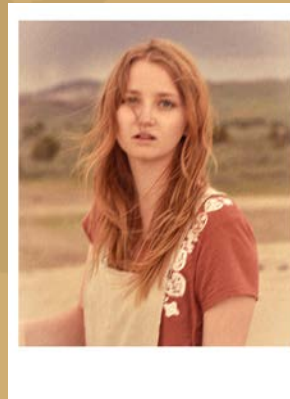


Birdhouse Shirt

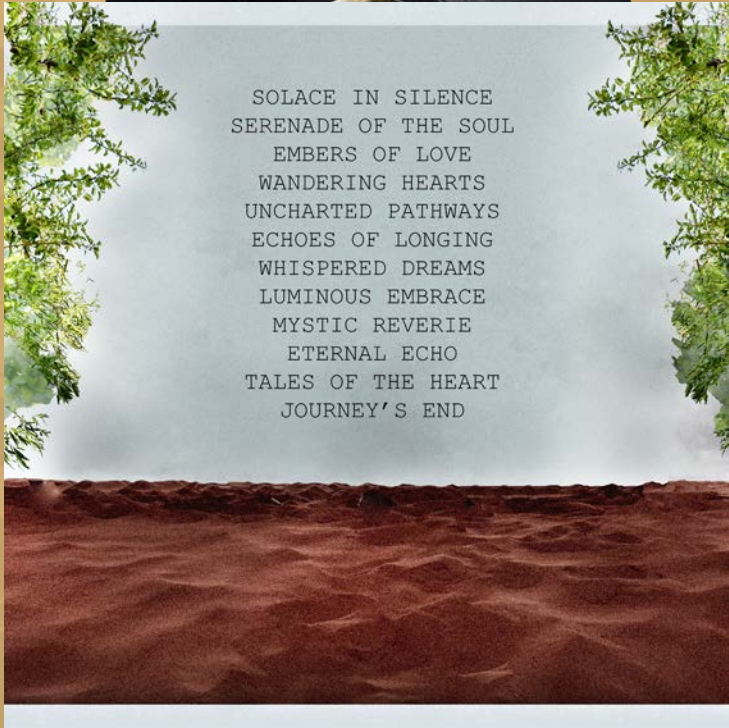
Another large part of Volksseel's identity, is finding home within yourself and nature. This design combines the search for home, nature, and music in

one composition. The guitar was turned into a bird house symbolizing how music can help you find a home, the birds flying around show how through music both man and nature can be at peace.

Creating Polaroids



Special Edition



Tote Bag

The tote bag symbolizes the journey of self-discovery, all the members of the band are walking together. The band members have yet to reach the end of the typography, because Volksseel, just like everyone else is still on a path of self-actualization.



Water Bottle



Hat and Water bottle



Concert Ticket

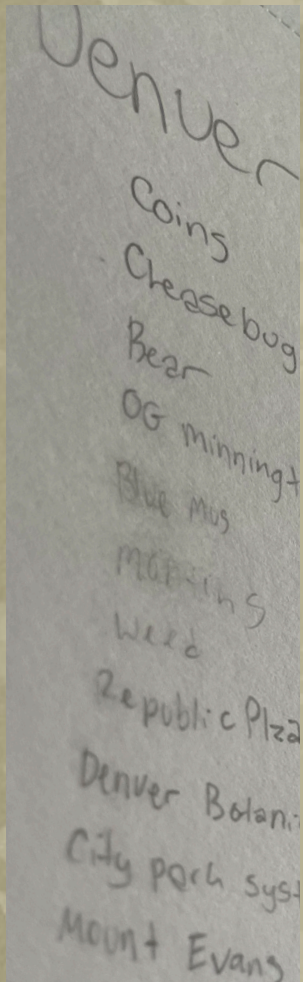


Kylee Bodilly

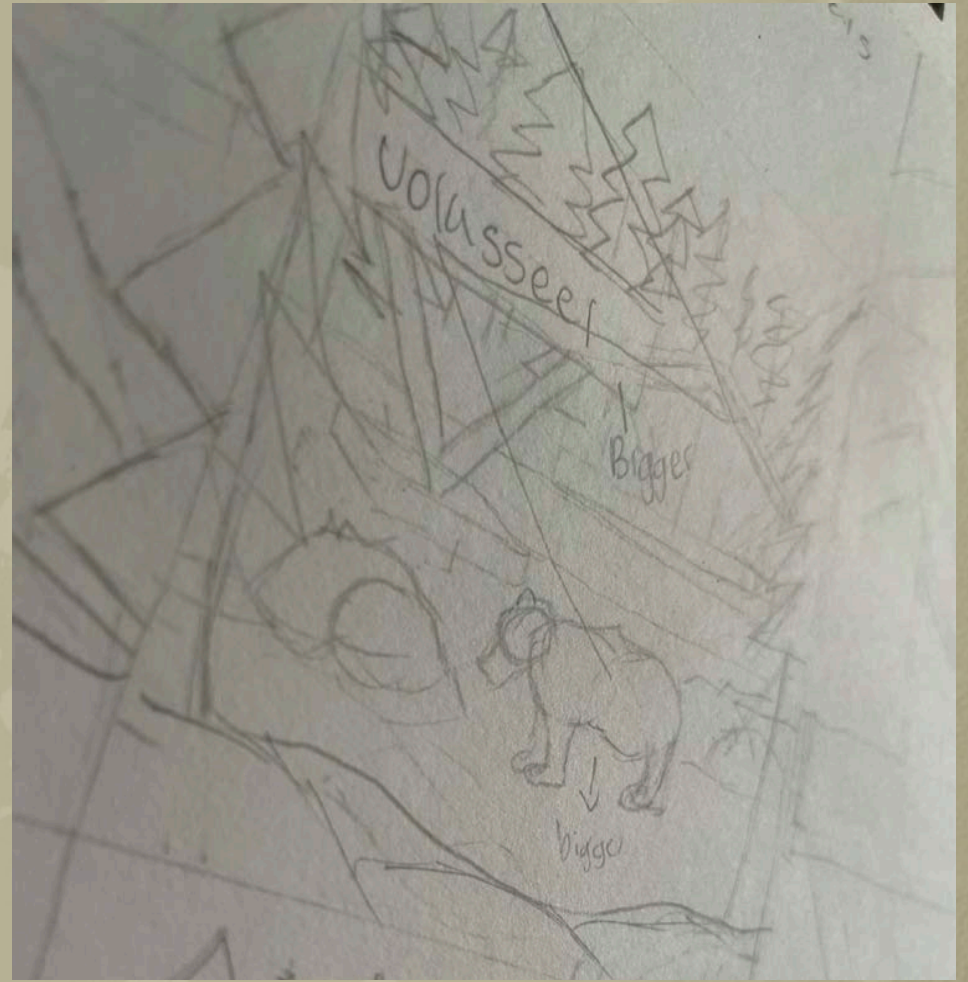
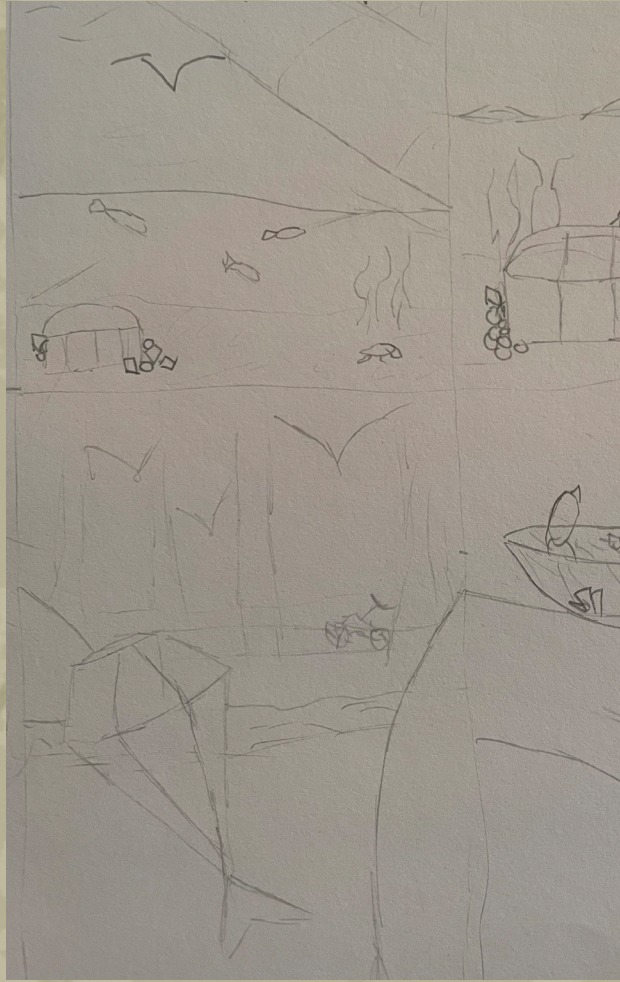


I had the opportunity to work on this project as a graphic designer using both illustration and photography to create meaningful pieces. I was primarily on the poster team, creating illustrations for the destination posters. However, I also contributed designs for both advertising and merchandise, working within a larger group.

Creative Process



Denver
Coins
Cheese bug
Bear
OG minningt
Blue mus
MARTINS
Weed
Republic Plaza
Denver Botani
City park syst
Mount Evans



Every project I undertake begins with a deep dive into the research to reflect the unique identities or requirements of the project. For instance, I took on the design of three tour posters.

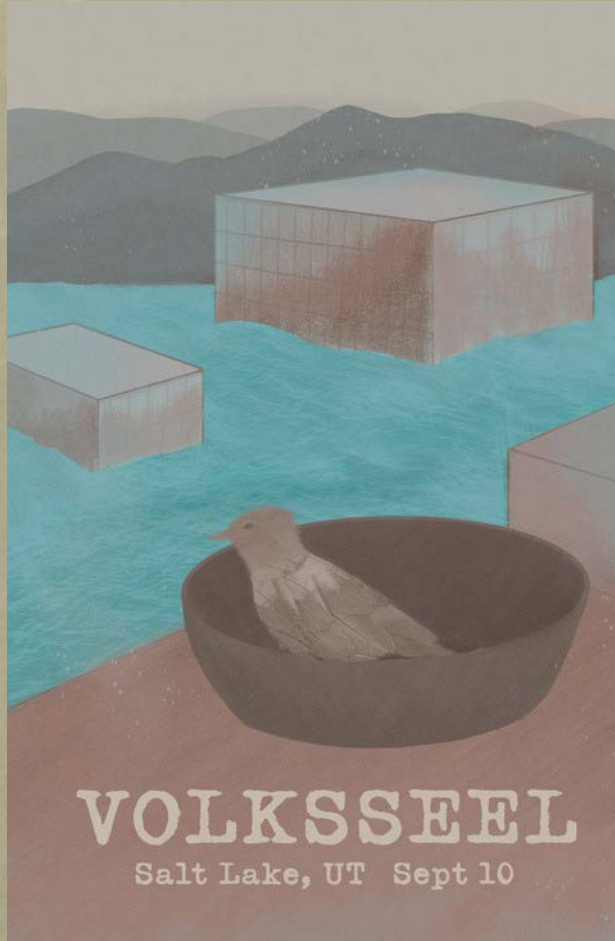
I developed my composition ideas by creating a wordlist like in the image to the far left. This led to compositional sketching and refinement sketching before the digital creation.

I have found that this approach of research, selection, sketching, and integration is a consistent practice, enabling me to create designs that narrate the unique stories.

Poster Illustrations



It was essential that the posters not only looked good but authentically represented the band and city.

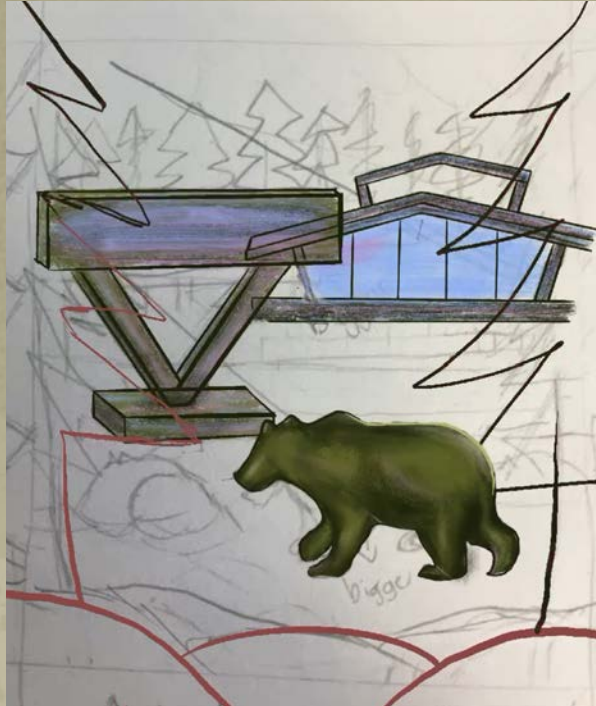
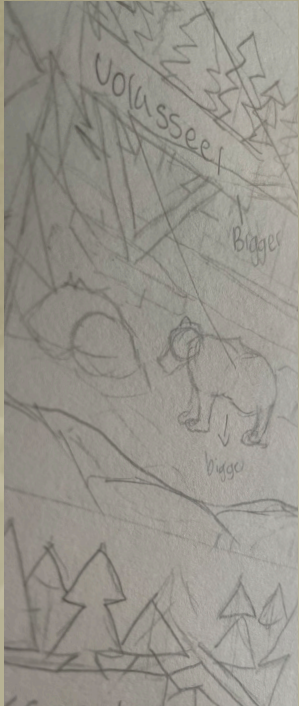


Before starting on individual posters, I chose an overall visual theme of society versus nature.



This early decision contributed to the thematic consistency of the design, as well as my productivity.

Denver





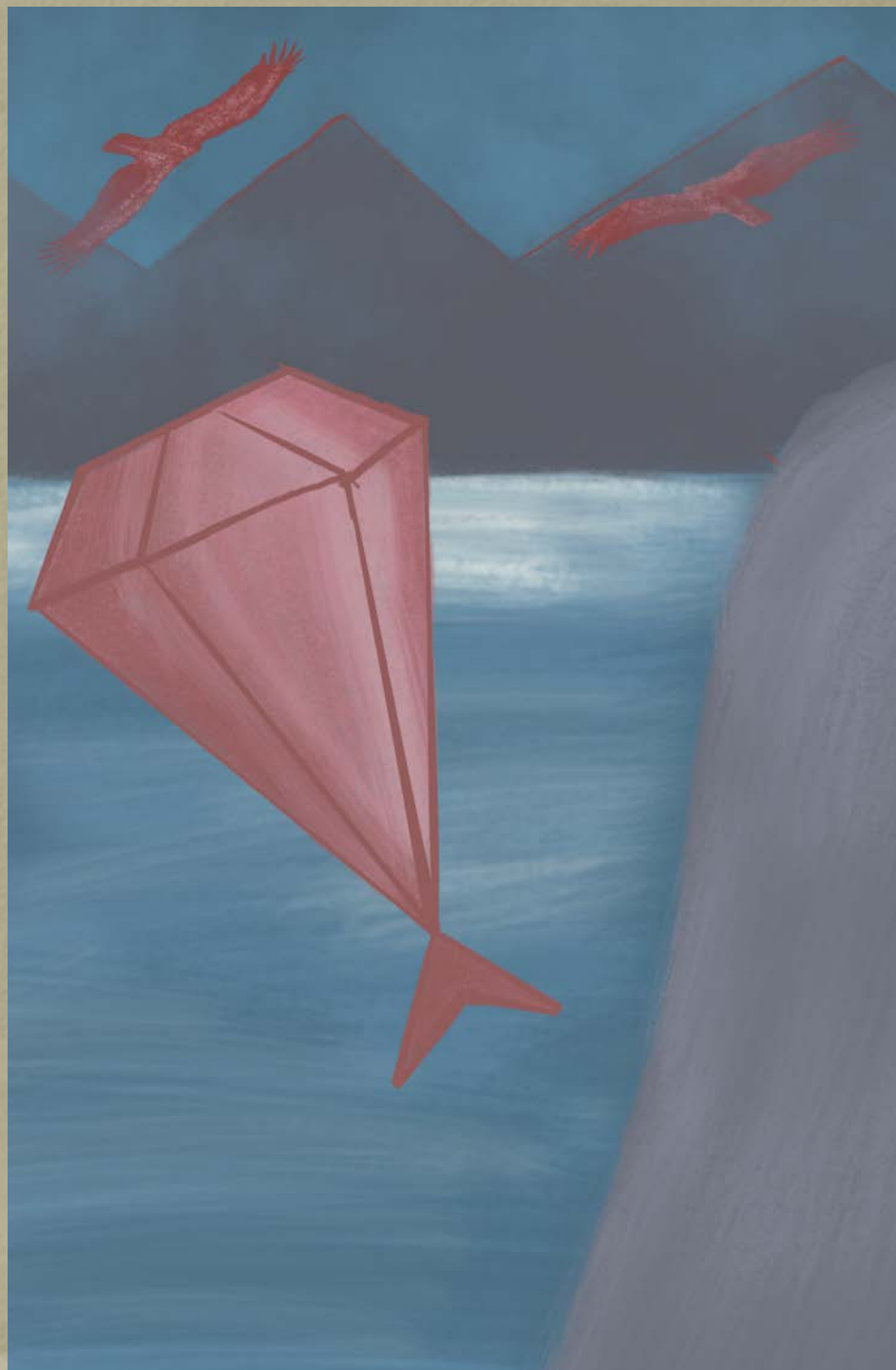
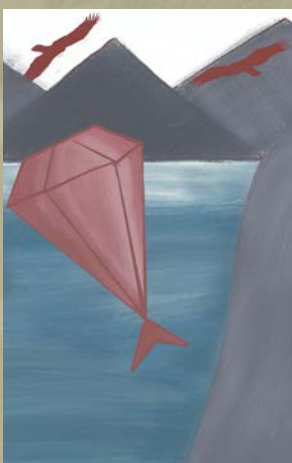
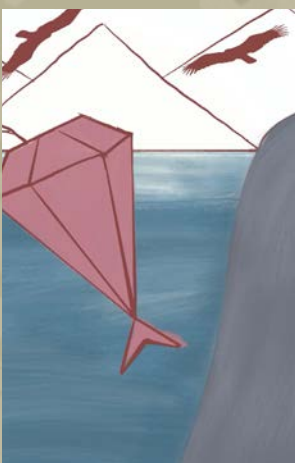
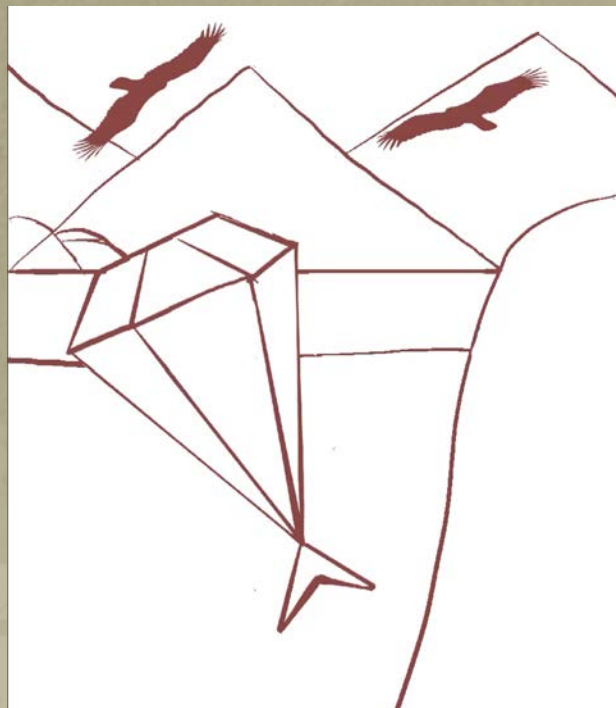
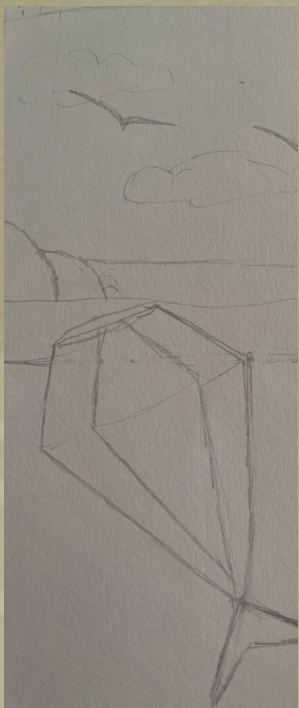
In this poster, nature overtakes what once looked like a town, proving that it is stronger than the society that once stood there.

Denver, Colorado, was the first poster I worked on. I followed my outlined preparation process by researching and completing word maps. The words I selected to sketch were diner, bear, and forest. These words either have a symbolic or literal tie to the geographic area.

For example, Colorado has a large bear population, with sightings happening even in the developed parts of the city.

An interesting fact I found in my research is that Denver is home to the first cheeseburger. After more digging, I found a picture of the diner that made it. The building and sign I designed in the poster closely resemble the original restaurant.

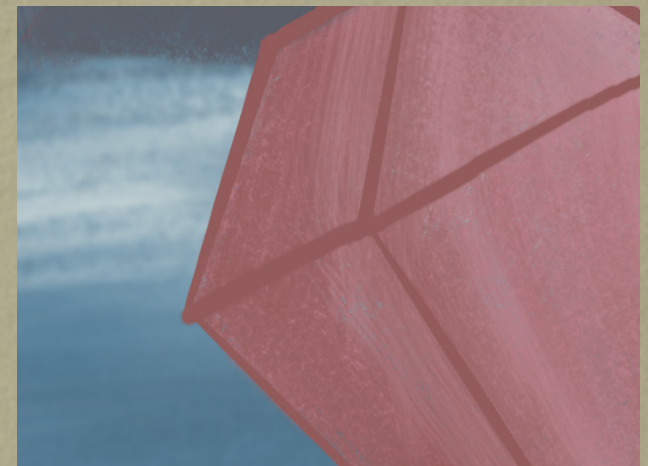
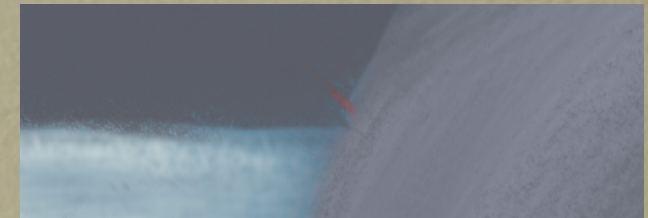
Boise





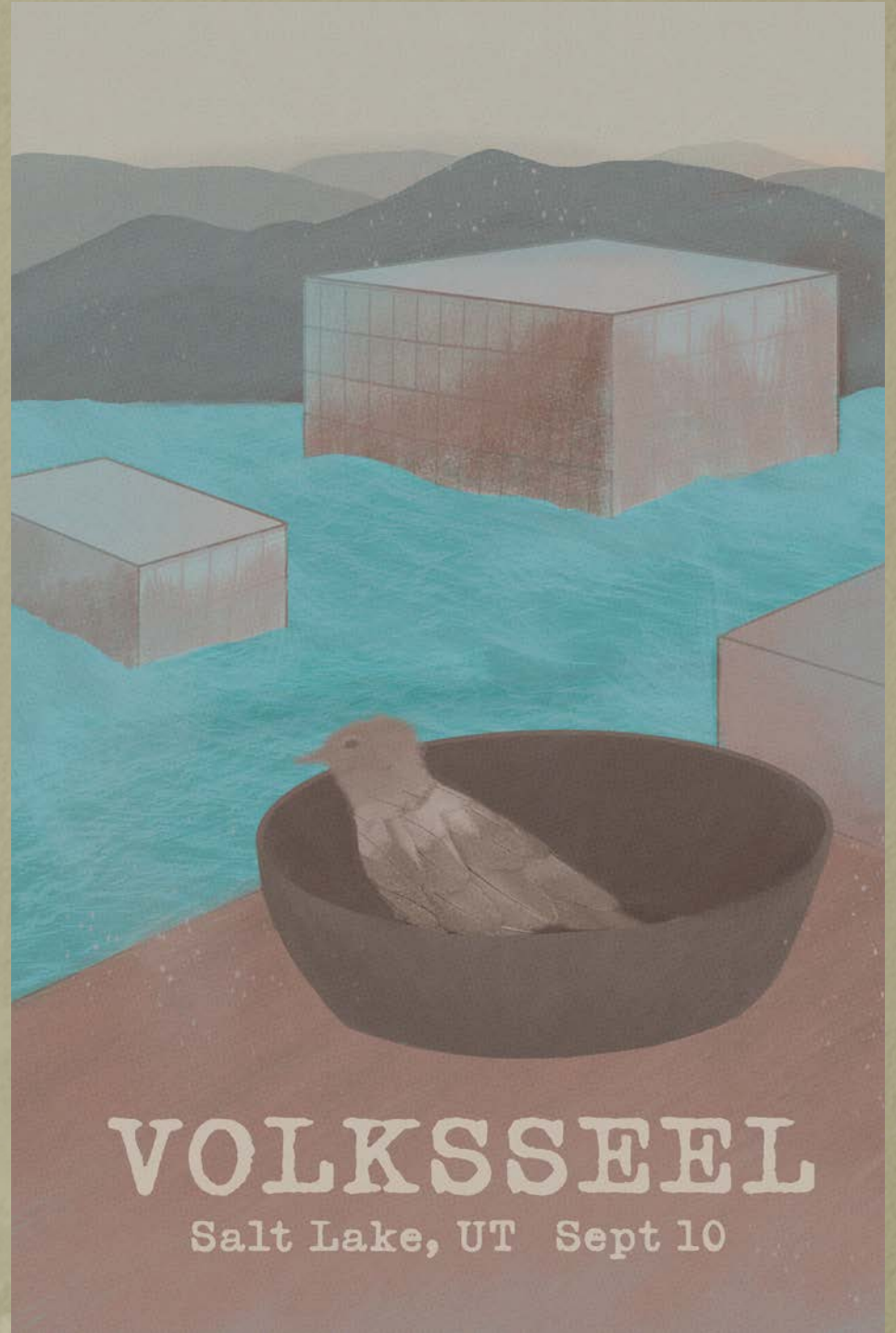
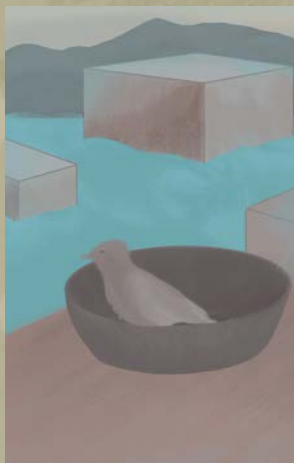
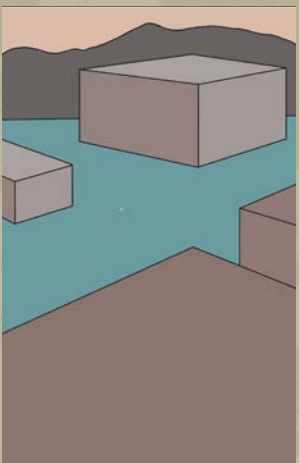
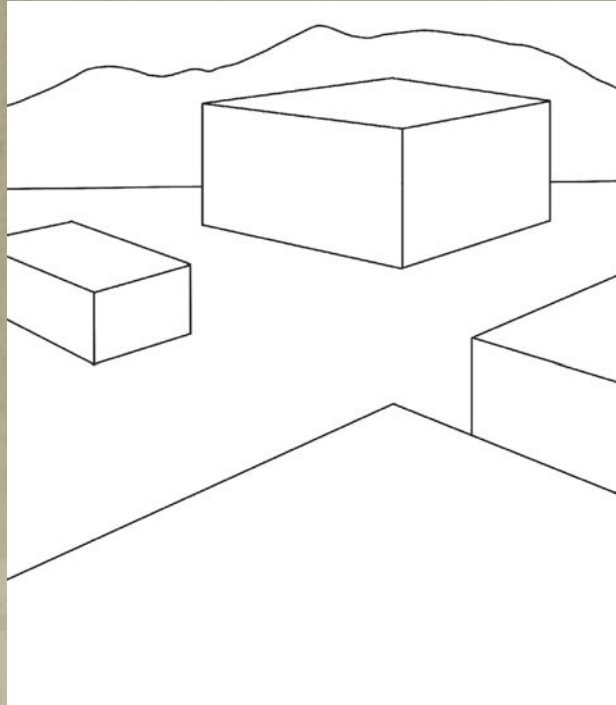
In this poster, a gem is turned into a living being to communicate that nature and life have worth outside of monetary value.

After researching, I chose birds, mountains, and gemstones. Boise is the headquarters for The Peregrine Fund, an international non-profit organization founded that conserves endangered raptors and birds of prey.



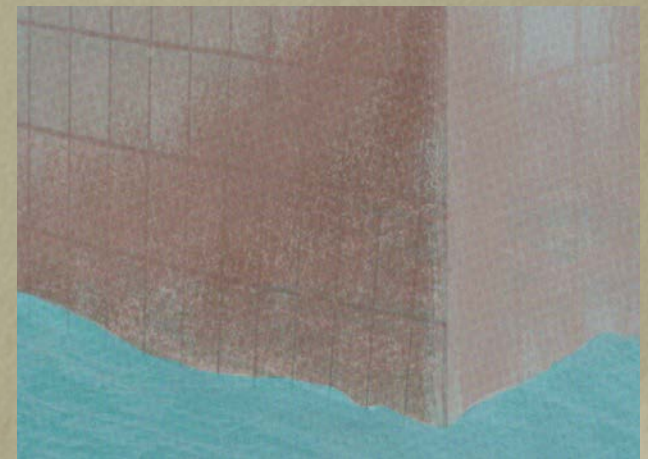
However, my main inspiration came from the State name, which means gem of the mountains. I took conceptual inspiration from this and made the treasure a living thing to suggest that nature has value even when it has no monetary value.

Salt Lake City



VOLKSSEEL

Salt Lake, UT Sept 10



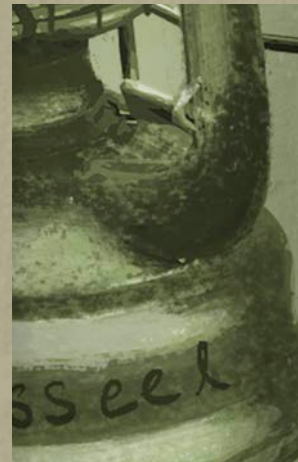
In this poster, an accent lake reclaims its old land, submerging the city that stood there—communicating that even the most impressive feats of man are powerless in the face of nature.

My process for the Salt Lake City poster was different, as instead of incorporating many points of inspiration, I chose one. The ancient Lake Bonneville once stretched across Utah and parts of neighboring States.

I found that Salt Lake City was built on the old beaches of this Lake, so I decided to submerge the city as if Lake Bonneville had returned.

Due to the last-minute reassignment, I was also the one to add photography and typography. I used clipping masks and blending modes in Photoshop to add texture and other photographic elements to the illustration.

T-Shirt Design



Lantern T-Shirt

After exploring Volkseeel's message, I believe it can be split into two parts. The first is all about escapism, leaving mundane routines and breaking away from societal expectations and restrictions. In this design, an ordinary object becomes a cage that once separated the birds from their true home. Like birds, our authentic selves are often found when escaping societal constraints and leaving the ordinary.

T-Shirt Design



Birdhouse T-Shirt

The more I understood Volksseel, the more I realized that escapism is only the first part of the band's message. Volksseel isn't just running away from society. They are running back to nature and self-discovery. This T-shirt reflects finding a new home in nature and ourselves through music. The guitar has been turned into a birdhouse, and the same birds that fled the cage have now found a new home, connecting the narrative of two t-shirts and the band's message.

Using Mixed Media

1



Ideation

My ideation stage was focused on making abstract twists on regular objects.

2



Photography

Each of my designs were derivative from a photo.

3



Photoshop

I used Photoshop to prepare the photo for illustration with adjustment layers.

Using Mixed Media

1



Live Trace

In Illustrator, I used the live trace panel to vectorizing the photo, simplifying it.

2



Brush Strokes

Using the same brushes I used for the posters, I drew over the lantern in Procreate.

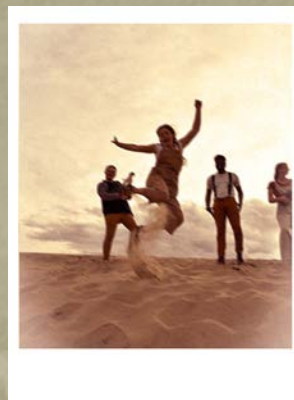
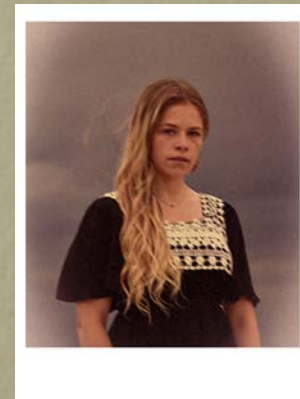
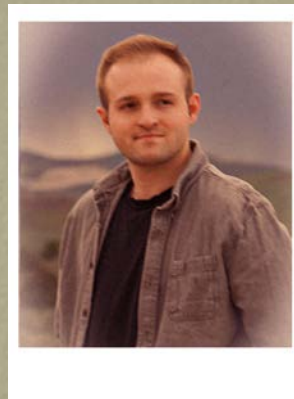
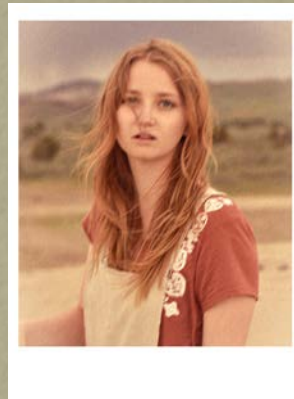
3



Procreate

The final step was to add illustrative elements on top of the image.

Creating Polaroids





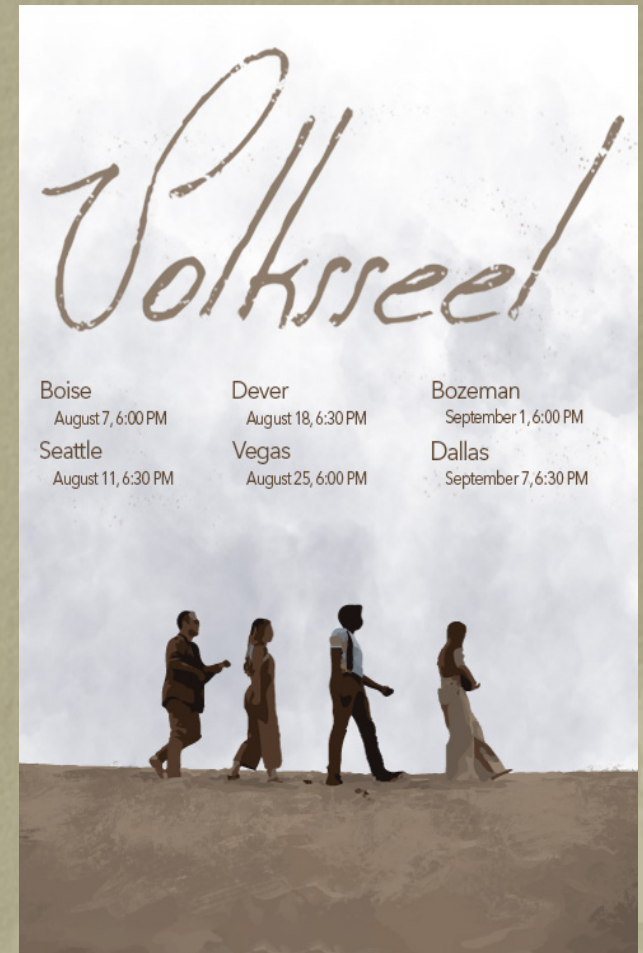
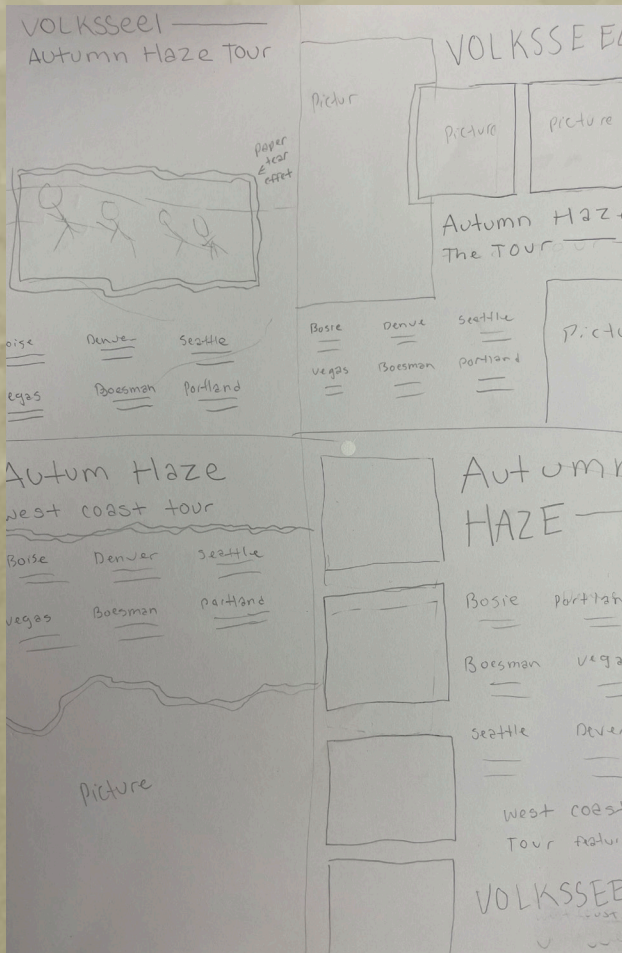
Editing

In the process of creating content for Volksseel, our group took a lot of pictures. We ended up with many photos and limited opportunities to showcase them. To solve this problem, I pitched the idea of creating Polaroids that would come with the album.

I pitched Polaroids because they felt more authentic to Volksseel. Polaroids give a raw, vintage feel that is often impossible to achieve with digital photos. A lack of precision is involved, making the images feel more organic and intimate.

Since we didn't shoot in film initially, I needed to edit the photos to mimic the style. I started by creating a custom filter in Camera Raw, as seen in the left images, and then added additional edits like motion blur, noise, and color fills, as seen in the right picture.

General Poster Drafting



The general poster had a different process than the other posters, as it was made for advertising. All of the advertising materials have a photography base instead of an illustration. I started by researching

band posters and sketching out potential compositions. This poster's first draft reflects the early stages of ideation for the band. We were experimenting stylistically by blending paper elements into photography.

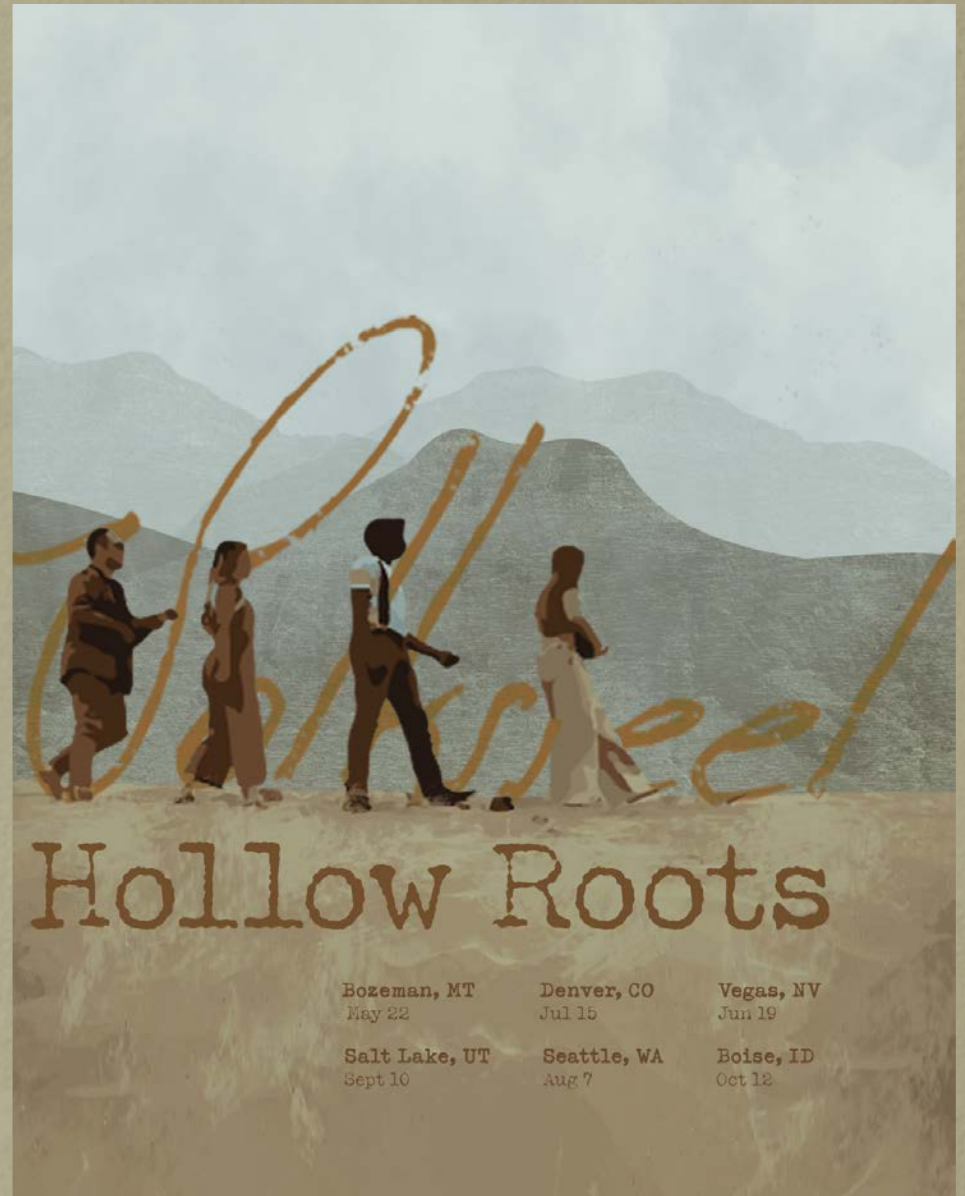
However, we later decided against this approach and implemented more mixed media. I used a similar mixed-media approach to the t-shirts by drawing over a live traced photo for my next draft.



Roots

Denver, CO
Jul 15

Seattle, WA
Aug 7



The general poster symbolizes the journey of self-discovery. The band members are walking together through an empty desert, the band's name is stretching across the page behind them. The band is positioned at the beginning of typography because Volksseel, like everyone else, is still on a path of self-actualization.

The poster uses a combination of different types of mixed media. The sand and band members were made similarly to the T-shirts, with a vectorization. The mountains are photographic textures applied to simple vector shapes. The textures fade out as the mountains get farther away, mimicking the depth of the destination posters.

Tote Bag

I took inspiration for the tote bag design from the general band poster, so as I cycled through general poster drafts, my tote bag designs changed as well.

My first draft featured a photography-based design with minimal edits and typography. However, after the group decided to lean into mixed media, I scraped what I had restarted with a new picture.

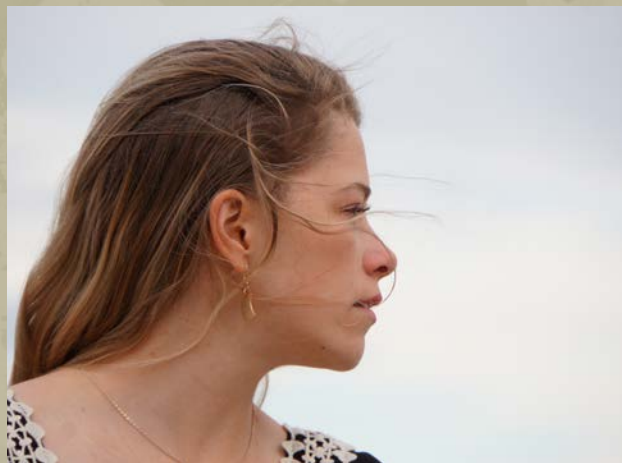
The image of the band walking with the logo behind them summarizes Volsseel and their musical themes. Turning this image into the main promotional photo offers design consistency and increases recognizability.



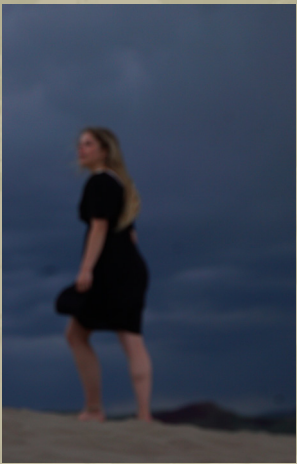


Pictures Taken













Contact

Creating and designing for Volksseel gave me valuable experience working with a design team. In creating systems to distribute tasks and keeping design consistency, I had to learn how to balance my individual work with team collaboration.

This project also allowed me to develop time-management and organizational skills, as almost all due dates had to be self-imposed. Overall, I am grateful for all I learned from designing for Volkseel and the opportunity it gave me to grow.

Please reach out if you have any questions about the project or my contributions.

Email: kyleebodilyx@gmail.com

LinkedIn: <https://www.linkedin.com/in/kylee-bodily/>