Task 1 · Design your campaign framework

Backstage: where creative work becomes real

Events + Merchandise · Constraints B (Posters only) + F (One photo)

Purpose

Events

Who: *musicians, DJs, promoters, event photographers*

Where: *Instagram, local venues...*

Hook: *"Everyone sees the stage. Be part of what's behind it."*

Merchandise

Who: *illustrators, graphic designers, screen printers*

Where: *Behance, zine fairs, design schools*

Hook: *"Your art deserves more than a screen."*

Limits

B · Posters only

The campaign lives where creatives already are: venues, studios, schools. It must work from a distance, with no sound or motion.

F · One photo

One image tells the whole story, so the hook must be visual and the text minimal.

Result: one two-poster series, same layout, different photos. Consistency replaces volume.

Test

Options

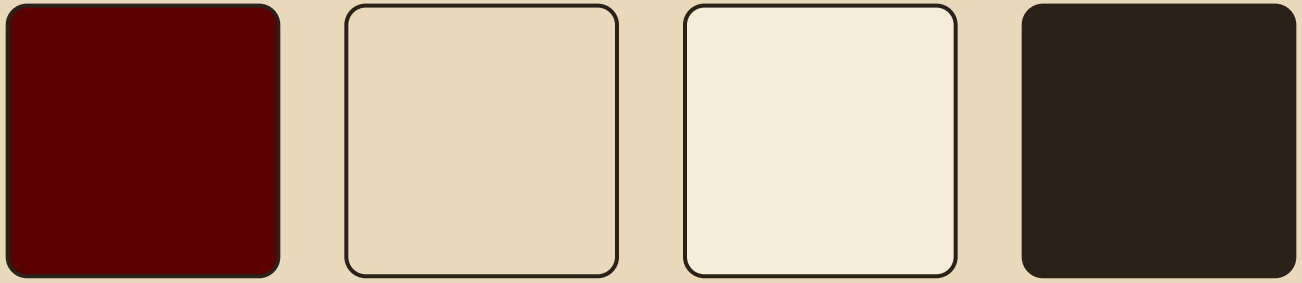
1. Behind-the-scenes photo
2. Photo of a finished object
3. Photo of a creative at work

Before going all in

Print 2 small versions in 2 similar places, each with its own QR code.

Compare scans, ask passers-by what stopped them, and scale the winner.

Moodboard



Look: *deep burgundy, cream, ink black · lined notebook paper, torn edges, tape*

Type: *handwritten headlines, clean body text* · **Photo:** *grainy, warm light, real hands and objects*

Backstage · For the Creatives

Merchandise



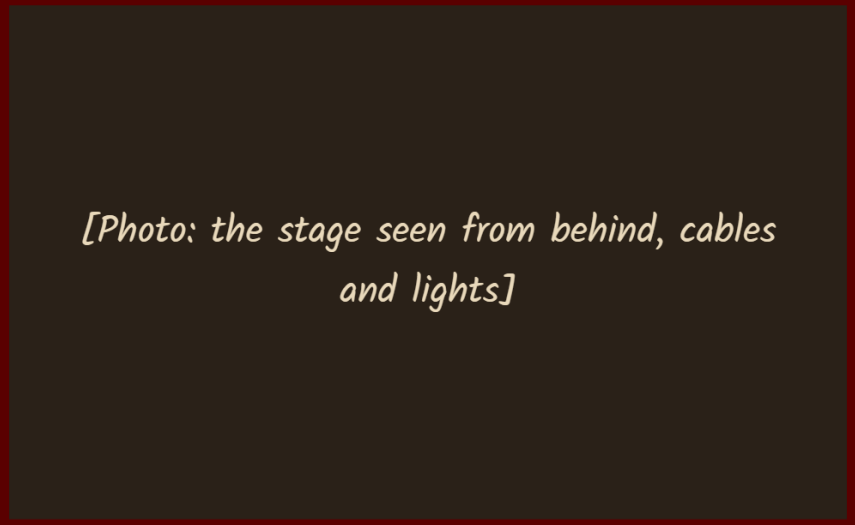
Your art deserves more than a screen.

Join Backstage

QR

Backstage · For the Creatives

Events



Everyone sees the stage. Be part of what's behind it.

Join Backstage

QR