



Group 2

Truong Quynh Anh
Huynh Trung Hieu
Nguyen Minh Quan
Lu Vien Can
Nguyen Bao Tran



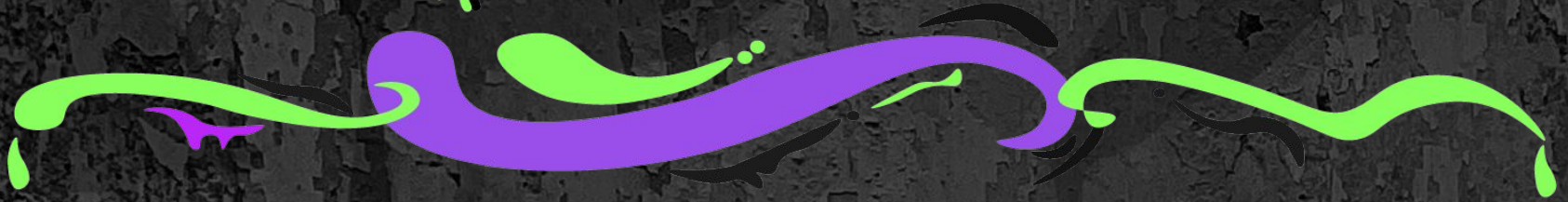
TEAM WORK

The text 'TEAM WORK' is rendered in a playful, bubbly font. The letter 'T' is large and features a gradient from blue at the top to red at the bottom, with a small blue droplet at its base. The letters 'EAM' are in a solid yellow color, while 'WORK' is in a solid red color. Below the text is a decorative, flowing line that also follows the blue-to-red gradient, ending in small droplets on both sides. The entire graphic is set against a dark, textured background that resembles rough stone or bark.

WORK DISTRIBUTION

Students' name	Student's ID	Main responsible
Truong Quynh Anh	S3978161	Process journal, button design, sponsors page
Huynh Trung Hieu	S3978350	AI illustration
Bao Quy Dong Quan	S3929151	Filling content, photo editing
Lu Vien Can	S3957025	Mobile UI/UX
Nguyen Bao Tran	S3925077	Desktop UI/UX

iDEATION

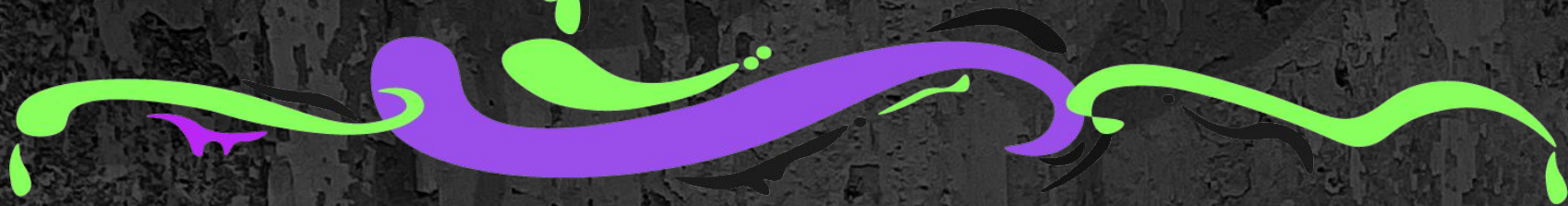


FINALIZATION

- Music genre: hip hop
 - Event's name: Off da hook 2k40
 - Target audience: hip hop fans, gamers
-
- Event location: RMIT UNIVERSITY SGS
702 Nguyen Van Linh, District 7, HCMC
 - Date: 23 January 2040



G RAFFti





Modern Graffiti

STYLE ANALYSIS

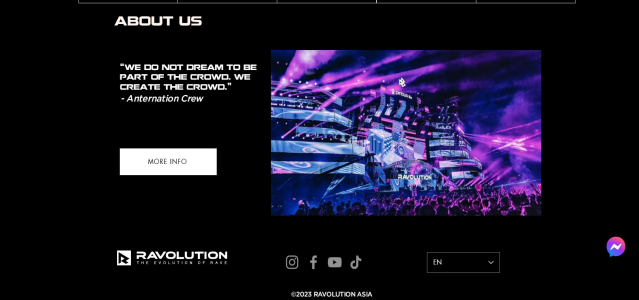
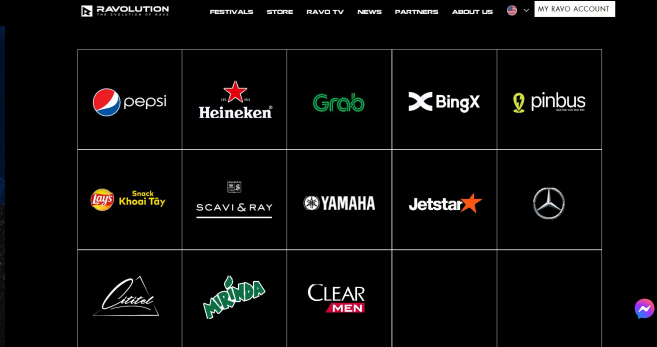
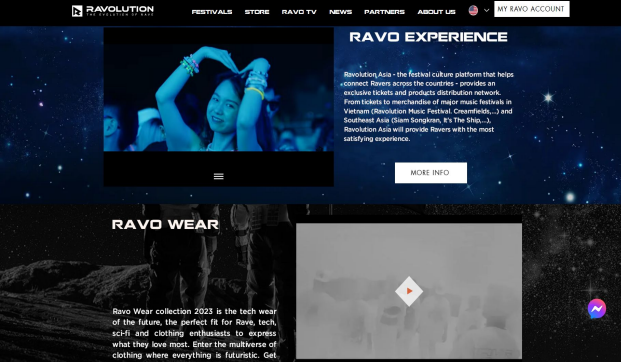
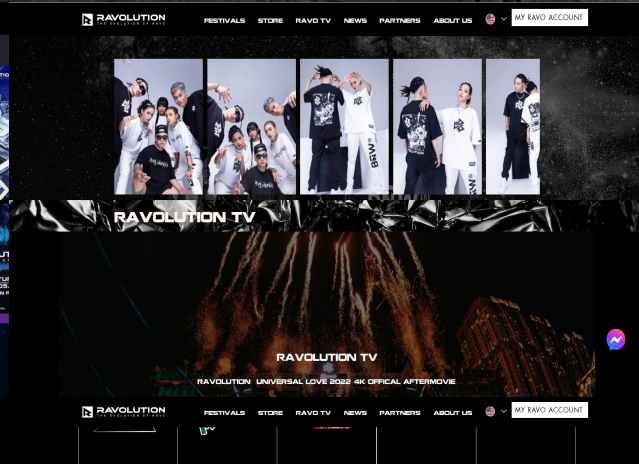
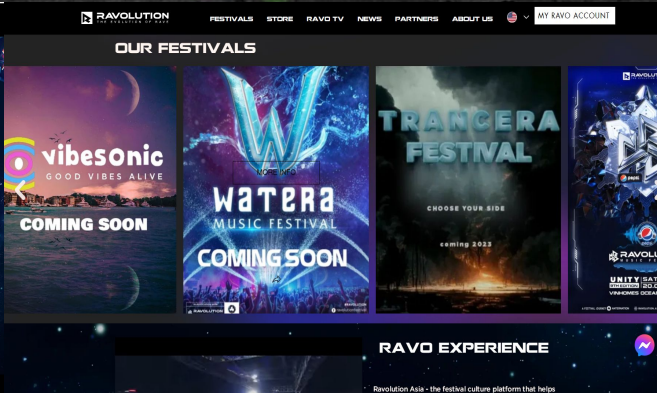
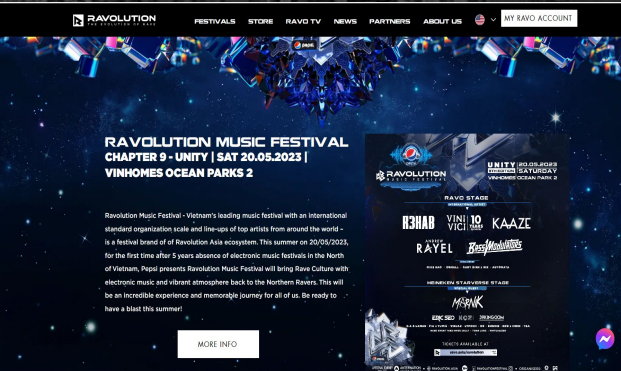
Graffiti style

- suitable with hip-hop
 - unique, new, interesting, stylish, strong, street energy
-
- Traditional graffiti prioritize more on displaying
 - Text are unique and nice but sometimes unreadable
 - Shadows are necessary to make it feel like it is coming at the viewers

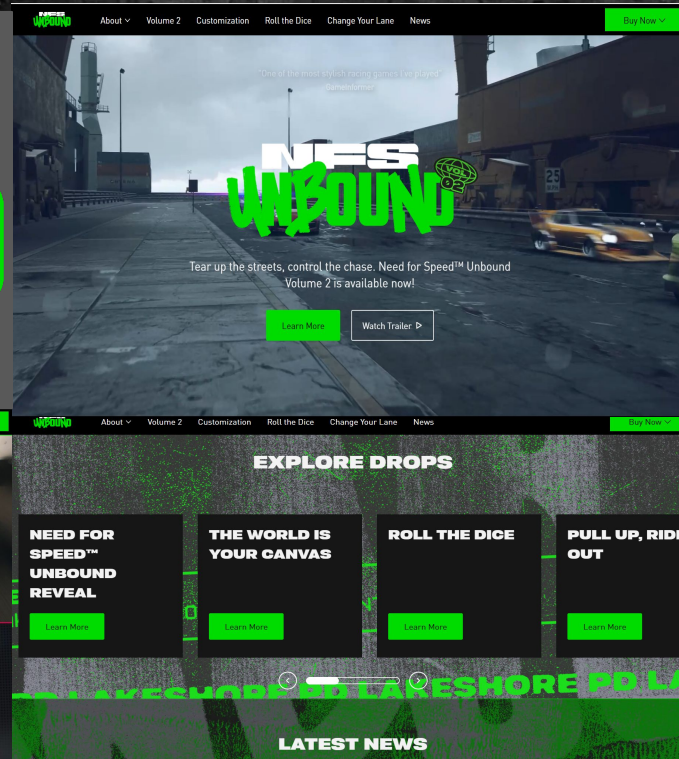
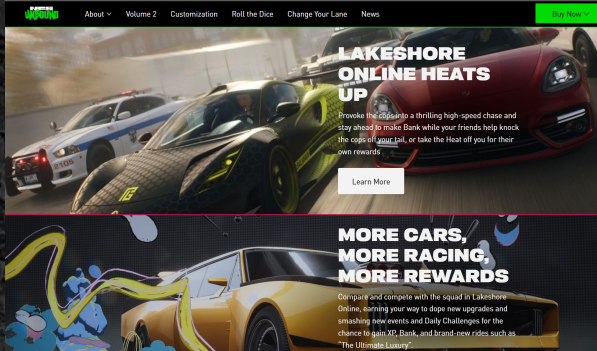


Website research

Revolution.asia



Websites that utilize Graffiti in a more modern way



The logo features a 3D cube with a dark, textured surface covered in graffiti. The words "STREET FIGHTER" are written in a bold, white, sans-serif font across the front face of the cube. The cube is surrounded by a bright orange and yellow flame-like effect.

STREET FIGHTER 6

HOME MODES CHARACTERS CONCEPT NEWS DEMO VERSION OPEN BETA

STREET FIGHTER 6

AVAILABLE JUNE 2, 2023

PS5 PS4 XBOX SERIES X SWITCH

WALLPAPER TWITTER

Play Now

OPEN BETA

COMICS

DEMO

WALLS

STREET FIGHTER 6

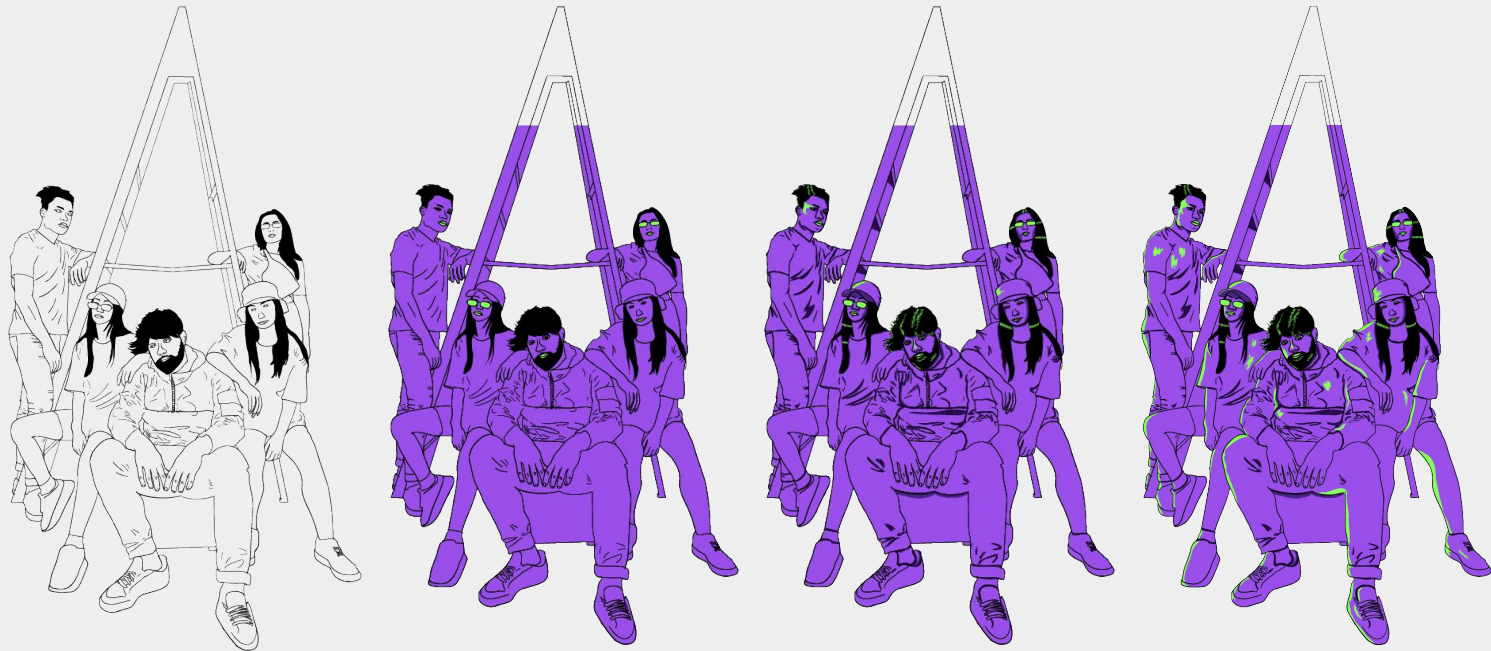
DESIGN PROCESS



Decoratives



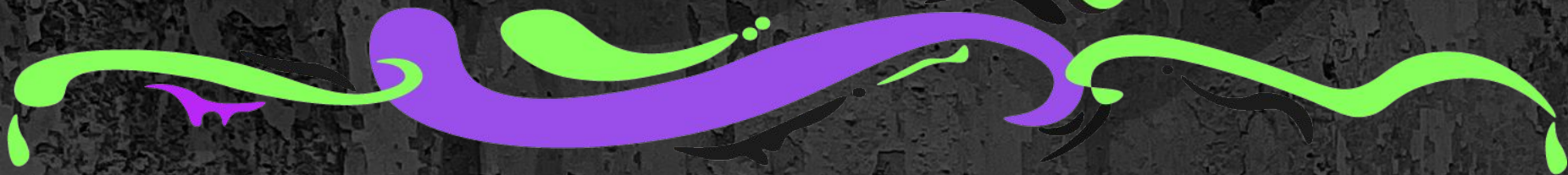
Decoratives



Decoratives

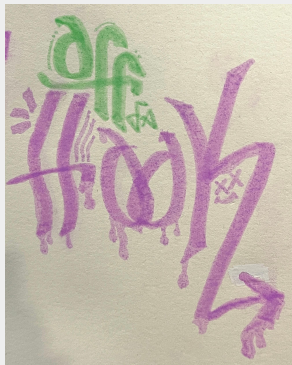


B RAND IDENTITY

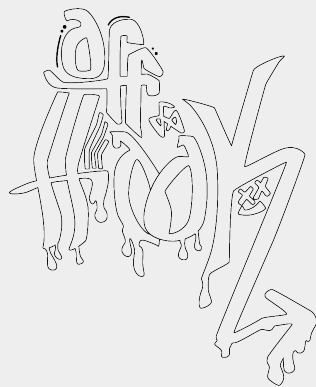


FINALIZATION

Sketch



Outline



Draft

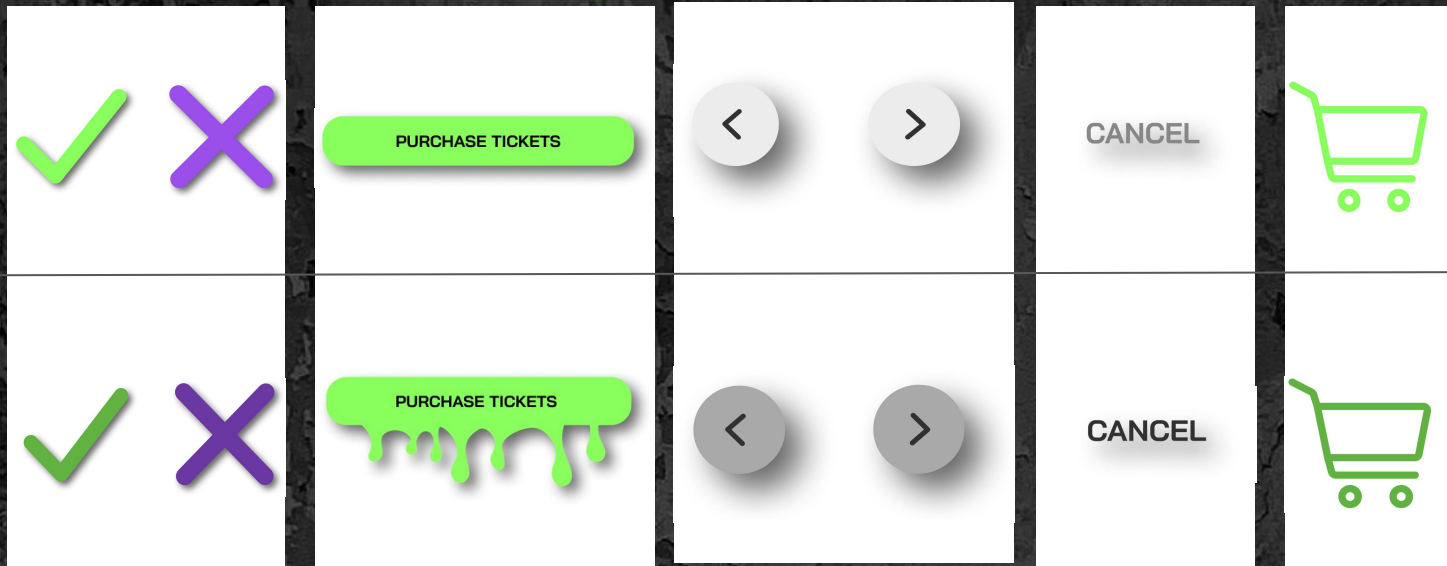


Final



BUTTONS

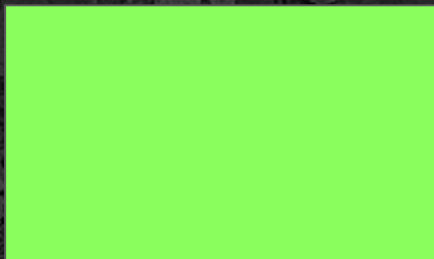
Normal



Hovering

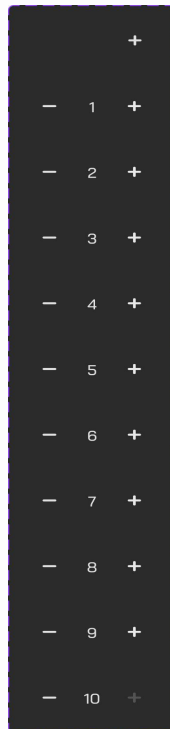
ASSETS

Color palette

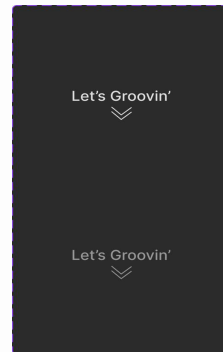


Extra buttons

Quantity



Landscape



normal



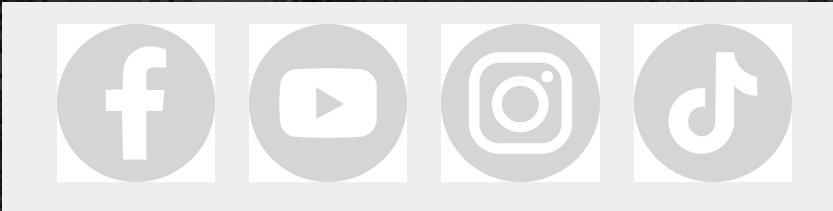
hover



click

Icon

Social media



Contact



Cart



TYPEFACE

Sans-serif: Bai Jamjuree

has cursive and square strokes

- Flexible, soft, and comfortable
- seriousness and stability for the event.

DON*GRAFFITI

Regular 400

Bai Jamjuree

Regular 400 Italic

Bai Jamjuree

Medium 500

Bai Jamjuree

Medium 500 Italic

Bai Jamjuree

SemiBold 600

Bai Jamjuree

SemiBold 600 Italic

Bai Jamjuree

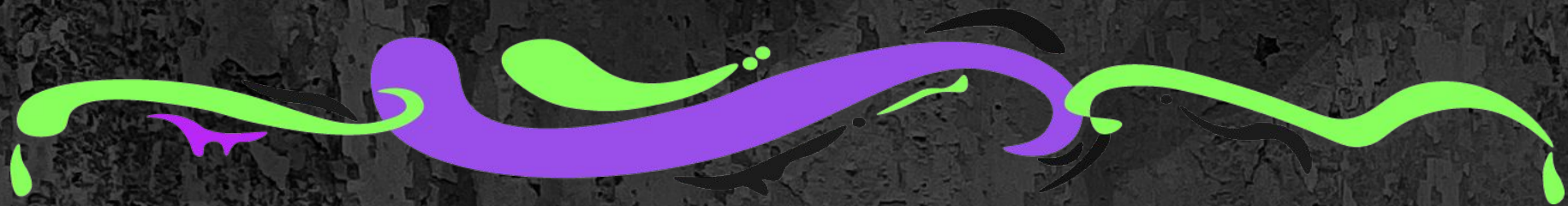
Bold 700

Bai Jamjuree

Bold 700 Italic

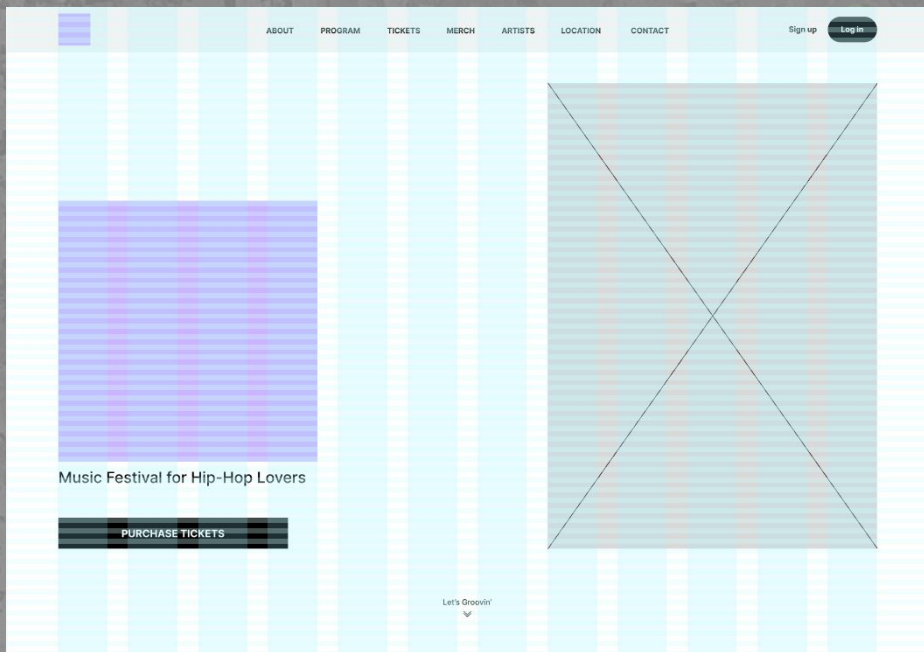
Bai Jamjuree

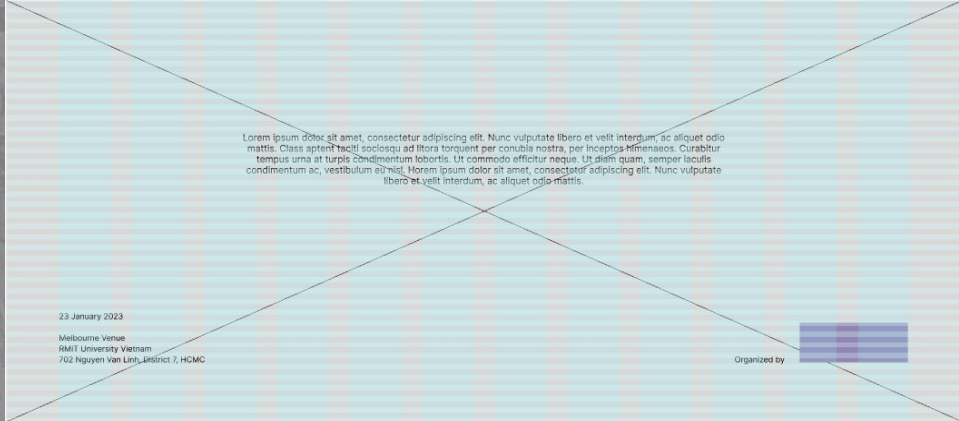
WEB LAYOUT



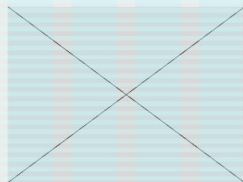


Desktop



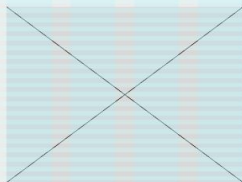


PROGRAM



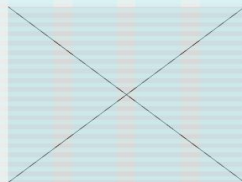
Ceremonie

Something interesting is going to be happened



Live Show

Something interesting is going to be happened



Exhibition

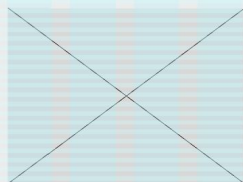
Something interesting is going to be happened

Free

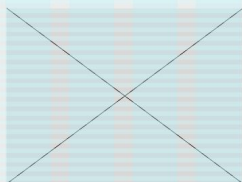
Something interesting is going to be happened

[See more details](#)

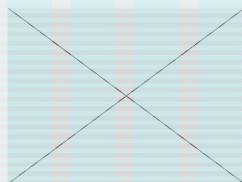
ARTISTS



Homie no.1



Homie no.2



Homie no.3

Homie no.4

[See more artists](#)

PROGRAM

[See more details](#)



Ceremony

Welcome to the party!



Live Show

Time to drop the beat



Exhibition

Check out exclusive sneak peaks

Free

Around the city



ARTISTS

[See more artists](#)



NatR



SOAP



Josei



Doe



TICKETS

HARDCORE

CASUAL

PURCHASE TICKETS

TICKETS

HARDCORE

CASUAL

PURCHASE TICKETS

Tickets include entrance fee and free roaming.

Tickets are for those homies who want to enjoy the event, join the free rhythm game play and feel da beat in the live show.

Gifts: 01 lanyard + 01 card holder

200,000 VND

CASUAL

HARDCORE

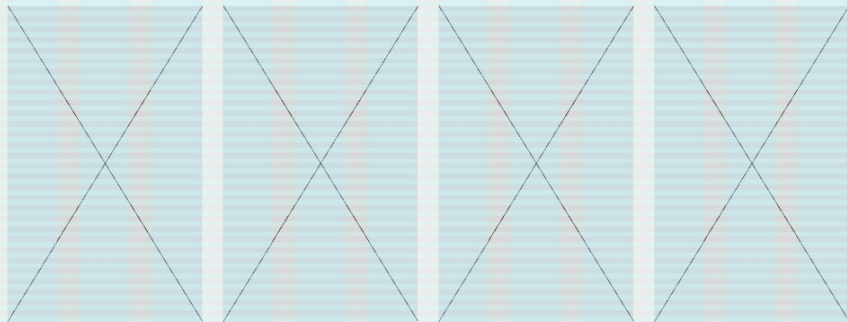
400,000 VND

Tickets include entrance fee and free roaming.

For those homies who want to try their hand at rhythm game, it will allow you to participate in tournaments and compete for prizes with a total value of up to 100,000,000 VND

Gifts: 01 lanyard + 01 card holder + 01 key chain

MERCH



Limited 40% discount vouchers
for early homies

SHOP NOW

MERCH



T-Shirt
500,000 VND



Bennie
300,000 VND



Headphone
1,000,000 VND

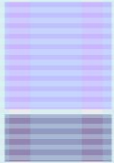
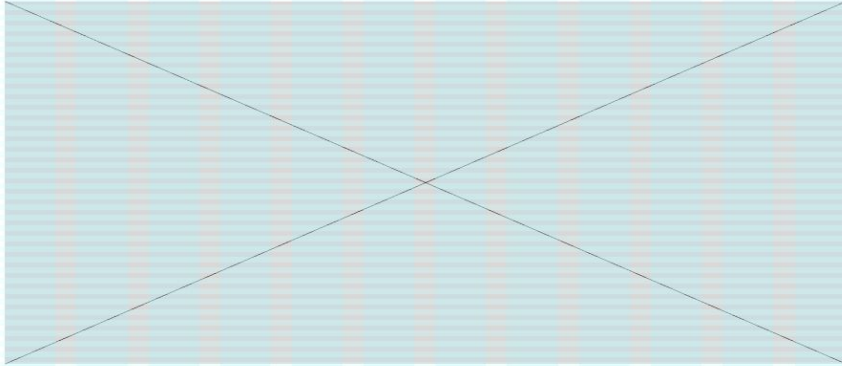


Speaker
2,000,000 VND

Limited 40% discount vouchers
for early homies

SHOP NOW

SPONSORS



GET IN TOUCH WITH DA HOOD

dfshao.ck@rmit.edu.vn
RMIT University Vietnam - Saigon South Campus

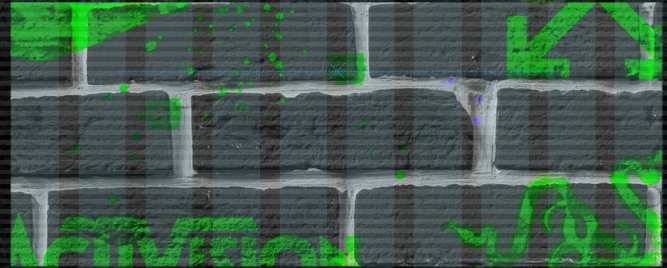


23 January 2023

Melbourne Venue
RMIT University Vietnam
702 Nguyen Van Linh, District 7, HCMC

SPONSORS

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GET IN TOUCH WITH DA HOOD

dfshao.ck@rmit.edu.vn
RMIT University Vietnam - Saigon South Campus



23 January 2024

Melbourne Venue
RMIT University Vietnam
702 Nguyen Van Linh, District 7, HCMC

BUYING CART

TICKETS

Casual Gifts: 01 lanyard + 01 card holder	200,000 VND	-	10	+
Hardcore Gifts: 01 lanyard + 01 card holder + 01 keychain	400,000 VND			+

MERCHADISE

T-Shirt	500,000 VND	-	1	+
Bennie	300,000 VND	-	1	+
Headphone	1,000,000 VND	-	1	+
Speaker	2,000,000 VND	-	1	+

CANCEL

CONTINUE

[← Back to Cart](#)

Personal Information

First Name

Last Name

Email Address

☐ Get updates from OFF DA HOOK about activities, and exclusive offers

Debit Card

Card Number

Expiration

CVV

Price 0,000,000 VND

Discount - 0 VND

Total 0,000,000 VND

CANCEL ORDER

PLACE ORDER

OH-
N00000

Your order cannot be placed
Let's try again



YAH-
H00000

Your order was placed successfully
Let's check your email





Mobile



The word "Mobile" is centered in a large, bold, purple sans-serif font. It has a thick black drop shadow. Above the word, there are two horizontal bars: a white one on top and a bright green one below it. Below the word, there are two more horizontal bars: a bright green one on top and a white one below it. The background is a dark, textured surface with faint, large, light-gray letters "A", "M", "O", and "B" visible.



OFF DA HOOK 2k40

Beat Slayers

PURCHASE TICKETS



OFF DA HOOK 2k40

Beat Slayers

PURCHASE TICKETS

ABOUT

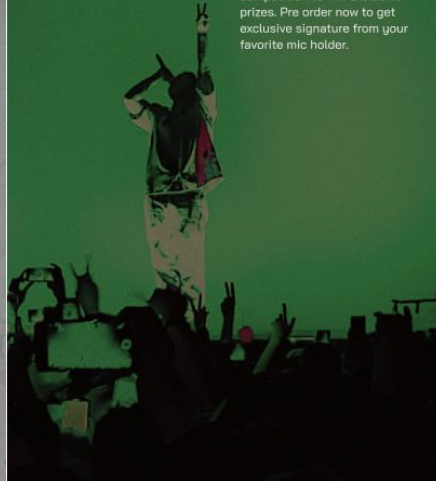
23 Melbourne Venue
JAN RMIT University Vietnam
2040 702 Nguyen Van Linh, D.7, HCM

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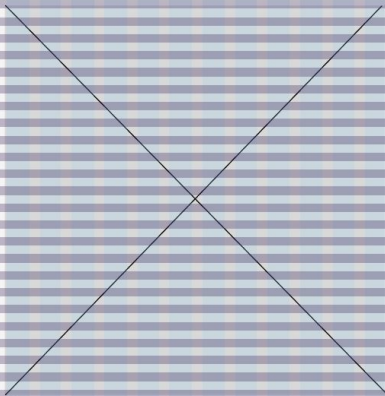
ABOUT

23 Melbourne Venue
JAN RMIT University Vietnam
2040 702 Nguyen Van Linh, D.7, HCMC

Get yourself the chance to witness the biggest hip hop event of the year. This year's line-up goes Bigger better faster stronger than ever with the best beat slayers: Soap, Dooz!, NatR, Josei, Reli. And join the annual rhythm game competition to win exclusive prizes. Pre order now to get exclusive signature from your favorite mic holder.



PROGRAM



Ceremony

Welcome to the party!

PROGRAM

[See more programs](#)



Ceremony

Welcome to the party!

TICKETS

HARDCORE
Tap for more details

CASUAL
Tap for more details

SHOP NOW

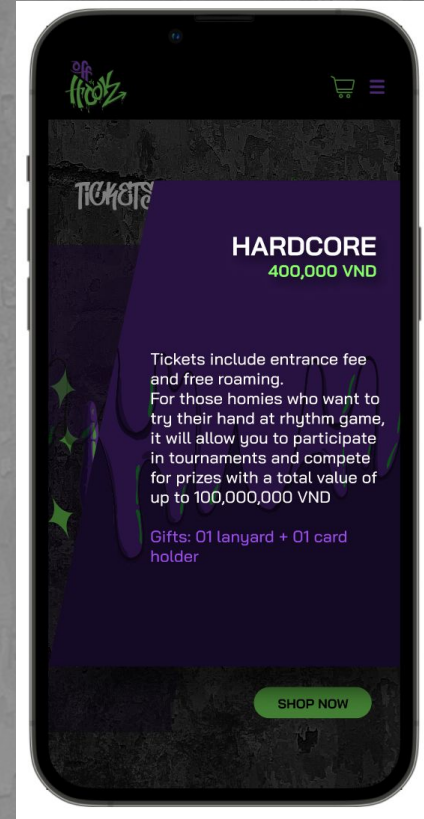
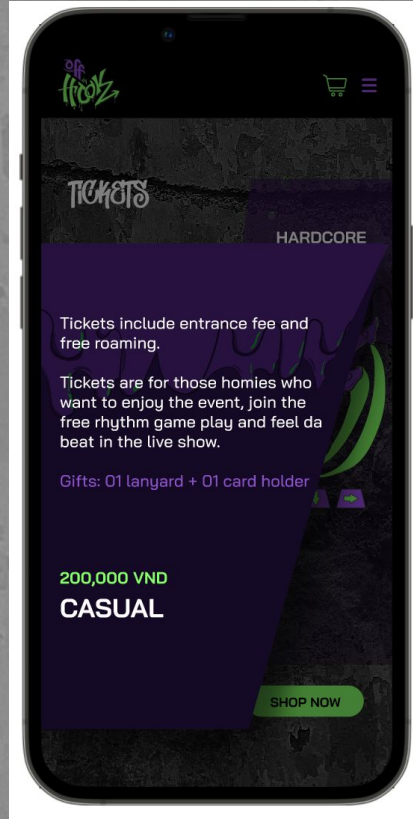
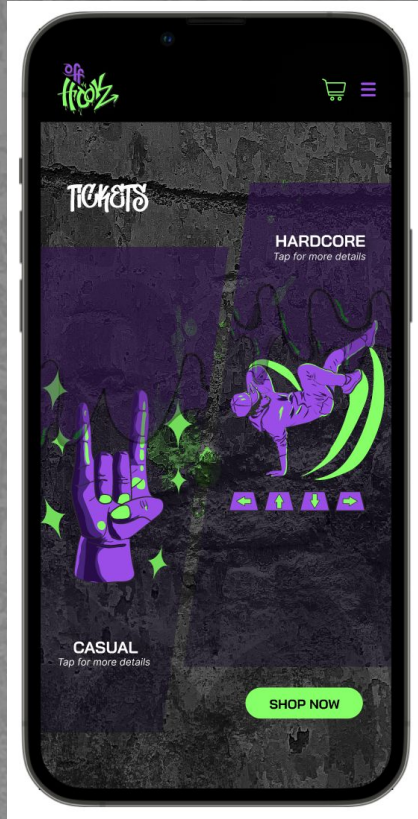
TICKETS

HARDCORE
Tap for more details



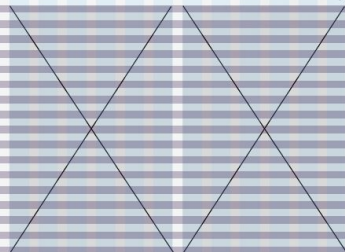
CASUAL
Tap for more details

SHOP NOW



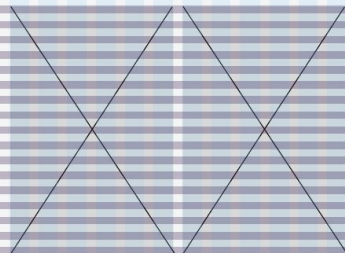
MERCH

[See more details](#) →



T-Shirt
500,000 VND

Bennie
300,000 VND



Headphone
1,000,000 VND

Speaker
2,000,000 VND

SHOP NOW

MERCH

[See more details](#) →



T-Shirt
500,000 VND



Bennie
300,000 VND



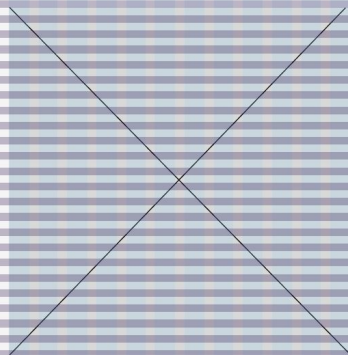
Headphone
1,000,000 VND



Speaker
2,000,000 VND

SHOP NOW

ARTISTS



Nat R

ARTISTS

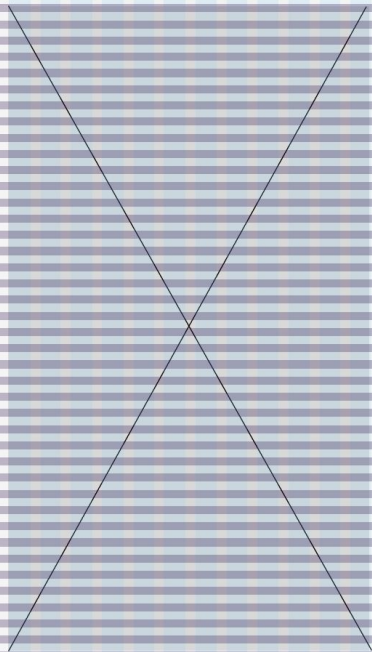
[See more artists](#) →



Nat R

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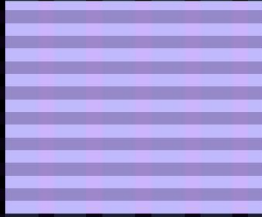
Drag the wall below to reveal our fellowship



SPONSORS

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GET IN TOUCH WITH DA HOOD

offdaho.ok@rmit.edu.vn

RMIT University Vietnam - SGS Campus



23 January 2023

Melbourne Venue

RMIT University Vietnam

702 Nguyen Van Linh, District 7, HCMC



GET IN TOUCH WITH DA HOOD

offdaho.ok@rmit.edu.vn

RMIT University Vietnam - SGS Campus

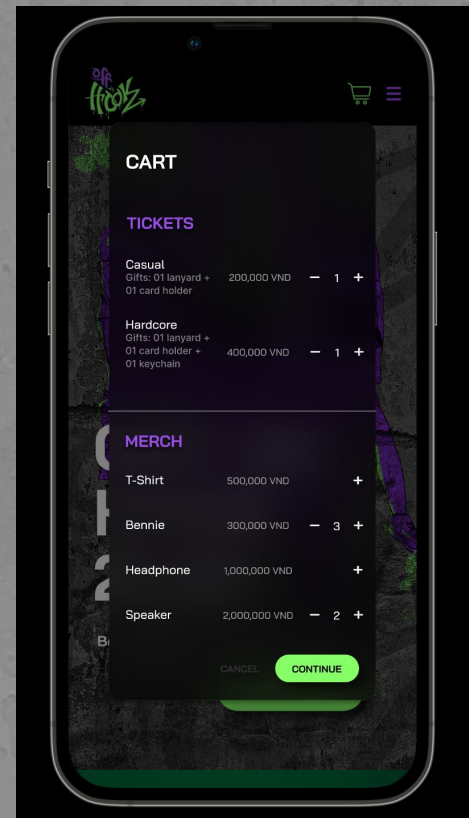
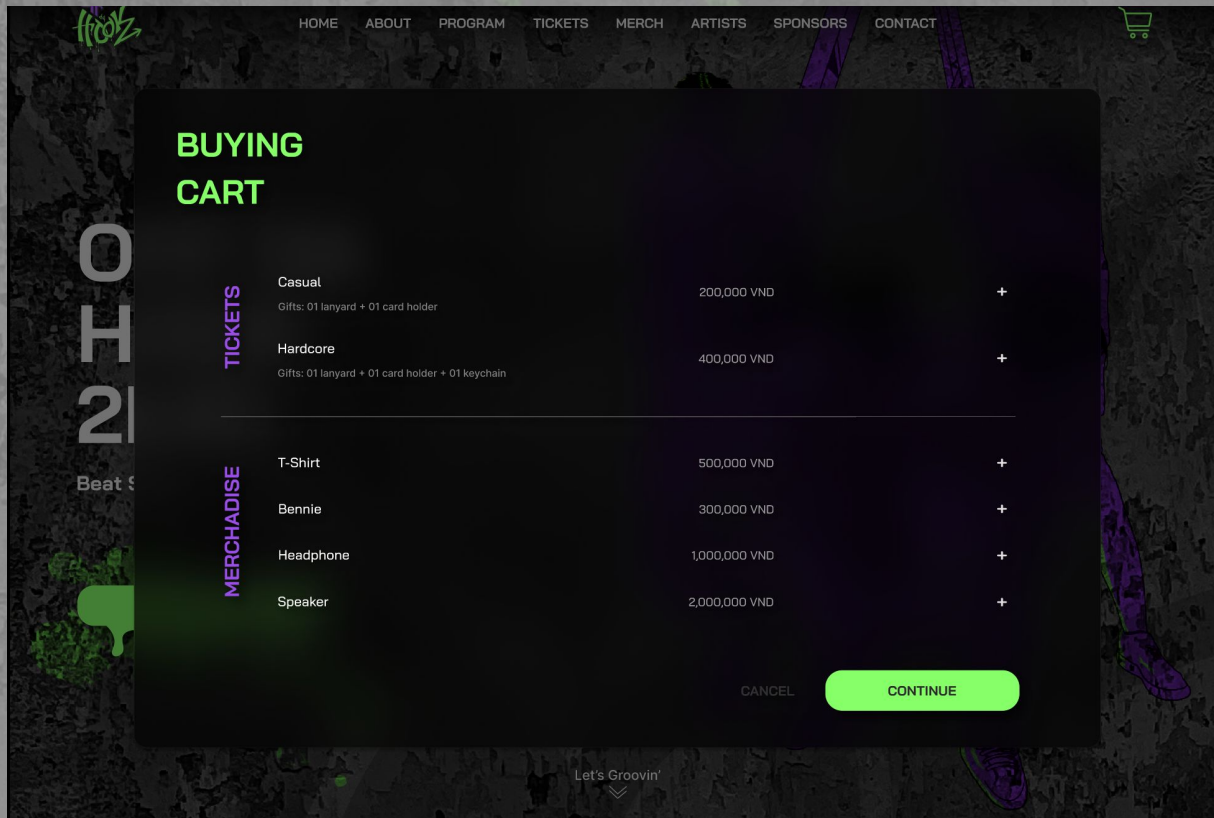


23 January 2023

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DESKTOP



MOBILE