

DEVELOP CREATIVE RETAIL ADVERTISING Semester One 2011

The  
Cannonels

Hailey Sims

## Graphic Design Brief – The Cannonels

<http://www.facebook.com/home.php#!/pages/The-Cannonels/335194249614>

<http://www.myspace.com/thecannonels>

### What the band need:

The Cannonels are in need of a facelift. They design their own posters and do what they can with their limited resources, but giving the right logos and the right graphics on posters for upcoming gigs they can really appeal to an audience of enthused muso's and lovers of all folk, country, world, swampy or rock! Currently we are recording demos to update viral sites with better tracks. The band are headlining a gig at Mojo's on the 26th April 2011 and require graphic design work for a poster for circulation in the next couple of weeks. Support acts on the bill TBA

The Cannonels are currently recording EP ready for release later in the year / Sep and require EP album cover and single covers. Slice away is one of the tracks they are recording!

The title of the band – text and font ideas – Drafts asap ?

- Posters for upcoming gigs at Mojo's 26th April (draft by early next week)

- Tour in June/July Posters and artwork for 5 dates over 10 day metro and regional tour TBA (draft by end of April)

### The Demographic:

Mums and dads, grandparents and young kids can be seen to be dancing around the banks of a river with sloshed Irish folks clinking their pints of Guinness. In addition they are a dark rolling band of talented musicians that appeal to the older audiences playing at The Indi, Norfolk, Mojo's, and The Velvet Lounge in Mt Lawley.

### Specifications

The Cannonels require A2 sized art work that will be placed up:

X-ray Café,

Norfolk,

The Bird,

The Indi

Railway

Mojo's

WAPPA

OIT – Leederville

Clancy's

Markets

Café hot spots in Mt Lawley,

North Perth, Leederville, NOR and

SOR

### Previous work:



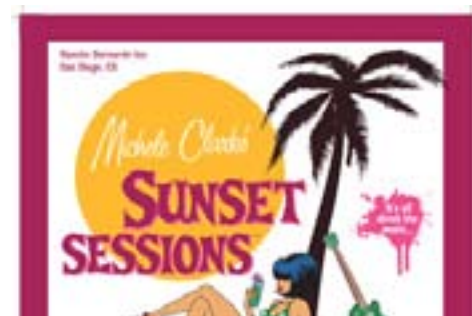


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Research







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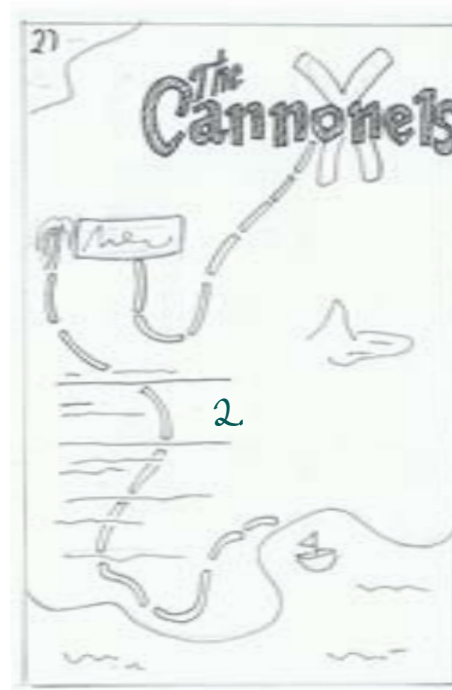
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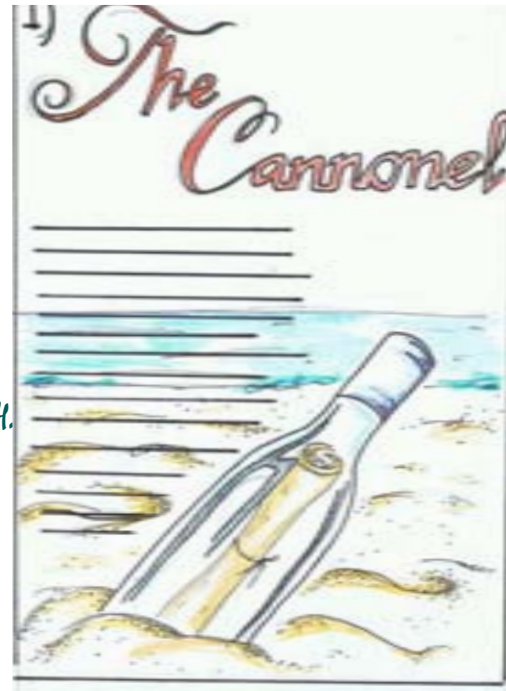
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The  
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Poster Concepts

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8.



*The  
Cannoneels*

Poster Concepts

Hotmail

New | Reply | Reply all | Forward | Delete | Junk | Sweep | Mark as | Move to |  

Inbox

• Folders

- Junk
- Drafts
- Sent
- Deleted
- [New folder](#)

• Quick views


- Flagged
- Photos
- Office docs



• Messenger

You're signed in to Messenger. To change your status, click your name in the upper right corner. [Keep me signed in](#) | [Sign out of Messenger](#)



Your friends are offline right now. [Sign out of Messenger](#)

Home  
Contacts  
Calendar

 **A real message vs. a scam?** You know it's a real message when it has the trusted sender icon. That means Hotmail has checked to make sure it's from a legitimate source, instead of a harmful scam. [Check it out](#)

**Graphic Design** [Back to messages](#) |  

To see messages related to this one, [group messages by conversation](#).

 **Natasha Shanks** 23/03/2011   
To [haileysims@hotmail.com](#), [jennifermckenna@gmail.com](#), [susiemaclean@hotmail.com](#), Chiara Adams

o.k o.k

I have strong objections from the lead singer regarding the pin up girl - she doesn't want anything that draws attention to a female / ships / ship wreck. She wants the ink on her body only, doesn't want the band to be represented that way.

They have one song in a dozen that have ships in them. So that concept is out. No shipwrecks/ pirates/walking the plank. The Concept 1 and 3 in Jenny's drawings are looking like the way the band want to go. Please look into developing these / make it dark and stormy with broken earth / explosions of the sort (the band hasn't given me anything further so i'm sorting out ideas at present, bare with me), unfortunately the band didn't have any constructive feedback for the other drawings submitted , so please have a go at :

Gun shot or gun facing the viewer / through a bald head  
Blazes through the wild - out of control fire  
explosions with limbs lying littering the ground  
stormy skys with unstable buildings

How's that for more direction. Having trouble getting the band to collaborate further on your drawings.

Chat soon  
Tash



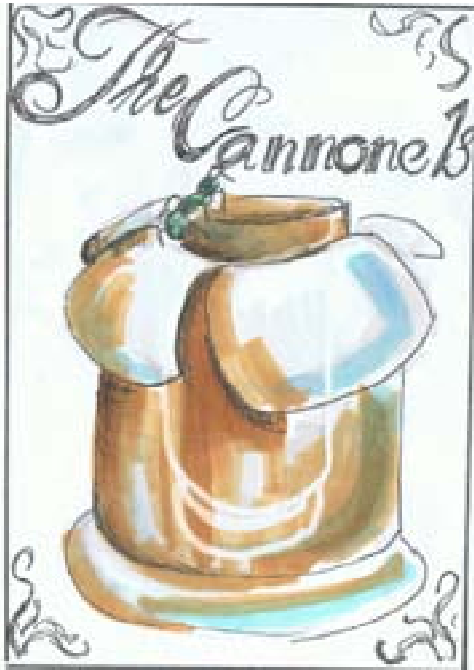


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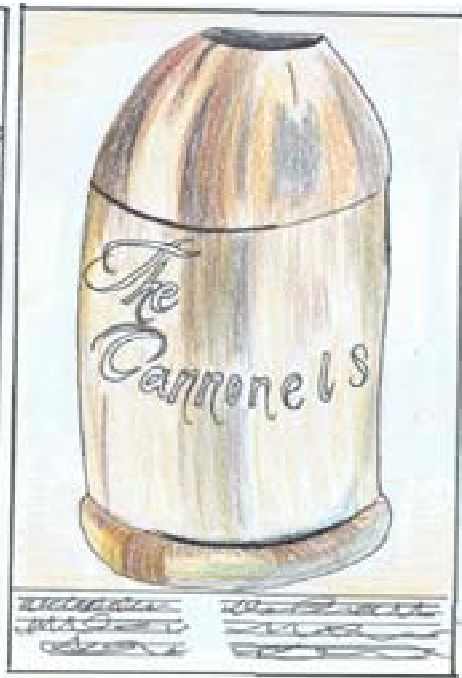
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Research

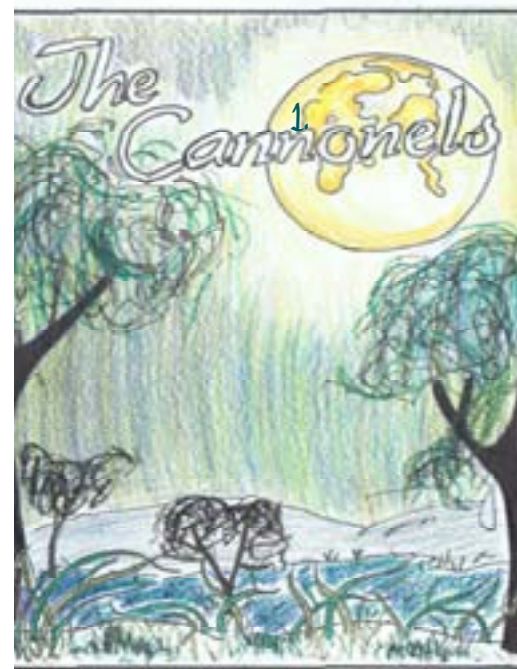
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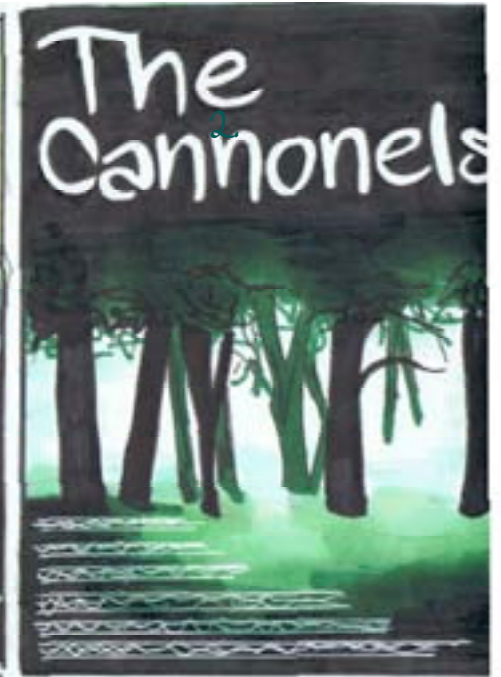
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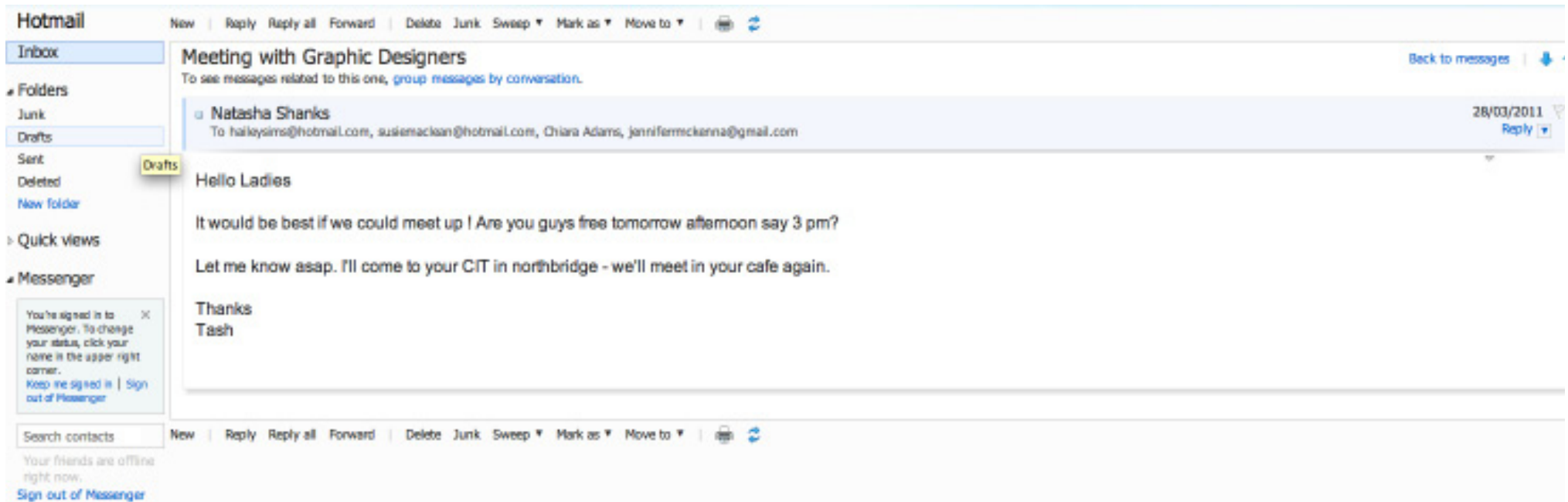
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Poster Concepts



Second meeting: 29/03/2011 at Central Tafe Cafe

We met for a second meeting with Tash (band manger) to show our new work for the second brief we received.

The band decided they wanted a simple newspaper layout instead. Black and white. Maybe a well known image to draw people in with the Cannonles logo up the top.

She did however liked concept 4 for a possible Ep Cover.

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Changing of Brief



# The West Australian THE CANNONELS



## MOJO'S

24TH OF APRIL

BY DANIEL COPE

WASHINGTON — Barack Obama seems to inspire in the country's first black president the same kind of awe that once inspired the country's first black president, Martin Luther King Jr. Obama's rise to the White House has been a triumph of the underdog, a triumph of the underdog.

Obama's rise to the White House has been a triumph of the underdog, a triumph of the underdog. Obama's rise to the White House has been a triumph of the underdog, a triumph of the underdog.

BY DENVER INDEX

Obama's rise to the White House has been a triumph of the underdog, a triumph of the underdog. Obama's rise to the White House has been a triumph of the underdog, a triumph of the underdog.

BY DENVER INDEX AND PA. LARSEN

Obama's rise to the White House has been a triumph of the underdog, a triumph of the underdog. Obama's rise to the White House has been a triumph of the underdog, a triumph of the underdog.

ALONG WITH.  
JIMMY STEART & JUSTIN WALSH FOLK MACHINE.

# The West Australian THE CANNONELS



## MOJO'S

26TH OF APRIL

BY DENVER INDEX

WASHINGTON — Barack Obama seems to inspire in the country's first black president the same kind of awe that once inspired the country's first black president, Martin Luther King Jr. Obama's rise to the White House has been a triumph of the underdog, a triumph of the underdog.

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# The Cannonels



President-elect Barack Obama waves to the crowd after giving his victory speech at Grant Park in Chicago on Tuesday night. (AP/WIDEWORLD)

## MOJO'S PRESENTS

BY DAVID EPFO  
Reviewed Photo

WASHINGTON — Barack Obama swept to victory as the country's first black president Tuesday night in an Electoral College landslide that everyone called historic as well as the United States itself.

"Obama has done it," he said in a jubilant, tearful speech to a crowd estimated at nearly a quarter-million people.

"He son of a black father from Kenya and a white mother from Kansas, the Democratic senator from Illinois ended his historic run by defeating Sen. John McCain, the Republican nominee, in a swing of victories in hard-fought battleground states — Ohio, Florida, Iowa and more. He captured Virginia, too, making him the first candidate of his party in 44 years to do so.

Only a night for Democrats to lose, they not only elected Obama as the 44th president but added their majorities in the House and Senate. In January, they will control both the

White House and Congress for the first time since 1996.

A survey of voters leaving polling places showed that the economy was by far the top election. Democrats, 56, in 10 states said so, and more of the other top issues — energy, Iraq, terrorism and health care — was polled by more than one in 10.

Obama's victory ended a more than four-year period of presidential election in four years.

Spontaneous celebrations erupted from Atlanta to New York and Philadelphia as word of Obama's victory spread. A big crowd of Obama supporters gathered in front of the White House.

SEE OBAMA FOR HIS FIRST SPEECH TO THE NATION, TO AN EXTENT

## 26TH OF APRIL

BY DENVER NICKS  
Reviewed Photo

Tulsa reacted with a range of emotions — from jubilation to disappointment to cautious optimism — to news that the United States had elected its first black president.

"I feel real good. You know the way a real black man feels," said Josephine Smith, 67, who lived in the city at a watch party at the community center.

"Tonight is a real celebration," said David Wynn, 45, who lives in the city. "We dream has come true."

"I'm just thrilled to be on the same ballot as Obama," said Sally Francis, an attorney for the president-elect from Oklahoma.

"I'm sure that I won't get to see my relative in the state of Oklahoma, but I'm sure excited about the national scene, the USA Senate and the president's race," said Francis.

## CITY OF TULSA STREETS PACKAGE

### Voters OK streets plan

BY BRIAN GARDNER AND PAUL LARSEN  
Reviewed Photo

Tulsa voters passed the way Tuesday for the city to spend \$481.6 million to fix the cracked and crumbling streets.

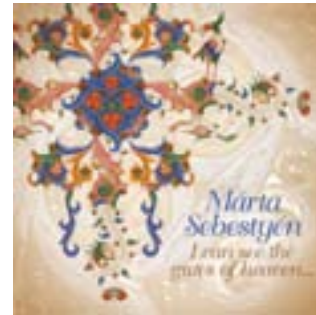
Both propositions that will provide funding for the five-year tax program were easily approved.

Proposition 1 — the other tax portion — captured 44 percent of the vote and proposition 2 — the property tax portion — got 46 percent of the vote with 10 of 10 precincts reporting.

"We listened carefully to what the citizens wanted and that's what we put on the ballot," Mayor Keith Taylor said after a good standing victory at a watch party at the Tulsa Press Club.

Councilor G.T. Brown, who pushed the paid-down program over a \$2 billion, 12-year version, said voters approved it, even in tough economic times, because the

WITH SPECIAL GUESTS  
SPOON FULL OF SUGAR, LADY BUG, REID MAUL



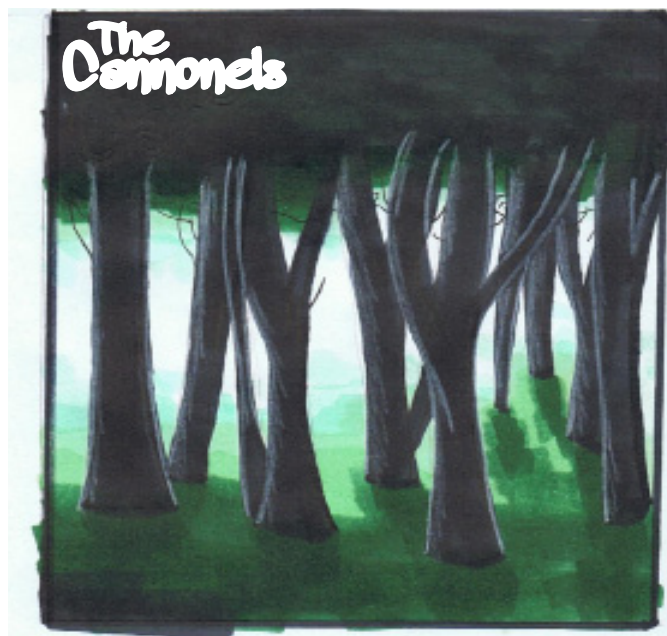
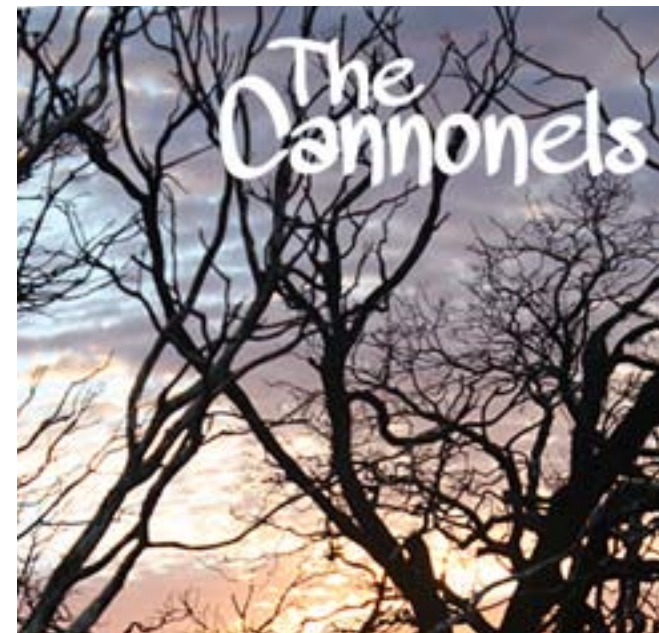


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Research for Ep Cover

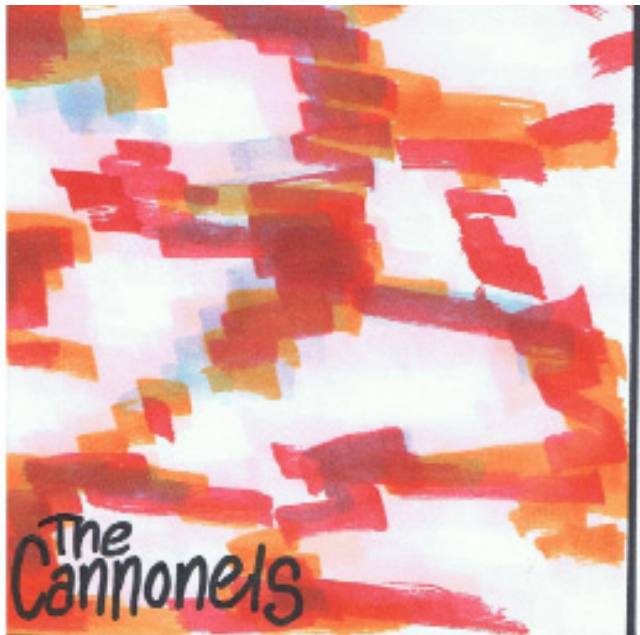




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Ep Concepts

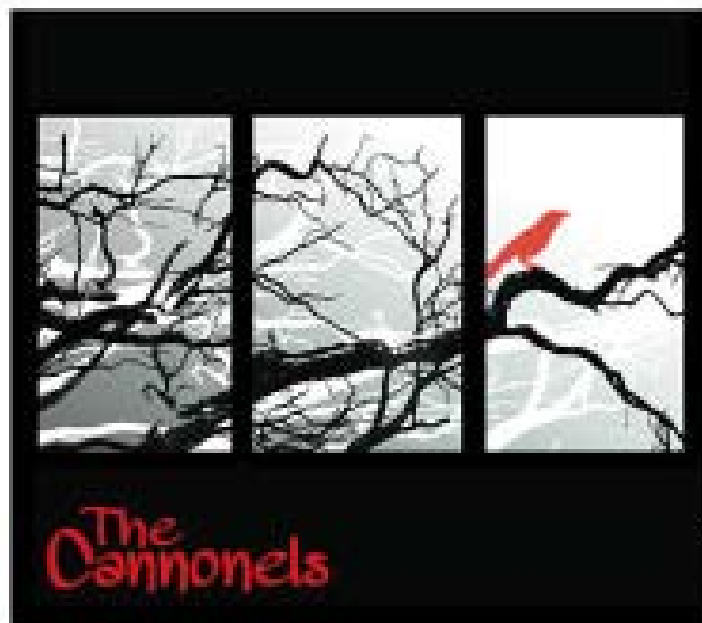




The  
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Ep Concepts

Front.



Back.



Cd.







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The  
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Three Merchandise