

Blending Modern Styles and Tradition in Band Uniform Design

**4th Annual
National Collegiate Marching
and Athletic Band Symposium
The University of North Carolina
Chapel Hill, NC**

**James G Hudson
Director of Athletic Bands
Arizona State University
Herberger College of Fine Arts
Tempe, AZ 85287-2102**

When preparing to design a new band uniform in a University setting, many people need to be consulted before any major design decisions are made. You should always observe and respect the traditions of the past. However, the word tradition sometimes gets confused for complacency.

I. The funding process

A. What are the funding sources that will be utilized for this project?

1. Be sure you know the “rules” for those funding sources
2. Try to avoid fund drives for uniforms
 - a. “Feather the Flock” campaign at KU
 - b. Lots of instability financially, donors thought they should have a say in the design
 - c. Journal World printed design pictures and put them on their web page.

B. Get to know the “rules” of your purchasing department

1. What is the bid process?
2. Some funds do not require going to bid at all.

II. The design preparation process

Important things to think about here are:

- What is the image of your University?
- What (if any) are the “sacred” traditions of your band’s image
- How are the different “trademarks” of the University currently being presented?
- What color palettes can you utilize?

A. Image of your University

1. LICENSING Department can be a big help here!
2. Be up to date on what is going on in this area.
 - a. Check out the bookstore for color and design
 - b. Athletics should be very current as well.

B. Does your University have an identity crisis?

1. What blue is really KU Blue?
2. What fonts are we going to use?
3. What trademark is really correct?

C. When utilizing University trademarks and mascots, be sure the design is correct.

1. Again, the licensing department can help
2. Don't just assume that your old design is correct!

D. What sacred cows are you prepared to do battle with?

1. Has your band had the same look for X number of years?
2. How brave are you really?

III. Designing the look

A. Have you nominated a committee?

1. Try to have a mix of old and new on the committee
2. Make sure to utilize someone in the graphics department

B. **RESEARCH** the uniforms of the past

1. Try to find old band uniforms and or pictures
2. Borrow things you like from those looks

C. How practical are your design concepts?

1. If you cant see it from 50 feet away, don't spend the money on it
2. Make sure your trim colors help to make the colors pop

IV. The KU Design

A. Looking for something new and versatile

1. Many different "traditional" looks that needed to be incorporated
2. I wanted a modern look for exhibitions

B. Needed a uniform that would work for warm and cold weather

1. Hot and cold uniform jackets
2. Keep the hot uniform very basic

