

ELEVATING YOUR ORCHESTRA'S VISUALS



PRESENTER: FIONA LEGESSE-SINHA
HOUSTON SYMPHONY GRAPHIC DESIGN MANAGER

INTRODUCTION

- UNT, UH Media Arts/Media Production Alumna
- Background in Magazine production, journalism, and tech
- Houston Symphony has 4 concert types :
 - Classical Series
 - POPS Series
 - Family Series
 - Specials
 - Films with Live Orchestra, classically-leaning specials and POPS-leaning specials
- Other Design Collateral:
 - Donor/Development Materials
 - Internal booklets for interdepartmental use

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STREAMLINING VISUALS

- 2022 Rebrand
- Using 2, no more than 3 fonts as a good rule of thumb
- Branding colors
 - Less colors usually makes more recognizable brand
- Strategizing when and why to break brand guidelines
 - Family Series
 - POPS Series
 - Family Series
 - Specials

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STREAMLINING VISUALS

Pre-Rebrand Classical Concert Art (2021–22 Season)



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STREAMLINING VISUALS

Post-Rebrand Classical Concert Art (2022–23 & 2023–24 Seasons)



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STREAMLINING VISUALS

Pre-Rebrand Family Concert Art (2021–22 Season)

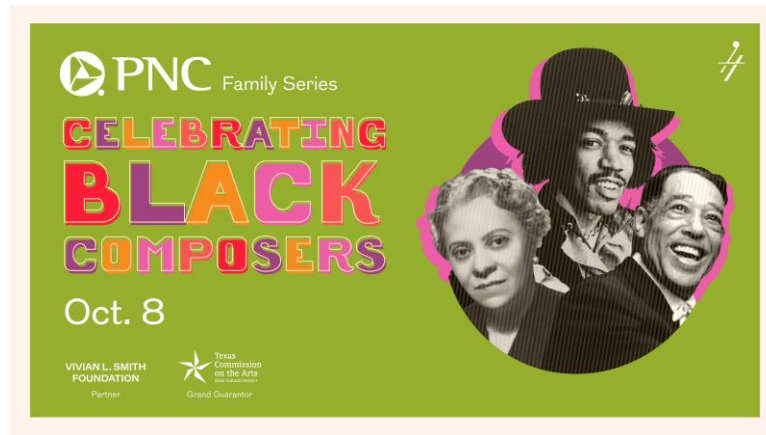


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STREAMLINING VISUALS

Post-Rebrand Family Concert Art (2022–23 Season)

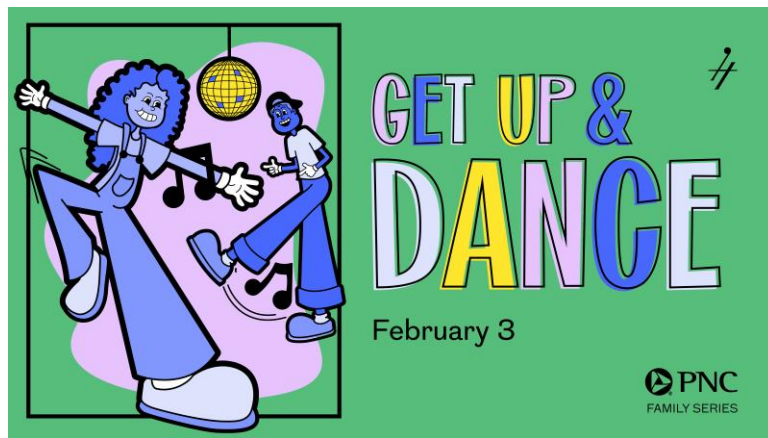
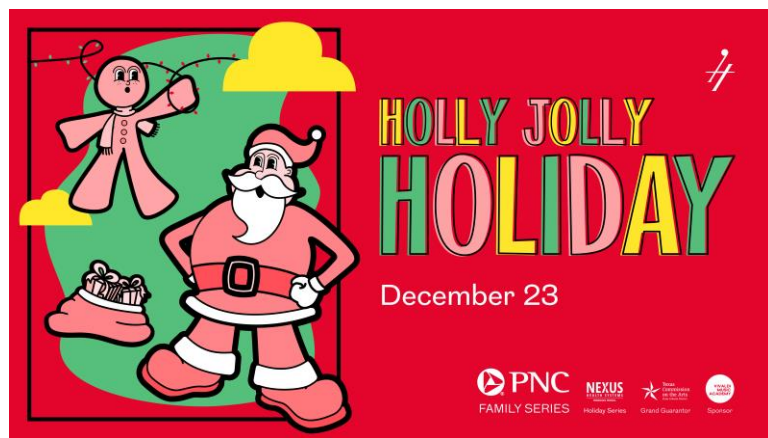


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STREAMLINING VISUALS

Post-Rebrand Family Concert Art (2023–24 Season)



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STREAMLINING VISUALS

Pre-Rebrand POPS Concert Art

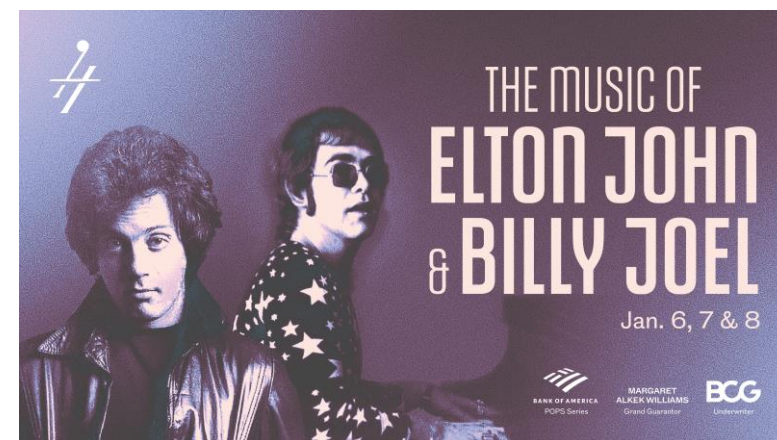


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STREAMLINING VISUALS

Post-Rebrand POPS Concert Art (2022–23 Season)



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STREAMLINING VISUALS

Post-Rebrand POPS Concert Art (2023–24 Season)



ELEVATING YOUR ORCHESTRA'S VISUALS

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OUTPUT

- Digital Graphics
 - Animated Graphics
 - Soundwaves, GIFs, Trailers, and IKE Kiosks
 - Static Graphics
 - Social media, website, email, marquees and digital screens
- Printed Materials
 - Promotional materials
 - Postcards, bi-folds, brochures, posters, and flyers
 - INTUNE Monthly Magazine
 - Serves as concert program for most shows
 - Stand-Alone programs on a case-by-case basis

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STATIC GRAPHICS

- Grid layout for graphics
- Using an easily resizeable image for each concert
- Solid block of a complimentary color for concert title information
- Accessibility in design:
 - White text on colored backgrounds
 - Colorblindness
 - Font size



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CONCERT PROGRAMS

- Deciding what information must be printed, and what can be moved digitally through QR codes
 - Know your audience, know your contractual obligations
- Adding in editorial, orchestra-related content
 - Repurposing this content into social posts
- Types of Programs
 - One-Sheeters
 - Bi-Folds
 - Stand-Alone saddle-stitched programs
 - Digital programs
 - Monthly or Quarterly Magazine-style program



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CONCERT PROGRAMS

GERSHWIN CONCERTO IN F

Jeffrey Kahane, conductor and piano

0:07 S. OKPEHOLO – ZOOM! for Strings and Percussion

0:14 A. HALLSTORK – *Sarajevo*, (Symphony No. 4)
I Still Holding On Moderato

0:20 BARBER – Symphony No. 1, Opus 9

INTERMISSION

0:29 GERSHWIN – Piano Concerto in F
I Allegro
II Adagio—Andante con moto
III Allegro agitato



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Catharina & Brian James
Livestream of Houston Symphony
concerts is made possible by
Barbara J. Burger

The Classical Season is endorsed by The Wortham Foundation, Inc., in memory of
Das E. and Lyndal F. Wortham

Friday, September 30	Jones Hall	8:00 p.m.
Saturday, October 1	Jones Hall & Livestream	8:00 p.m.
Sunday, October 2	Jones Hall	2:30 p.m.

PROGRAM INSIGHT Award-winning conductor and pianist Jeffrey Kahane returns to Jones Hall for an exciting program of groundbreaking works by American composers. The concerts open with ZOOM!, composed by Shawn Okpeholo in 2020 during the height of the COVID pandemic. Taking its name from the ubiquitous video conference software, this vibrant and playful score explores what it means to be together even when apart. An homage to the pioneering African American composer William Grant Still, Augustus Hallstork's *Still Holding On* was premiered by the Los Angeles Philharmonic in 2019. In 1937, Samuel Barber's gripping First Symphony became the first symphonic work by an American composer to be performed at the prestigious Salzburg Festival. The program concludes when Kahane conducts from the keyboard in Gershwin's jazzy Piano Concerto in F, a sequel to *Rhapsody in Blue* that proved "there was plenty more where that had come from."

Program Bio



Jeffrey Kahane, conductor and piano

Equally at home at the piano or on the podium, Jeffrey Kahane is recognized around the world for his mastery of a diverse repertoire ranging from Bach and Mozart to the music of our time.

Jeffrey has appeared as soloist and conductor with most major U.S. orchestras and is a popular artist at all the foremost U.S. summer festivals. Since making his Carnegie Hall debut in 1993, he has given recitals in many of the nation's music centers. A highly respected chamber musician, he collaborates with today's most important chamber ensembles.

In 2017, Jeffrey completed his 20th and final season as music director of the Los Angeles Chamber Orchestra and is now the orchestra's conductor laureate. He served as music director of the Colorado Symphony 2005-06 through 2009-10 and for 10 seasons was music director of the Santa Rosa Symphony. In 2016, he was appointed music director of the Sarasota Music Festival; he served as the orchestra's artistic advisor for two seasons.

In addition to these concerts, recent and upcoming engagements include a fifth play/conduct with the New York Philharmonic, and he performs/conducts with the Indianapolis, Vancouver, Milwaukee, Colorado, and San Diego symphonies; concerto appearances with the Toronto, Cincinnati, New World, New Jersey, Oregon, and Utah symphonies; and appearances at the Aspen, Mostly Mozart, Oregon Bach, and Ravinia festivals.

Jeffrey recently conducted two Kurt Weill operas—a rare fully staged production of Weill's last Broadway opera, *Lost in the Stars*, during his final LACO season; and a concert version of *The Rise and Fall of the City of Mahagonny* with the Hamburg Symphony.


A Los Angeles native and graduate of the San Francisco Conservatory of Music, Jeffrey was first prize winner at the 1983 Rubinstein Competition, a finalist at the 1981 Van Cliburn Competition, and the recipient of a 1982 Avery Fisher Career Grant. An avid linguist who fluently reads a number of ancient and modern languages, he received a master's degree in classics from the University of Colorado in 2011. He is currently a professor of keyboard studies at the University of Southern California Thornton School of Music.



SCAN HERE TO READ TODAY'S FULL PROGRAM
STARTING ON PAGE 40



HOUSTON SYMPHONY




MOZART: THE MIND AND MUSIC OF A GENIUS

Dr. Richard Kogan, presenter and piano
Sophia Sikovs, violin
Kooni Bolding, viola
Christopher French, cello

0:12 MOZART – Piano Quartet in G minor, K.478
I Allegro

Jones Hall - 815 Louisiana Street
houstonphil.org




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HOUSTON SYMPHONY

CONCERT PROGRAMS

HOUSTON SYMPHONY



MOZART: THE MIND AND MUSIC OF A GENIUS

Dr. Richard Kogan, presenter and piano
Sophia Silvas, violin
Keoni Bolding, viola
Christopher French, cello




0:12 MOZART – Piano Quartet in G minor, K.478
I. Allegro

James Hall • 810 Louisiana Street
houstonersymphony.org

Methodist
LADYBANK THEATRE
Official Sponsor of the Houston Symphony

Program Bios

Saturday, April 1 James Hall 5:00 p.m.

Dr. Richard Kogan, presenter and piano
Sophia Silvas, violin
Keoni Bolding, viola

Psychiatrist and concert pianist Dr. Richard Kogan is renowned for his lectures/concerts that explore the influence of psychosocial factors and psychiatric and medical illness on the creative output of the great composer. A master storyteller, he has captivated audiences with these programs at music festivals, concert series, medical conferences, and academic symposia throughout the world. Dr. Kogan is clinical professor of psychiatry at Weill Cornell Medical College, and senior director of the Weill Cornell Music and Medicine Program. The New York Times has praised him for his "eloquent, compelling, and awe-inspiring" as a pianist. About his distinguished career as both a concert pianist and a psychiatrist, The Boston Globe writes: "Kogan has somehow managed to meet at the world's two most demanding professions."


Dr. Kogan is a graduate of the Juillard School of Music, Princeton, Harvard College, and Harvard Medical School. He has won numerous honors and awards in both music and psychiatry.

Sophia Silvas, violin, has been a member of the Houston Symphony since 1992. Silvas began her career as first violist of the Dakota Quartet and then was named principal second violist of the New Mexico Symphony. She has performed as soloist with the Houston Symphony and served as Associate Concertmaster for the 2005-06 Season. An ardent proponent of chamber music, Silvas has appeared with ensembles throughout the United States and has performed live for public radio stations in Chicago, Houston, and Minneapolis. Here in Texas, she is a featured violinist for the St. Cecilia Chamber Music concert series.

Keoni Bolding has established a career across the United States and Europe. He has toured Europe with the New York Philharmonic and Rome Chamber Music Festival, as well as performed with the Philadelphia Orchestra and London Symphony. Last year he won the Transcription Prize at the Proms International Viola Competition with his transcription of Tchaikovsky's Fourth. Earlier this year, he was the premiere of his electronic chamber opera 52 at Louisiana Center.

She has served on the faculties of the University of Houston and Augusta College, teaches privately, and gives master classes. In the summer of 2007, Silvas was an invited participant in a three-week tour of China, giving master classes and performing recitals and solos with orchestras.

Program Bios



Christopher French, cello

Christopher French is the associate principal cellist of the Houston Symphony. Before joining the orchestra in 2008, he held listed positions in both the Shreveport Symphony Orchestra and the Honolulu Symphony. French is the seventh of a full roster of musical siblings. He began performing with the Bad Boys of Cello, the alter ego of the Houston Symphony cello section. The Bad Boys have played in homeless shelters and elementary schools in an effort to eliminate the classical misconceptions about classical music.

TCHAIKOVSKY
6
May 12, 13 & 14

Frost

ELEVATING YOUR ORCHESTRA'S VISUALS

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ANIMATED GRAPHICS

- Outsourcing through freelancers
 - Fiver, local universities
- Useful tools – AfterEffects, Premiere Pro, motion array, Canva Video Editor
- Templatizing animations
- Knowing which shows constitute the legwork of animated graphics
- Engagement
 - Soundwaves
 - GIFs
 - Story/Reel-sized trailers

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ANIMATED GRAPHICS

POPS Concerts (2022–23 Season)

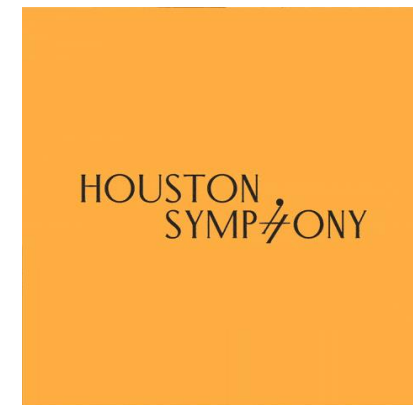


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ANIMATED GRAPHICS

POPS Concerts (2023–24 Season)



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Classical Concerts (2022–23 & 2023–24 Season)

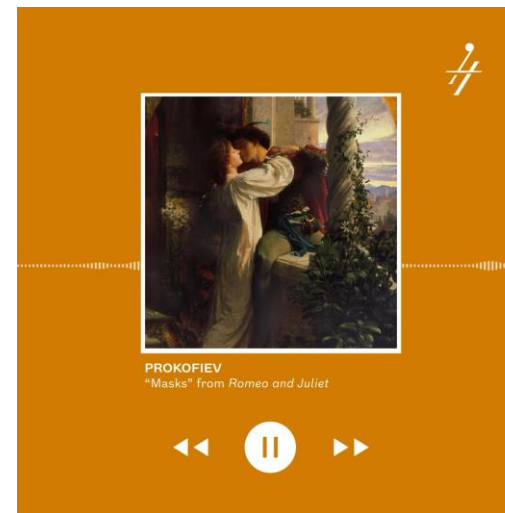
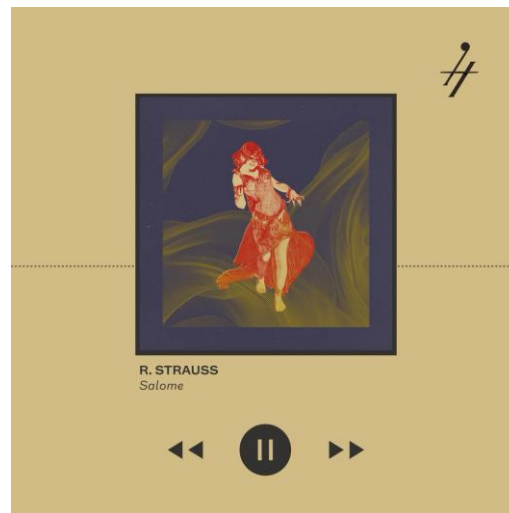
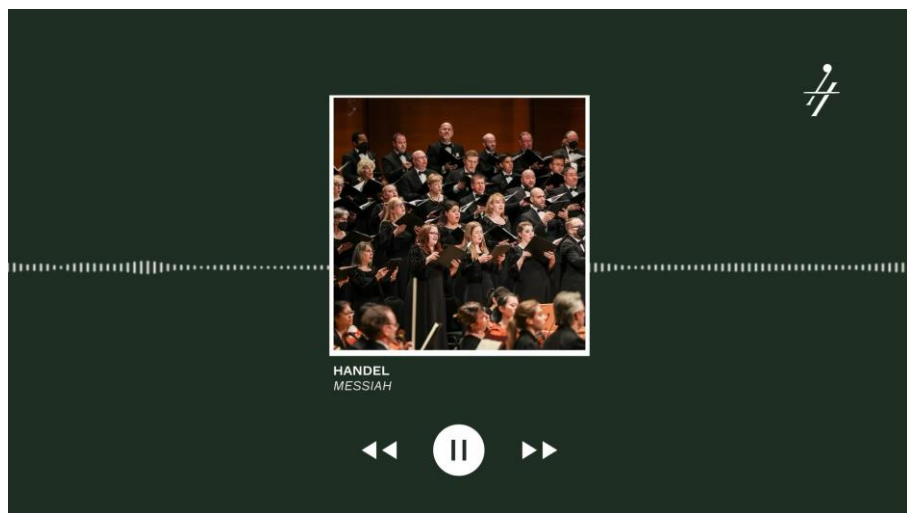


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Soundwaves



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ANIMATED GRAPHICS

Trailers/Miscellaneous

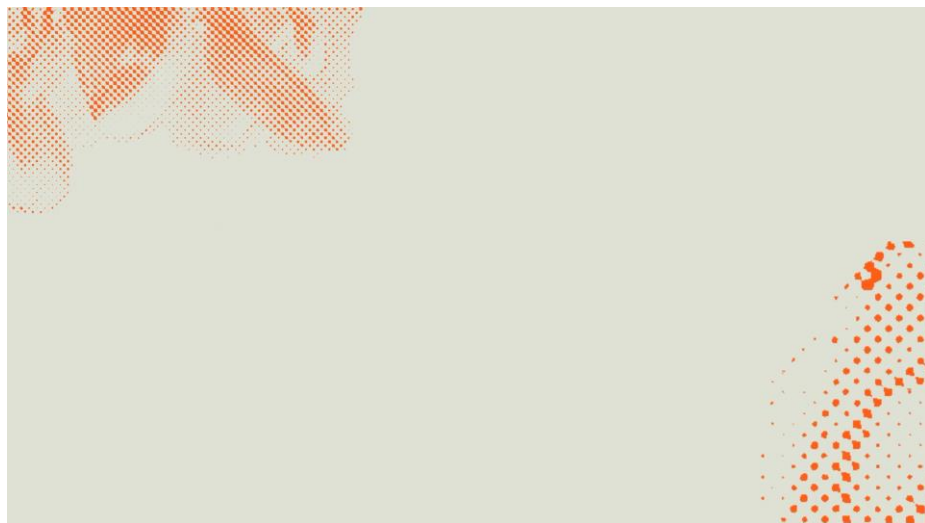


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Trailers/Miscellaneous



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Q & A SESSION