

The Citadel

Lore & Creative Media Strategy





Part One

Concept Development

Scarritt Bennett Center

Key Elements

- Gothic Revival Architecture
- Yellow Crab Orchard Stone
- Maple, Southern Magnolia, Crab Apple, Dogwood, Oak, Ash trees
- Labyrinth is made of names of past teachers, probably off limits for lore
- Large variety of different locations on site

Gothic Revival Style

Research Notes

- Began in 1740s England
- There are a range of other locations within Tennessee built in this style
- England was going to war at the time so there was a significant amount of propaganda art around

The Citadel



Lore Significance

Overall Summary

The location that the narrative occurs within. Contains structures for things such as watchtowers, living quarters, and the Temple of Divination.

A place which suppresses creativity, where citizens are pushed to not pursue what they love in favor of the boring, monotonous tasks required of them.

The leaders of the citadel appear friendly, but subtly motivate residents to follow in their footsteps. Anyone found actively rebelling or trying to find their own way is ultimately brainwashed out of doing so.

Pre-Established Locations

Watchtowers

Positioned around the outside of the citadel, this is where the watchers can be found keeping an eye out for signs of rebellion.

Temples of Divination

The place where residents come together to feel interconnected. Completely void of creativity.

Living Quarters

The place where residents live. essentially replicas of the house from the All I Think About cover artwork & video

Citizen/Main Character

Character Persona

Has lived within the Citadel for many years, they have always had a deep desire to do something more than what everyone expects of them, but never had an opportunity to.

They've talked about this with friends before, but they don't really get it or have the same passion within them, so it never goes anywhere.

The narrative takes place from the perspective of this character, and sees them receive messaging from others who feel that same desire.

Watcher

Character Persona

Watchers work on behalf of the citadel under the idea that they are “helping” residents, by keeping an eye out for those trying to find their own way, and notifying the leaders so they can go and guide them back to the

Grew up within the citadel, was constantly pushed and motivated to do better than they had previously, and as such never got to stop and consider the reason behind why they had to perform their tasks.

They put aside their passions to do what other people thought would be best for them, and got a comfortable life because of it.

They miss doing things they enjoyed, but ultimately don't have any opportunities to pursue them anymore.

Citadel Leader

Character Persona

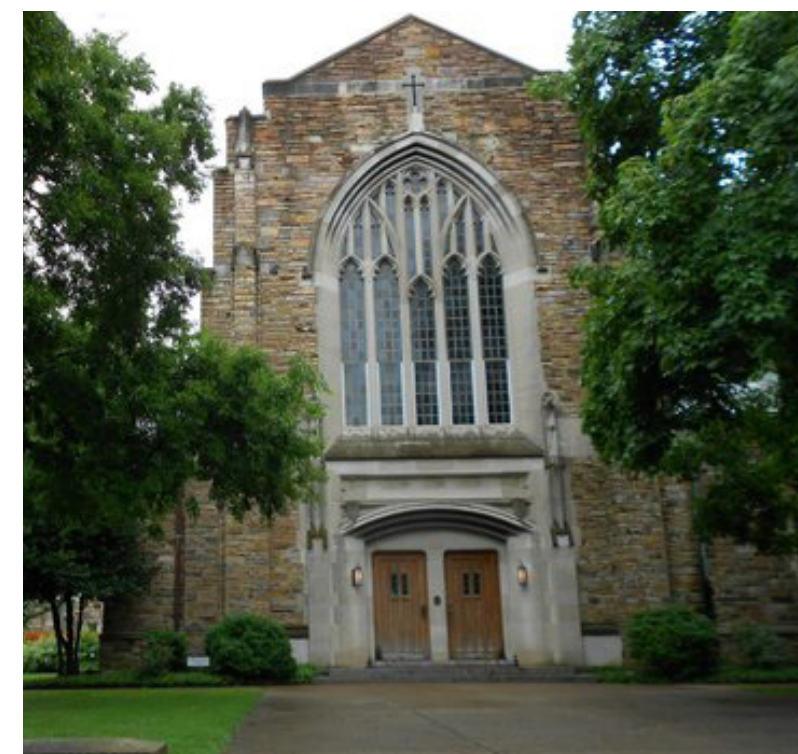
The people in charge, they keep the citadel running and everyone in order. They have committed their lives to meeting the ideals of the citadel, and want others to follow.

They kill the dreams of residents, they've become convinced that they're just protecting them from getting hurt if things don't work out, but are really just using that as an excuse to keep them under their control.

They feel a sense of responsibility towards residents of the citadel, and because they are so deep within the belief system, they feel like they have "failed" whenever someone finds their own way, and make an attempt to personally bring them back into the citadel way of life.

Architecture

Visual Language



Propaganda

Visual Language



Key Elements

Vector artwork
Basic colour palette
Minimalistic
Details refined to one area
Printed on aged paper

Hypnotic Messaging

Visual Language



Typography

Visual Language

Miller Semibold

Title Font

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9**

Bely Regular/Italic

Subtitle & Body Font

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9*

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy
Zz 0 1 2 3 4 5 6 7 8 9*



LEPUS



Lore Significance

Overall Summary

Lepus is the tech company that works directly with the leaders of the citadel to help them achieve their goals. All technology within the citadel is created by lepus, including things such as security cameras, TV's, laptops, etc.

Lepus is latin for rabbit, chosen because when you decide to look into what they are doing, you are able to quickly go down a rabbit hole learning about them.

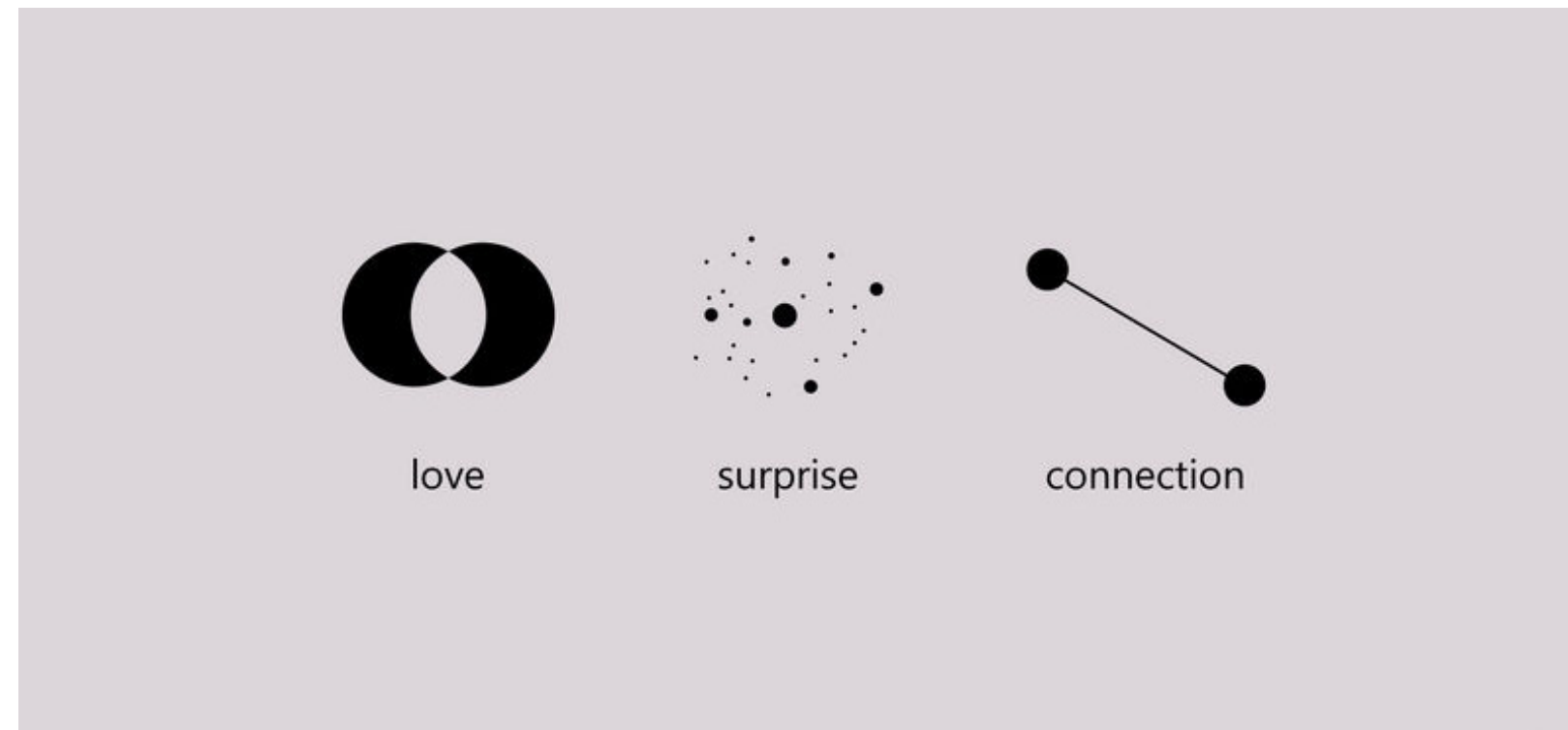
Hardware

Visual Language



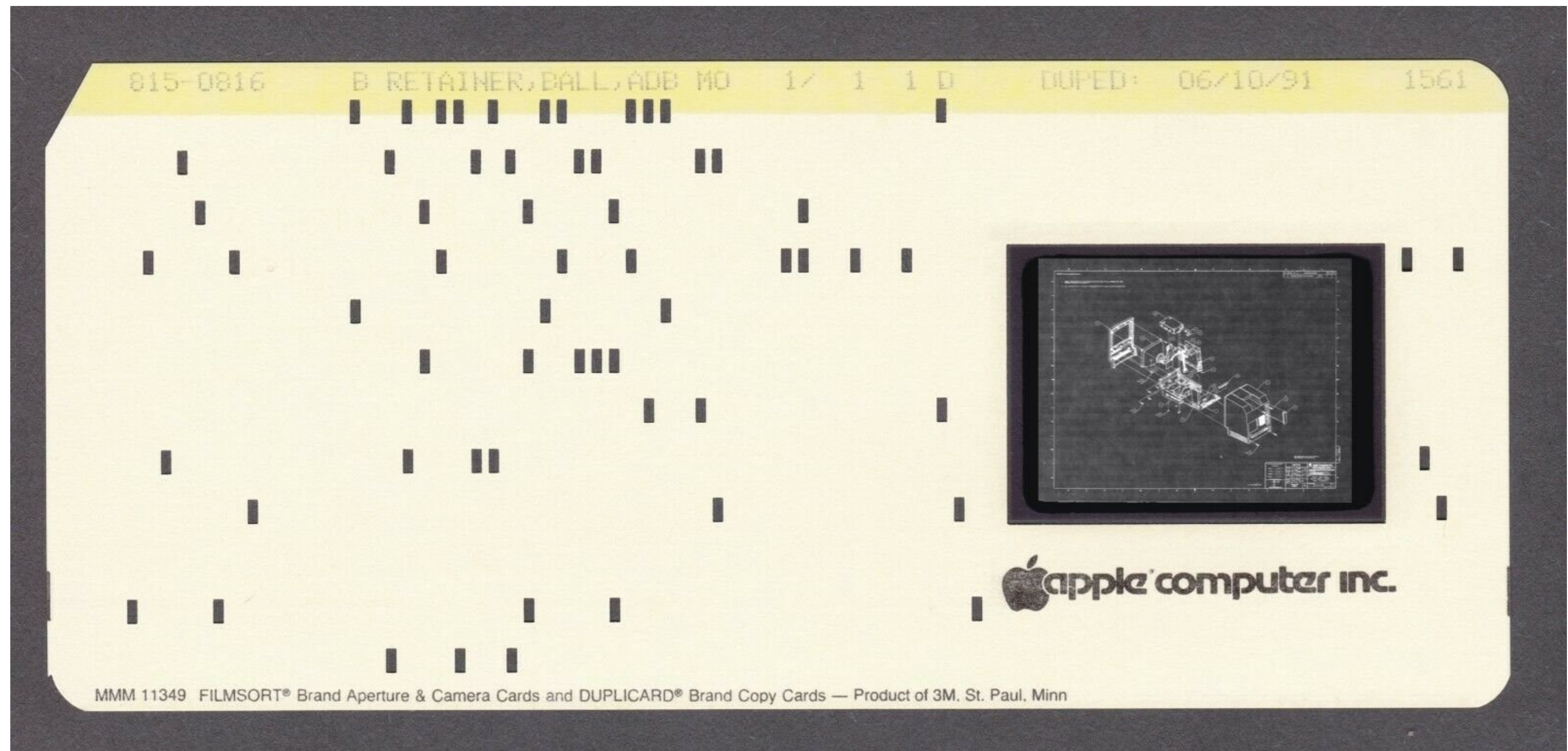
Software

Visual Language



Punch Cards

Visual Language



Typography

Visual Language

Halyard Display Medium
Title Font

Halyard Display Light Italic
Subtitle Font

Halyard Display Book
Body Font

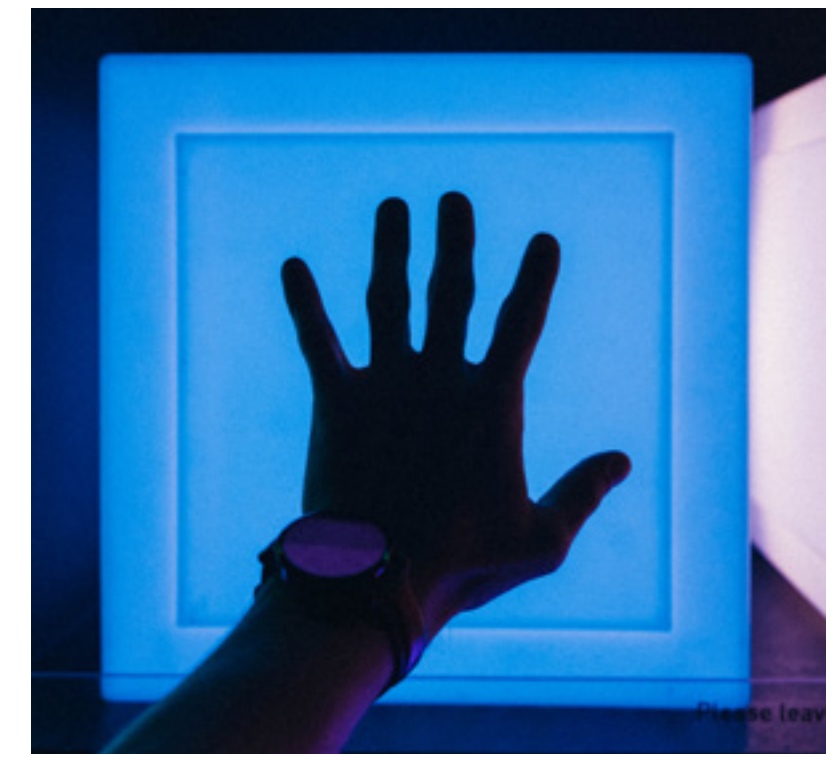
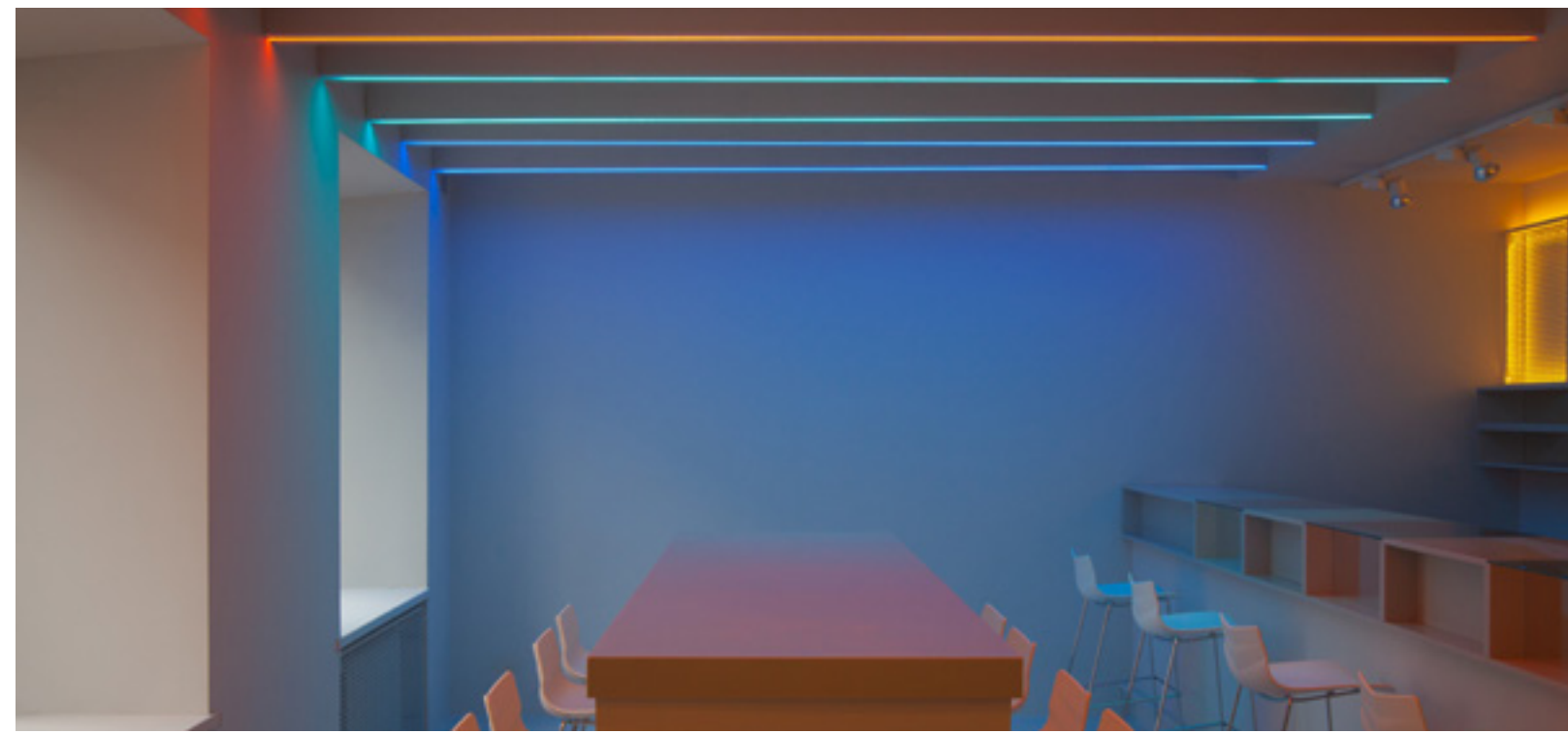
**Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9**

*Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9*

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Moodboard

Visual Language



REBELLION



LORE SIGNIFICANCE

Overall Summary

The rebellion is a group which actively pursues freedom to create, express, and follow your dreams without fear of being shut down.

Their actions go against the ideals of those in charge, so they operate in secret, intercepting TV signals, sending encrypted messages, and monitoring residents to find more like them.

The goal of the rebellion is ultimately to collect free-willed people, and help them achieve their dreams, overturning the ideals of the citadel and proving to other residents that its not impossible.

REBELLION LEADER

Character Persona

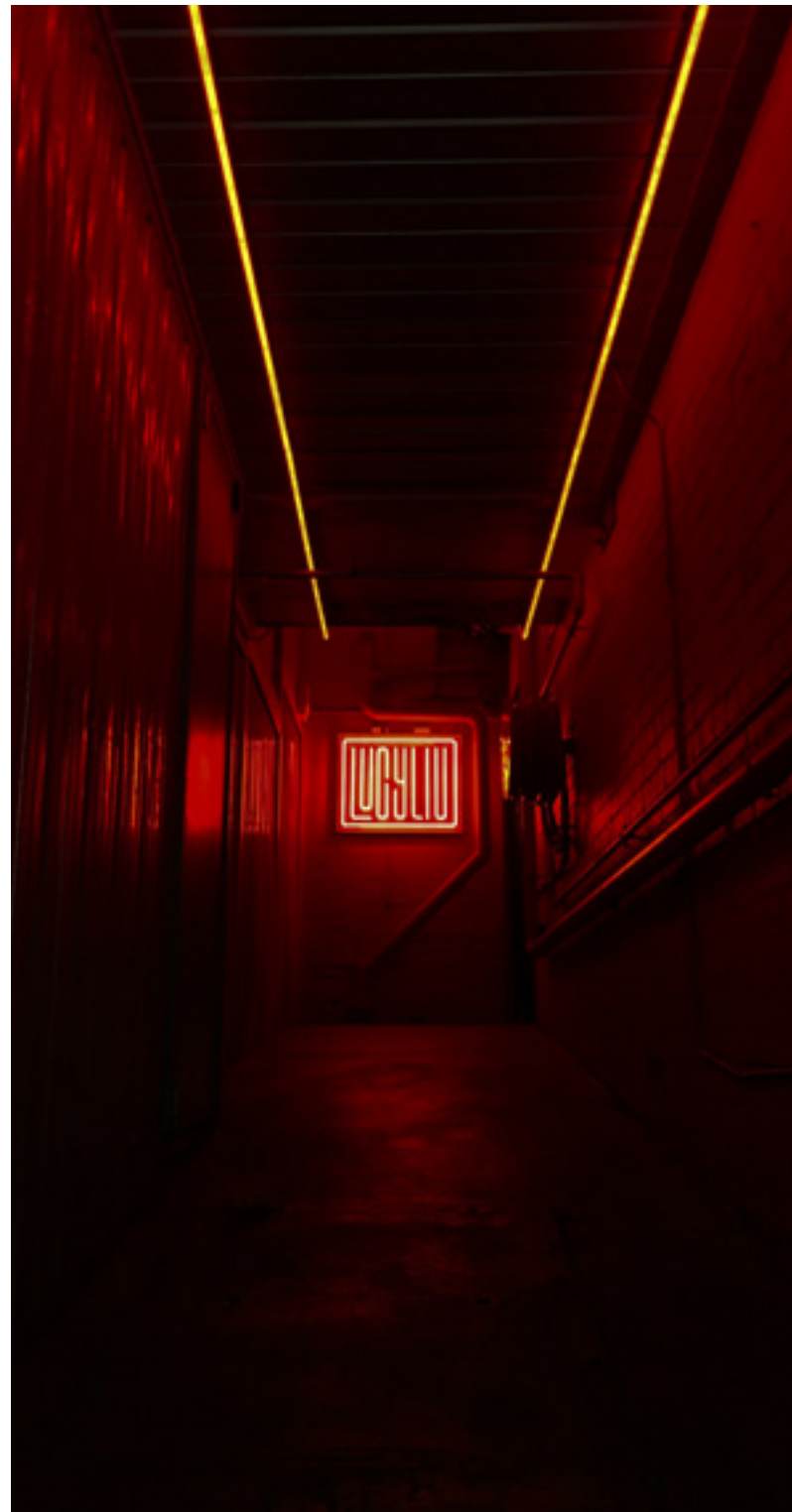
Although kept anonymous, the leader of the rebellion is the one who communicates directly to residents and members of the rebellion.

Because of their communication being based in encrypted messages and intercepted signals, they are usually reduced to short sentences, and are direct with messaging.

In situations where they do speak, their identity is masked through various visual & vocal effects to protect themselves from any forms of punishment.

ENVIRONMENTS

Visual Language

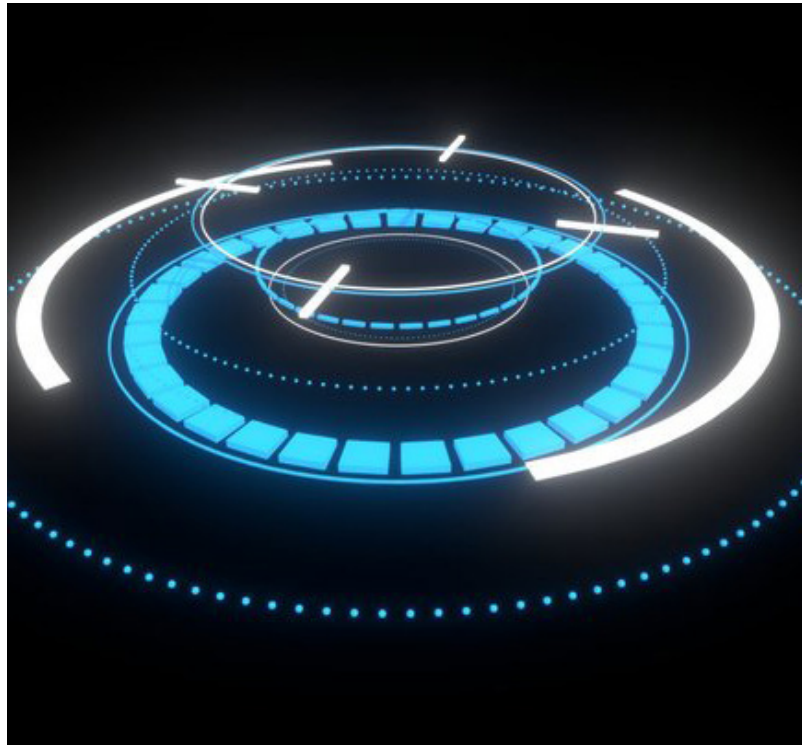


MESSAGING

Visual Language



RIGHTTEOUS



TYPOGRAPHY

Visual Language

CHUCK REGULAR TITLE FONT

**AA BB CC DD EE FF GG HH
II JJ KK LL MM NN OO PP
QQ RR SS TT UU VV WW XX
YY ZZ 0 1 2 3 4 5 6 7 8 9**

Basic Gothic Demibold Subtitle & Body Font

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9



Part Two

Graphic Elements

Colour Palette

Graphic Elements

The colour palette for this project is a visual representation of the full EP narrative.

The full colour palette is used within the lepus logo to push the concept of them being an “all knowing” entity within the narrative through their technology.



START



LOSING MYSELF



FIGURE IT OUT



FAR AWAY



SOMEONE ELSE