

# Musical Transitions in Flavor & Form

Annette Seo



# Project Brief

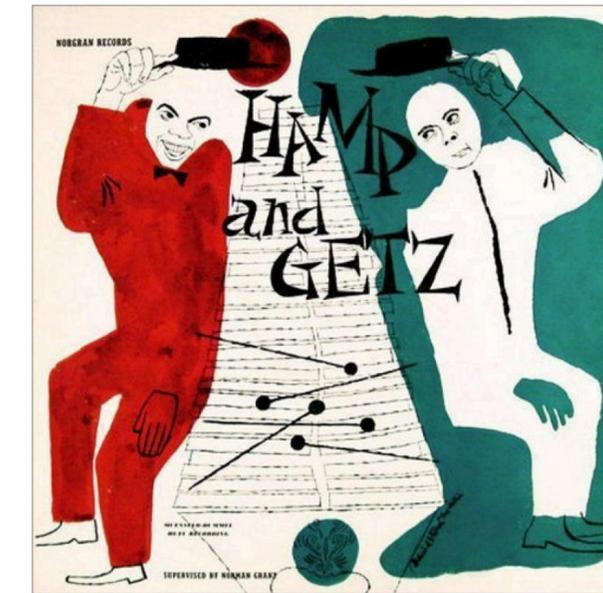
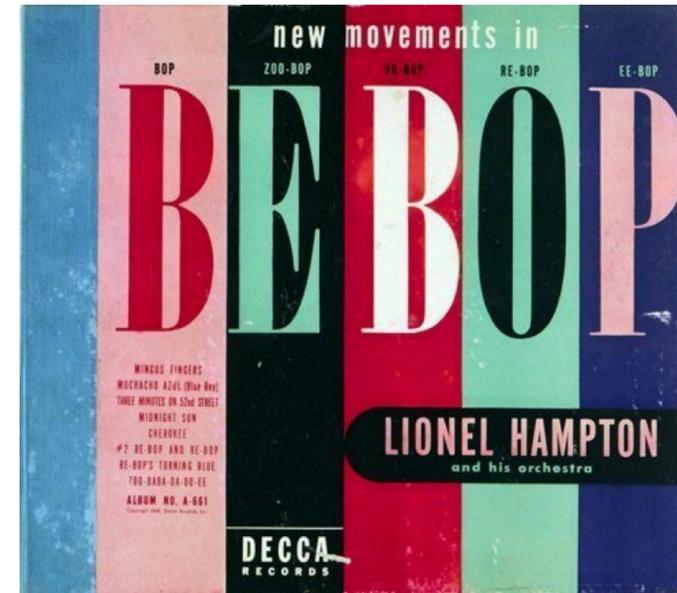
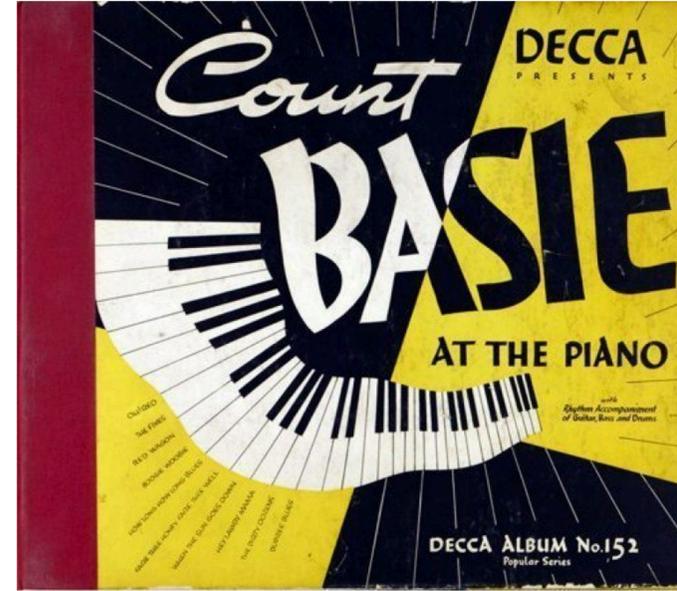
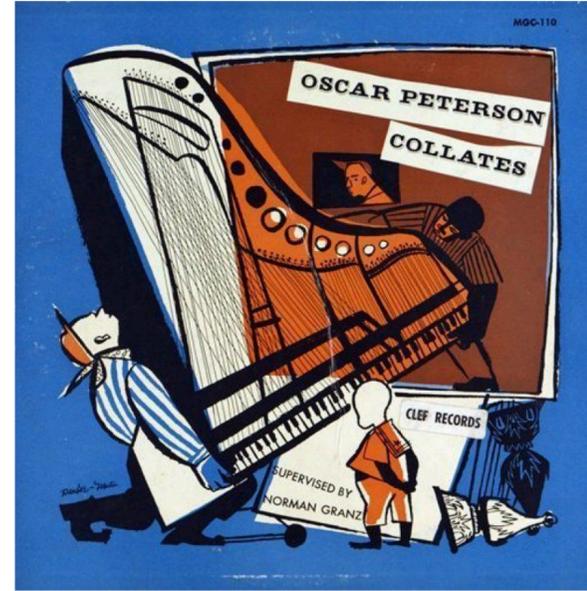
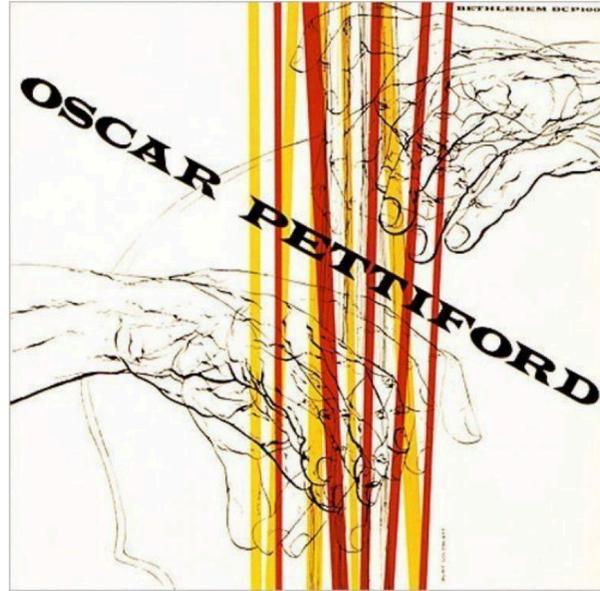
## Objective

Design a visual identity for Vinterjazz 2025, focusing on the shared joy of music and responsible drinking through a series of non-alcoholic beer labels.

## Key Challenges

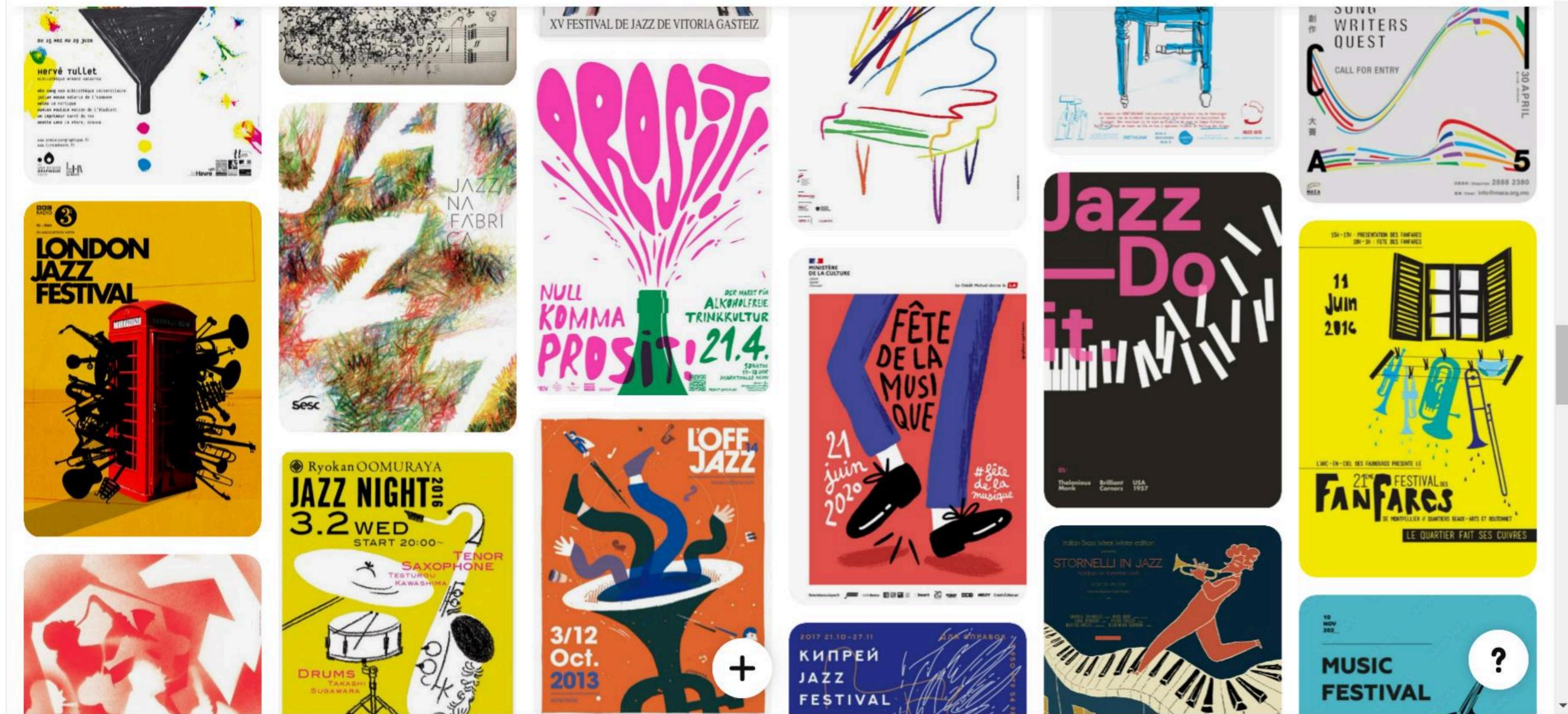
- How to visually communicate jazz through beer labels?
- How to promote responsible drinking at a jazz festival?

# Research & Inspiration



**Keywords:** Improvisation, Unexpectedness, and the Harmony of Distinct Elements

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# Research & Inspiration

- **Jazz Idioms** = the improvisational transitions musicians use between musical phrases
- Concise, Familiar, Catchy, Jazzy!

## JAZZ IDIOMS

IN THE KEY OF C

maj7 7 m7

Pivot maj7 (or alt) 7 m7

Roll

Roll 3

New Orleans

Drop

Drop 9

Drop 11

Drop 13

Flip

Flip 3

Flop

Flop 9

Dip

Trip Dip

Drip

Sunnyside

Manhattan

Nowhere

Dream

Honeysuckle

Coffee

Sunny Gets Blue

Bebop 1

Bebop 2

Bebop 3

Bebop 4

Bebop 5

CMAR

GBNF

Midnite

#N

Stardust

Manhattan

Nowhere

Dream

BASED ON THE MATERIALS OF PIANIST AND EDUCATOR DR. JOE GILMAN  
LEARNPIANO.LIVE.COM/GILMAN

# Naming & Concept Development

Handwritten notes in a spiral notebook detailing the development of three concepts: Roll, Flip, and Drop. The notes include lists of associated words, musical terms, and a table connecting the concepts to flavors and instruments.

**Roll**

- Flavor: Sweet, Sour, Lemon
- Instrument: Cymbal, Snare
- Other: encore

**Flip**

- Flavor: Floral, Raspberry, Grapefruit, Orange
- Instrument: Key, Chime, String
- Other: tamaround, glissando, tremolo

**Drop**

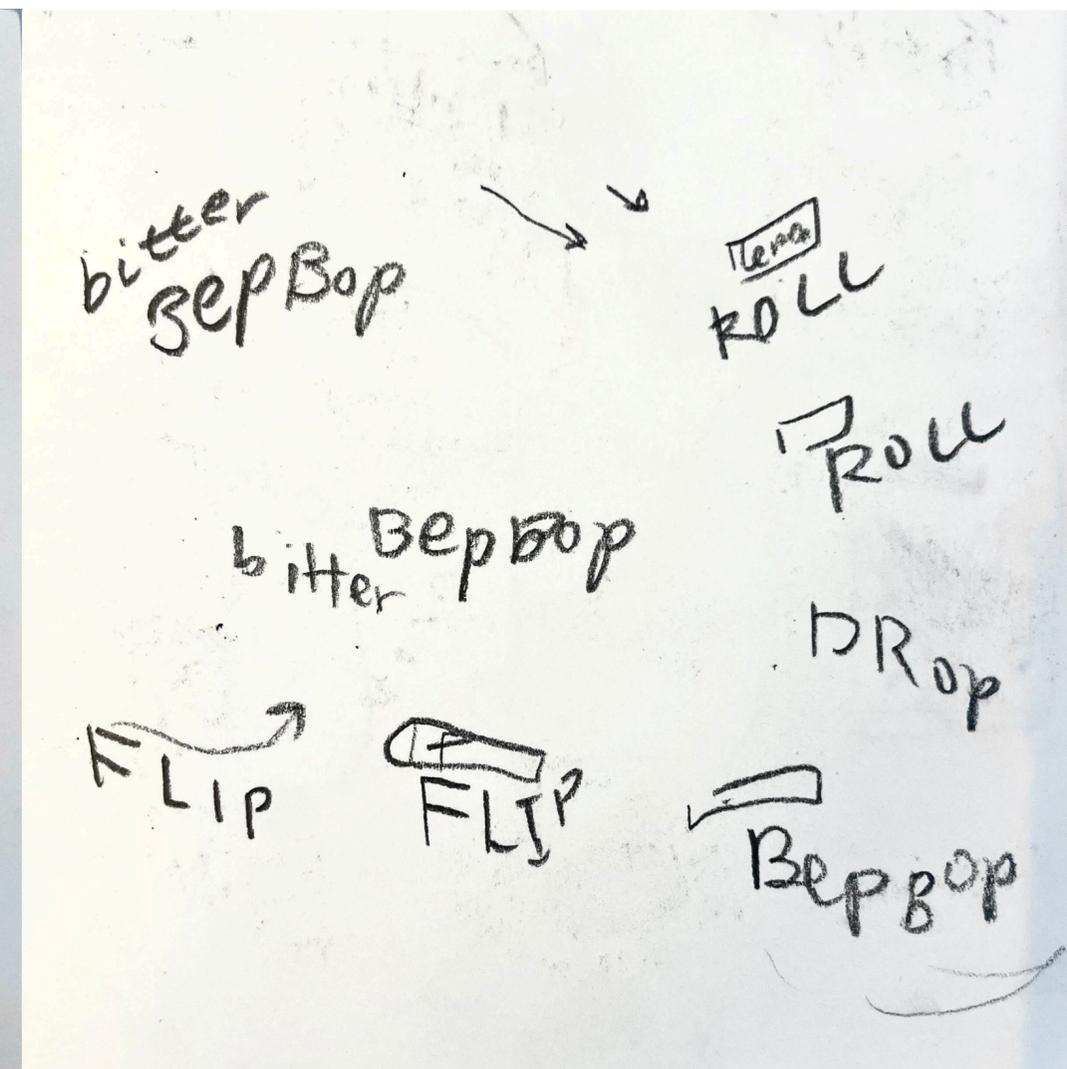
- Flavor: Classic, Tangy, Bitter
- Instrument: Bass, Six
- Other: Coda, Cadenza, vibrato, spiccato

**Additional Notes:**

- Beer Labels:** Lemon, Floral, heavy
- Words:** brings song, pizzicato, cadenza, turn around, glissando, repeat, improv, vibrato, cymbals, coda, strum, saxophone, drums, keys, blues, rhythm, midnote, drop
- Flavor Lists:**
  - Lemon: citrus, fresh, bright, sparkling, crisp, sweet, sour, joy, chord, golden, encore, opening, spitz, harmony, glow, sun, improv, unpredictable, radiant, snare, sunshine
  - Floral: flower, petal, harmony, perfume, blossom, bloom, mellow, soft, delight, tender, strings, true, goose, velvet, silver, pink, purple, chord, lush, flourish, graceful, smooth, dreamy, blending
  - heavy: deep, grounded, classic, bass, drift, bitter, sharp, tangy, dry, brew, old, grumpy, glasses, blumy
- Musical Terms:** pizzicato, glissando, vibrato, cymbal, keys, strings, chime, bass, contra bass, double bass, indigo, drop, bebop, encore, cadenza, vibrato?, bebop, pizzicato, glissando

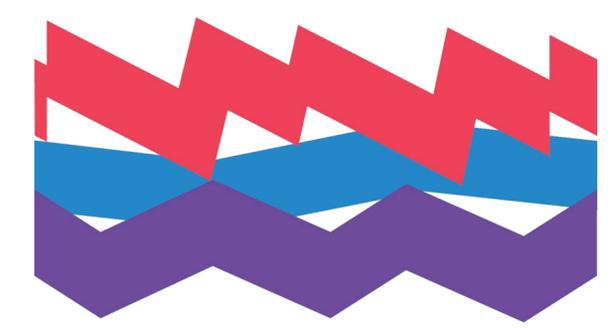
- Jazz idioms as inspiration → Aligns with the improvisational, unexpected character of jazz
- Final Names + Flavor & Pattern Connection:
  - **Roll**
    - Ascending notes, energetic
    - Lemon – bright, uplifting
  - **Flip**
    - Small turn, fluttery
    - Floral – soft, then aromatic
  - **Bebop**
    - Jumps in notes, sharp and lively
    - Bitter – bold, spiky taste

# Visual Identity – Beer Label Design

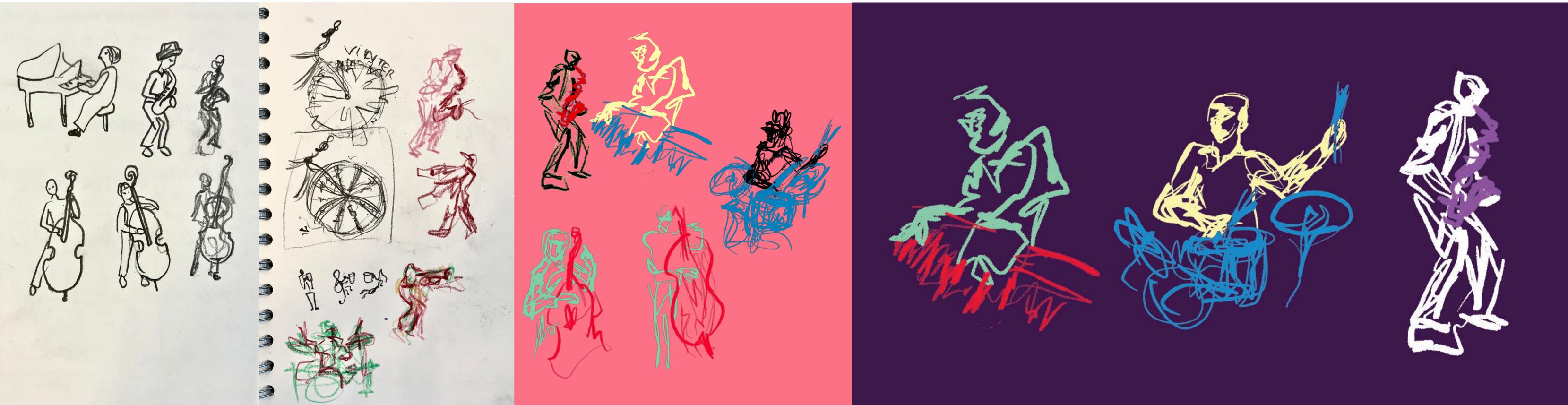


- **Geometric Patterns:**

- Inspired by each jazz idiom's intonation
- Wrap seamlessly around the can (Ensured left and right edges align)

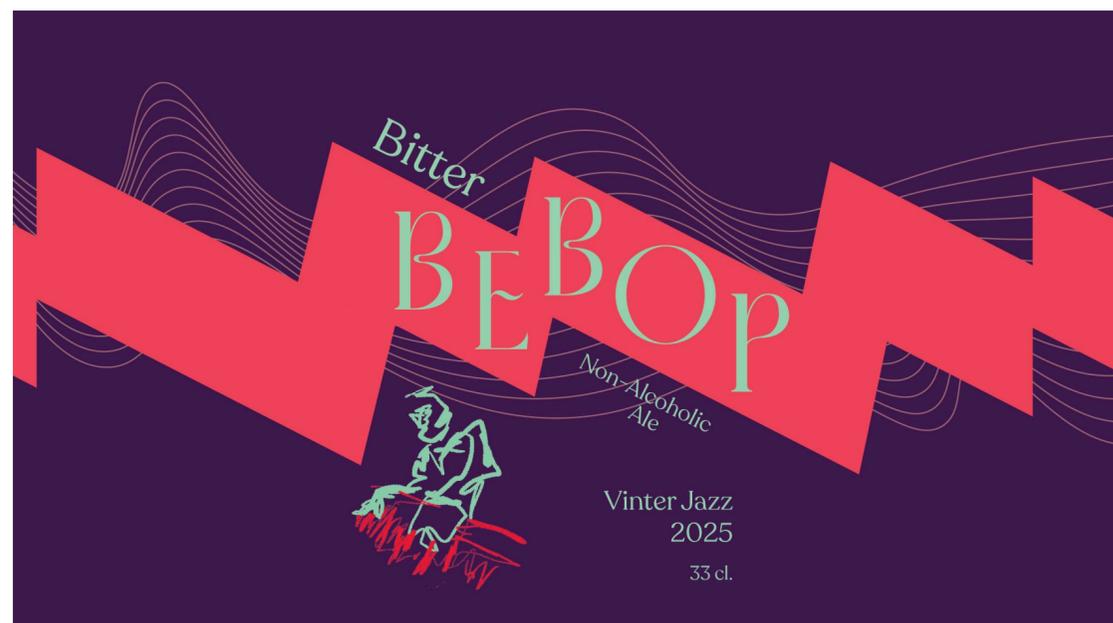
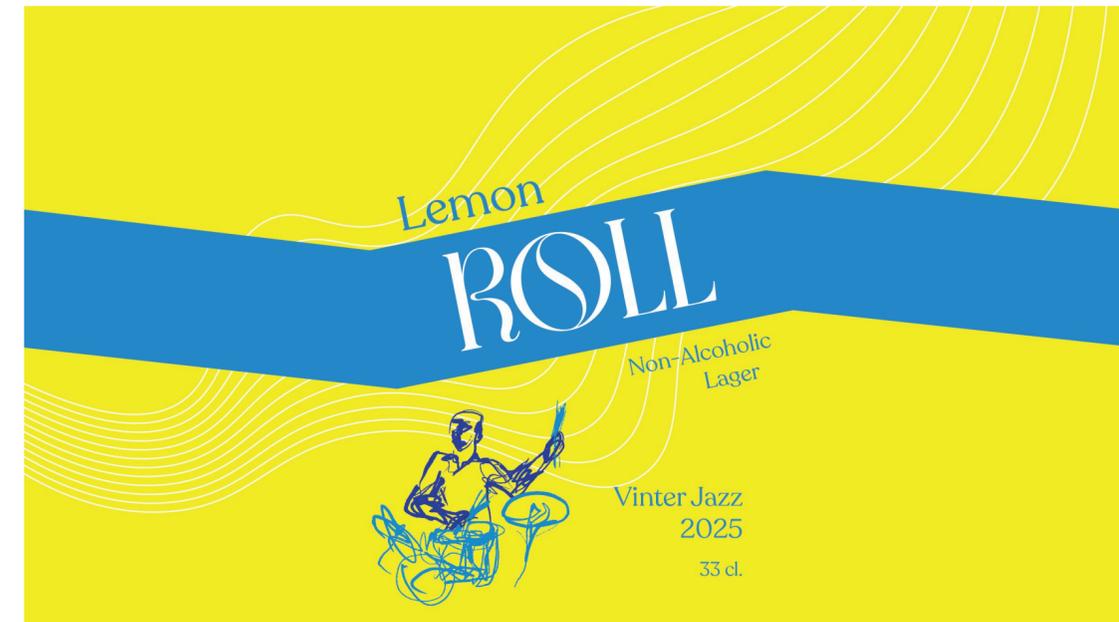


# Visual Identity – Beer Label Design



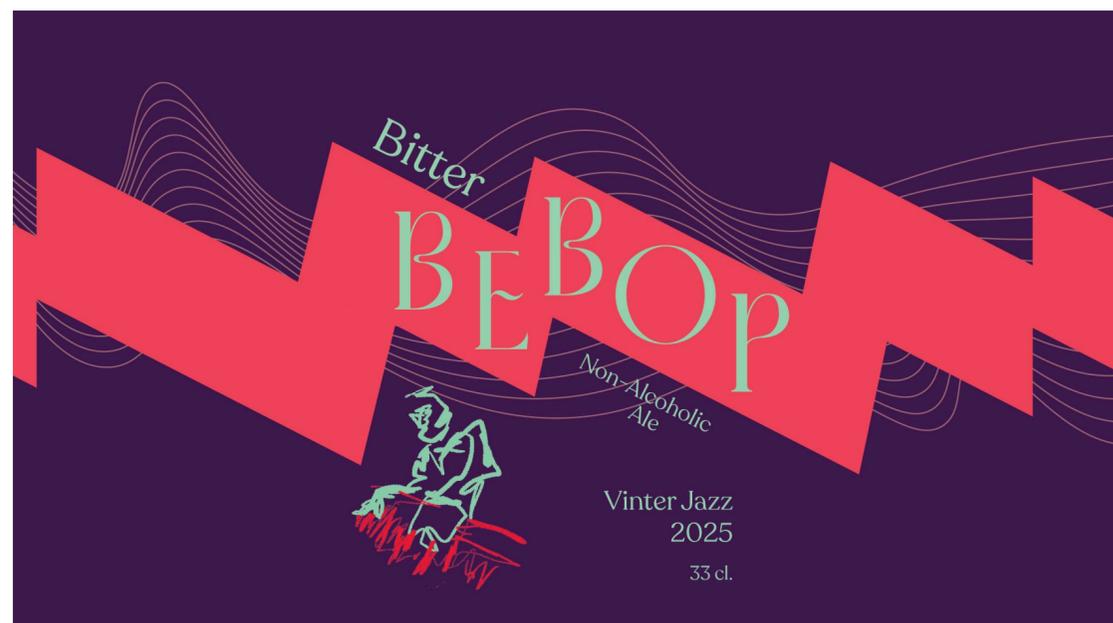
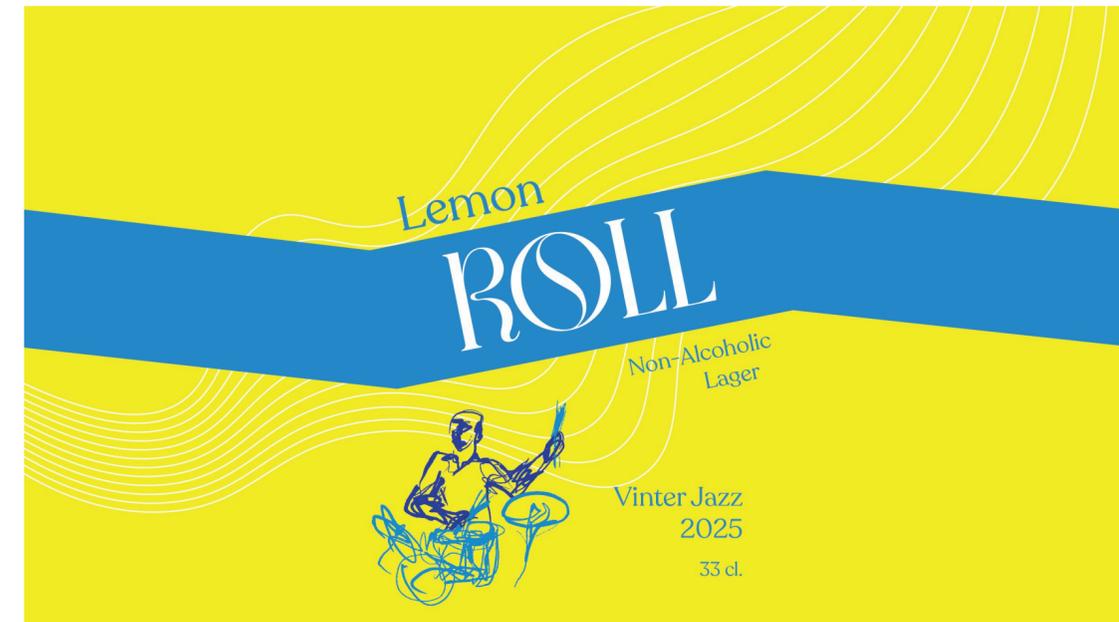
- **Hand-Drawn Illustrations:** Loose line work to express jazz's free spirit in a more literal way

# Beer Label Design: First Draft



- Geometric patterns, illustration
- A dynamic typeface for the beer names captures jazz's free spirit
- Consecutive lines referencing the musical staff

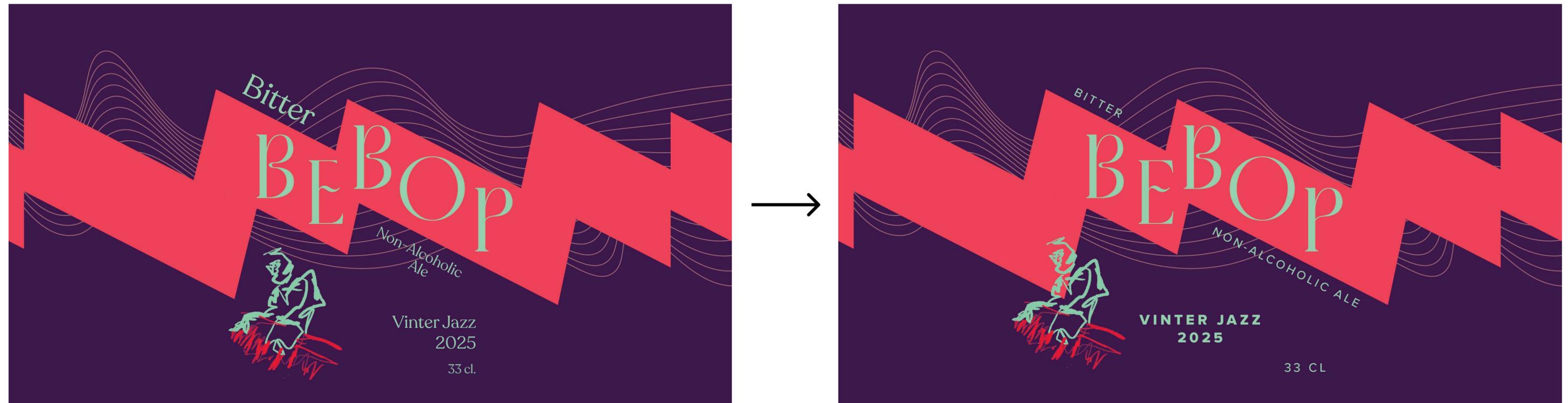
# Beer Label Design: First Draft



But...

- Inconsistent color scheme
- Unclear hierarchy of elements

# Beer Label Design: Edits



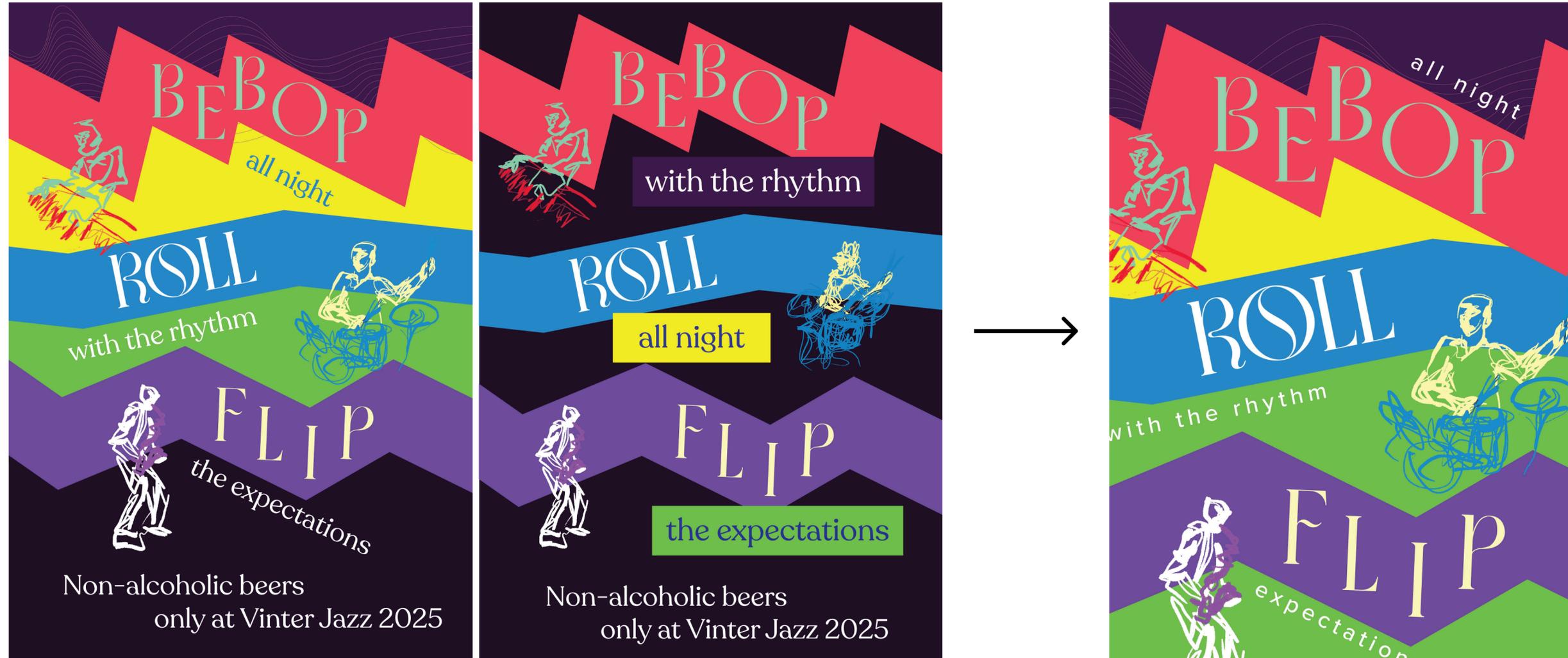
- More interaction among elements
- Simple typeface for details with consistent font sizes, ensuring clarity and clearer hierarchy

# Beer Label Design: Final





## Poster: Iteration



- Integrated geometric patterns and colors from the beer labels for overall cohesion
- Evaluating text placement—where to add more for clarity and balance
- Assessing focal points—does the design feel too busy or just right?

## Poster: Final



- 'Non-alcoholic beers at Vinterjazz 2025' remains at a straight angle for clear communication
- Learning how musical structures can inspire visual patterns taught me to look deeper into subject matter for design solutions.
- Condensing concepts without branching out too far helped maintain a clear, unified visual language across all elements.

**Thank you!**