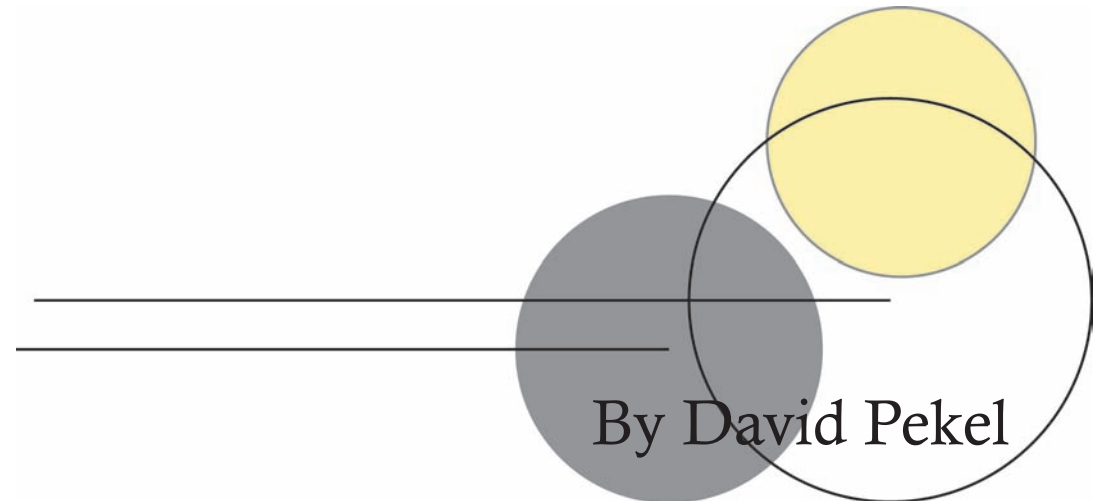


# **MUSIC BUSINESS AND DESIGN**

Major Project

# **ENERGY COMMISSION**



By David Pekel

# Proposal

## Graphic Design Brief

### Energy Commission

NB: Further information will be available as soon as it comes.

#### Contact details:

**Manager:** Charlotte Kelly

**Phone:** 0438 991 554

**E-mail:** [charlotte.kelly@live.com.au](mailto:charlotte.kelly@live.com.au)

**Band website:** <http://soundcloud.com/energy-commission> (Myspace is for jailbait and the suckers who love them)

Alternatively, you can probably find me hanging around Leederville TAFE or Fibbers McGee on Newcastle Street Tuesday through Friday.

#### About the band

**Guitarist:** Cayle, the mastermind behind Energy Commission's offensive imagery and the conception of the band itself.

**Lead Vocals:** Hamish, whose distinctive vocals give Energy Commission a new edge on the usual garage punk band.

**Bassist:** Jake, who has also played for The Brow Horn Orchestra and James Teague.

**Drummer:** Reuben, Cayle's elder brother who ran off to Melbourne to find himself a job. Wanker.

Energy Commission are a Perth-based four piece punk band. They bill themselves as being "molestation punk blues". A notable feature of the band is their edgy, shock-rock lyrics and live shows, which often feature cross-dressing and simulated acts of homoeroticism. Musical and stylistic influences include, but are not limited to, The Kinks, Iggy Pop and the Stooges, and the Dead Kennedys.

Energy Commission's initial image was formed when they found some jumpsuits in an op-shop with an "Energy Commission" logo. The band then grew from there, evolving into the band that aims to make you laugh, cry, cringe, and possibly feel slightly aroused.

#### Target audience

Energy Commission appeals to a broad range of ages, from younger people into shock rock and punk, to older punters who remember when punk was still young, and enjoy seeing a new generation of rock. However, we would rather appeal to people wanting to

Design Brief for Energy Commission

<http://soundcloud.com/energy-commission>

see something fresh, rather than a re-hash of 70s style Buzz Cocks, Sex Pistols-esque style imagery. This is safety pin through the nipple, rather than the nose. An easier list would be who this does NOT appeal to: the squeamish, the conventional, the reverent, and the homophobic.

#### Imagery and specifications

First and foremost, the design should grab the viewers' attention for all the wrong reasons. It should be irreverent and cringe-worthy, but able to make you laugh in a guilty pleasure type of way. This can be achieved through foul language, sexuality, and/or religious imagery. This project allows for you, the graphic designer, to really push the boundaries of decency. Or indecency, as it were. The colours should be typically "punk" colours – a combination of blacks, whites, reds, oranges. We would like to avoid pastel or softer colours – the designs should really stand out and convey the energy that the Commission brings to the stage.

Clichéd punk ideas that we would like to steer away from: safety pins, Mohawks, Union Jack flags, etc. We really want to forge our own image, focussing on the "sensuality" of the band. Further enclosed is a review from an Energy Commission gig to clarify the image that they convey.

Being as half of the band is from Armadale, perhaps a regional stereotype of the suburb would be suitable to incorporate into their image – thinking Centrelink, beer, durries, etc.

#### Technical Specifications

Out of this project, we would like to receive:

- A series of rough draft poster designs, roughly 4-5. These can even be hand drawn, as we will then decide on a few of these posters for final drafts designs
- Of these posters, we would like 1x A2 design, and 1-2x A3 designs
- We would like for these colours to be in full colour, as per the imagery guidelines.
- If time permits, or you have a moderately spectacular idea, we are open to the notion of having a black and white/greyscale
- Furthermore, for my own use while managing the band, I would like a banner type signature attachment for letterheads and e-mail use. I'm numerically illiterate when it comes to spatial skills, so you'll probably have to guide me through the process for deciding on an appropriate size for this sort of thing. The letterhead should be in JPEG format.
- If you have a preferred printing company, we are willing to work with them.
- If the band so chooses, they may want a digital copy of the posters. This should be in either JPEG or PSD format.

Design Brief for Energy Commission

<http://soundcloud.com/energy-commission>

#### Usage

These posters will be used for promoting out tour in early June, touring the Perth metro area and the South-West. The letterhead will be used for e-mail signatures, invoices, gig worksheets, and similar documents.

#### Deadlines

**Thursday 31<sup>st</sup> March** - First batch of rough drafts

**Thursday 7<sup>th</sup> April** - Decided on 2-3 final designs. Further ideas on these designs will be communicated to you, the graphic designer.

**Thursday 21<sup>st</sup> April** - Final posters should be nearly done. We will stay in touch to ensure that everyone is happy with the design.

**Thursday 6<sup>th</sup> May** - Posters should be done, ready to be sent to the printer.

#### Examples of previous work/reviews

## FEEDBACK

### GIGNITION

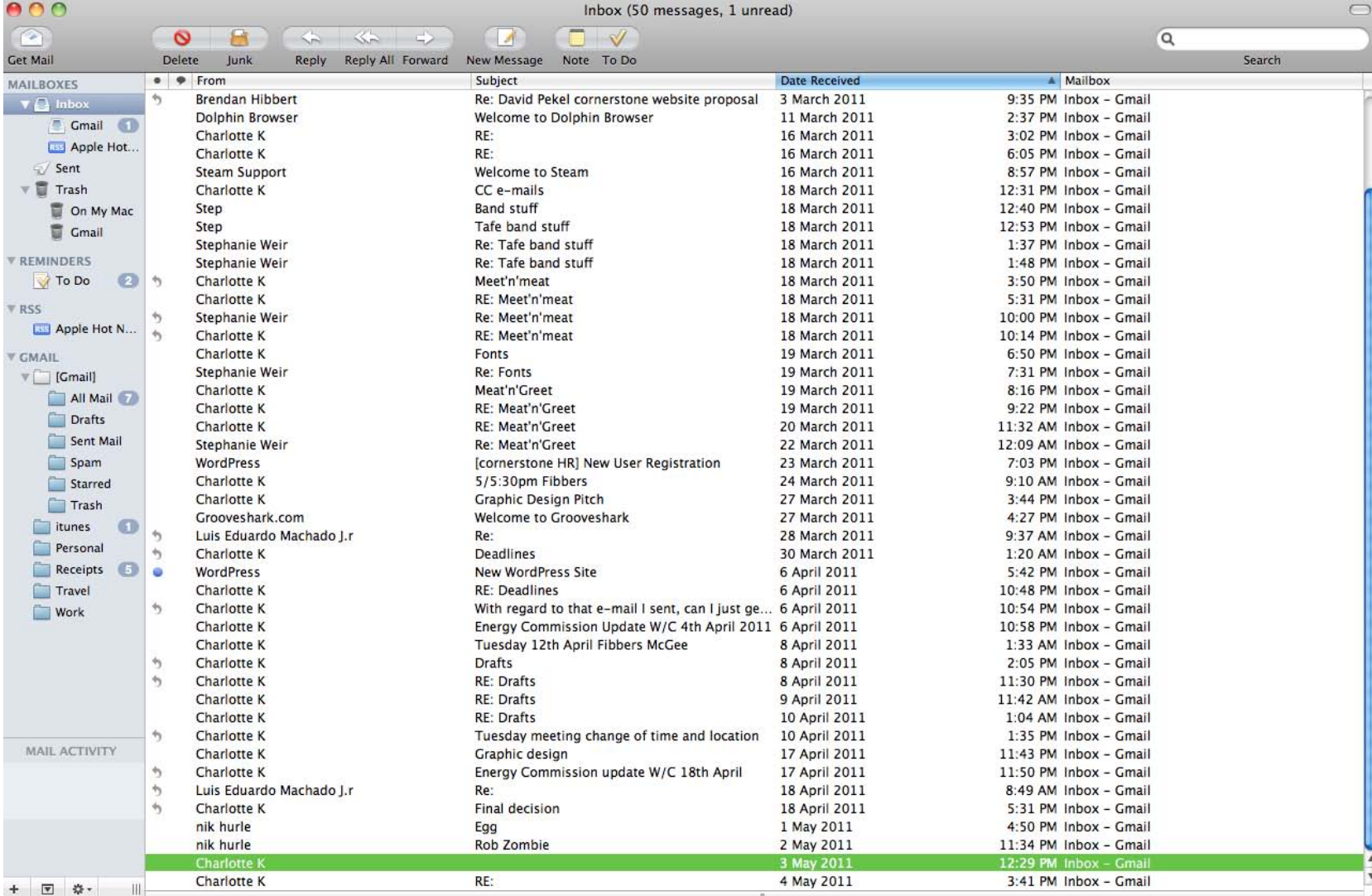
Swan Basement, North Fremantle  
05/12/10

Lacking no confidence, or care for that matter, Energy Commission dripped sex. Not in a "hottest band alive" way, but more in a "spraying sexual energy all over the crowd" kinda way. With some fine comedic timing ("This song's about having sex with someone that's pretty [pause] young"), the EC ran, flailed and twisted their way through some CBGB-influenced punk that left most of the crowd in hysterics, and a few grimacing at songs about things like dirty vaginas. They left a gimmicky, but very entertaining, impression (have a Danger Wank with them stat!).

Design Brief for Energy Commission

<http://soundcloud.com/energy-commission>

# Communications



From	Subject	Date Received	Mailbox
Brendan Hibbert	Re: David Pekel cornerstone website proposal	3 March 2011	9:35 PM Inbox - Gmail
Dolphin Browser	Welcome to Dolphin Browser	11 March 2011	2:37 PM Inbox - Gmail
Charlotte K	RE:	16 March 2011	3:02 PM Inbox - Gmail
Charlotte K	RE:	16 March 2011	6:05 PM Inbox - Gmail
Steam Support	Welcome to Steam	16 March 2011	8:57 PM Inbox - Gmail
Charlotte K	CC e-mails	18 March 2011	12:31 PM Inbox - Gmail
Step	Band stuff	18 March 2011	12:40 PM Inbox - Gmail
Step	Tafe band stuff	18 March 2011	12:53 PM Inbox - Gmail
Stephanie Weir	Re: Tafe band stuff	18 March 2011	1:37 PM Inbox - Gmail
Stephanie Weir	Re: Tafe band stuff	18 March 2011	1:48 PM Inbox - Gmail
Charlotte K	Meet'n'meat	18 March 2011	3:50 PM Inbox - Gmail
Charlotte K	RE: Meet'n'meat	18 March 2011	5:31 PM Inbox - Gmail
Stephanie Weir	Re: Meet'n'meat	18 March 2011	10:00 PM Inbox - Gmail
Charlotte K	RE: Meet'n'meat	18 March 2011	10:14 PM Inbox - Gmail
Charlotte K	Fonts	19 March 2011	6:50 PM Inbox - Gmail
Stephanie Weir	Re: Fonts	19 March 2011	7:31 PM Inbox - Gmail
Charlotte K	Meat'n'Greet	19 March 2011	8:16 PM Inbox - Gmail
Charlotte K	RE: Meat'n'Greet	19 March 2011	9:22 PM Inbox - Gmail
Charlotte K	RE: Meat'n'Greet	20 March 2011	11:32 AM Inbox - Gmail
Stephanie Weir	Re: Meat'n'Greet	22 March 2011	12:09 AM Inbox - Gmail
WordPress	[cornerstone HR] New User Registration	23 March 2011	7:03 PM Inbox - Gmail
Charlotte K	5/5:30pm Fibbers	24 March 2011	9:10 AM Inbox - Gmail
Charlotte K	Graphic Design Pitch	27 March 2011	3:44 PM Inbox - Gmail
Grooveshark.com	Welcome to Grooveshark	27 March 2011	4:27 PM Inbox - Gmail
Luis Eduardo Machado J.r	Re:	28 March 2011	9:37 AM Inbox - Gmail
Charlotte K	Deadlines	30 March 2011	1:20 AM Inbox - Gmail
WordPress	New WordPress Site	6 April 2011	5:42 PM Inbox - Gmail
Charlotte K	RE: Deadlines	6 April 2011	10:48 PM Inbox - Gmail
Charlotte K	With regard to that e-mail I sent, can I just ge...	6 April 2011	10:54 PM Inbox - Gmail
Charlotte K	Energy Commission Update W/C 4th April 2011	6 April 2011	10:58 PM Inbox - Gmail
Charlotte K	Tuesday 12th April Fibbers McGee	8 April 2011	1:33 AM Inbox - Gmail
Charlotte K	Drafts	8 April 2011	2:05 PM Inbox - Gmail
Charlotte K	RE: Drafts	8 April 2011	11:30 PM Inbox - Gmail
Charlotte K	RE: Drafts	9 April 2011	11:42 AM Inbox - Gmail
Charlotte K	RE: Drafts	10 April 2011	1:04 AM Inbox - Gmail
Charlotte K	Tuesday meeting change of time and location	10 April 2011	1:35 PM Inbox - Gmail
Charlotte K	Graphic design	17 April 2011	11:43 PM Inbox - Gmail
Charlotte K	Energy Commission update W/C 18th April	17 April 2011	11:50 PM Inbox - Gmail
Luis Eduardo Machado J.r	Re:	18 April 2011	8:49 AM Inbox - Gmail
Charlotte K	Final decision	18 April 2011	5:31 PM Inbox - Gmail
nik hurle	Egg	1 May 2011	4:50 PM Inbox - Gmail
nik hurle	Rob Zombie	2 May 2011	11:34 PM Inbox - Gmail
Charlotte K		3 May 2011	12:29 PM Inbox - Gmail
Charlotte K	RE:	4 May 2011	3:41 PM Inbox - Gmail



From: Charlotte K  
Subject: **Energy Commission Update W/C 4th April 2011**  
Date: 6 April 2011 10:58:26 PM AWST  
To: hamish@diskbank.com.au , u.b-trippin@hotmail.com

Hey guys,

This was meant to have sent on the 5th of April.

For most of you, parts of this e-mail will not apply, but I don't want to send four separate e-mails, so I've just sent it to everyone involved in the project. If anyone objects to me doing this, mail.

Everyone apart from Energy Commission has been sent this e-mail via BCC, to keep your e-mail private.

#### Photography

We need to get the ball rolling on this one. It's getting there, and I'm glad we're making some progress. As soon as we know when the studios are available, we can start locking in dates, and times for the shoots, and the pick-up of the photos. The band can do whatever they want for the shoot, just make sure you organise it on time. Due to a personnel shake-up, we're still

#### Studio Recording

Thank-you for our chat today Ben. As we discussed, we are going to try and either book into Studio Z or an edit suite for the guitar overdubs on the second song. For the vocals, depend on the guitar, or after hours. In the case of the latter, maybe we can rope a Cert III into helping us in a proper studio, or ask our friendly studio recording team to stay behind in an edit suite.

#### Graphic Design

I look forward to seeing your rough drafts by the end of the week. I just sent another email regarding deadlines.

#### Touring

We are confirmed for a slot supporting The Moltons (<http://www.myspace.com/themoltons>) at the Rosemount Hotel on Wednesday 08 June, and for the Railway Hotel on Saturday 11 June (unconfirmed). I have yet to hear back from the Kirup Tavern, Player's Bar Mandurah or The White Star Hotel in Albany.

#### Misc Band Stuff

More personal/financial matters will be sent in a separate e-mail.

Cheers, and enjoy your week,

Charlotte

Charlotte Kelly  
Manager and general press contact, Energy Commission  
<http://soundcloud.com/energy-commission>  
E-mail: [charlotte.kelly@live.com.au](mailto:charlotte.kelly@live.com.au)  
Mobile: 0438 991 554



From: Charlotte K  
Subject: RE:  
Date: 16 March 2011 3:02:19 PM AWST  
To: dpekel1990@gmail.com

Hi David,

Thank-you for your e-mail, I apologise for the lack of contact as I have been a bit all over the place lately.

Double e-mails are okay, makes me feel important. I can try and arrange for a representative from the band to attend a meeting, because getting them all together is like getting blood from a stone. Tuesday afternoons are normally good to possibly even get two of them, but whatever time suits you I can try and arrange.

At the present, I am unable to find the sketch, but I can get the guitarist to do another one. It's not overly elaborate, so it shouldn't be a big deal.

As for the other designers, well, let's just say that I was very glad when you volunteered to be the designer for my band, because nobody else did (nobody loves me, everybody hates me, guess I'll go and eat worms). Unless I have randomly been assigned some more designers without my knowledge, but you should probably ask your lecturer about that.

A little bit extra, as for what we are after, I'm going to poke my band with pointy e-mail sticks to see exactly what they want so I can tell you ASAP. Mostly, I'm just looking for something a little bit better than my current email signature (oh, it's just so sad, is it not?) that can double as a letterhead. By the end of next week, I should have some definite ideas about what we want to be doing.

Cheers,

Charlotte

Charlotte Kelly  
Manager and general press contact, Energy Commission  
<http://soundcloud.com/energy-commission>  
E-mail: [charlotte.kelly@live.com.au](mailto:charlotte.kelly@live.com.au)  
Mobile: 0438 991 554

Date: Wed, 16 Mar 2011 14:25:00 +0800

Subject:

From: [dpekel1990@gmail.com](mailto:dpekel1990@gmail.com)

To: [charlotte.kelly@live.com.au](mailto:charlotte.kelly@live.com.au)

Also (sorry for the double email, I just forgot to put this in the first) need to organise a meeting with the band. And if its possible can I have what you've done with the logo?



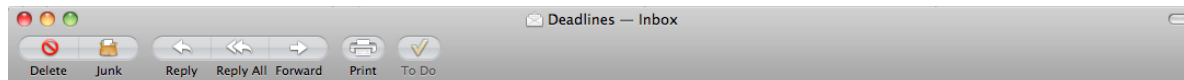
From: Charlotte K  
Subject: **Meat'n'Greet**  
Date: 19 March 2011 8:16:21 PM AWST  
To: Stephanie Weir, dpekel1990@gmail.com, hamish@diskbank.com.au, u.b-trippin@hotmail.com, jake.chaloner@westnet.com.au, reubenjohnsonfilm@gmail.com

Hey guys,

We've decided on 5pm at Fibbers McGee for a quick meet-up. Those who can't make it for 5pm, 5:30pm should be okay.

Charlotte Kelly  
Manager and general press contact, Energy Commission  
<http://soundcloud.com/energy-commission>  
E-mail: [charlotte.kelly@live.com.au](mailto:charlotte.kelly@live.com.au)  
Mobile: 0438 991 554





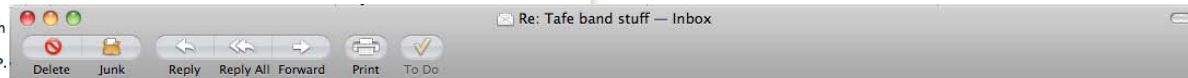
From: Charlotte K  
Subject: **Deadlines**  
Date: 30 March 2011 1:19:44 AM AWST  
To: Stephanie Weir, dpekel1990@gmail.com  
Cc: hamish@diskbank.com.au, u.b-trippin@hotmail.com

Hey guys,

I hate to be a pain, but am I able to bring the deadline for the final posters to Thursday 28th week to print out a run of posters for the early June tour.  
Also, in early May, the band would be designing a CD cover and insert for their upcoming EP.

Cheers  
Charlotte

Charlotte Kelly  
Manager and general press contact, Energy Commission  
<http://soundcloud.com/energy-commission>  
E-mail: [charlotte.kelly@live.com.au](mailto:charlotte.kelly@live.com.au)  
Mobile: 0438 991 554



From: Stephanie Weir  
Subject: **Re: Tafe band stuff**  
Date: 18 March 2011 1:48:35 PM AWST  
To: David Pekel <dpekel1990@gmail.com>

I think he dropped out- if you mean the guy from my class.  
I was told by brendan it is just us two

On Fri, Mar 18, 2011 at 1:42 PM, David Pekel <dpekel1990@gmail.com> wrote:

Sweet sounds good. And yeah, the band sounds crazy.  
Also, just in case you didn't know, there's another guy working with us but I can't remember his email. Met him Wednesday during class.  
I can get his email tonight if needed

On 18/03/2011 1:37 PM, "Stephanie Weir" <stepheweir@gmail.com> wrote:

> OK, Wednesday morning sounds great to me

>

> I just read through the brief from the band- this



From: Stephanie Weir  
Subject: **Re: Tafe band stuff**  
Date: 18 March 2011 1:37:43 PM AWST  
To: David Pekel <dpekel1990@gmail.com>

OK, Wednesday morning sounds great to me.

I just read through the brief from the band- think this project is going to be pretty hilarious :P

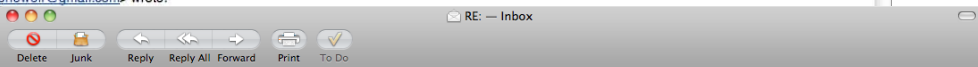
so I will just contact Charlotte and organise a time- will try for Wednesday morning or Thursday night.

On Fri, Mar 18, 2011 at 1:05 PM, David Pekel <dpekel1990@gmail.com> wrote:

Hey Steph, nice to meet you.  
I can do Wednesday early. Can also do Thursday night and sat arvo.  
I think Wednesday would be best though.

Have you got a copy of her info sheet thingy? (forgot what its called, tired and at work, sorry) if not, I can scan it for you

On 18/03/2011 12:53 PM, "Step" <stepheweir@gmail.com> wrote:



From: Charlotte K  
Subject: **RE:**  
Date: 16 March 2011 6:05:28 PM AWST  
To: dpekel1990@gmail.com

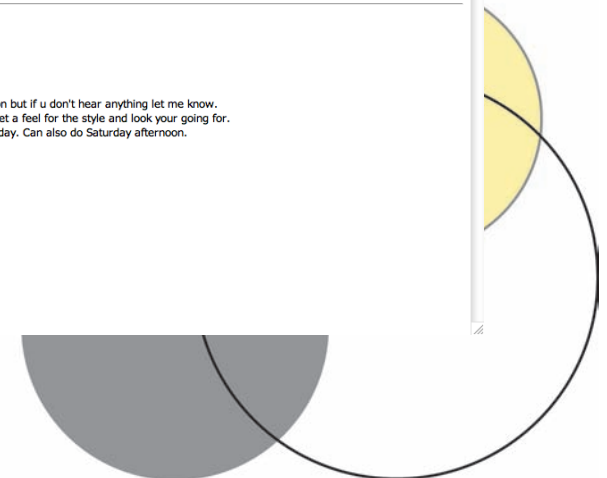
I have a bunch of shifts on the weekend, so Saturday afternoon isn't practical for me, same with tomorrow arvo. I'm still waiting to hear from the band regarding a meeting, but I'm thinking hit up Fibbers McGee on Friday arvo. That's not the logo, I just found it. Seriously, I have like 6 billion notebooks, like one for every individual mood of my eyelashes or something. Did I link you to our Unearthed page? Also, we have a Facebook page apparently.

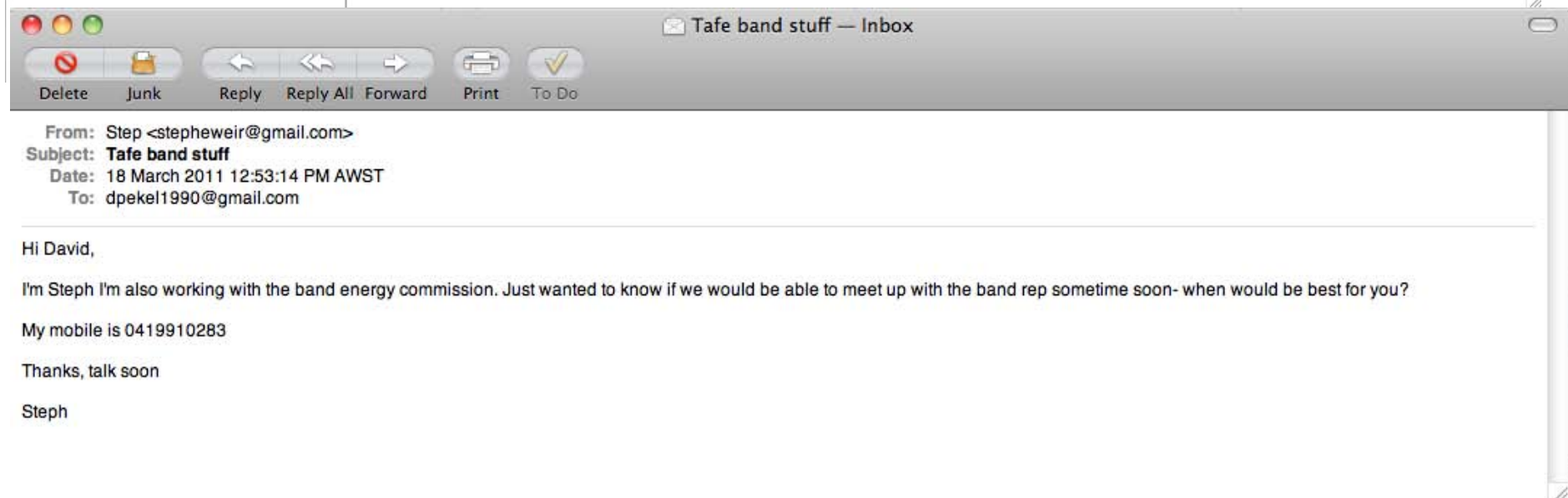
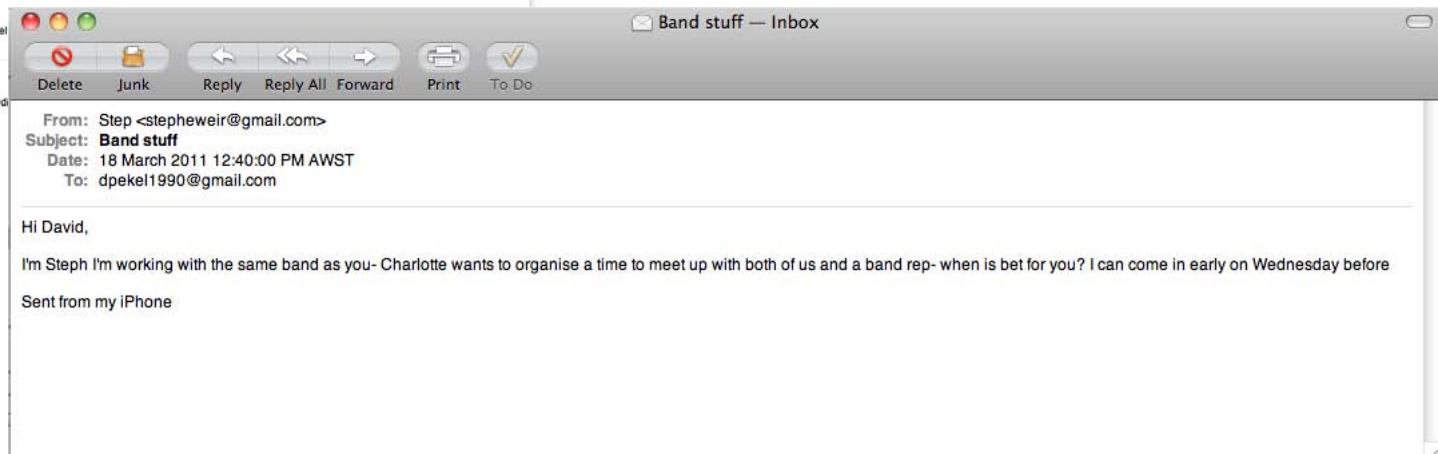
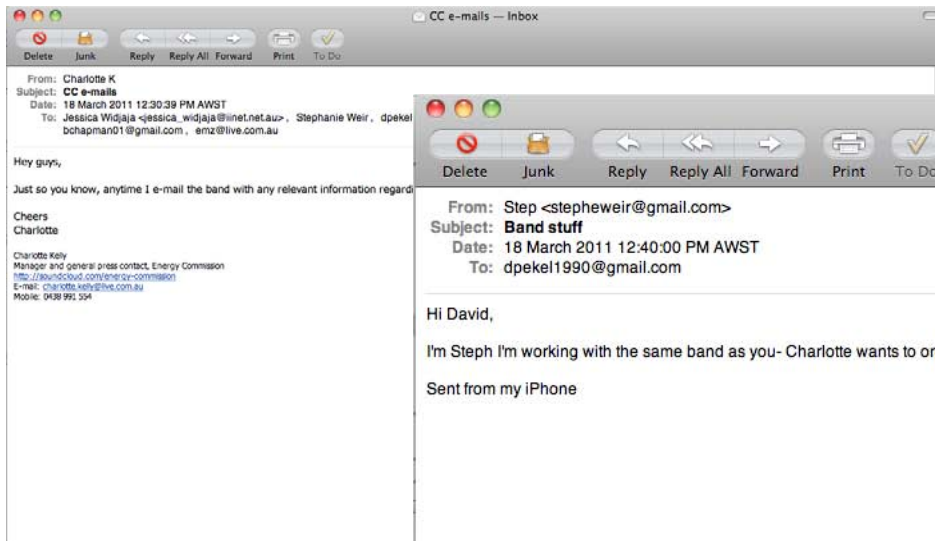
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Mobile: 0438 991 554

Date: Wed, 16 Mar 2011 17:21:44 +0800  
Subject: RE:  
From: dpekel1990@gmail.com  
To: [charlotte.kelly@live.com.au](mailto:charlotte.kelly@live.com.au)

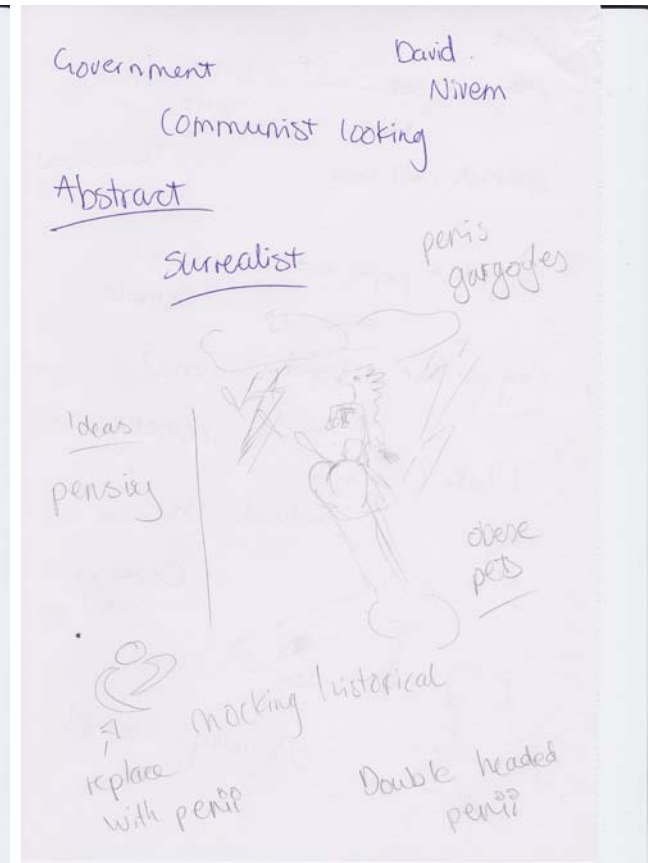
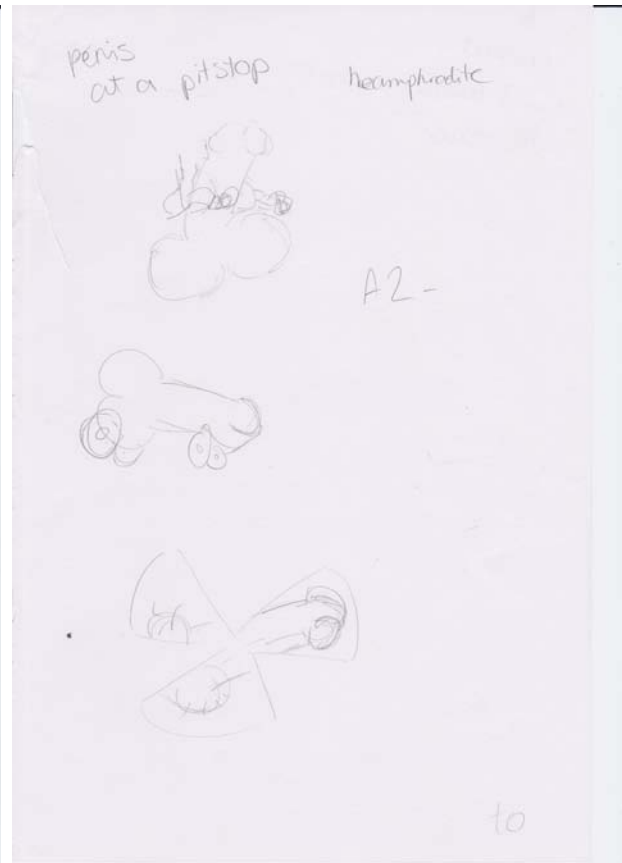
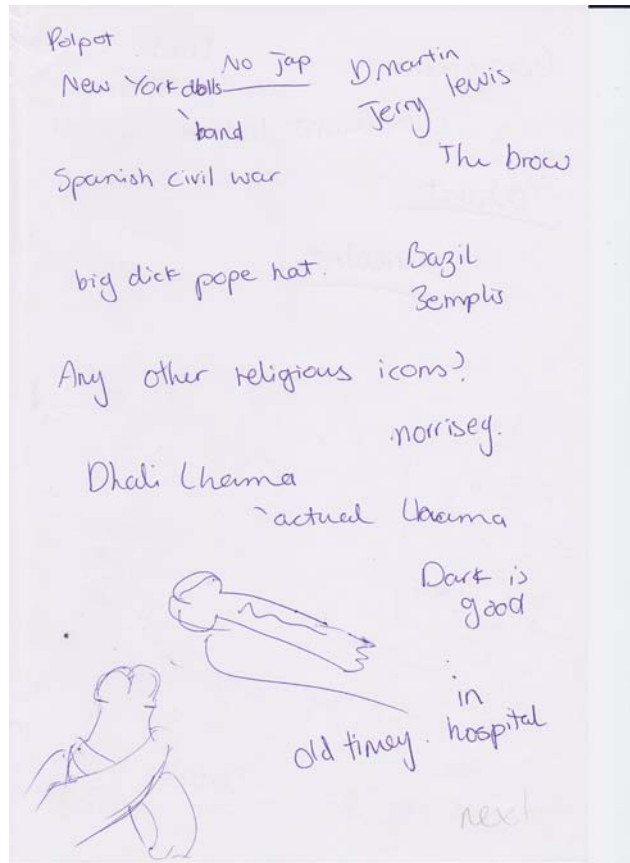
Sweet, thanks for the reply. Yeah, I've been pretty busy as well.  
About the other people, I've met with one other student, he should be contacting u via email soon but if u don't hear anything let me know.  
It'll be good to get in contact with even some of the band members so I can bounce ideas and get a feel for the style and look your going for.  
I can't do tues arvo. Maybe late at night but desirable. Best dates are late arvo Thursday and Friday. Can also do Saturday afternoon.

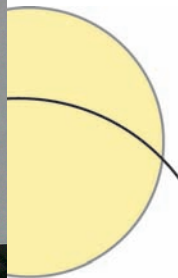
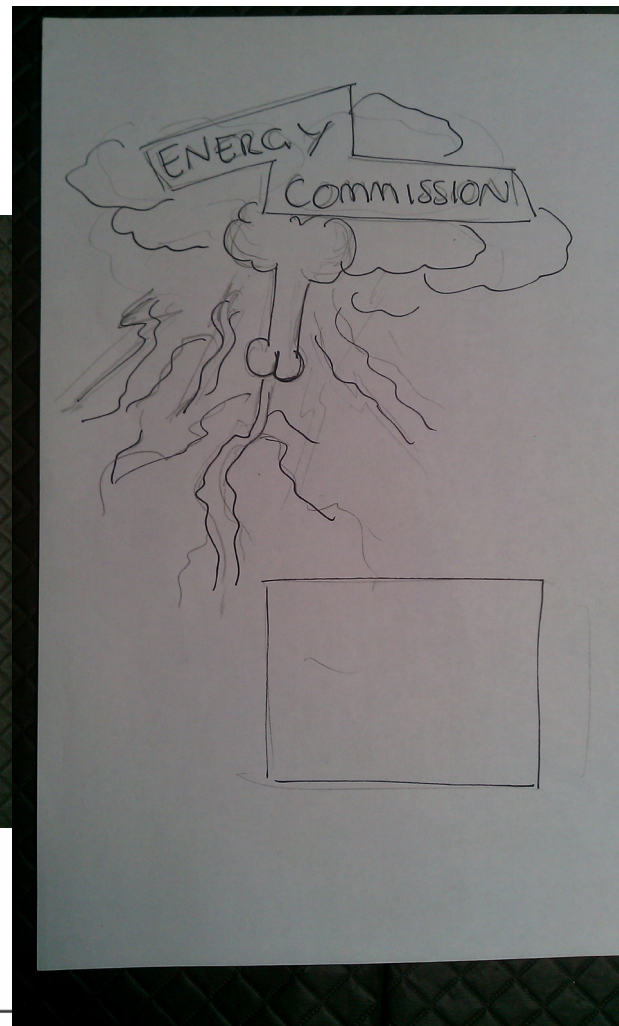
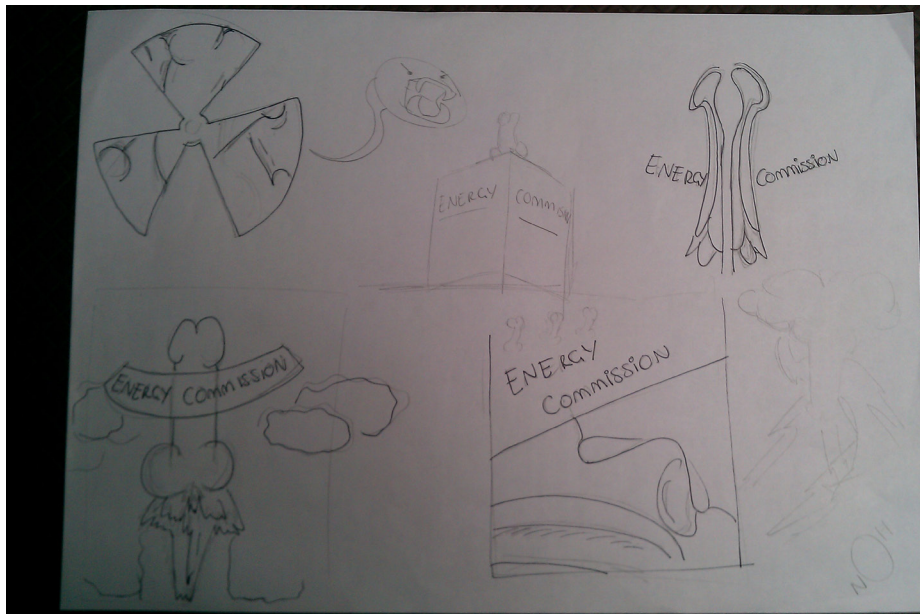
Is the logo the one on your triple j page?  
On 16/03/2011 3:02 PM, "Charlotte K" <charlotte.kelly@live.com.au> wrote:



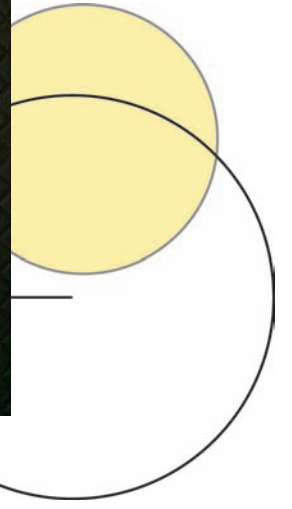
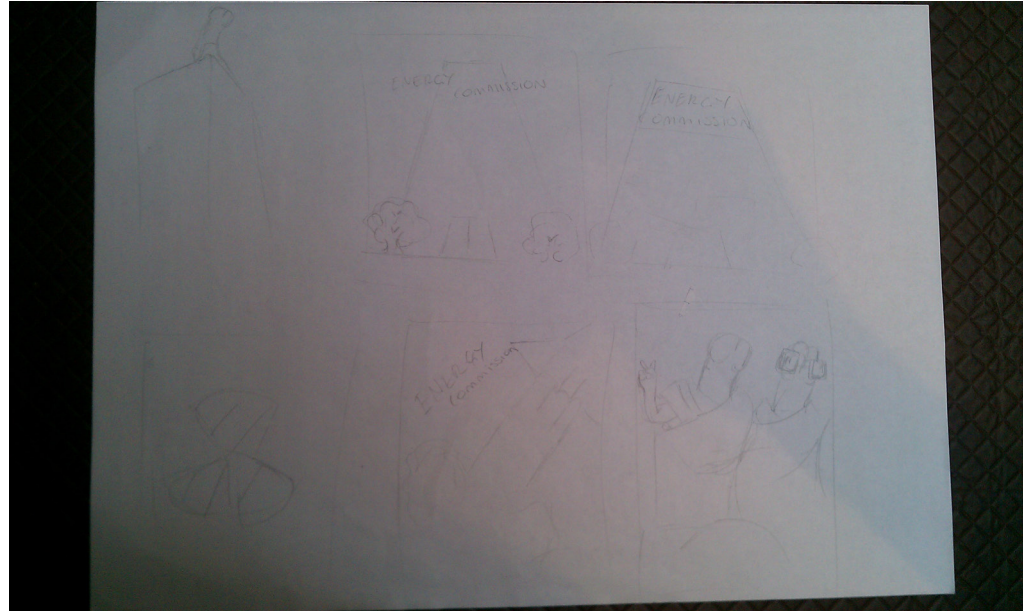


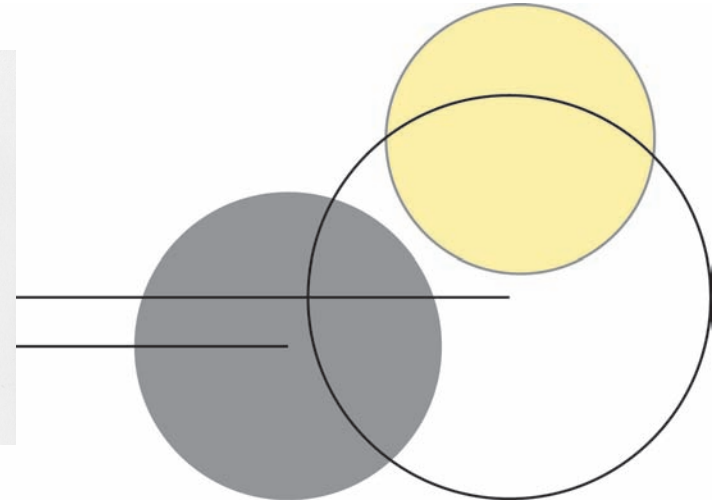
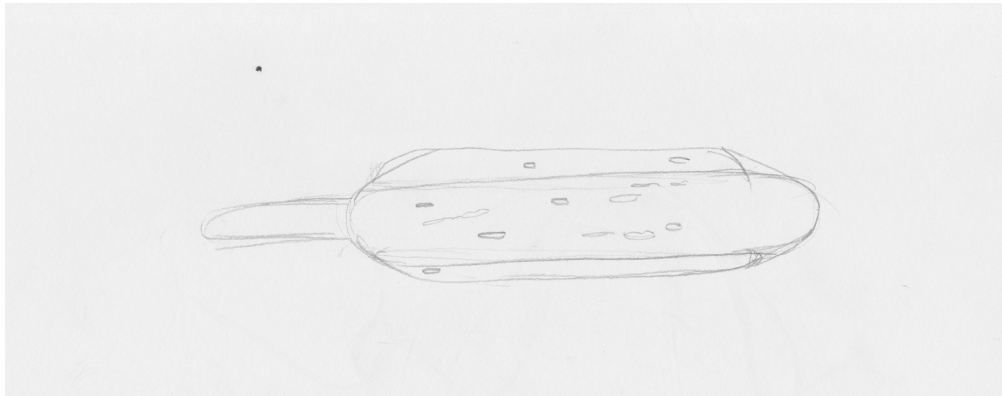
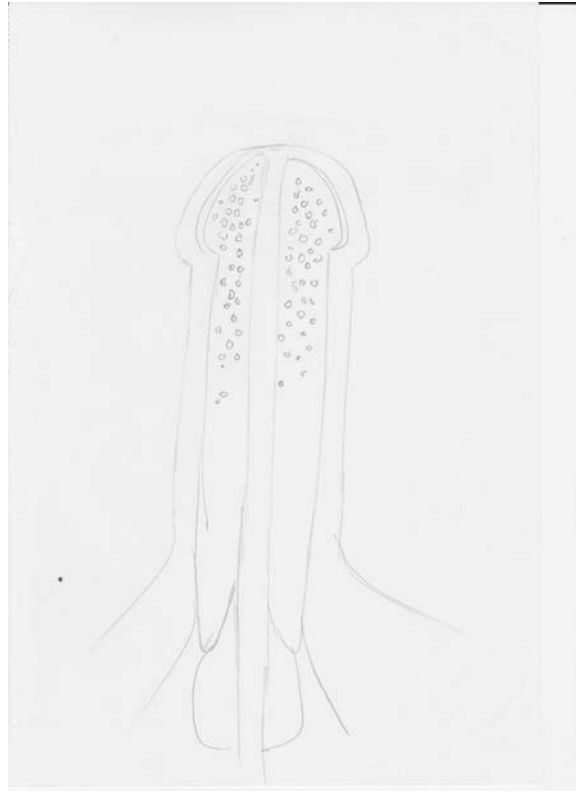
# Concepts

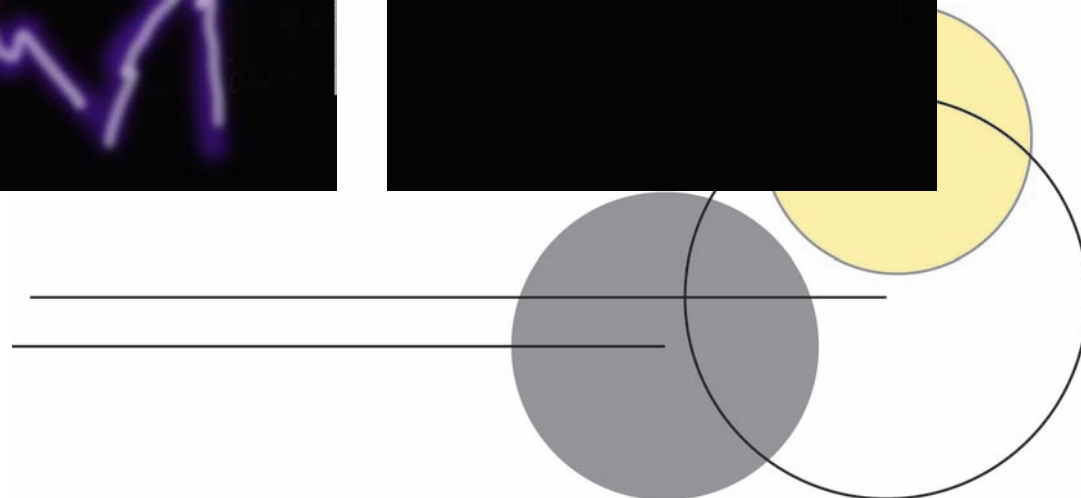


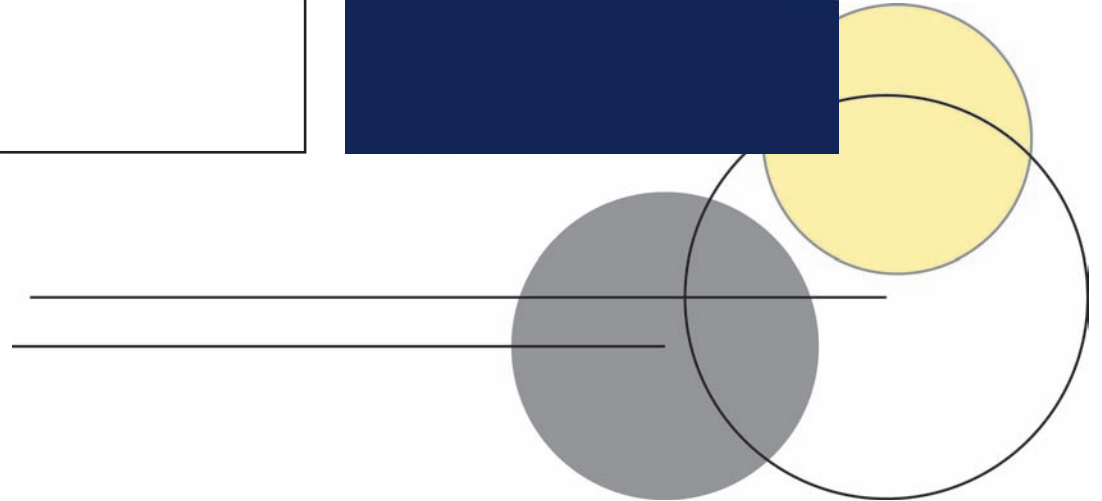
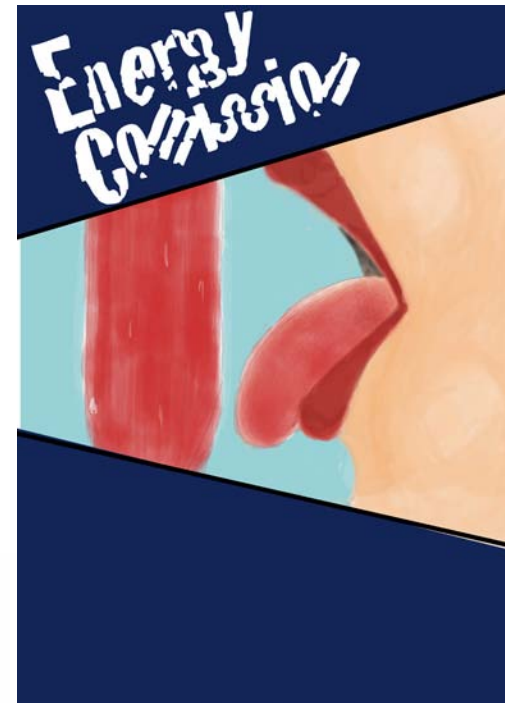






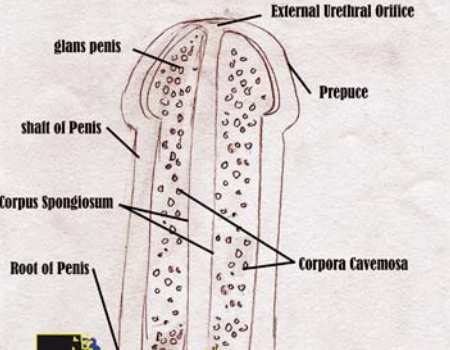








# FINALS



glans penis

External Urethral Orifice

Prepuce

shaft of Penis

Corpus Spongiosum

Root of Penis

Corpora Cavemosa

Bulb

penis


**Energy Commission**

Date	Time	Location	Cost	Special
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**Energy Commission**



Date	Time	Location	Cost	Special
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**Energy Commission**

Date	Time	Location	Cost	Special
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