

Create a Hollywood Bowl Advertisement

Explore the Hollywood Bowl's history and archives to see how advertisements encouraged people to attend concerts. Look at examples from posters, program book covers, post-cards, and banners.



1. What do you notice about Hollywood Bowl advertisements on this worksheet or on the LA Phil's Digital Archive?

2. What design elements do you see?

- HILLSIDE
 CONDUCTOR
 INSTRUMENTS
 OTHER: _____
 HOLLYWOOD BOWL
 ORCHESTRA
 CROWD
 OTHER: _____

How does the design change over time? _____

3. What important information is communicated on the advertisement?

Create a Hollywood Bowl Advertisement, continued

Create your own poster or concert program based on one of the iconic performances from the Hollywood Bowl's history (or choose a new performance to highlight). What information and design will you include in your advertisement?

