



the music project
ryan binny

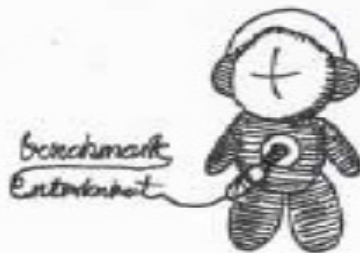
briefing

- working with leederville business students
- manage your own process with students
- create the following

logo/branding
event poster
merchandise

sketches

early concepts and ideas for
benchmark entertainment



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entertainment

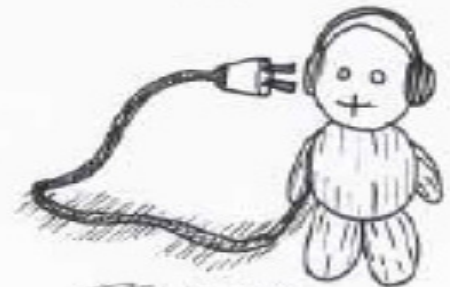
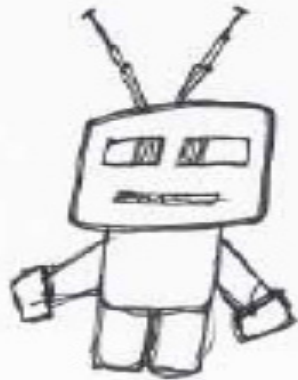
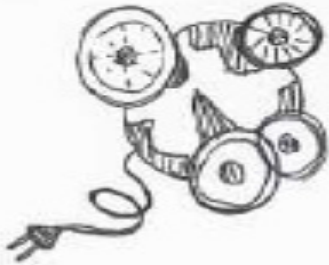
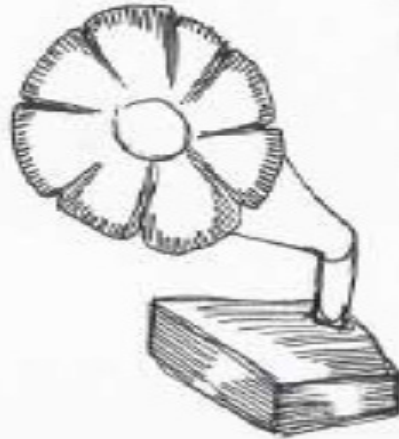


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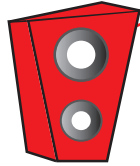


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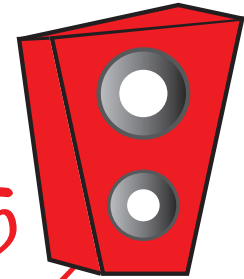
development

after completing some initial sketches i began to push some ideas which anthony and i thought were heading in the right direction

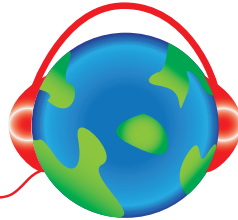
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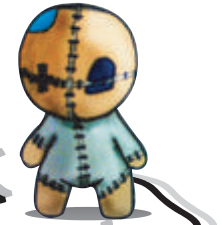
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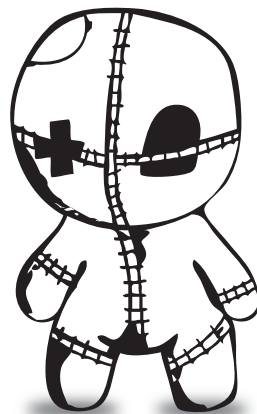
final

after looking talking it over with anthony he liked this particular direction. so from this we created the final logo.

final logo



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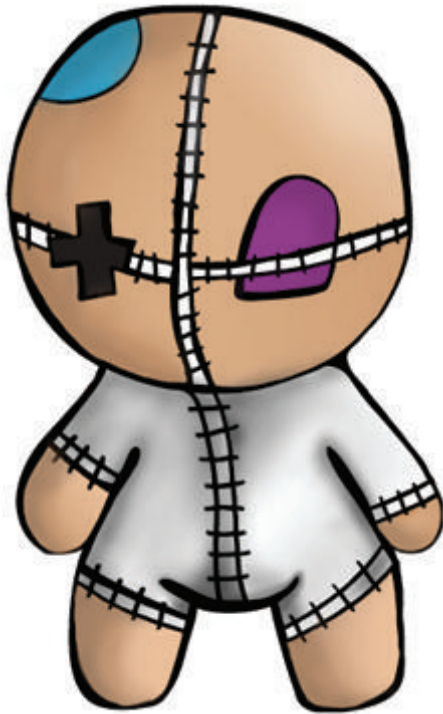


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stationary

after deciding on the final logo,
i had to brand the stationary
for the new logo

business cards



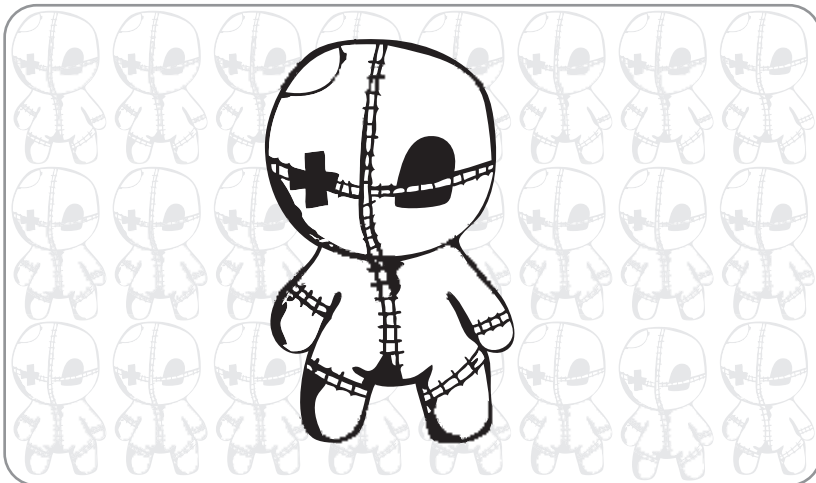
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letterhead



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merchandise

items that can be sold as part
of your company

t-shirts



keychain + hat



event poster concepts

anthony and his team organized
an event to be held at the rosemount
featuring some fresh local talent

initial concepts

PHATT PHUNK CIRCUS

WEDNESDAY 2ND JUNE
THE ROSEMOUNT
8:30 PM

TICKETS \$15

MISTRUST
AND THE POLLINATORS

ALECDUCAK

ODETTE MERCY
AND HER SOUL ATOMICS

THE BROW HORN ORCHESTRA



PHATT PHUNK CIRCUS

WEDNESDAY 2ND JUNE
THE ROSEMOUNT 8:30 PM

MISTRUST AND THE POLLINATORS
ALECDUCAK/THE BROW HORN ORCHESTRA
ODETTE MERCY AND HER SOUL ATOMICS



developing concepts



**PHATT
PHUNK
CIRCUS**

.....
**WEDNESDAY 2ND JUNE
THE ROSEMOUNT 8 PM**
.....

**MISTRUST AND THE POLLINATORS
ALACDUCAK**

**THE BROW HORN ORCHESTRA
ODETTE MERCY AND HER SOUL ATOMICS**
.....

TICKETS \$15 **CNR ANGOVE AND
FITZGERALD ST
NORTH PERTH**
.....

**PHATT
PHUNK
CIRCUS**

.....
**WEDNESDAY 2ND JUNE
THE ROSEMOUNT 8 PM**
.....

**MISTRUST AND THE POLLINATORS
ALACDUCAK / SISTA BLISS
THE BROW HORN ORCHESTRA
ODETTE MERCY AND HER SOUL ATOMICS**
.....

TICKETS \$15 **CNR ANGOVE AND
FITZGERALD ST
NORTH PERTH**
.....

final
event poster

final event poster, after
looking through all my concepts
i came to the final

final event poster



the experience

overall this was a great learning an working experience, to work with actual clients helps us as graphic designers to get a feel for our future jobs.