

DEVELOP CREATIVE COMMUNICATIONS

PROJECT TWO

'MUSIC BUSINESS & DESIGN'

DESIGNER - BRYCE MACDONALD

BAND - THE CHASE

DESIGNER - BRYCE MACDONALD



DIPLOMA OF GRAPHIC DESIGN
CENTRAL INSTITUTE OF TECHNOLOGY
PERTH, WESTERN AUSTRALIA
BRYCEMACDONALD@IPRIMUS.COM.AU

BAND - THE CHASE



ADAM PALERMO - BASS
CALEB BAKED - DRUMS
DARREN RULLO - VOCALS
PHIL O'REILLY - GUITAR

THE CHASE. THE IDEA.



A CLEAN LOGOTYPE DESIGN
(SIMILAR TO THAT OF OTHER BANDS IN THE
SAME GENRE OF MUSIC, IE: THE KOOKS,
THE KILLERS & FRANZ FERDINAND)
ALBUM PROMO POSTER
ALBUM COVER
BUSINESS CARD

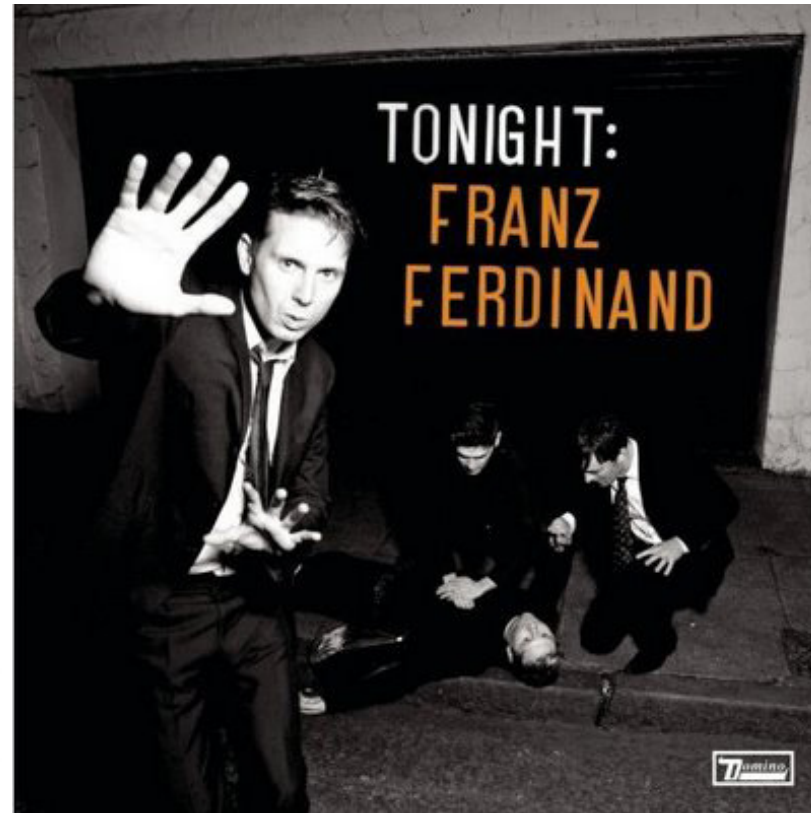
INSPIRATION



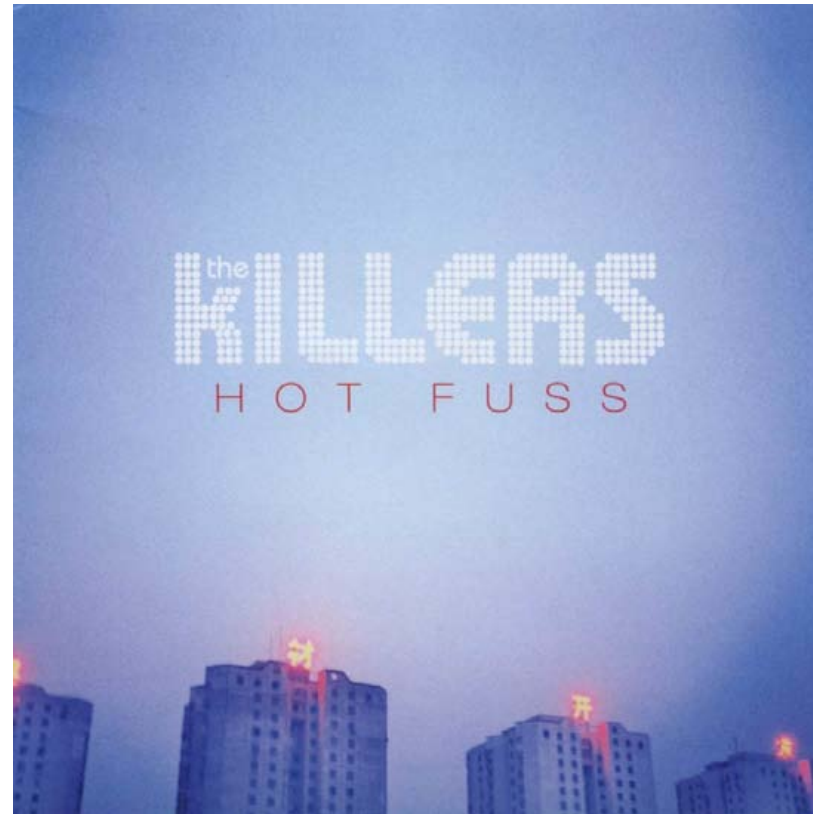
**THE
KOOKS**

INSPIRATION

**FRANZ
FERDINAND.**



INSPIRATION



the
KILLERS

BAND LOGO CONCEPTS

THE
CHASE

THE
CHASE



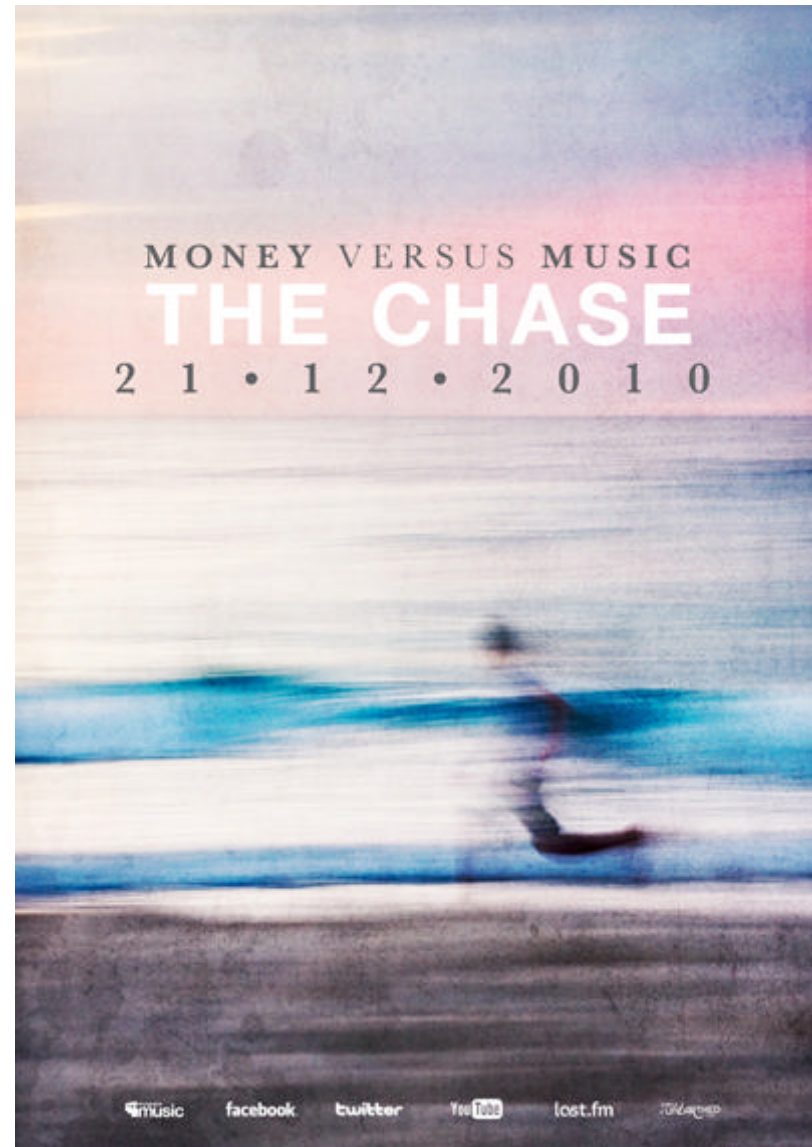
THE CHASE

BAND LOGO

THE CHASE

THE CHASE

PROMOTIONAL ALBUM POSTER

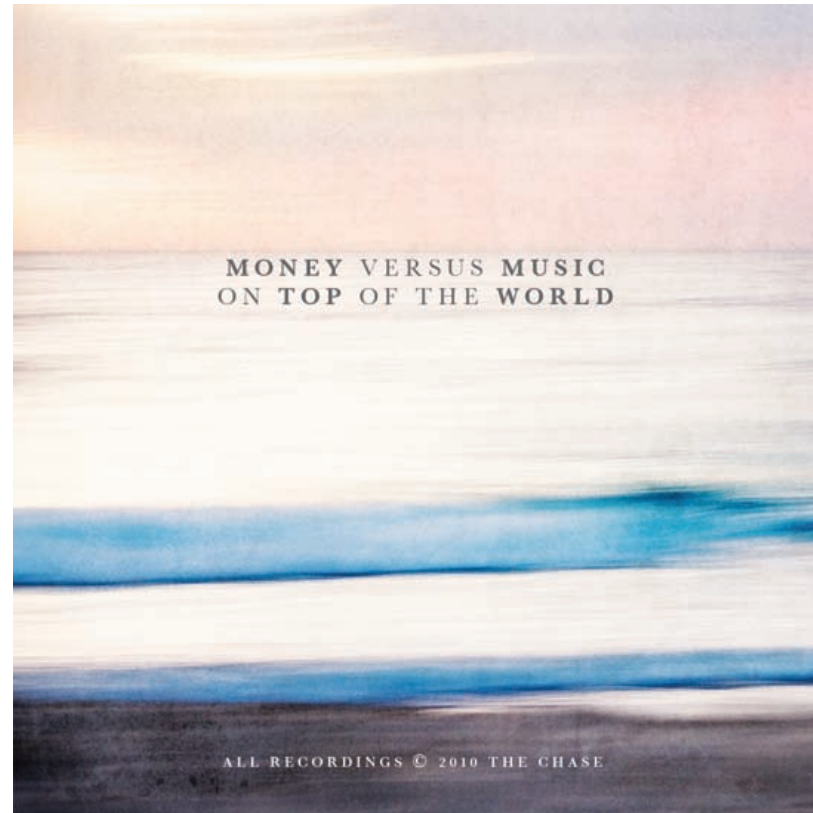


PROMOTIONAL ALBUM POSTER



FRONT COVER

PROMOTIONAL ALBUM POSTER



BACK COVER

BUSINESS CARD



THE CHASE

P 08 9123 4567

E the-chase@live.co.uk

W thechase.com.au

FRONT SIDE

BUSINESS CARD



BACK SIDE

CONTACT & THANKS

I HAVE REALLY APPRECIATED THIS OPPORTUNITY TO WORK WITH YOUR BAND
& I HOPE YOU ARE PLEASED WITH WHAT I HAVE CREATED FOR YOU.
IF YOU HAVE ANY QUERIES OR CONCERNS PLEASE DON'T HESITATE TO CONTACT ME.
BRYCEMACDONALD@IPRIMUS.COM.AU
ALL THE BEST. REGARDS, BRYCE MACDONALD

A handwritten signature in black ink, appearing to read 'Bryce MacDonald', written in a cursive style.