



FAMOUS
EVENTS

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...

- Was not until 1905 that railroad passenger cars were made of steel
- Rivers were the first U.S. "highways"
In 1840, almost 900,000 cords of wood sold for steamboat-fuel (about one-fifth of all fuelwood sold).
- Called the iron road, but for most of 19th century only train engines and rails were made of iron
- Telegraphs used to dispatch trains beginning in 1851 (telegraph poles made of wood)
- Lumber production increased more than 8 times between 1850/1910 (from 5.4 billion board feet to 44.6 annually)
1850, lumber was second largest industry in US; in 1880, was 4th largest.
- Mileage of U.S. railroads increased more than 30 times between 1850 and 1910.
By late 1800s railroads accounted for between 20-25% of total lumber consumption in US.
- wood = principal material in many 19th and 20th century modes of transportation - ~~used~~ used to construct most ships, riverboats, barges, plank roads, canal locks, and bridges.

*From a Railway Carriage - Robert Louis Stevenson (1st stanza)
Faster than fairies, faster than witches,
Bridles and harnesses in a box;
All through the meadows the horses and cattle,
And all along the sights of the hill and the dale,
I and my horse and my dog and my gun,
And all the way in the wink of an eye,
Painted stations whistle by.*

My paternal side.
Grandfather David Davis wife Catherine Whittam
His son, my father
David Madison Davis "Elvin Williams."
My brother
David Moses Davis no children
Our brother Archie's son
David Chandler Davis.
My son
Albert Eugene + Elizabeth Ayres
Grand son
David Eugene Kidd
Great grandson
David James Baber
How do you like the Davids
in your back ground.
Sent to B KB Aug 22, 1952 by grandmother Kidd

NOTES In my presence, Mother told Pravin he posted up part of her speech & used it as his own.

Telephone call from John Matheson - the gist of it & approximate date

Many government members & M.P.'s, etc., use your stuff, see & buy its materials - *chance of them seeing your design is not a beyond question.*

Relationship of Mother & Stanley - ?

Striking similarity & timing of the book & government designs - *Upend coincidence -*

~~It is not the government knows everything that transpires in the Copyright office~~

Unfortunately, politicians lie & government employees lie on behalf of politicians (& themselves).
Ends his stuff with a suit (legal)

I have copyrighted both titles & seen reactions from govt.

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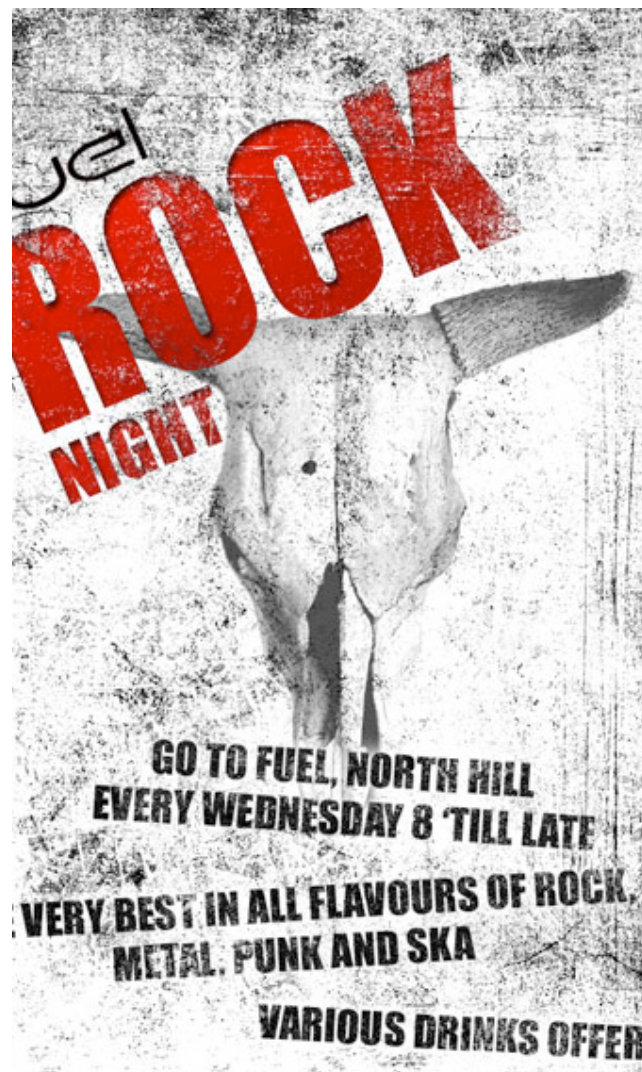
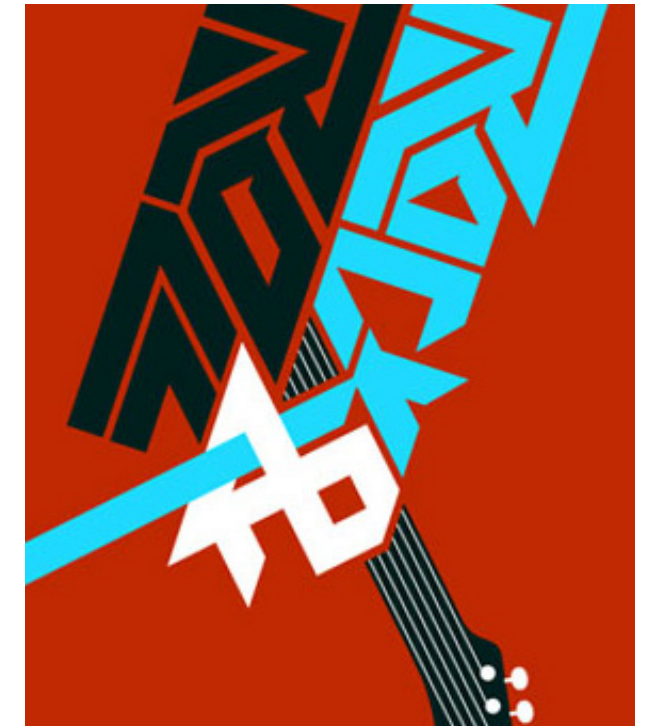
M
Grandfat
His son,
David
My, to
David
Our b
reflow
David
My 2
Albert
Grand
David
Great gr
David
How
in you
Sent to B KB

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.

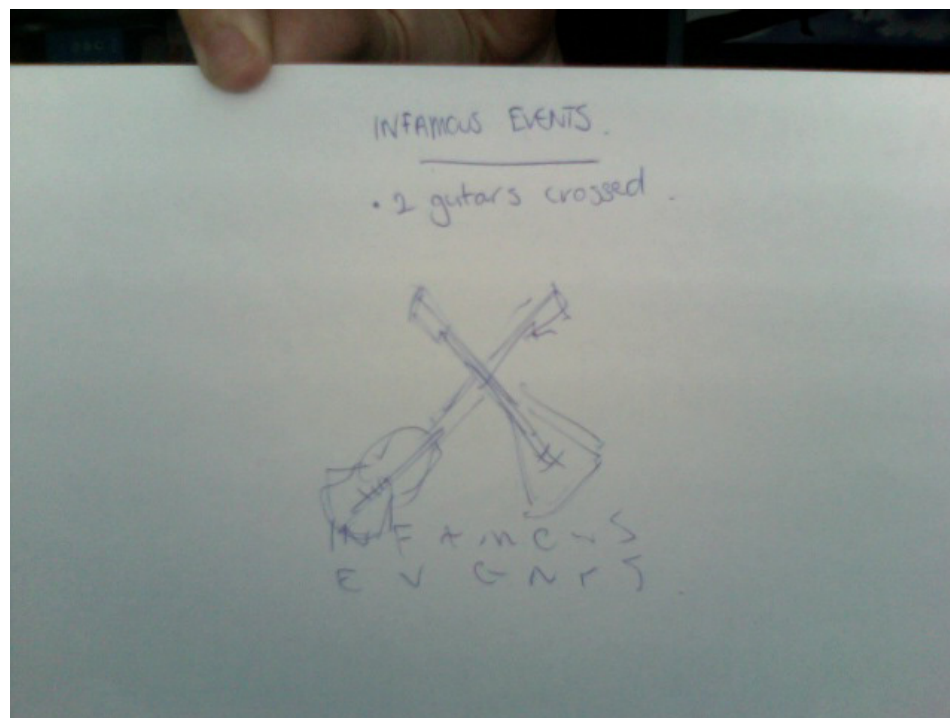


Research

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 developepment 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 initial 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 position 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 emphiasse 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.

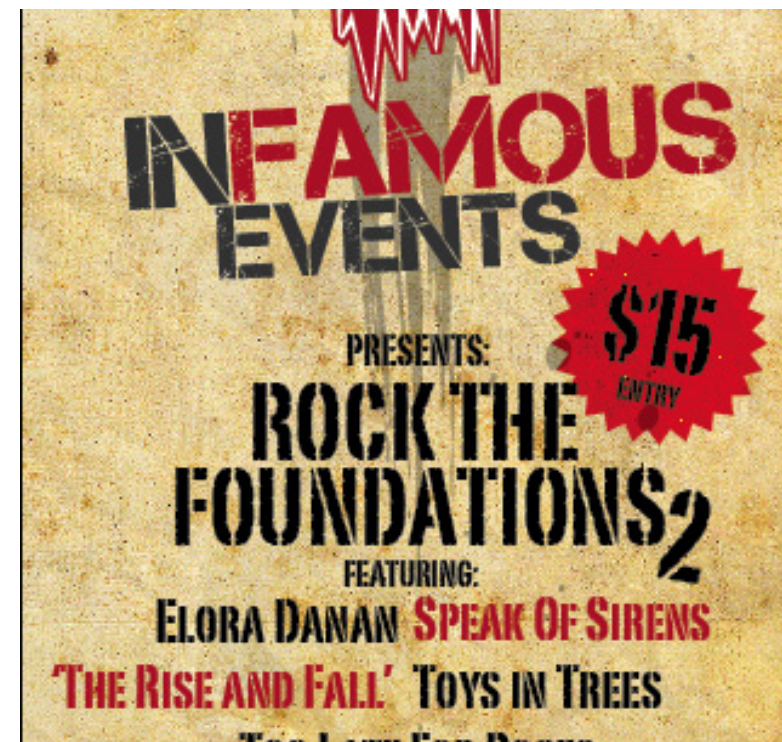
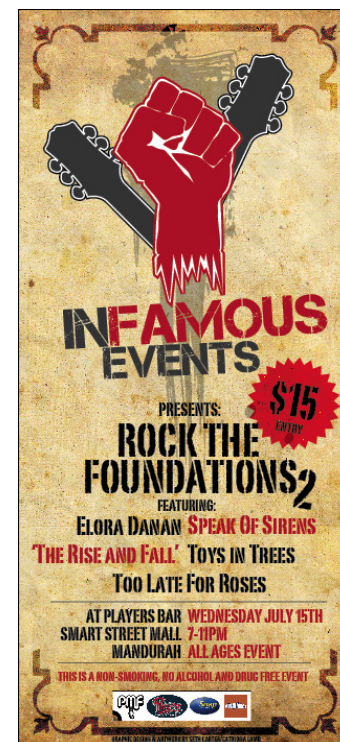
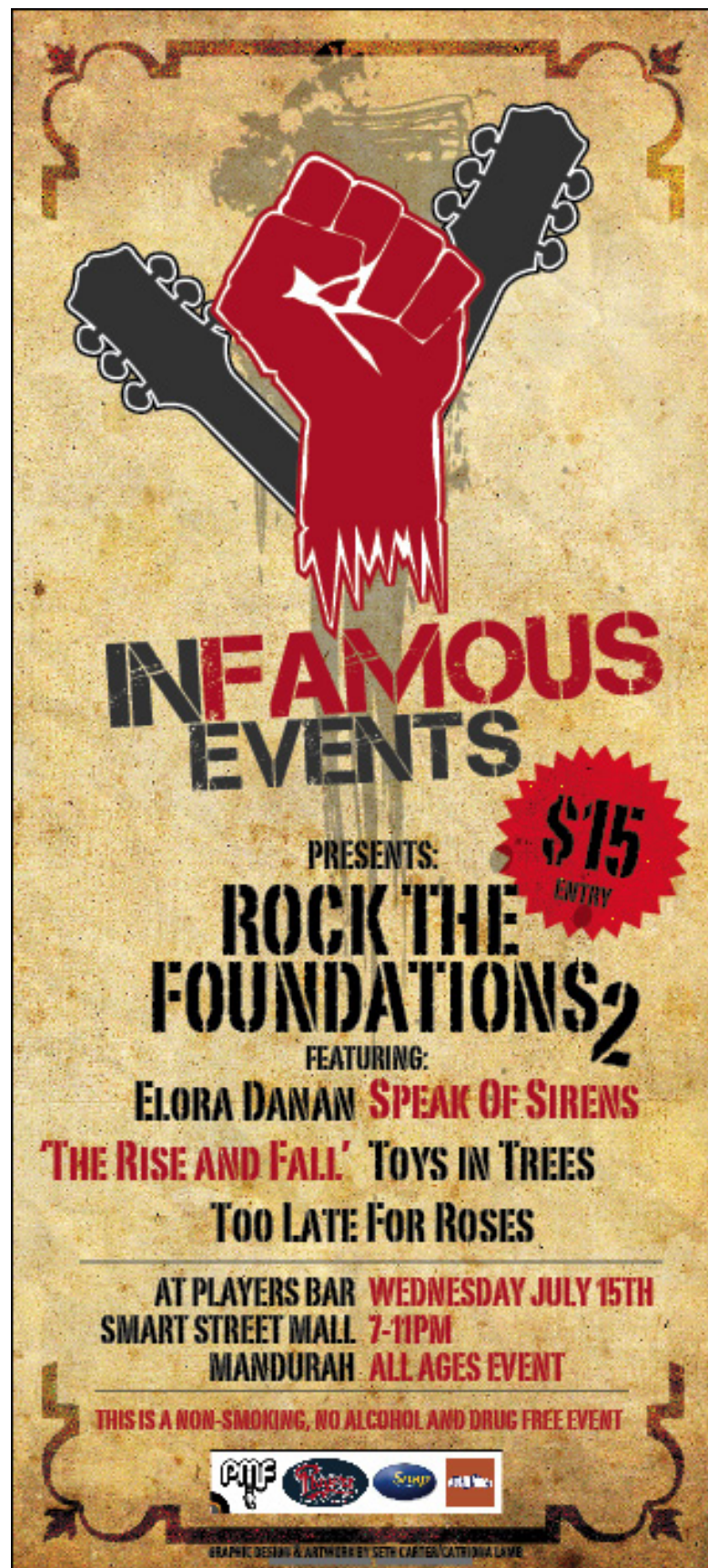
We also decided to make this poster stand out, it needed to be noticably different, so an irregular ‘Pole Poster’ format was decided upon.



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.