Infamous Events

LOGO + EVENT POSTER DESIGN
Seth Carter + Catriona Lamb
Client: Lucy Hind

The Design Team!

Hi! We are Seth Carter and Catriona Lamb (you can figure out which is which! haha!) and we are Advance Diploma Graphic Design Students from Central TAFE Perth.

This Little presentation booklet is just going to take you through our design process and working with our client from Central TAFE Leederville.

So Lets Get Started...

The Briefing

Well, after being paired with music students from Central TAFE Leederville, we sat down for a breifing session to see exactly what was needed, our time frame, do's and don'ts, and basically anything and everything that we as designers needed to squeeze out of our client! Compared to some of the other work required, our client Lucy, was pretty straight forward and only required a personal logo and a poster for an up coming event.

So after a series of questions and conversation, we were ready to begin the design process.
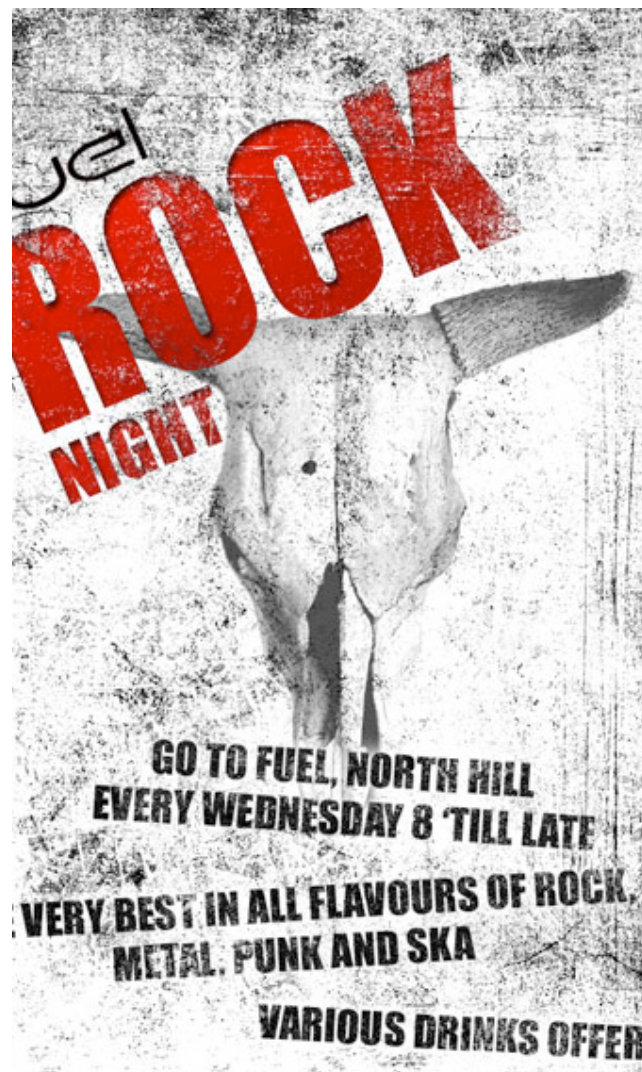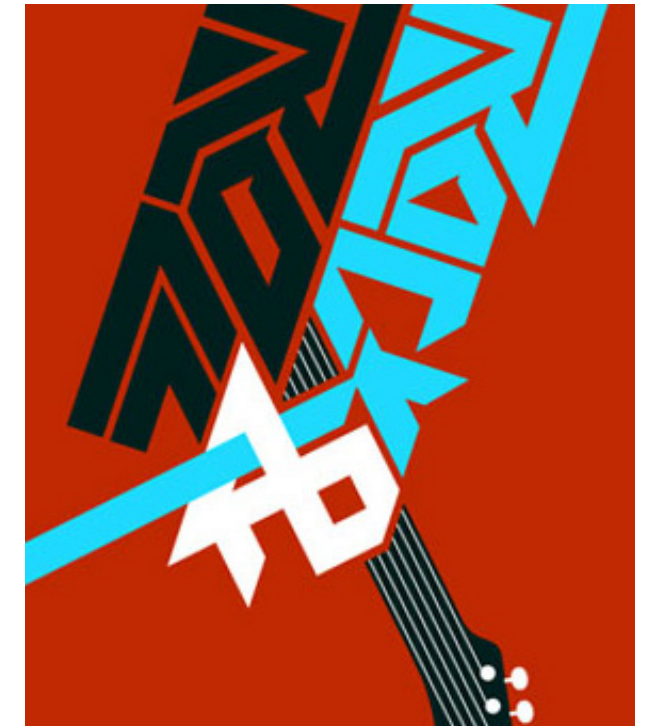
Research

Lucy had a vision in her head of her logo design that she shared with us. It consisted of 2 guitars forming an 'X' with thier necks with the words 'Infamous Events' attached at the bottom.

This actually gave us a great position to start from because Lucy had a definate direction.

So a mass of research and develpment went underway, looking at different guitars, typefaces and other music logos for a bit of inspiration.
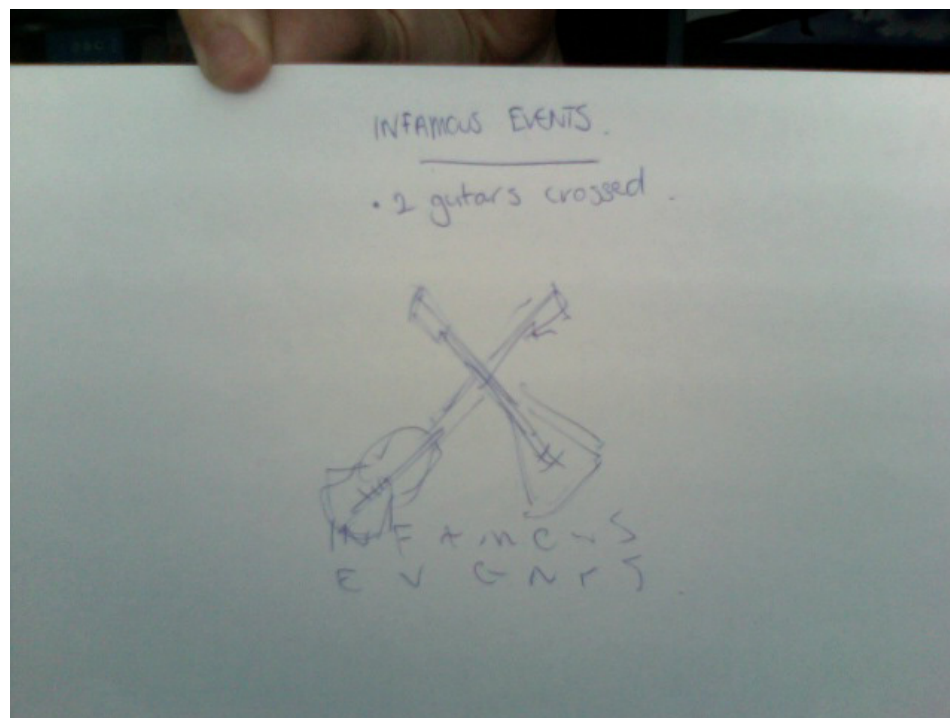
Logo Concepts

Shown above are some of the logo concepts that were sketched up for our next meeting with Lucy.

We based them on the intial idea that she had, but put a bit of a twist on it by adding a few extras to it. This gave the logo a bit more depth and POW!

We experimented with adding hands and splotches. The overall look of the logo was becoming 'grungie' and stencil like.

Chosen Concept

Lucy liked the new concepts we came up with incorporating her original idea, and decided on a final concept that was a combination of her idea and a couple others.

The logo would consist of a stencil like font for 'infamous events', a large fist between the crossed guitars and a large splotch behind the whole design. So it consists of 3 or 4 layers.

Digital Roughs

Pictured above is the logo development from the rough sketches to a halfway descent vectored illustration.

We had to play around with the type setting and postion as well as the angles of the various components until it look 'just so'.

Logo Final

So after more consiltation with Lucy, the logo was finalised. A bit of extra detail was added in, like the double edging of the guitars and fist, just to make it stand out a little more. The colours were also kept quite simple in shades of black and a strong red so as to emphiase the logo, and again give it more impact.

Overall, we and Lucy are satisfied that this acurately represents her and her business, as well as a unique style.

What would it look like?

Poster Design

After seeing the final logo design, Lucy thought it could also make a good poster design, and we thought "GREAT! less work!!". However, it was still quite a bit of designing to do! Haha.

We also decided to make this poster stand out, it needed to be noticably different, so an irregular 'Pole Poster' format was decided upon.

INFAMOUS
EVENTS
EVENT PLANNERS AND ORGANISERS

'WHEN I MET VIOLET'
'TOYS IN TREES'
'THE GETAWAY PLAN'
'INSERT NAME HERE'

INFAMOUS
EVENTS

INFAMOUS
EVENTS

PRESENTS:_____

INFAMOUS
EVENTS

PRESENTS: $15
                      ENTRY

EVENT NAME

EXTRA INFORMA- FEATURING:

INFAMOUS
EVENTS

PRESENTS: $15
                    ENTRY

EVENT NAME

EXTRA INFORMA- FEATURING:
TION OR SOME- BAND ONE
THING HERE TO FILL BAND TWO
SPACE. BAND THREE

SPONSORS AND EXTRA INFO....

Digital Roughs

We had our format, we had our information, so we had to basically set text and find a good layout that worked.

We decided to keep this 'rock' 'grunge' theme going and used a dirty paper texture with a bit of photoshopping to make it darker and more textured.
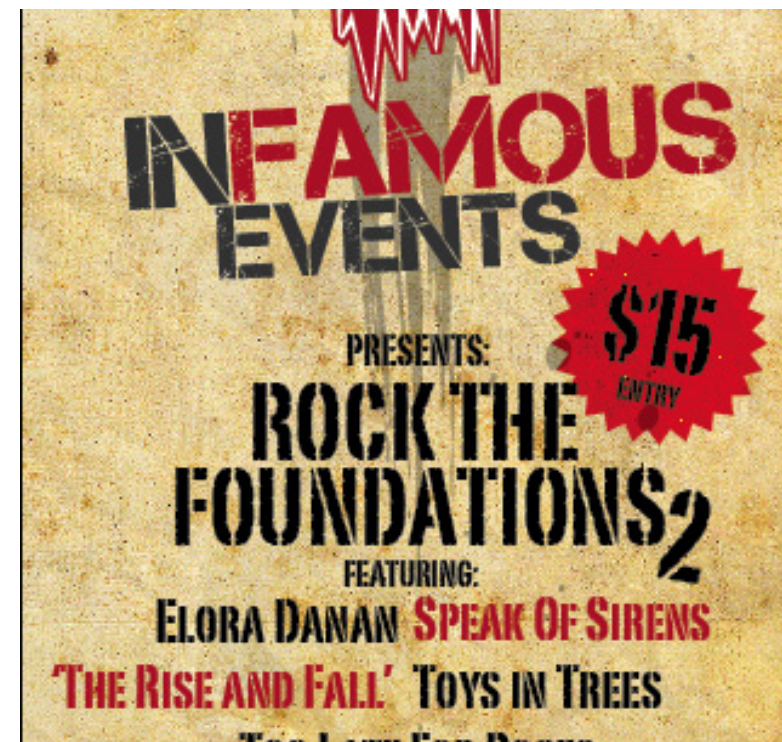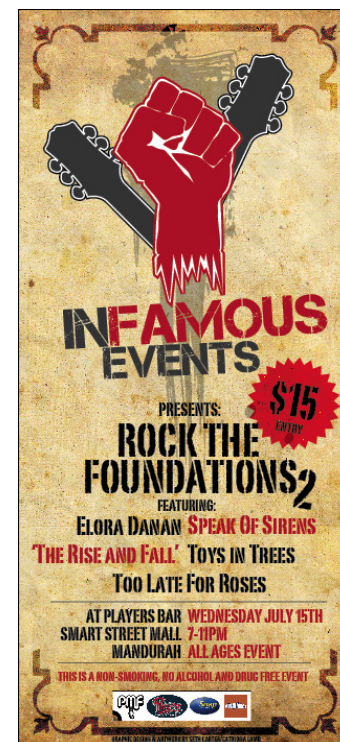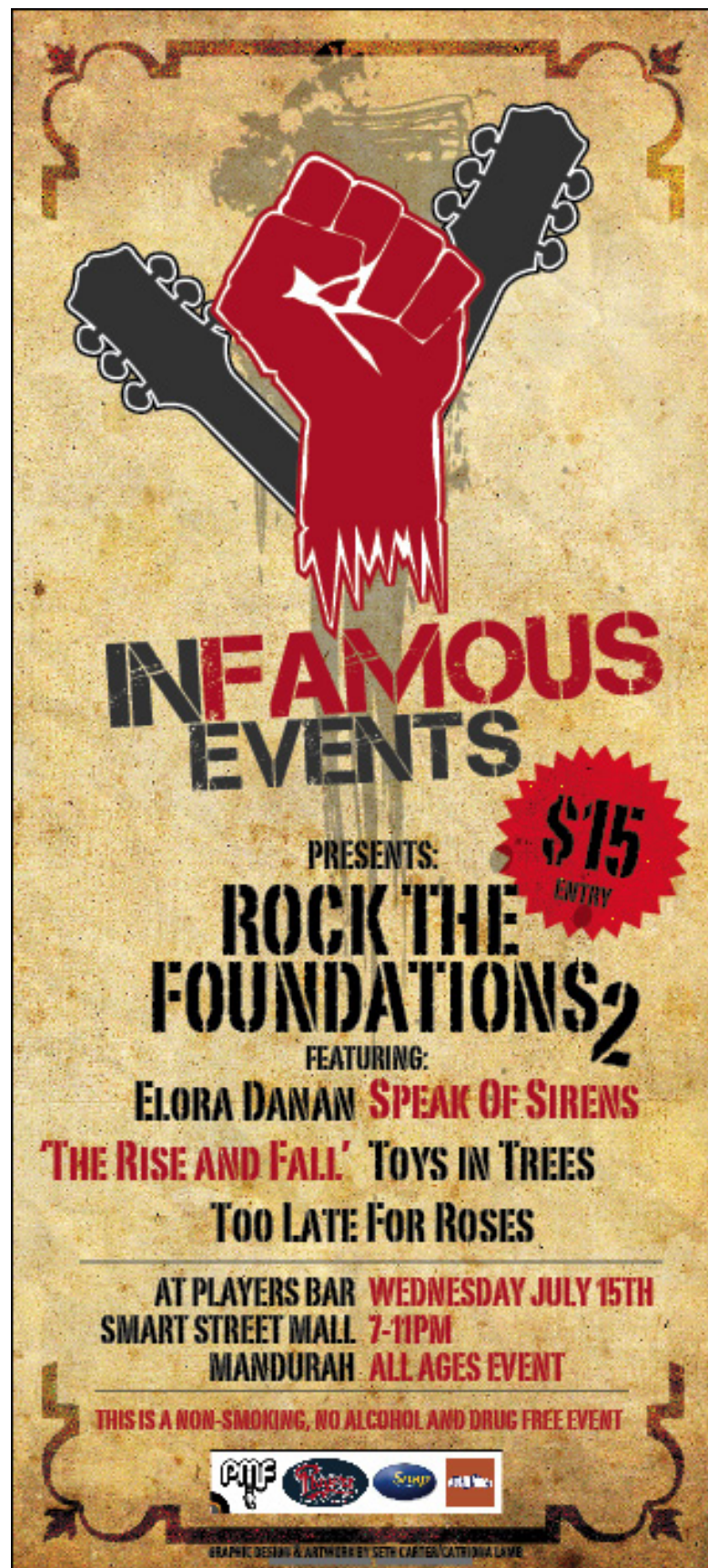
Poster Final

So here is the final poster design...

What would it look like?

Thoughts...

Overall this assignment was a really great experience, its helped us to understand how to work ourselves with a client, and how to design using mainly someone else's ideas and direction.

Lucy was also great to work with! She was very helpful, and we had no hassels!

end.