



SIMONE MATTHEWS

GRAPHIC DESIGNER 

**PROCESS BOOK: CALL ME IF
YOU GET LOST**

WHO IS TYLER THE CREATOR?

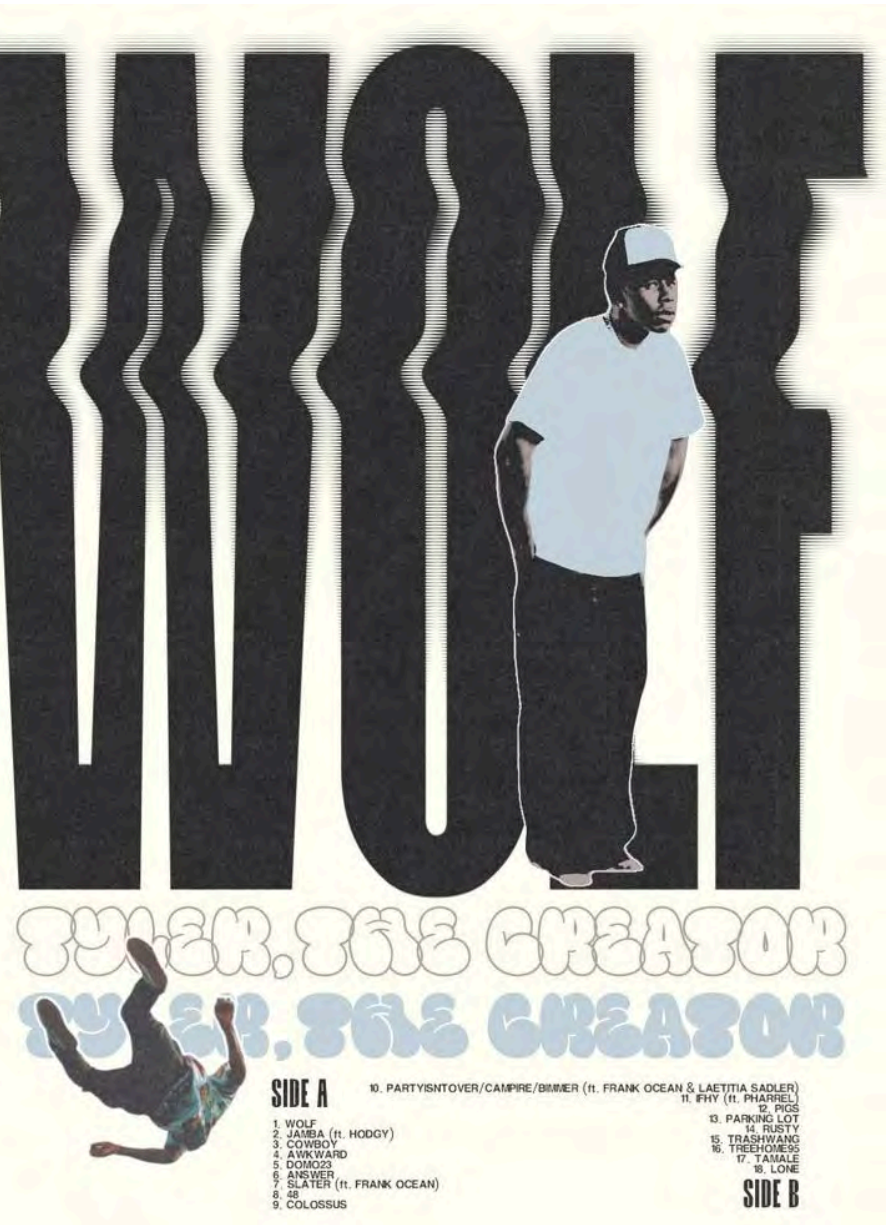
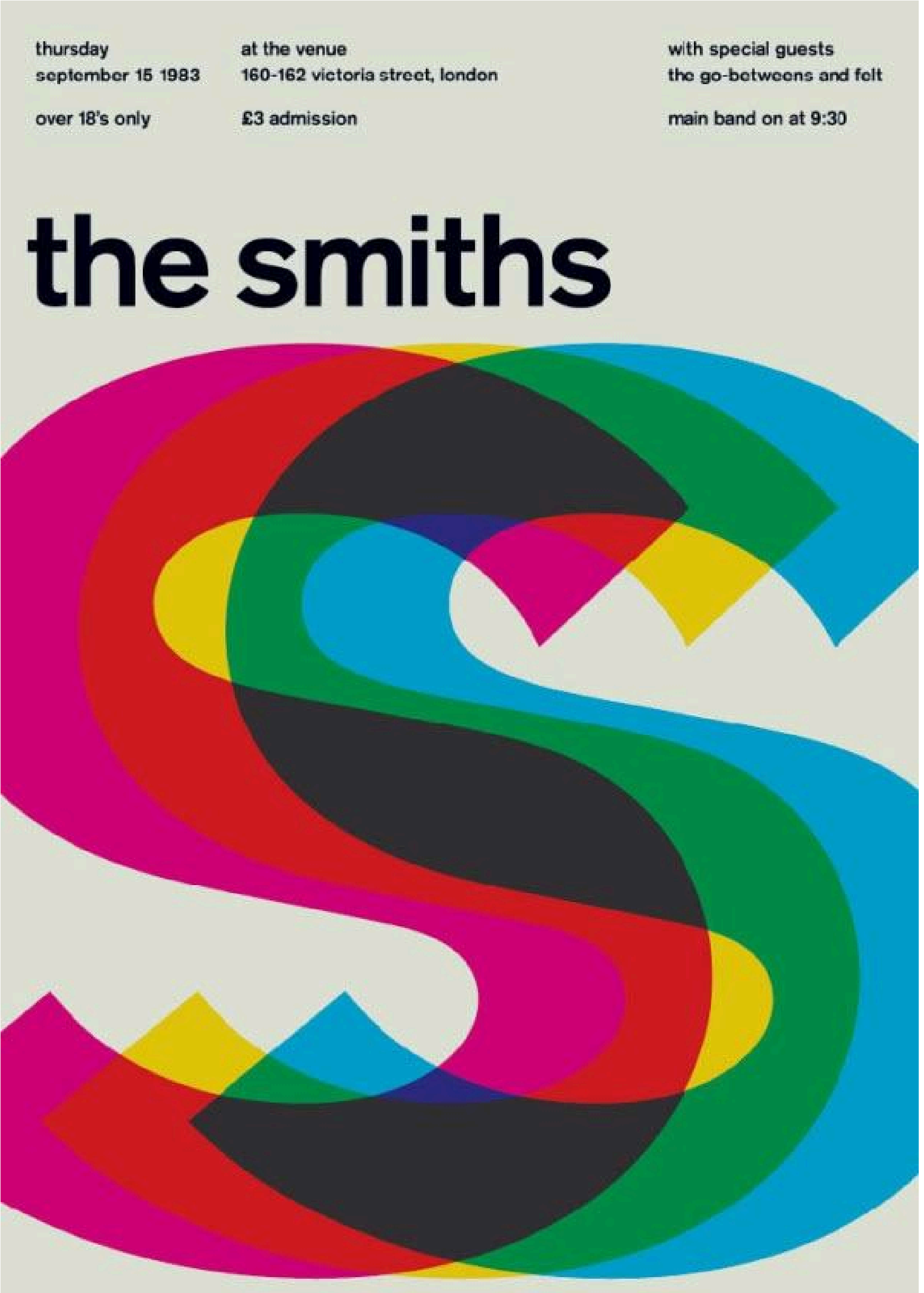
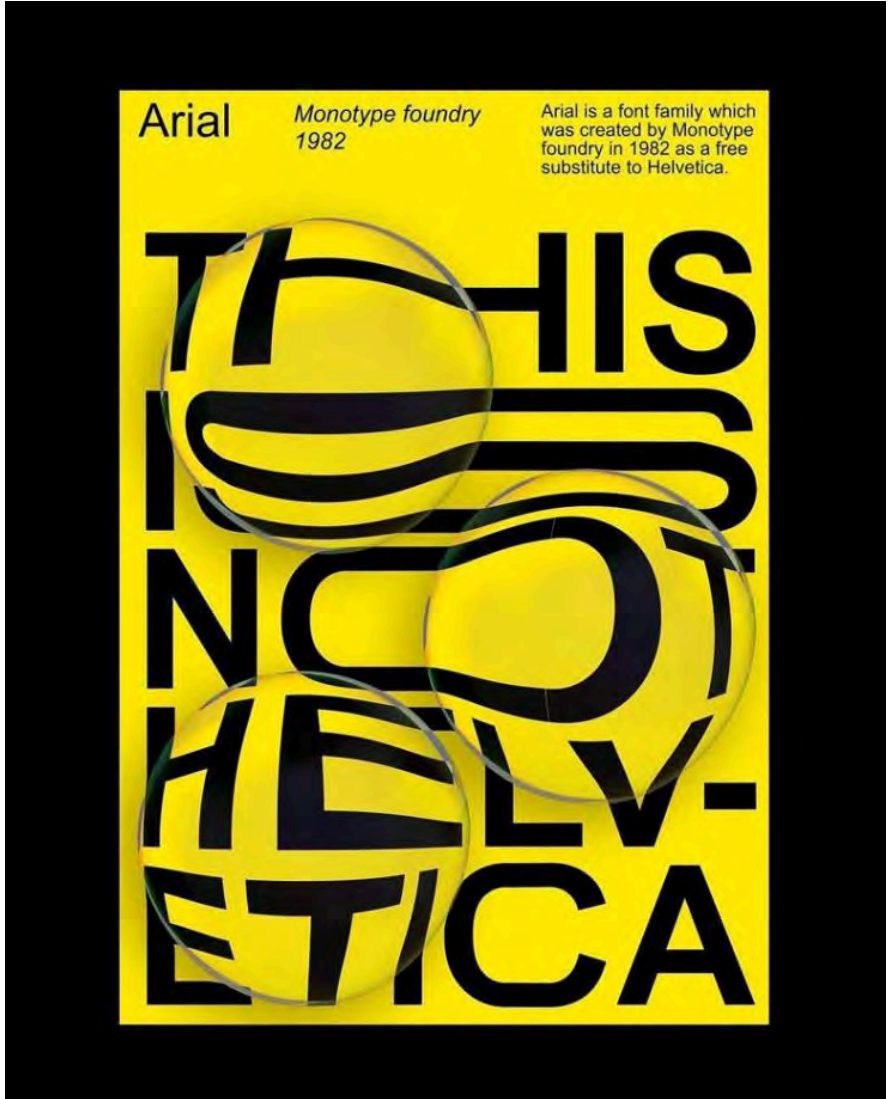
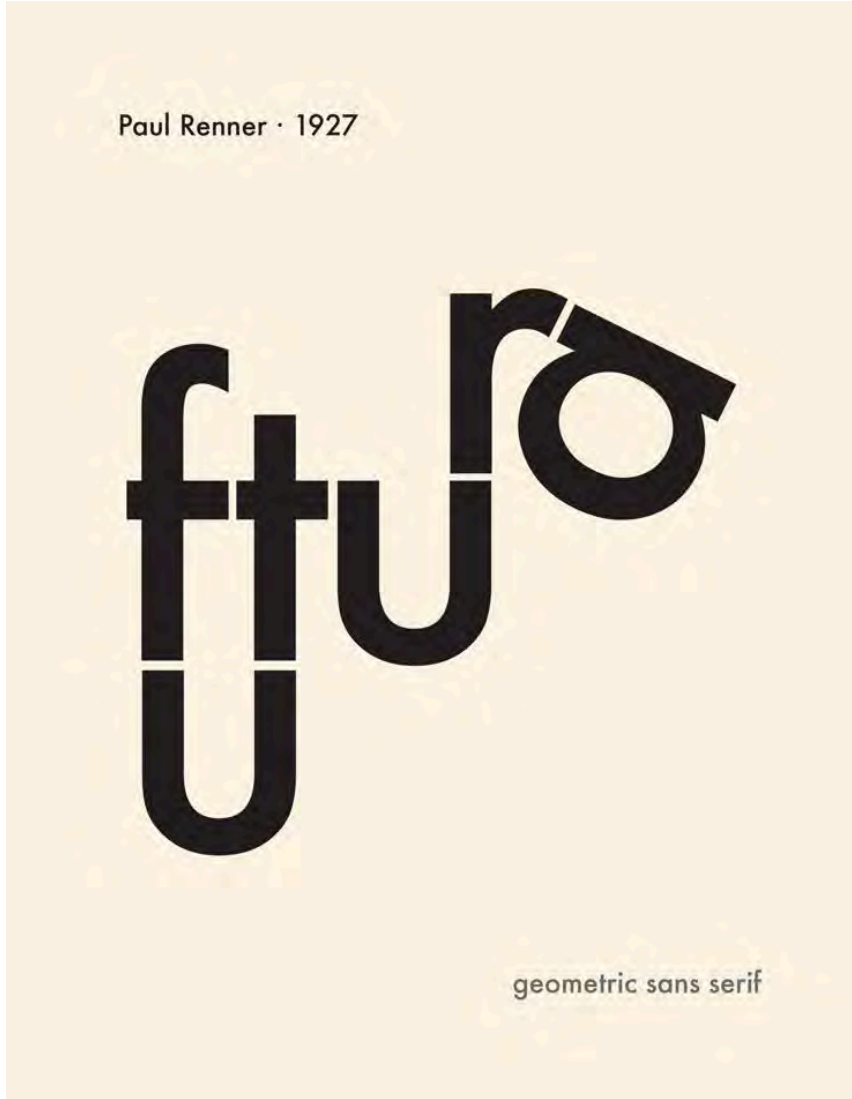
American rapper, producer, songwriter, and fashion designer. Tyler's music blends hip-hop, jazz, soul, and alternative influences.

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



CALL ME IF YOU GET LOST

An Album by ~~Tyler, The Creator~~
Tyler Baudelaire

SIR BAUDELAIRE

CORSO

LEMONHEAD

WUSYANAME

LUMBERJACK

HOT WIND BLOWS

MASSA

RUNITUP

MANIFESTO

SWEET/I THOUGHT YOU WANTED TO DANCE

MOMMA TALK

RISE!

BLESSED

JUGGERNAUT

WILSHIRE

SAFARI

1:28

2:26

2:10

2:01

2:18

2:35

3:43

3:49

2:55

9:48

1:10

3:23

0:57

2:26

8:35

2:57

OF ITEMS SOLD

TOTAL MINUTES

16

52:50

RELEASE DATE

06.25.21

QR CODE

1(855) 444-8888 - Tyler

COPYRIGHT COLUMBIA RECORDS 2021

PRODUCED BY TYLER, THE CREATOR

MADE BY ETHEREALVIBES

CALL ME IF YOU GET LOST BY TYLER THE CREATOR

CALL ME IF YOU GET lost

@VALERIABOVIO DAY 1/75

TYLER

THE CREATOR



CALL ME IF YOU GET LOST

1 (855) 444-8888

TYLER

CALL ME IF YOU GET LOST

1 (855) 444-8888

PERMANENT LICENSE OF TRAVEL

NO. TTC6252021

Issued to

Date of birth

Place of issue

Date of issue

LICENSE OF TRAVEL

This is to Certify that the person named and described above is permitted to travel and explore freely unless detained by law

IMPORTANT

The holder of this license writes, composes, and arranges all songs within the attached record unless stated otherwise.

Signature of Authorized Traveler

TYLER The Creator

Who is Tyler?

On His Cars

My Cullinan is my everyday. It's truly a best-dress suit on a plane. But then my DMV—if I had to rob a bank, I would probably use that car. Because I just know it so well. I control it differently. I drift in it, making a little left turn and letting the ass shoot out and stuff, before I go back on the straight.

From the mind of Forever Studios



Tyler The Creator

CALL ME IF YOU GET LOST

CALL ME if you get lost

1(855)444-8888

Tyler Baudelaire

Illustrated by yobobiedie

The Creator of this album wrote, composed and arranged all songs within the record, unless stated otherwise

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit, sed
Lorem ipsum dolor sit amet,
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diam nonummy nibh euismod
tincidunt ut laoreet dolore magna
aliquam erat volutpat. Ut wisi enim

**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

CALL ME IF
YOU GET LOST

PERMANENT LICENSE OF TRAVEL

NO. 06252021

Issued To: Tyler the Creator

Date of Birth: March 20th, 2022

Place of Issue: Miami, FL

LICENSE OF TRAVEL

Attract locals and fans to go to his famous concerts because this artist is famous for having unique set design and stage presence as well as diverse music. Tyler aesthetic has a massive influence in fashion, music, and youth culture.

IMPORTANT

Go to [TylertheCreator.com](https://tylerthecreator.com) or
[Ticketmaster.com/TylertheCreator.com](https://ticketmaster.com/TylertheCreator.com)

CALL: +1 855-444-8888

CITY OF TAMPA, FL
MISSING

**CALL ME IF
YOU GET
LOST**

TYLER THE CREATOR
SEEN ON: MARCH 19TH, 2022

Attract locals and fans to go to his famous concerts because this artist is famous for having unique set design and stage presence as well as diverse music. Tyler aesthetic has a massive influence in fashion, music, and youth culture.

Go to TylertheCreator.com or
Ticketmaster.com/TylertheCreator.com

CALL: +1 855- 444- 8888

TYLER THE CREATOR CALL ME IF YOU GET LOST

CITY LOCATED: ORLANDO, FL

CALL IF SEEN ON MARCH 18TH, 2022

Attract locals and fans to go to his famous concerts because this artist is famous for having unique set design and stage presence as well as diverse music. Tyler aesthetic has a massive influence in fashion, music, and youth culture.

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IDEATION 2

TYLER THE CREATOR

CALL ME IF YOU GET LOST

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

Tyler, The Creator concert is an unforgettable experience. With wild energy, stunning stage designs, and a setlist that blends hard-hitting rap with soulful melodies, Tyler knows how to keep the crowd hooked. His performances are creative, chaotic, and full of surprises—perfect for anyone looking for a night of pure, unfiltered fun.

Go to
[Ticketmaster.com/TylertheCreator](https://www.ticketmaster.com/TylertheCreator)

CALL: +1 855- 444- 8888

CALL ME IF YOU GET LOST

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

Tyler, The Creator concert is an unforgettable experience. With wild energy, stunning stage designs, and a setlist that blends hard-hitting rap with soulful melodies, Tyler knows how to keep the crowd hooked. His performances are creative, chaotic, and full of surprises—perfect for anyone looking for a night of pure, unfiltered fun.

Go to
[Ticketmaster.com/TylertheCreator.com](https://www.ticketmaster.com/TylertheCreator.com)

TYLER THE CREATOR

CALL: +1 855- 444- 8888

TYLER THE CREATOR

CALL ME IF YOU GET LOST

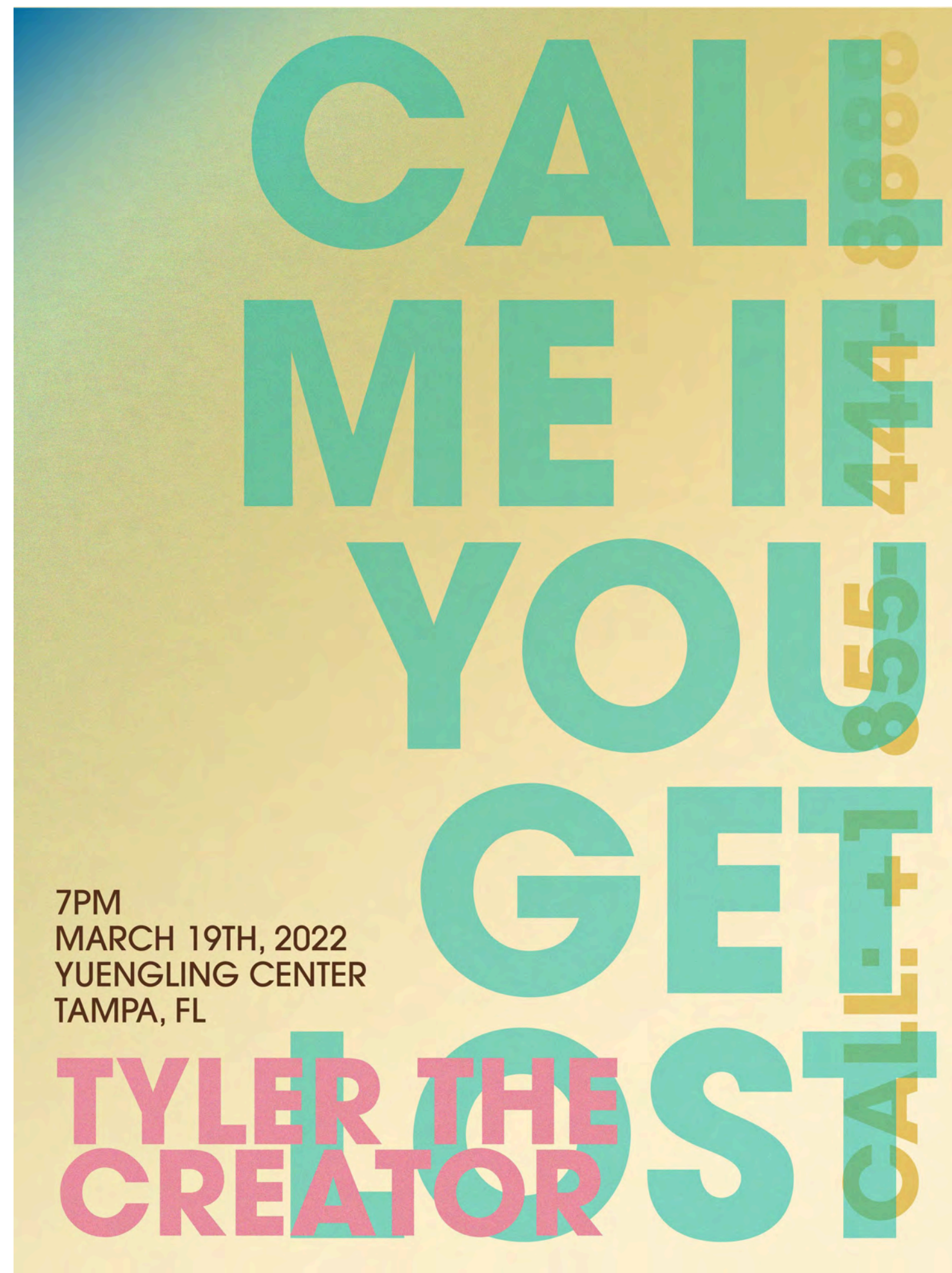
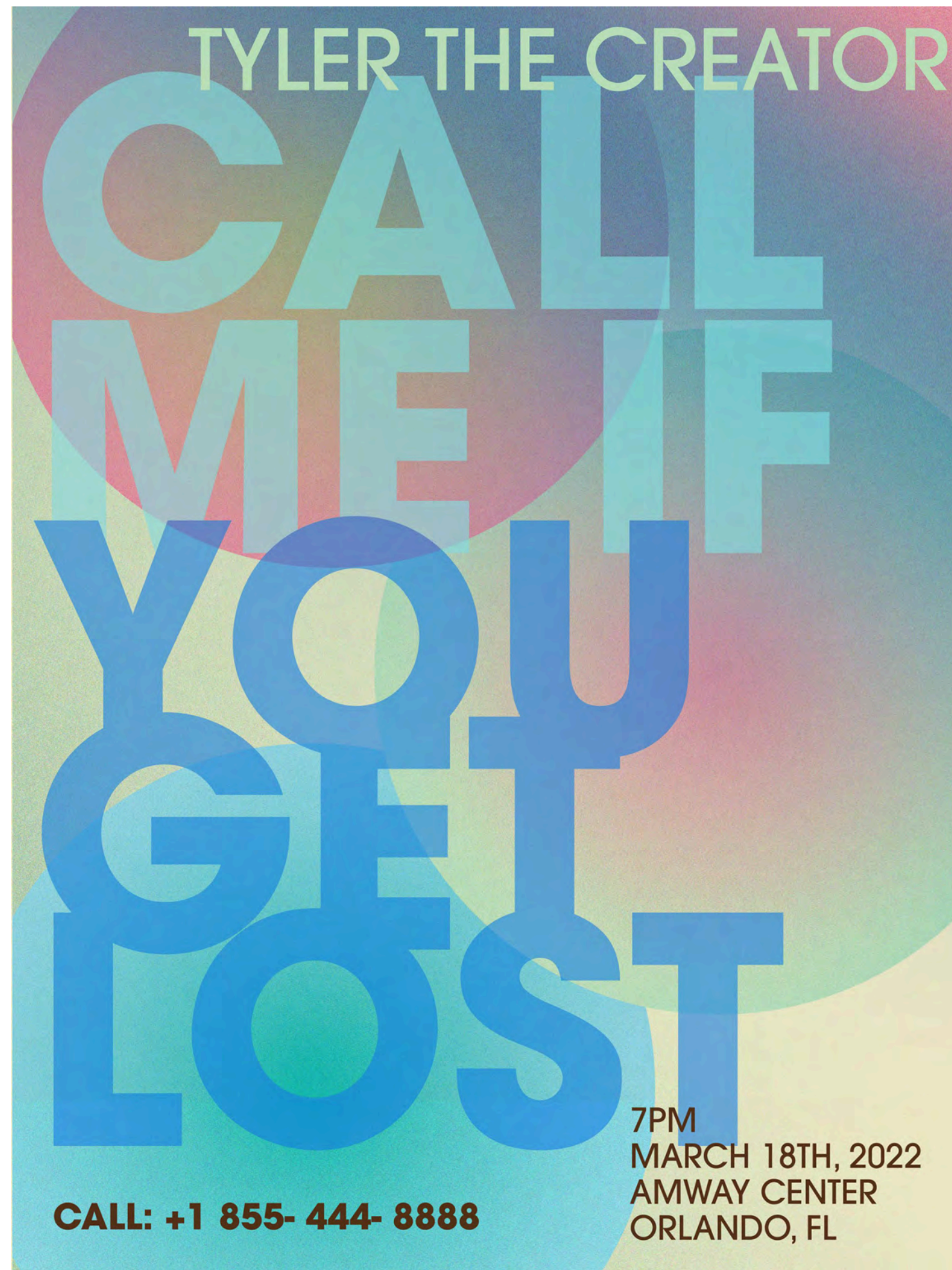
7PM
MARCH 20TH, 2022
FTX ARENA
MIAMI, FL

Tyler, The Creator concert is an unforgettable experience. With wild energy, stunning stage designs, and a setlist that blends hard-hitting rap with soulful melodies, Tyler knows how to keep the crowd hooked. His performances are creative, chaotic, and full of surprises—perfect for anyone looking for a night of pure, unfiltered fun.

Go to
[Ticketmaster.com/TylertheCreator.com](https://www.ticketmaster.com/TylertheCreator.com)

CALL: +1 855- 444- 8888

FINAL POSTERS



TYLER THE CREATOR

CALL
ME IF
YOU
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LOST

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

CALL: +1 855- 444- 8888

CALL
ME IF
YOU
GET
LOST

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

TYLER THE
CREATOR

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

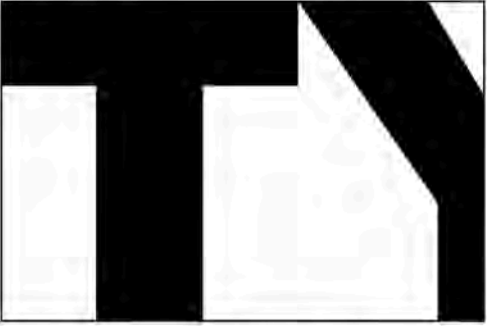
CALL: +1 855- 444- 8888



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.

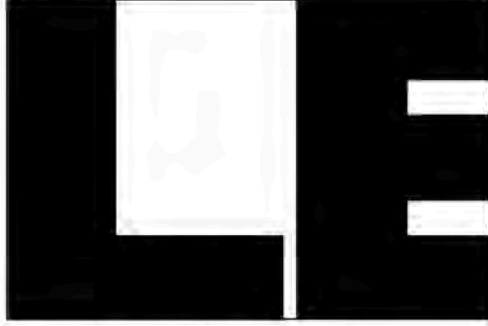
Time - :00 -:00



Action: gradient of the TYLER scrolls from right to left

Audio: instrumental of sweet/ i thought you wanted to dance.


Time - :00 -:02



Action: gradient of the TYLER scrolls from right to left

Audio: instrumental of sweet/ i thought you wanted to dance.


Time - :00 -:03



Action: gradient of the TYLER scrolls from right to left

Audio: instrumental of sweet/ i thought you wanted to dance.


Time - :00 -:04



Action: artist name scroll right to center

Audio: same audio

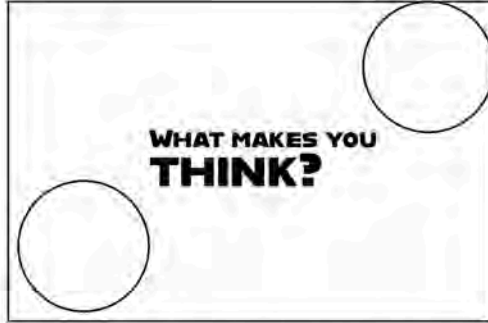
Time - :00 -:06



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

Audio: same audio


Time - :00 -:08



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

Audio:

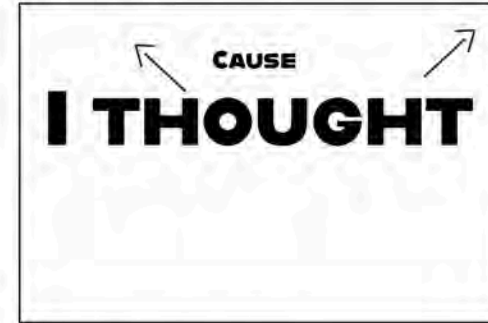
Time - :00 -:23



Action: Standing alone moves over right to left

Audio:

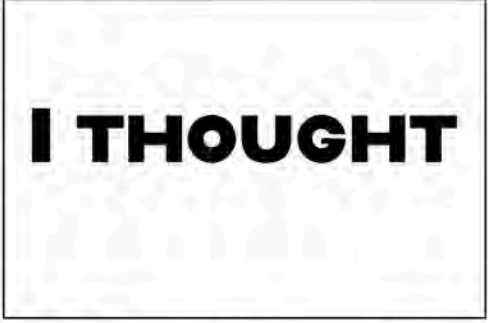
Time - :00 -:25



Action: thought zoom in

Audio:


Time - :00 -:26



Action: know will kick the previous phase

Audio:


Time - :00 -:27



Action: Dance will dance around the screen.

Audio:


Time - :00 -:28



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

Audio:

Time - :00 -:30



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:

Time - :00 -:11



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

Audio:

Time - :00 -:15



Action: enter when love zooms in

Audio:

Time - :00 -:16



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

Audio:

Time - :00 -:18



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

Audio:

Time - :00 -:20



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

Audio:

Time - :00 -:21



Action: quick transition.

Audio:

Time - :00 -:33



Action: Same thing from last action

Audio:

Time - :00 -:36



Action: Same action will happen before

VO: Eat your Wheaties

Time - :00 -:40



Action: same action will happen before

Audio:

Time - :00 -:43



Action: Same thing from last action

Audio:

Time - :00 -:45



Action: same action will happen from before

Audio:



TYLER THE CREATOR

CALL ME IF
YOU GET LOST

WHAT MAKE YOU
THINK

I'M NOT IN
LOVE

KNOW

WHAT'S BEST FOR

US

WHY AM I

HERE

STANDING

ALONE

CAUSE I
THOUGHT

I THOUGHT

YOU WANTED TO

DANCE

WELCOME
TO THE



**YOU'RE SO
GOOD
TO ME**

**IT FELT
GOOD
TO ME**



SIMONE MATTHEWS

THANK YOU!

LET'S CONNECT!

LINKEDIN

INSTAGRAM

PORTFOLIO