



# SIMONE MATTHEWS

GRAPHIC DESIGNER

PROCESS BOOK: CALL ME IF  
YOU GET LOST

## WHO IS TYLER THE CREATOR?

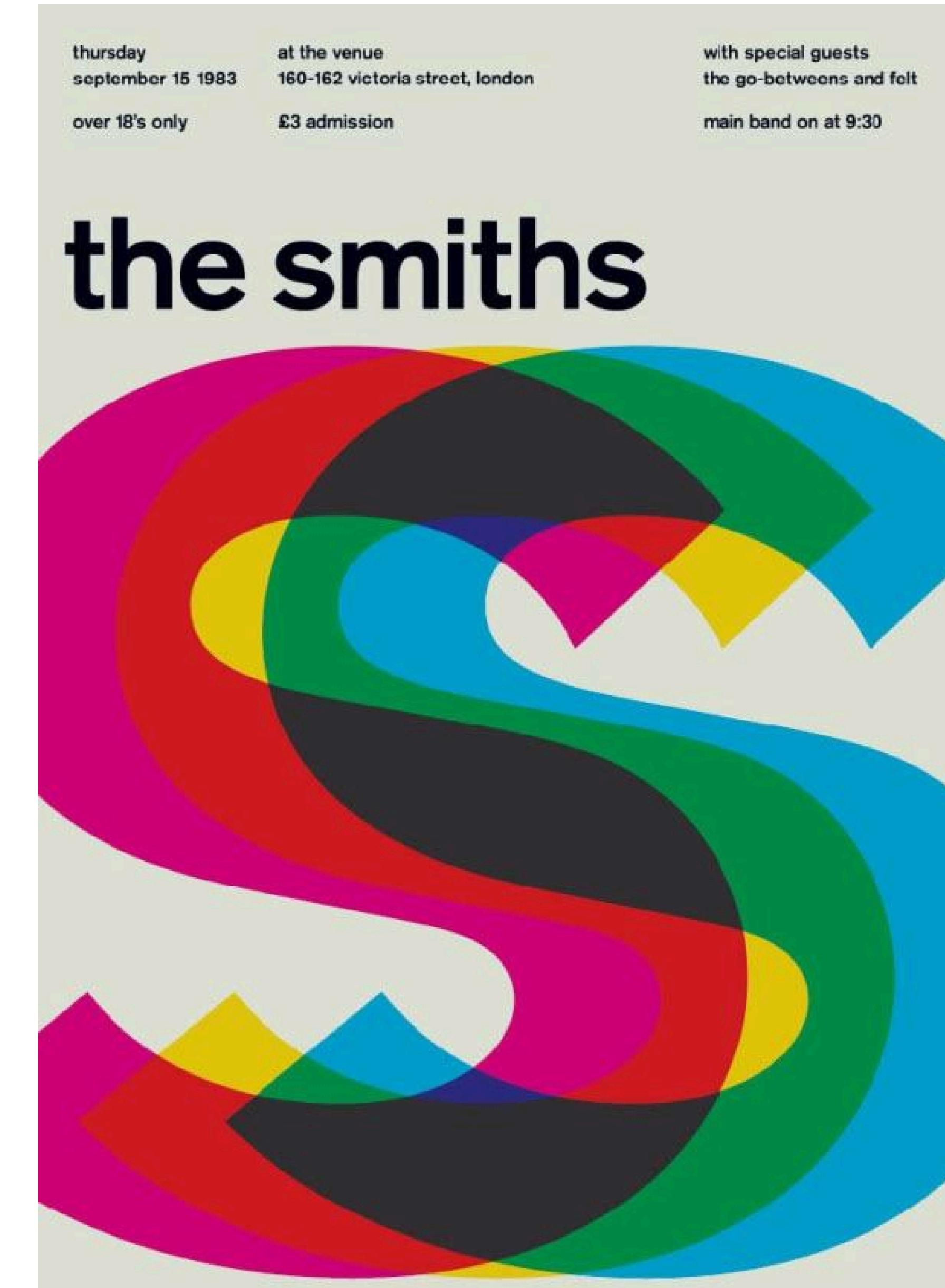
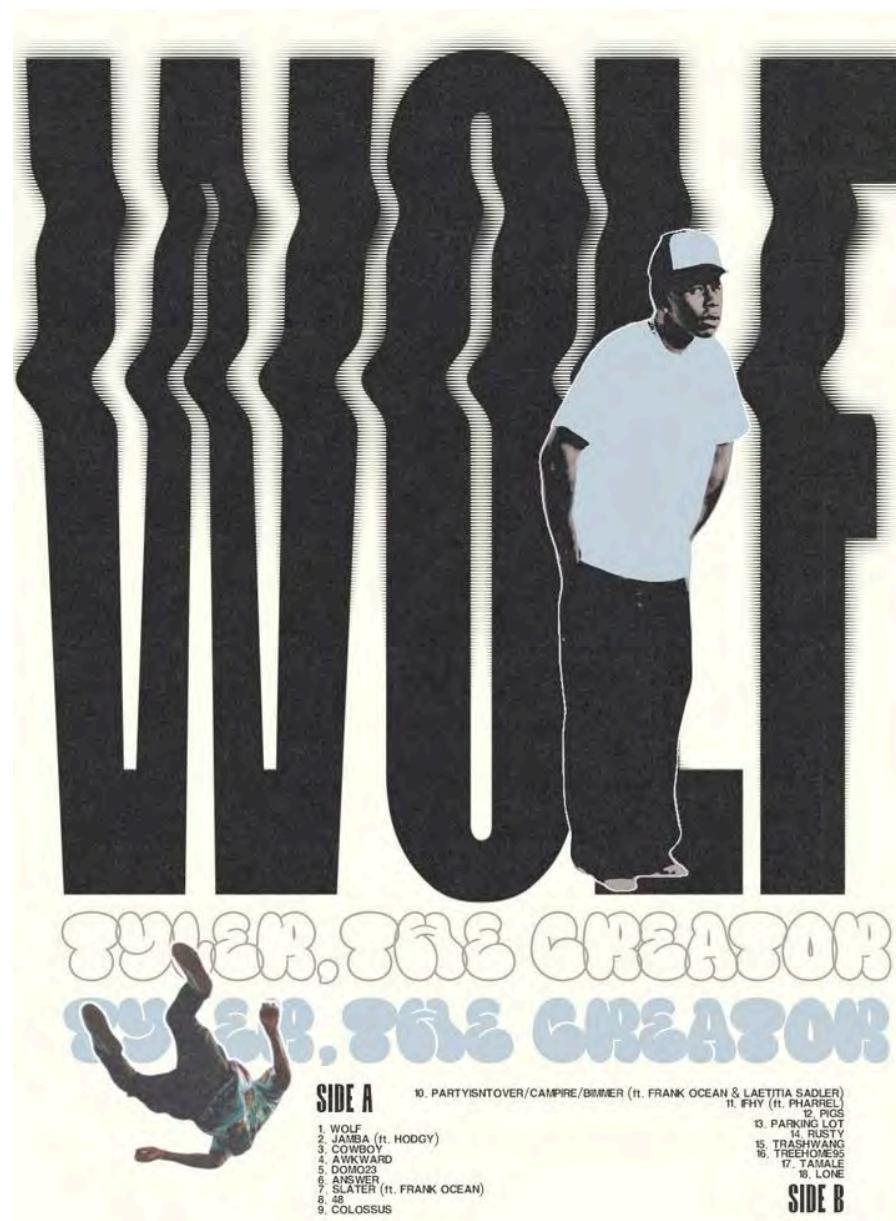
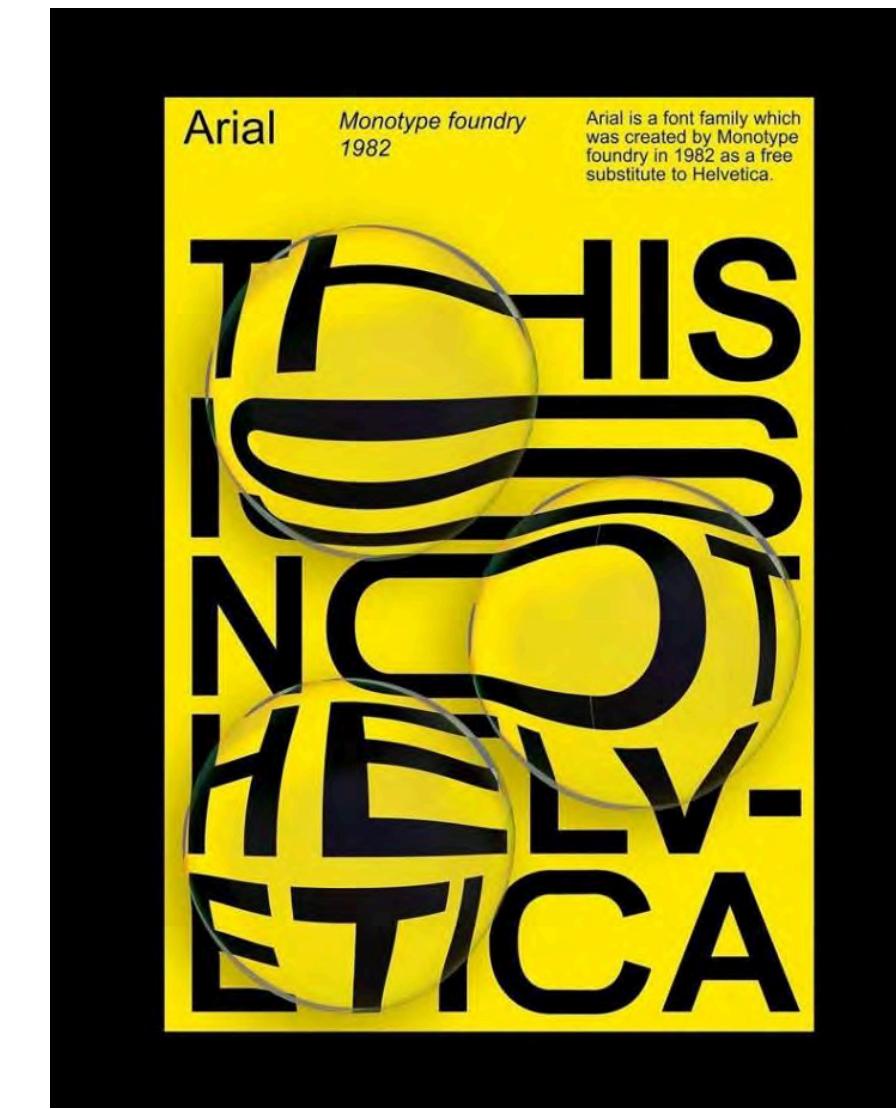
American rapper, producer, songwriter, and fashion designer. Tyler's music blends hip-hop, jazz, soul, and alternative influences.

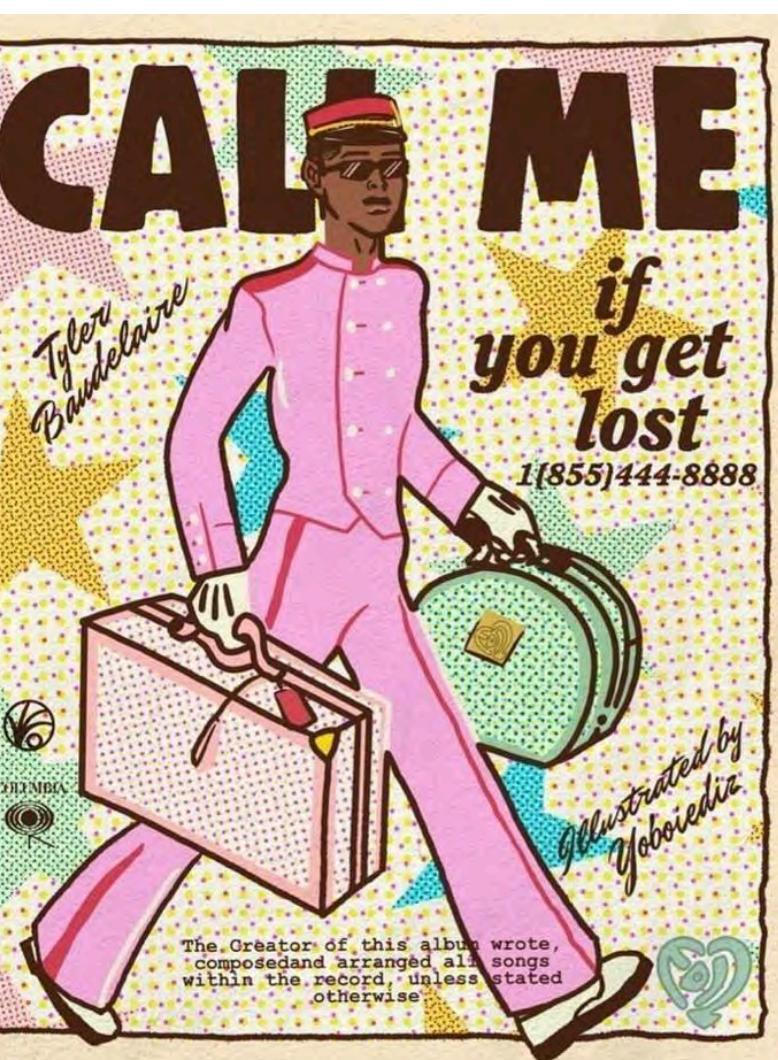
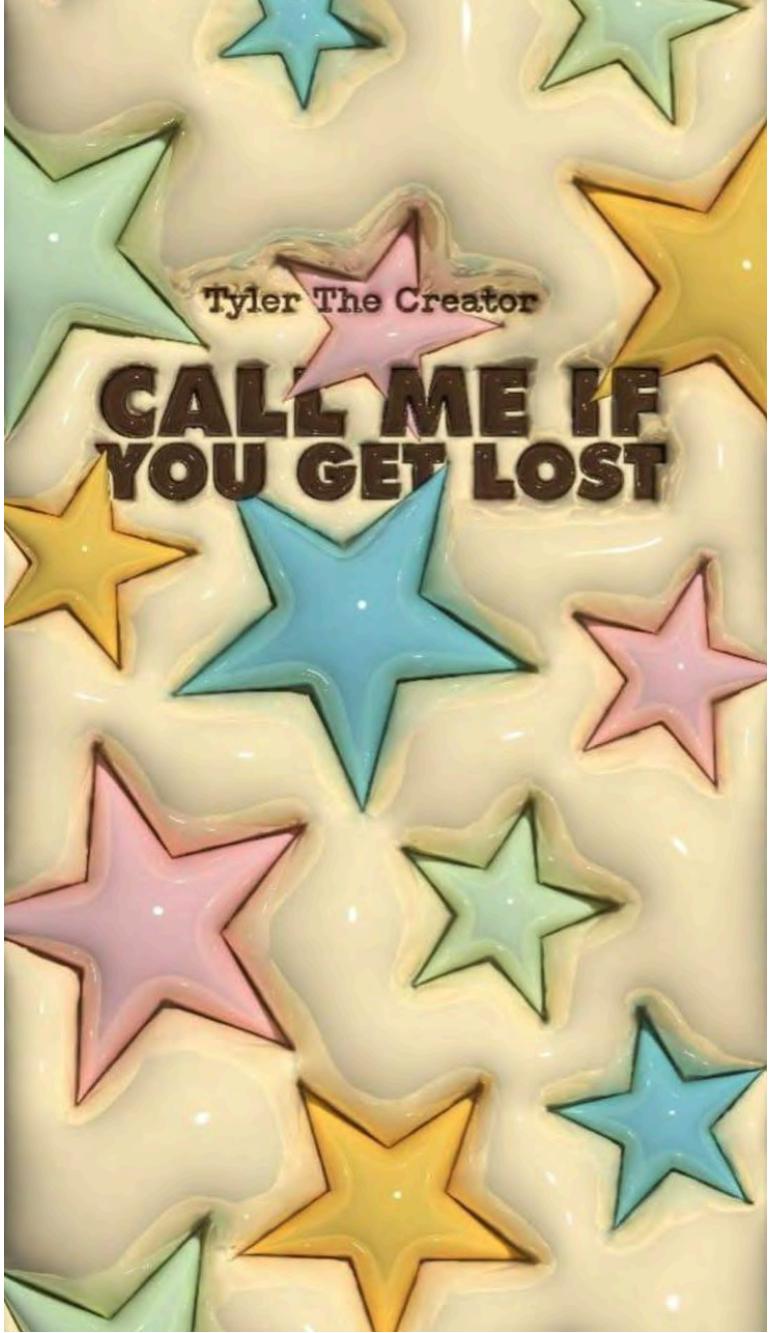
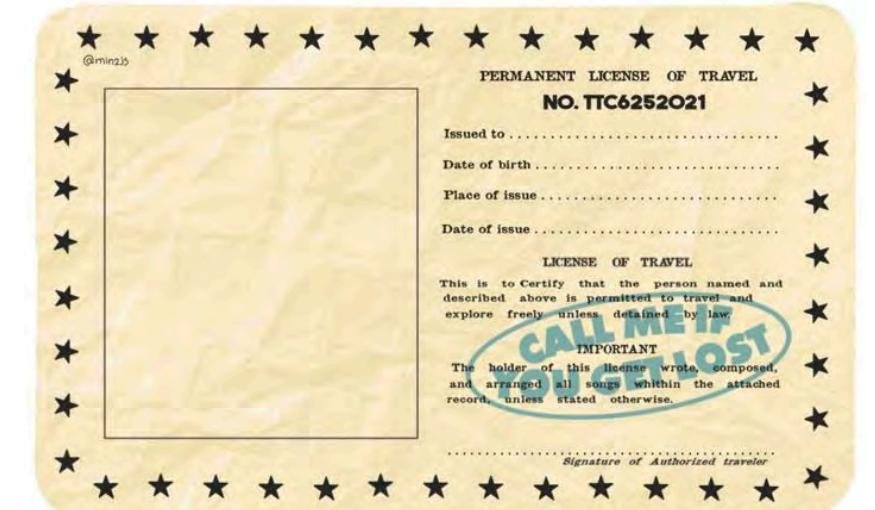
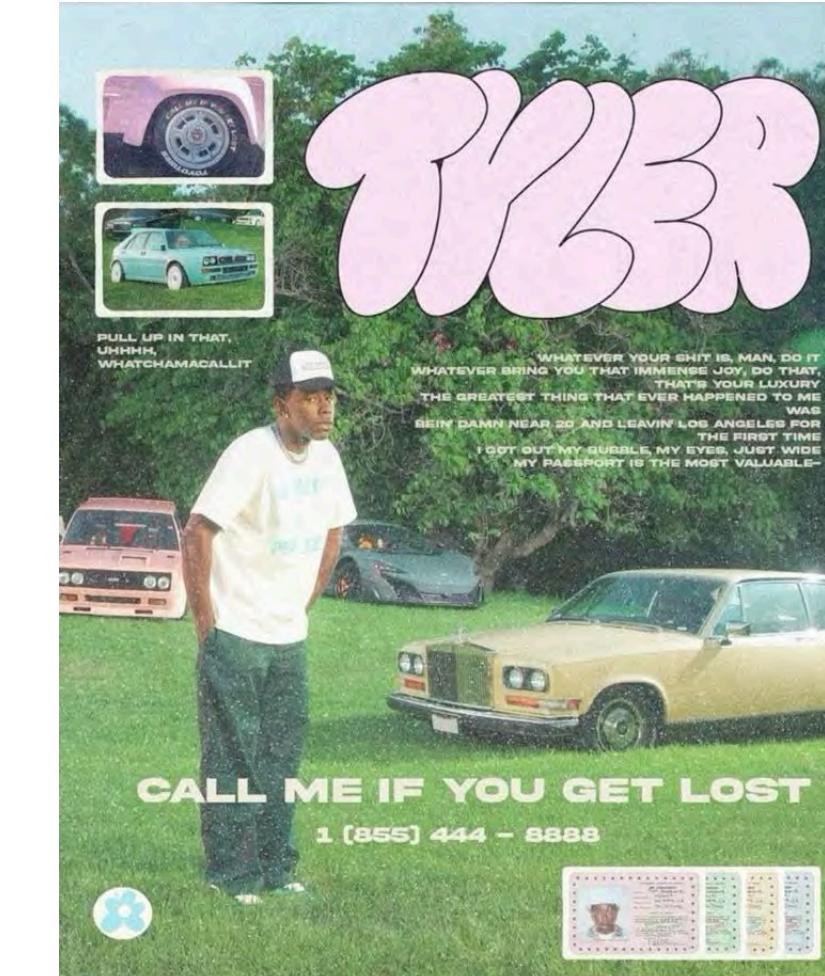
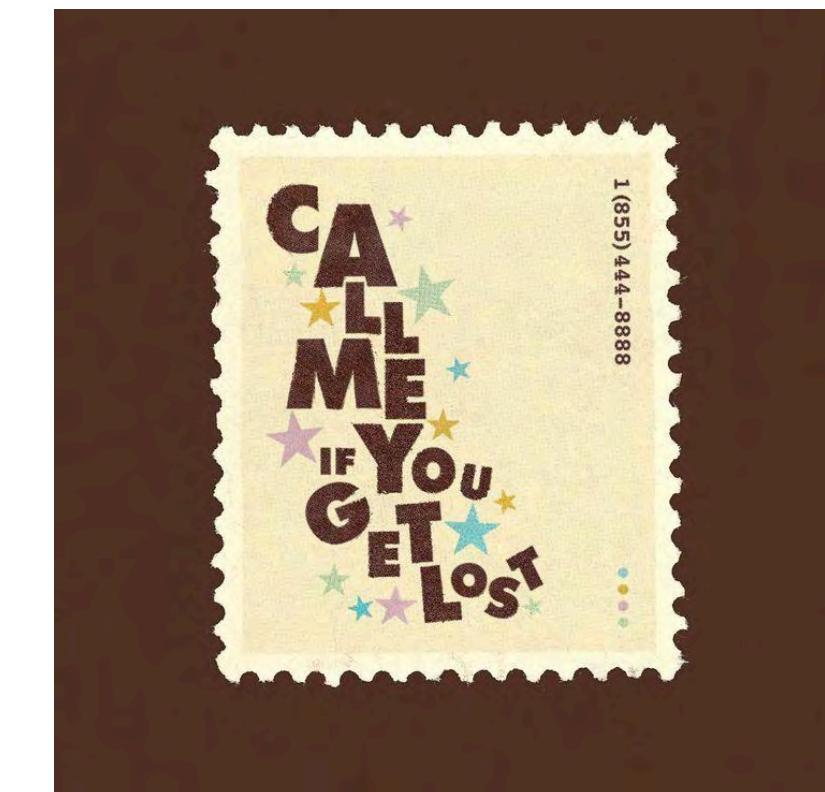
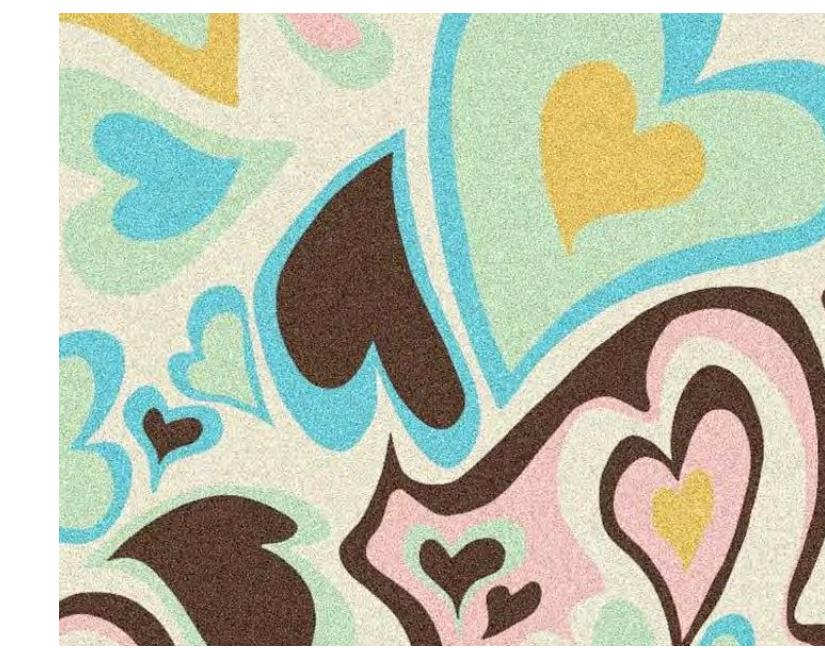
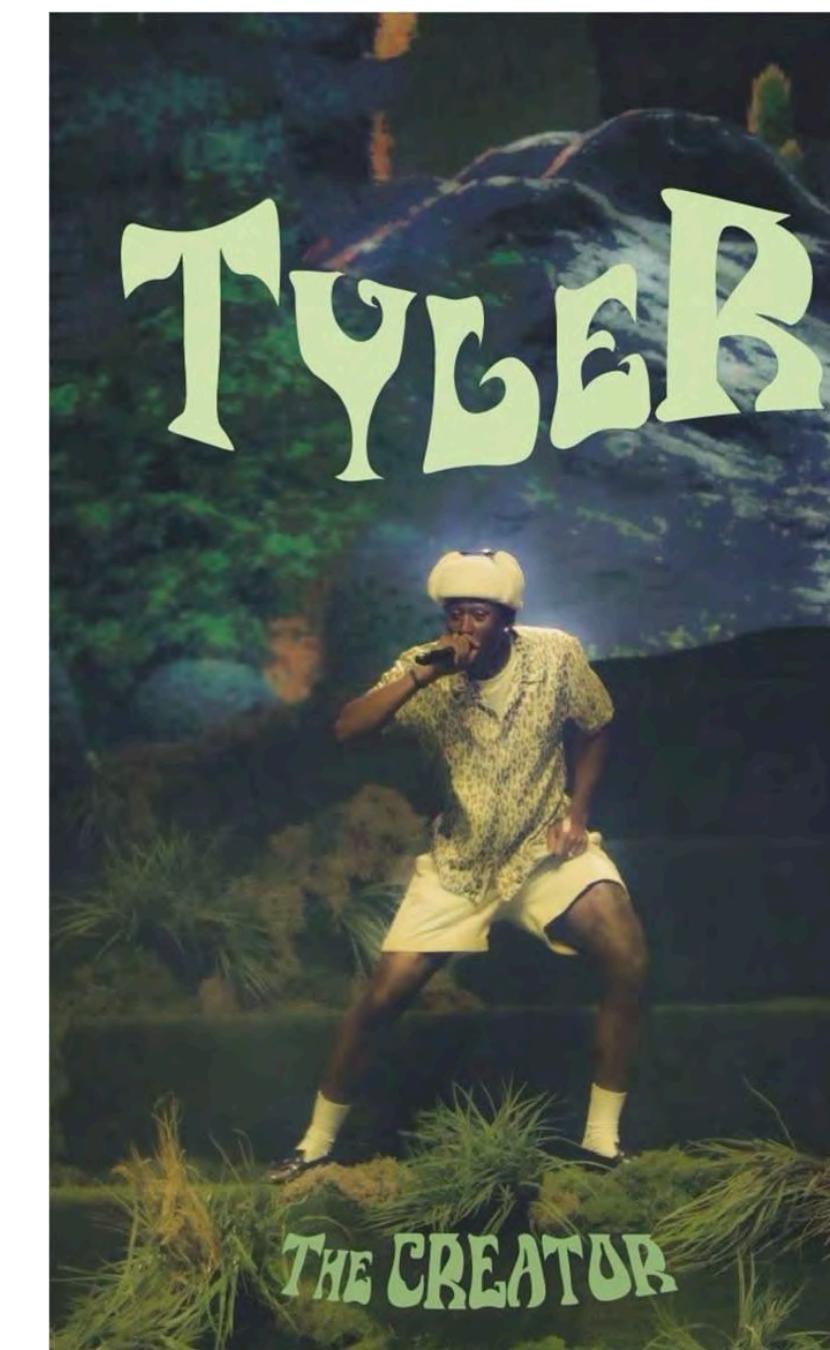
This poster series is about the tour of the album "Call Me If You Get Lost". The album was released in 2021. More specifically located in 3 different cities in the state of FL. (Orlando, Tampa, Miami).

This tour was during February to March of 2022. The date for the posters are March 18-20, 2022



# IDEATION





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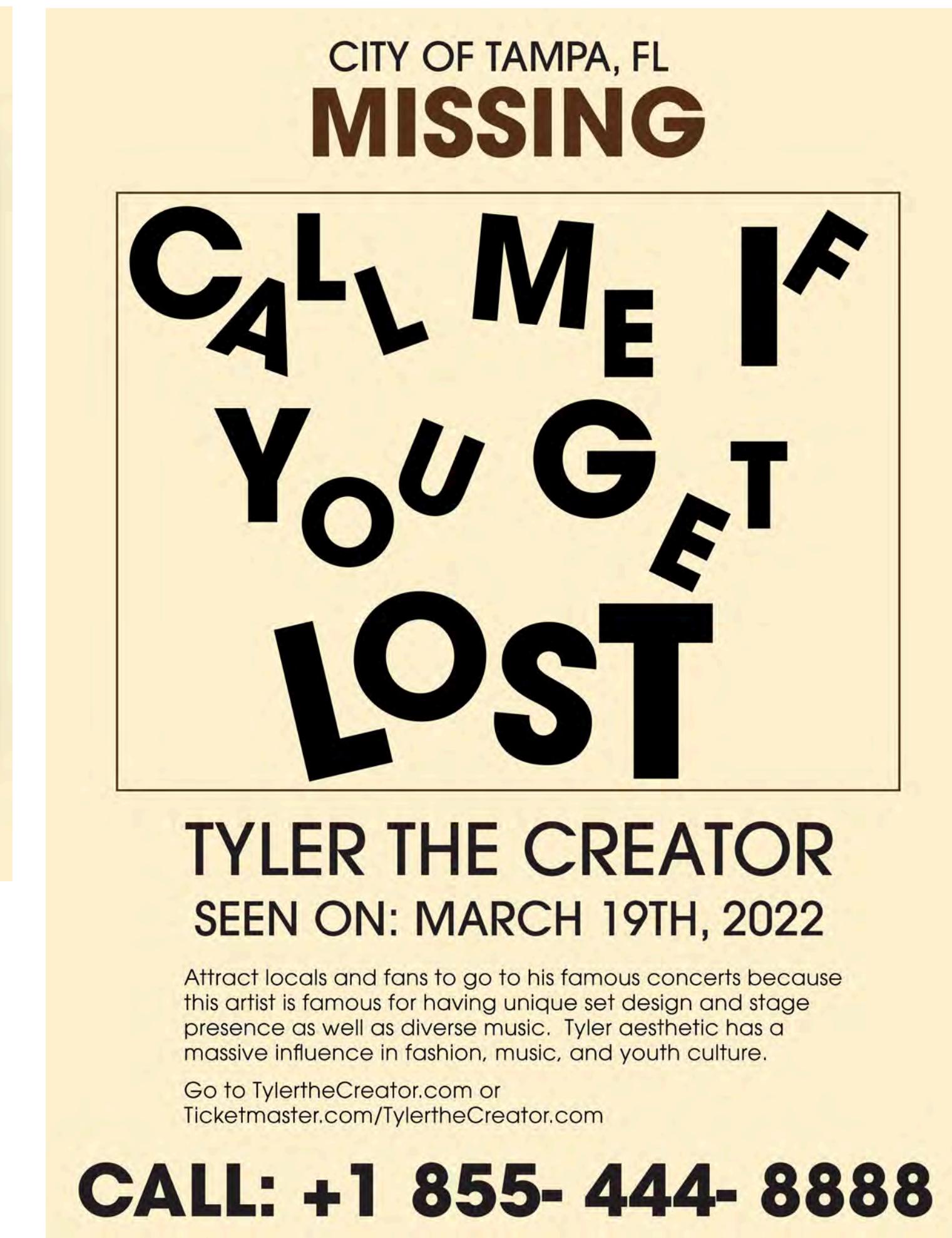
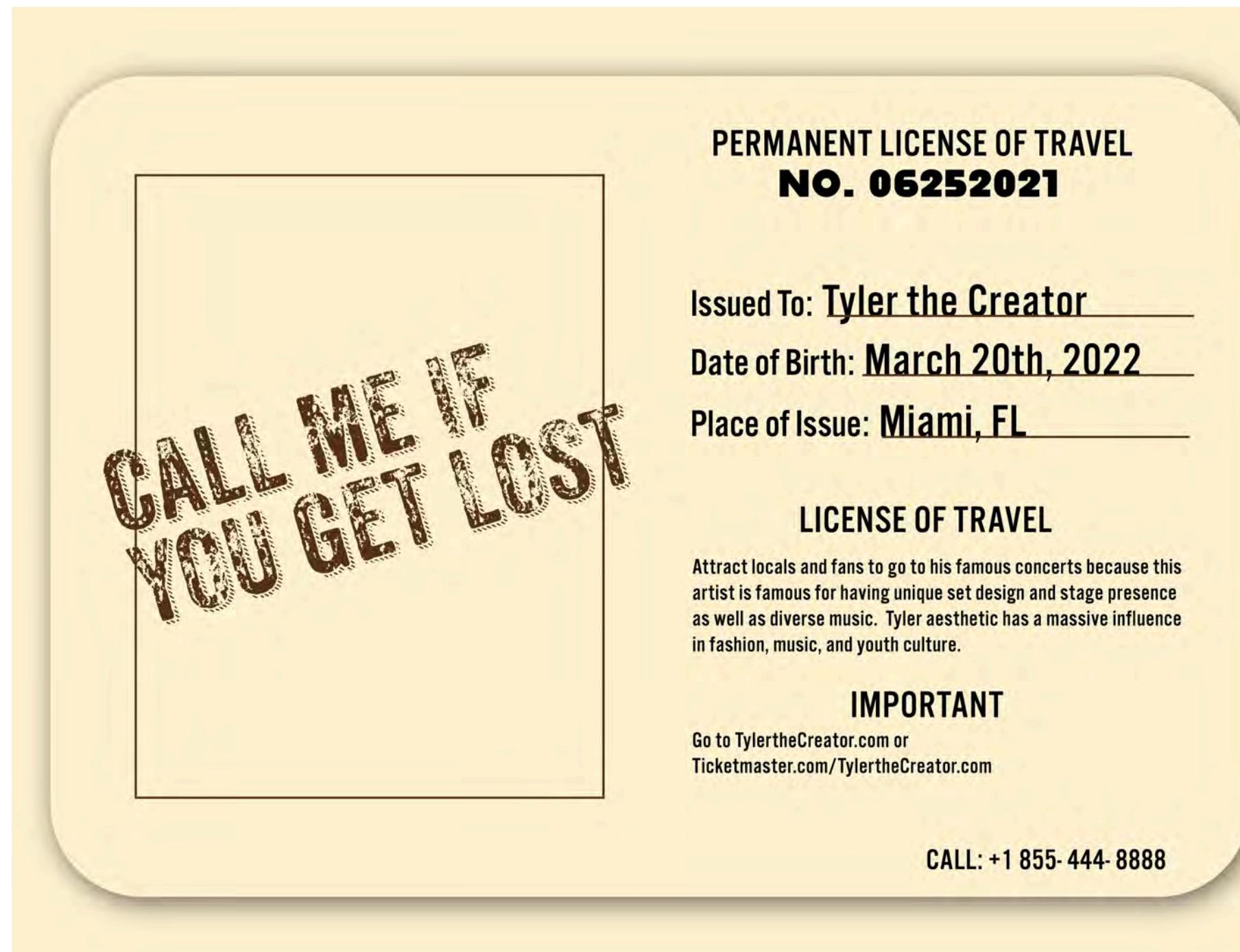
**THE QUICK BROWN  
FOX JUMPS OVER THE  
LAZY DOG**

**The quick brown  
fox jumps over  
the lazy dog**

**THE QUICK BROWN FOX  
JUMPS OVER THE LAZY DOG**

**The quick brown  
fox jumps over the  
lazy dog**

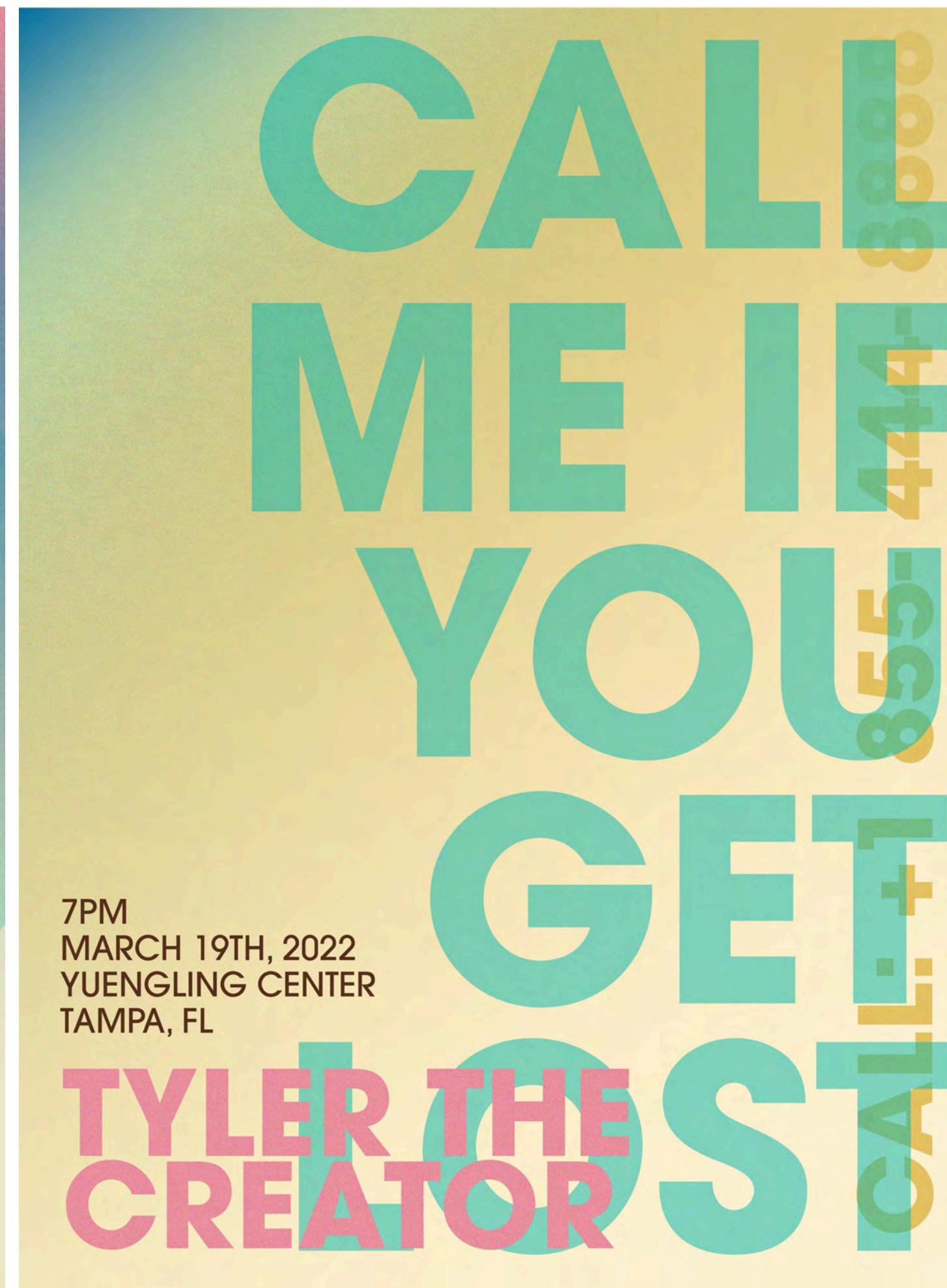
# IDEATION 1



# IDEATION 2



# FINAL POSTERS



TYLER THE CREATOR

CALL  
ME IF  
YOU  
GET  
LOST

CALL: +1 855-444-8888

7PM  
MARCH 18TH, 2022  
AMWAY CENTER  
ORLANDO, FL

CALL  
ME IF  
YOU  
GET  
LOST

TYLER THE  
CREATOR

7PM  
MARCH 19TH, 2022  
YUENGLING CENTER  
TAMPA, FL

TYLER THE CREATOR

CALL  
ME IF  
YOU  
GET  
LOST

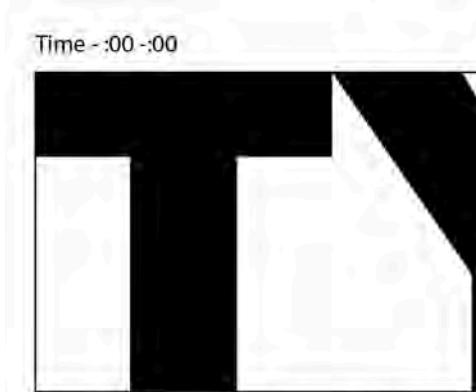
7PM  
MARCH 20TH, 2022  
FTX ARENA  
MIAMI, FL

CALL: +1 855-444-8888

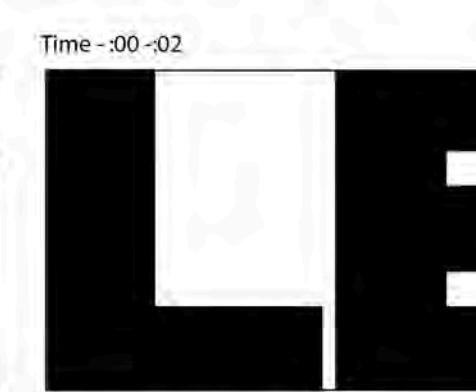


## ENVIRONMENTAL

This part of the project is a for a lyric video that would be displayed for his “Call Me if You Get Lost” concert.



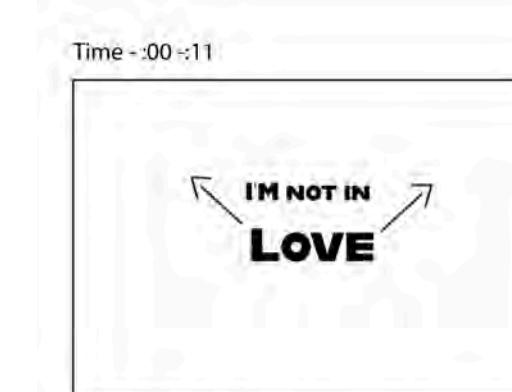
Action: gradient of the TYLER scrolls from right to left  
Audio: instrumental of sweet/ i thought you wanted to dance.



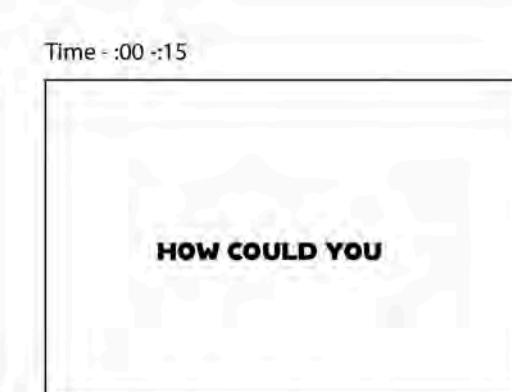
Action: gradient of the TYLER scrolls from right to left  
Audio: instrumental of sweet/ i thought you wanted to dance.



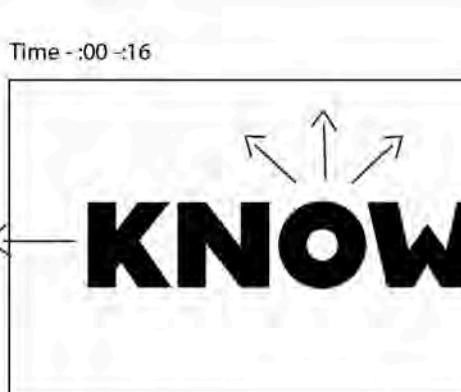
Action: gradient of the TYLER scrolls from right to left  
Audio: instrumental of sweet/ i thought you wanted to dance.



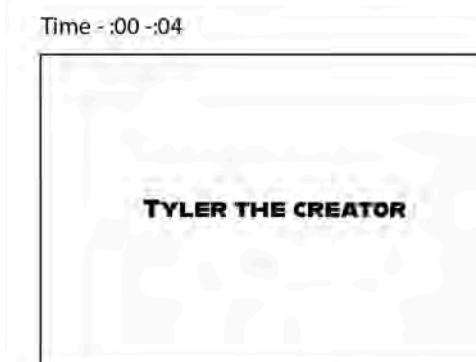
Action: Love will be pink zooms in maybe adding a heart gradient  
Audio:



Action: enter when love zooms in  
Audio:



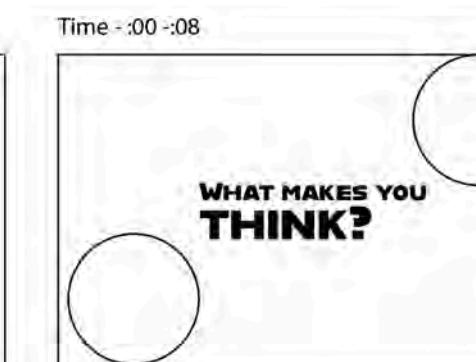
Action: know will kick the previous phase and then the O will zoom in  
Audio:



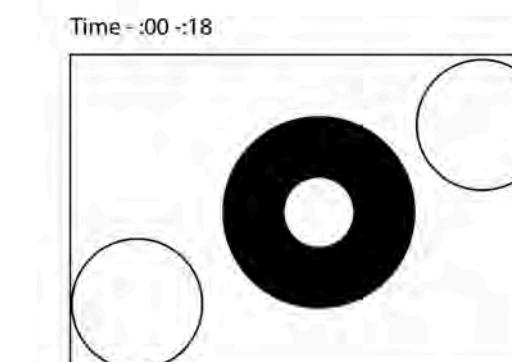
Action: artist name scroll right to center  
Audio: same audio



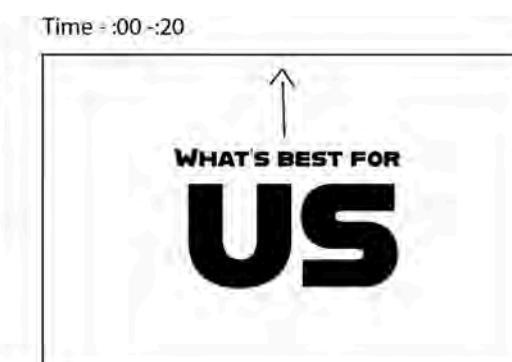
Action: artist name disappears by opacity and call me if you get lost individuals letters move around different direction.  
Audio: same audio



Action: "What Makes You Think?" gradient bubble appear and "Think" blow up. Each word appears when the lyrics play  
Audio:



Action: O from know transitions to circles and the circles are floating  
Audio:



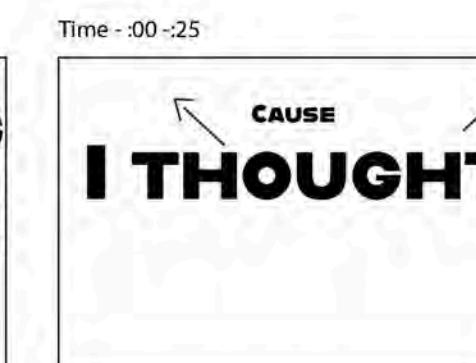
Action: Us moves up when it hits after what's best for.  
Audio:



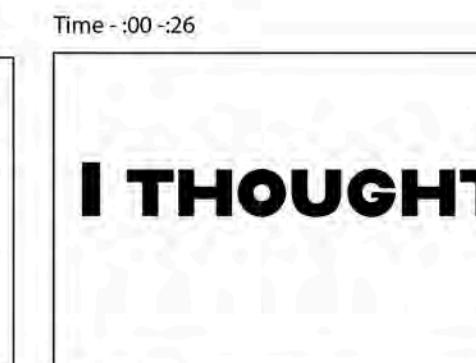
Action: quick transition.  
Audio:



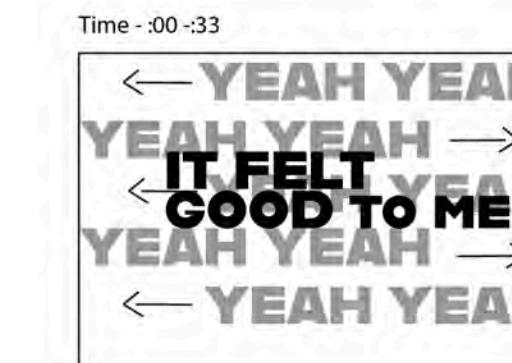
Action: Standing alone moves over right to left  
Audio:



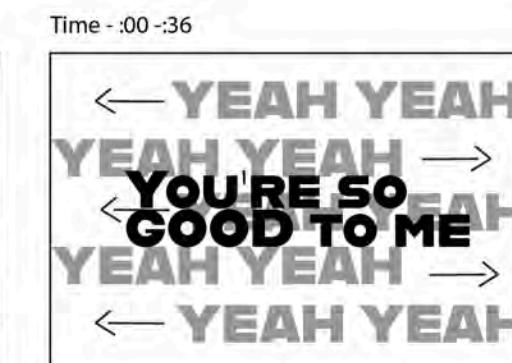
Action: thought zoom in  
Audio:



Action: know will kick the previous phase  
Audio:



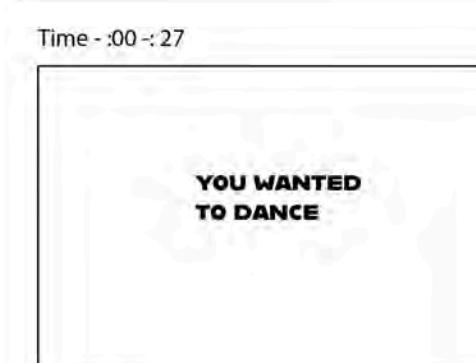
Action: Same thing from last action  
Audio:



Action: Same action will happen before  
Audio:



Action: same action will happen before  
Audio:



Action: Dance will dance around the screen.  
Audio:



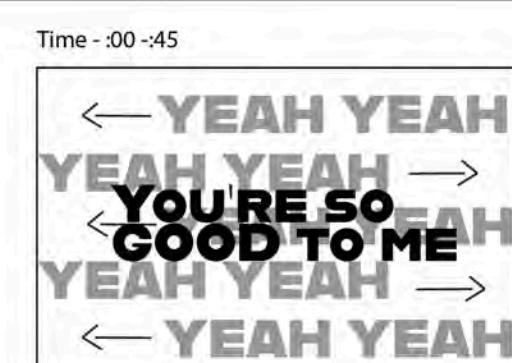
Action: the letters will scroll left to right up D-> I-> S-> C-> O  
Audio:



Action: each word pops up. yeah yeah moves across the screen from different directions and the opacity will be down to see the new lyrics.  
Audio:



Action: Same thing from last action  
Audio:



Action: same action will happen from before  
Audio:

A large, stylized graphic of the letters 'TV'. The letter 'T' is red with a yellow base, and the letter 'V' is red with a blue base. The letters are set against a white background.

# TYLER THE CREATOR

# KNOW

# WHAT'S BEST FOR US

# WHY AM I HERE

# WHAT MAKE YOU THINK

# I'M NOT IN LOVE

# I THOUGHT

# YOU WANTED TO DANCE

# WELCOME TO THE

# YOU'RE SO GOOD TO ME

# IT FELT GOOD TO ME

TRY

# SIMONE MATTHEWS

THANK YOU!

LET'S CONNECT!

LINKEDIN

INSTAGRAM

PORTFOLIO