



MUSIC BUSINESS & DESIGN

SAM CARMODY

KHARISSA SADHA  
041003097

# THE BAND

Genre: **Alternative/ Indie.**

Target Market: Young Triple J listeners (18-24 years old). Aim to expand into regional areas as well as wineries and older more intelligent listeners.

Has a very folk and surfing feel to the band.

Manager: Mark Neal



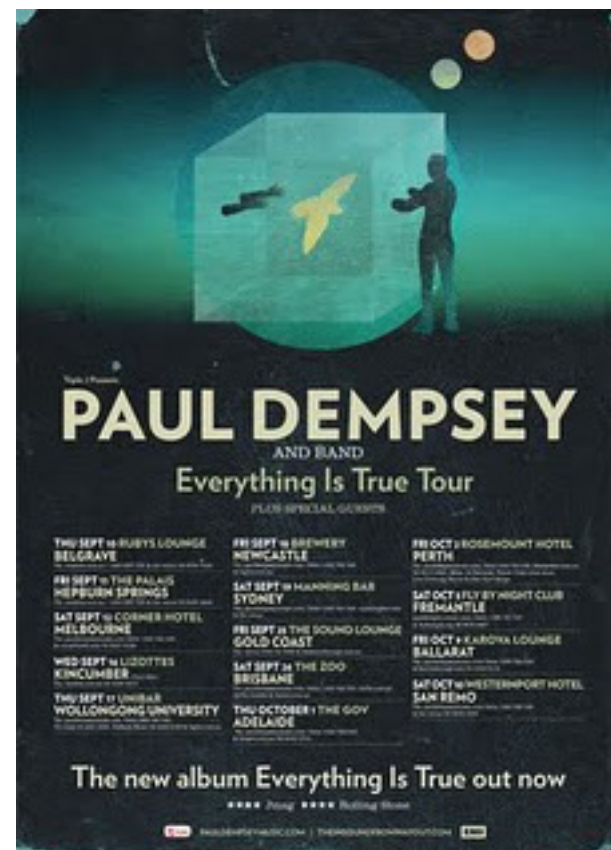
# FIRST MEETING & EMAIL

“

Music: Mellow-sitback music.

Theme: Maritime - but want to steer clear of the Josh Pyke and Bob Evans comparisons.

Colour: Dull - Navy & other maritime colours.



**Simple is better.** a symbol could be cool, but it would have to fit with the music and i we have no idea what to go for. i have attached a song for you to listen to. maybe it can inspire ideas.

Could you do a **poster for the single launch**; dates are

Wed April 13 - Solo appearance at The Moon, Northbridge

Sat April 16 - SINGLE RELEASE at the Indi Bar, Scarborough. with special guests Minute 36 and The Deep River Collective

Sat April 30 - The White Star Hotel, Albany

Sun May 1 - Calamari's, Albany

There may be other dates added. could you also do a poster with just the Sat April 30, can be same design

We also need some posters for the EP launch in June. EP is called "Eyes Under A Gun"

Cheers



Image draws similarities to Paul Dempsey, Oh Mercy and The National.



**PAUL DEMPSEY** AND BAND  
Burning Leaves Tour April 2010



WITH VERY SPECIAL GUESTS  
**Dan Kelly's Dream Band\***  
& Papa vs Pretty

WED 7<sup>TH</sup> **The Gov** ADELAIDE  
THU 8<sup>TH</sup> **Artbar Art Gallery of WA** PERTH  
FRI 9<sup>TH</sup> **Settlers Tavern** MARGARET RIVER  
SAT 10<sup>TH</sup> **Fly By Night** FREMANTLE  
THU 15<sup>TH</sup> **Great Northern Hotel** BYRON BAY  
FRI 16<sup>TH</sup> **Hi Fi Bar** BRISBANE  
SAT 17<sup>TH</sup> **Metro Theatre** SYDNEY  
SAT 24<sup>TH</sup> **The Forum** MELBOURNE

\*ALL DATES EXCEPT WED  
TIX ON SALE NOW THROUGH PAULDEMPSEYMUSIC.COM  
& USUAL OUTLETS

NEW SINGLE 'BATS' RELEASED FEB 14 VIA ITUNES  
FROM THE ALBUM 'EVERYTHING IS TRUE'

present **Oh Mercy**  
KEITH ST.  
7" single launch

THURSDAY 26<sup>TH</sup> &  
SATURDAY 28<sup>TH</sup> AUGUST  
**THE TOFF IN TOWN**  
w/ special guest KIERAN RYAN (KID SAM)

Purchase tickets or ticket & limited Ed 7" bundle to these shows:  
[www.moshix.com.au](http://www.moshix.com.au), 1300 GET TIX (438 848) or Polyester (City & Filmy)

PRE-ORDER THE LIMITED EDITION KEITH STREET 7" NOW:  
[OHMERCYBIGCARTEL.COM](http://OHMERCYBIGCARTEL.COM)

RRR

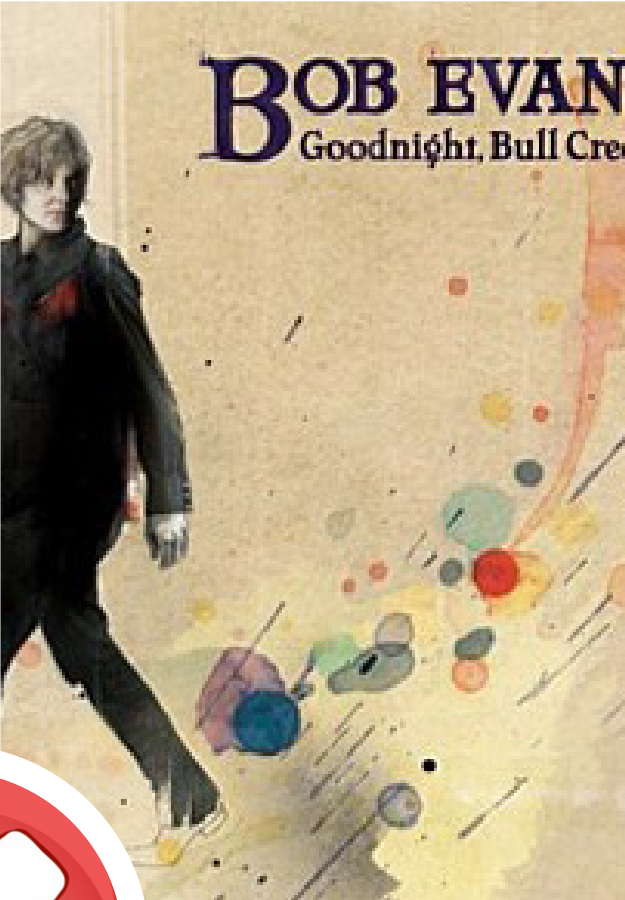
**Josh Pyke**  
the Lighthouse Tour

with special guests  
*Firekites*

Thu 11 September  
Metro Theatre • Sydney  
Fri 12 September  
The Zoo • Brisbane  
Thu 18 September  
Prince Of Wales • Melbourne  
Fri 19 September  
Governor Hindmarsh • Adelaide

On Sale Now  
Visit [www.joshykyke.com](http://www.joshykyke.com) for ticket info

**BOB EVAN**  
Goodnight, Bull Creek



**The** **ART** **OF** **THE** **NATIONAL**

Illustrations: A bottle, a cactus, an eagle, a suitcase, a bee, a mountain, a silhouette, and a star.

AMERICAN, THE BEAUTIFUL

hombus congestris

OBER 13, 2010 **RIALTO THEATRE** TUCSON, ARIZON

**THE NATIONAL**  
SATURDAY MAY 20<sup>TH</sup>



TRIPLE J, MYSPACE & MAX PRESENT...

**Josh Pyke**  
*Chimney's Afire Tour*  
WITH SPECIAL GUESTS  
**CLOUD CONTROL**

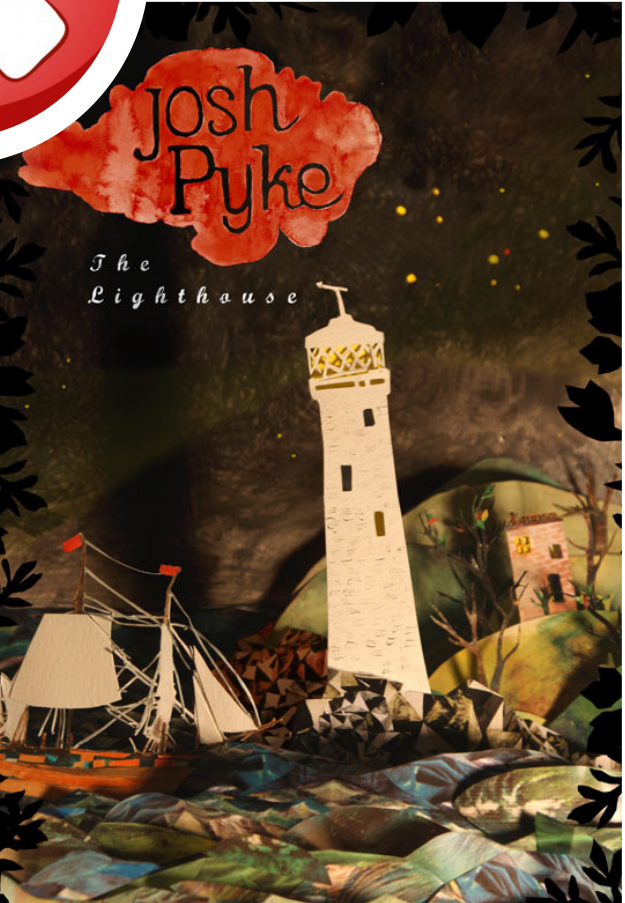
**FEBRUARY 2009**

13<sup>TH</sup> FLY BY NIGHT, FREMANTLE, WA  
20<sup>TH</sup> COOLANGATTA HOTEL, QLD  
21<sup>ST</sup> THE TIVOLI, BRISBANE, QLD  
26<sup>TH</sup> NEWCASTLE UNI, NSW  
27<sup>TH</sup> WOLLONGONG UNI, NSW

**MARCH 2009**

5<sup>TH</sup> GOV HINDMARSH, ADELAIDE SA  
6<sup>TH</sup> HI-FI BAR, MELBOURNE, VIC  
7<sup>TH</sup> HI-FI BAR, MELBOURNE, VIC  
13<sup>TH</sup> THE METRO, SYDNEY, NSW  
14<sup>TH</sup> THE METRO, SYDNEY, NSW

**Josh Pyke**  
*The Lighthouse*






WHAT THEY'VE GOT.




**SAM CARMODY**  
**'BOY IN THE SEA LANES'**  
SINGLE LAUNCH  
**SATURDAY APRIL 16**  
INDI BAR / STARTS AT 8.00PM  
WITH  
**MINUTE 36**  
AND THE DEEP RIVER COLLECTIVE

*Sam Carmody*



*Search For Sentinel*

SAM CARMODY  
and A TOWN CALLED PANIC

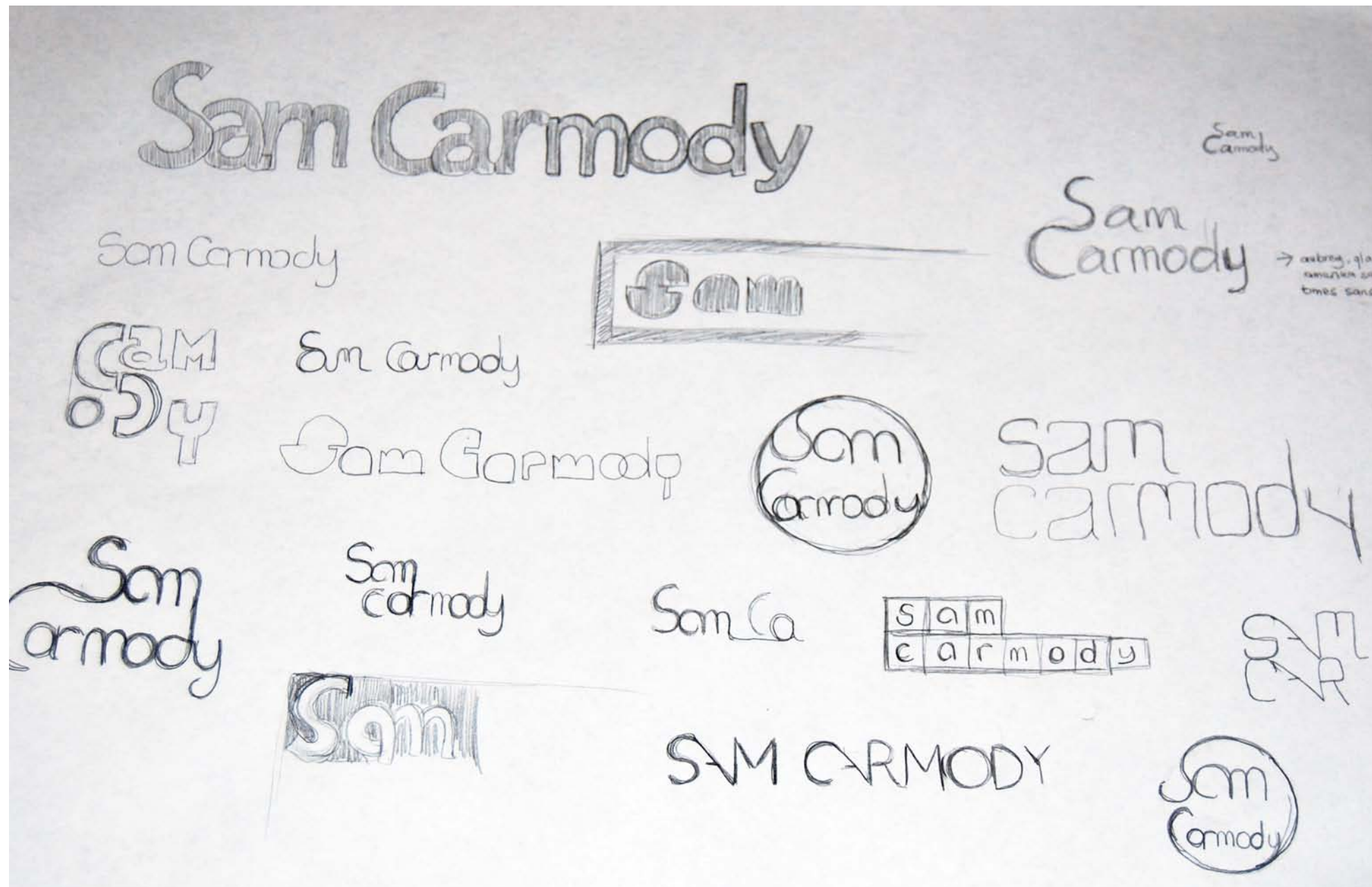


**SAM CARMODY**

**'BOY IN THE SEA LANES'**  
SINGLE LAUNCH  
**SATURDAY APRIL 16**



# SKETCHES



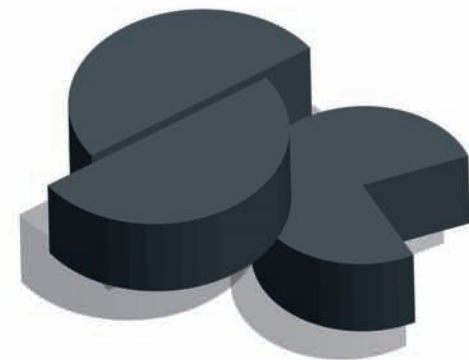
# LOGO DEVELOPMENT

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**SAM**  
CARMODY

**SAM**  
CARMODY

**SAM**  
CARMODY



**SAM**  
CARMODY  
**SAM**  
CARMODY

**SAM**  
CARMODY



**SAM**  
CARMODY

**Sam**  
Carmody

Sam Carmody

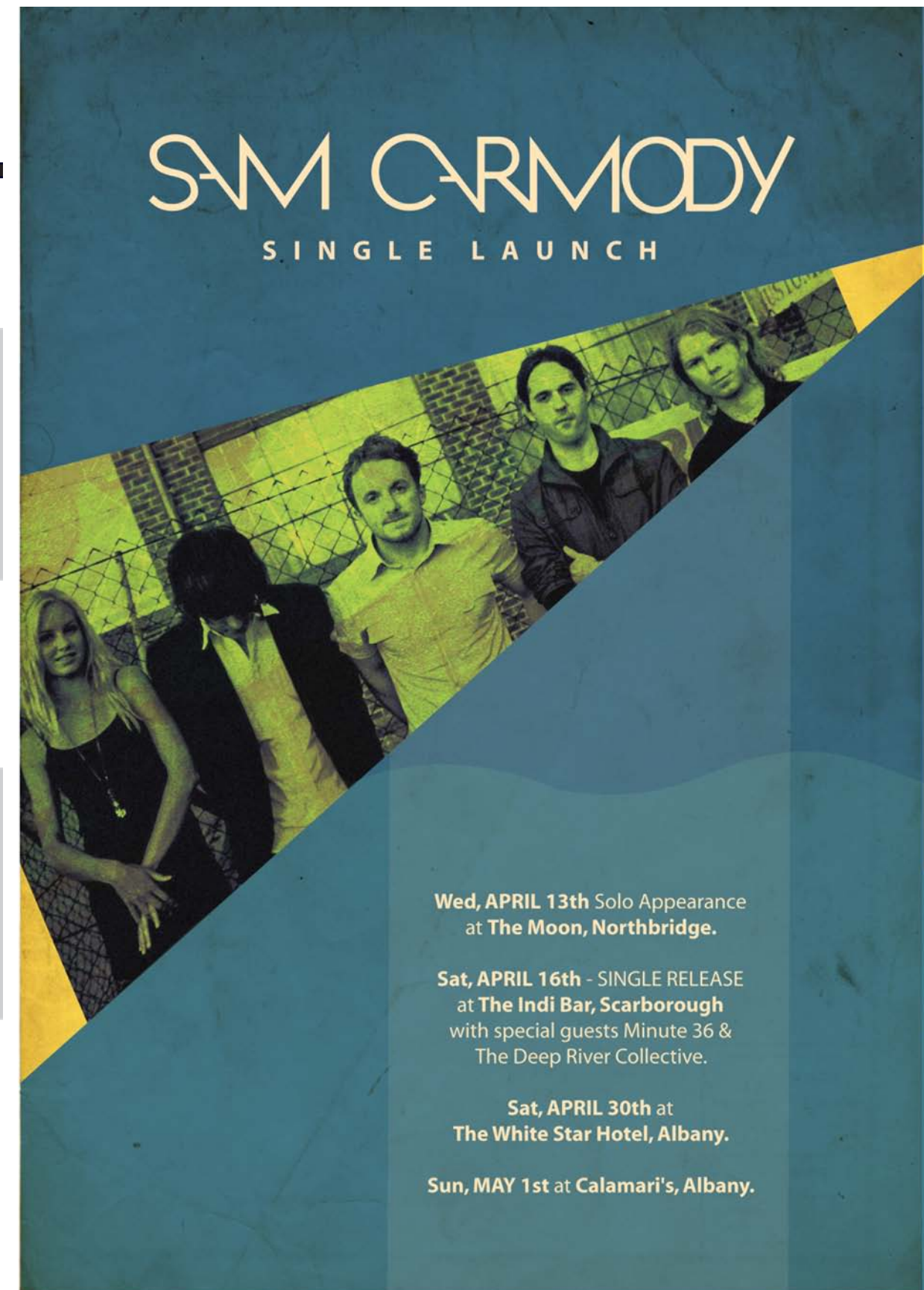
**SAM**  
CARMODY

**SAM** CARMODY



# FIRST DESIGN

# SAM CARMODY





Hi Kharissa, heres what Sam had to say.

“I guess a general comment would be that the art maybe **feels a little too ‘Josh Pyke’ or Bob Evans** or something. It has a kind of mellow, sea-faring, friendly-songman vibe to it. These probably aren’t **incorrect assessments of what I’m doing**, but I would hope that my music is a little more complex and moody than that at times, and I would love for that to be reflected in the artwork.

The first one I thought was cool if maybe **a little too ‘tricked-up’ with the photo**. I reckon you could almost lose the photo altogether and **keep the thing clean and crisp**. I didn’t mind the design of the font but I would like to see maybe another version. I’ve pasted the **Oh Mercy typeface below as an idea of other font types that I like**. “



We need a single cover done. do you think you could do up a draft for us. we really like your work and out of the others yours was our favourite. if you could work on that, we would appreciate it.

Cheers  
Mark



## A 4x10 grid of 40 photographs showing various scenes of a beach and ocean. The images include waves crashing on rocks, sandy beaches, people walking on the shore, and close-ups of the water and sand. The lighting varies from bright daylight to sunset, creating a warm and serene atmosphere.

I decided to go to the beach and took some photos for inspiration..



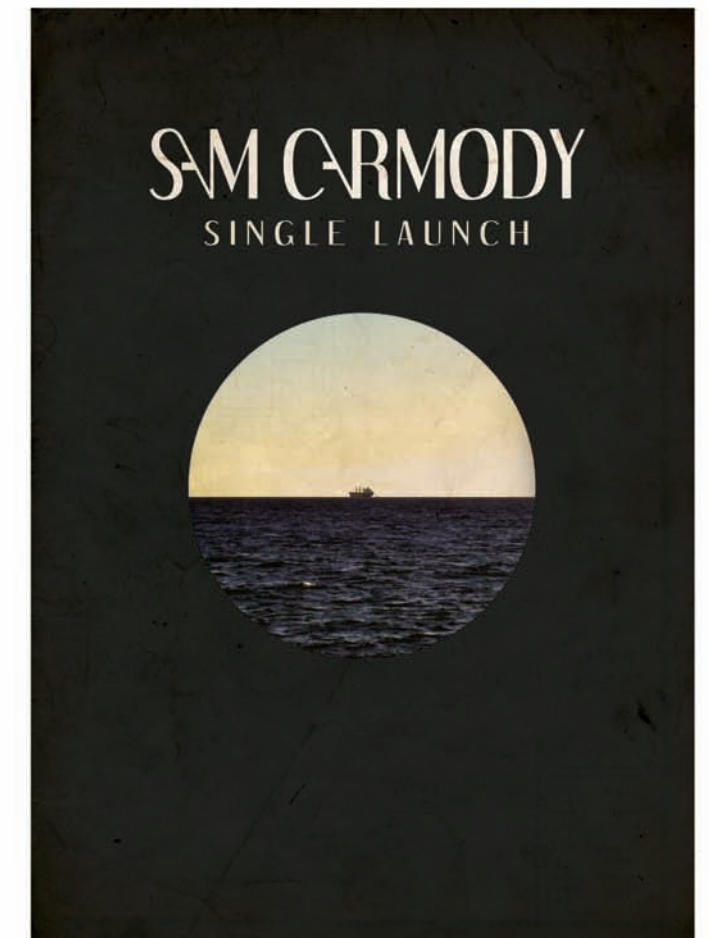
# LOGO DEVELOPMENT & POSTER DESIGN

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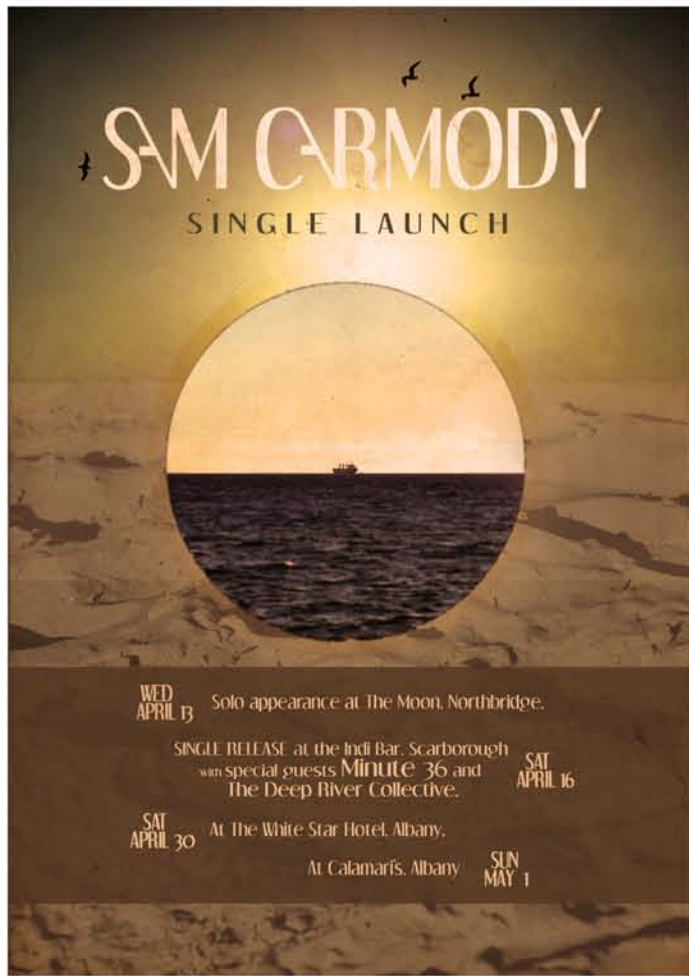
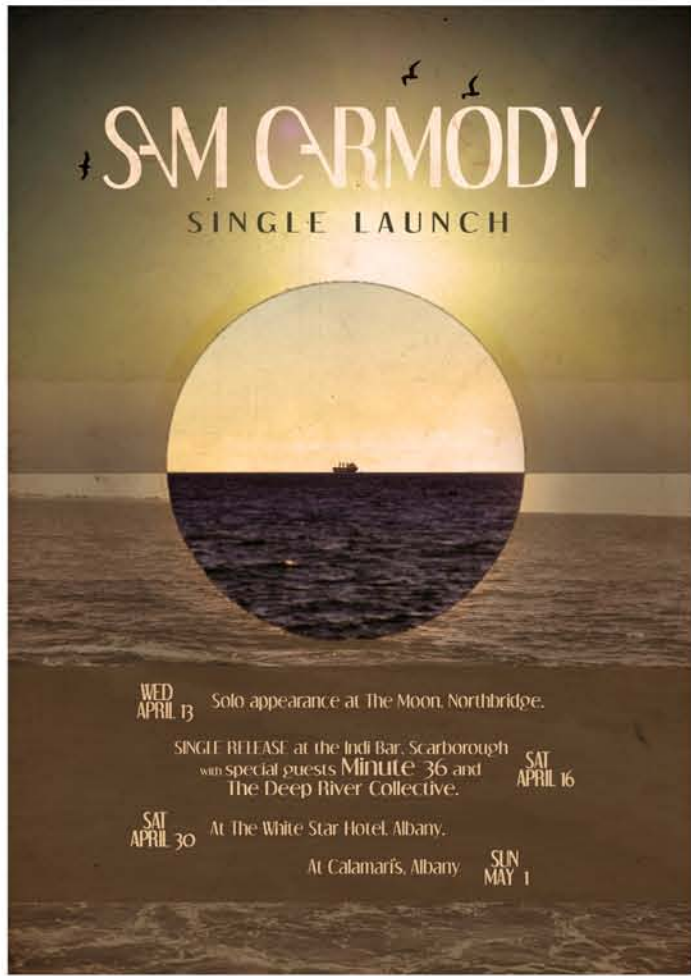
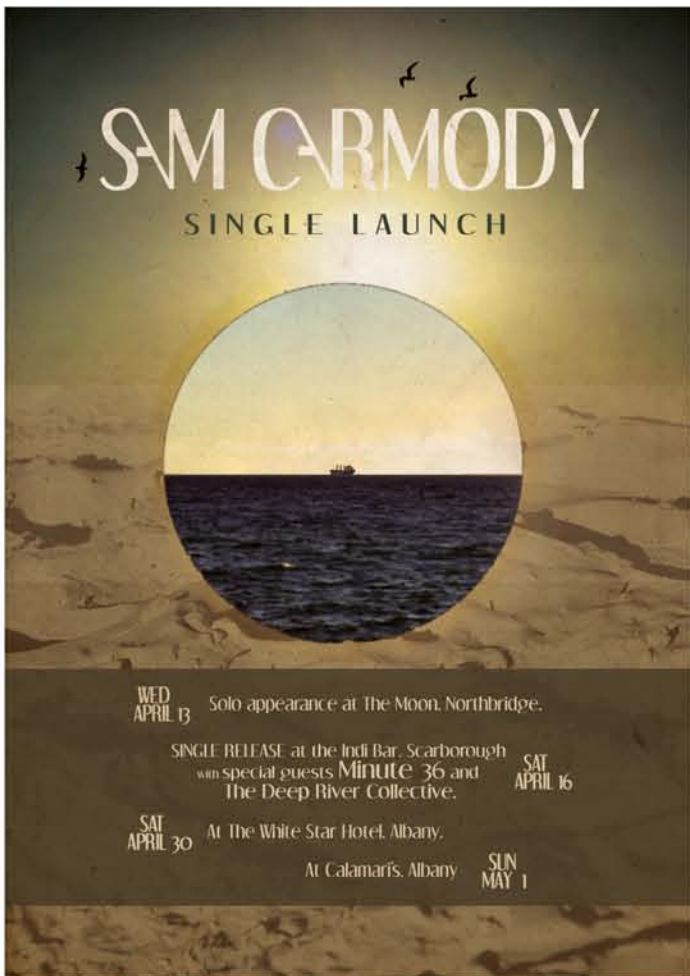
SAM CARMODY  
SAM CARMODY



I refine the logo using similar font as the 'OH MERCY' that Mark sent to me before and started developing a new idea for the single launch poster.

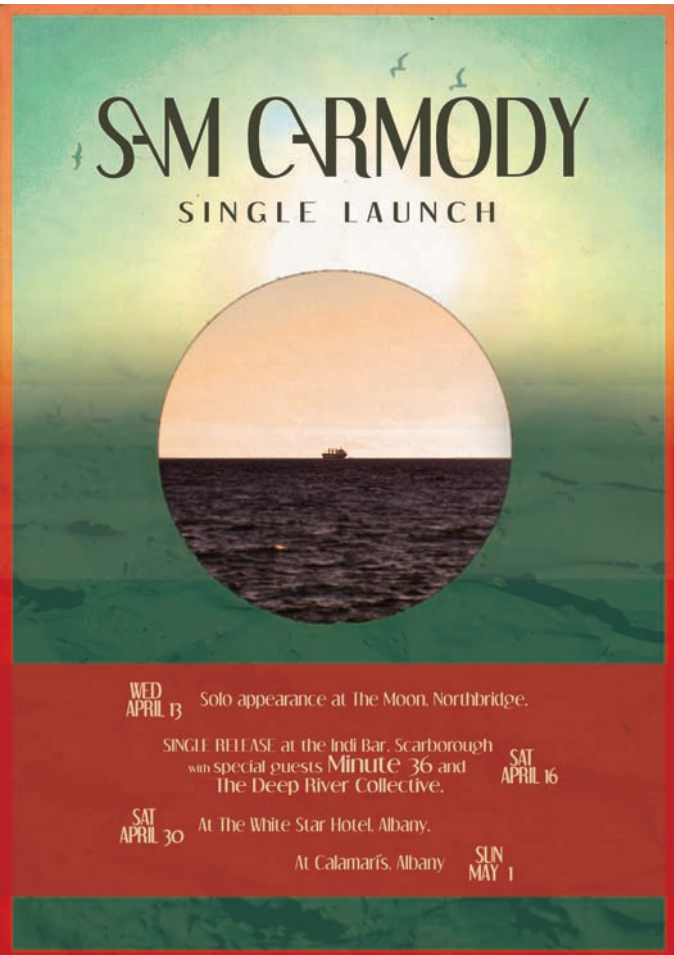
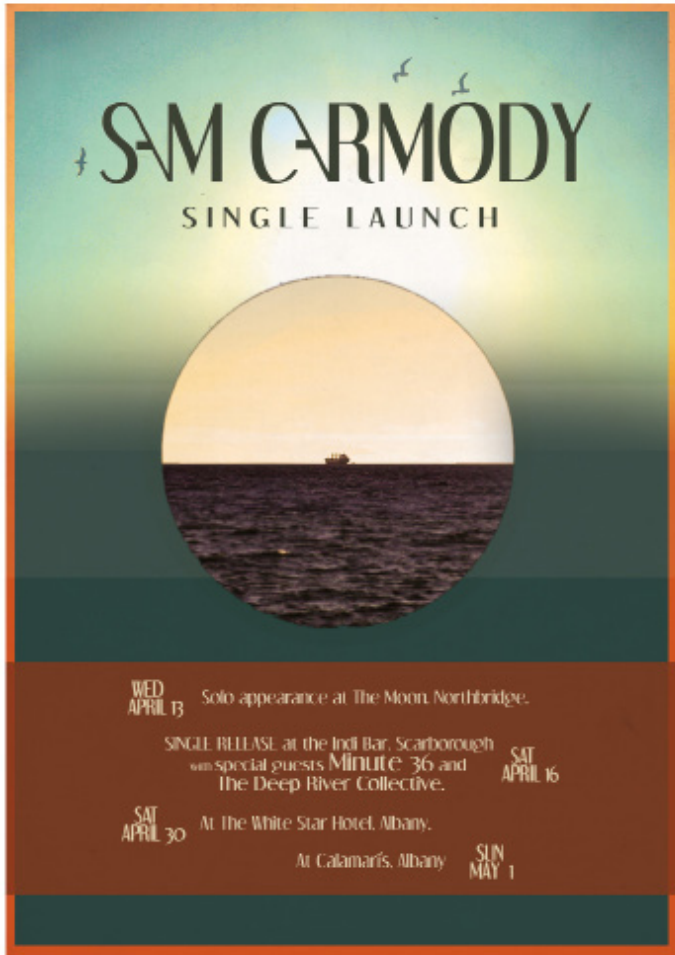
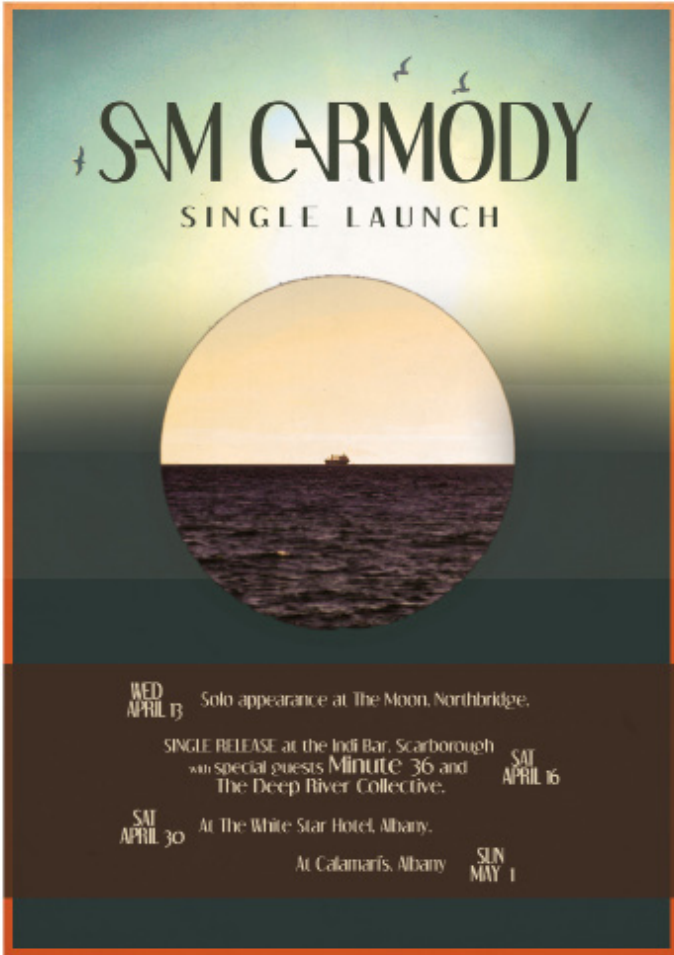
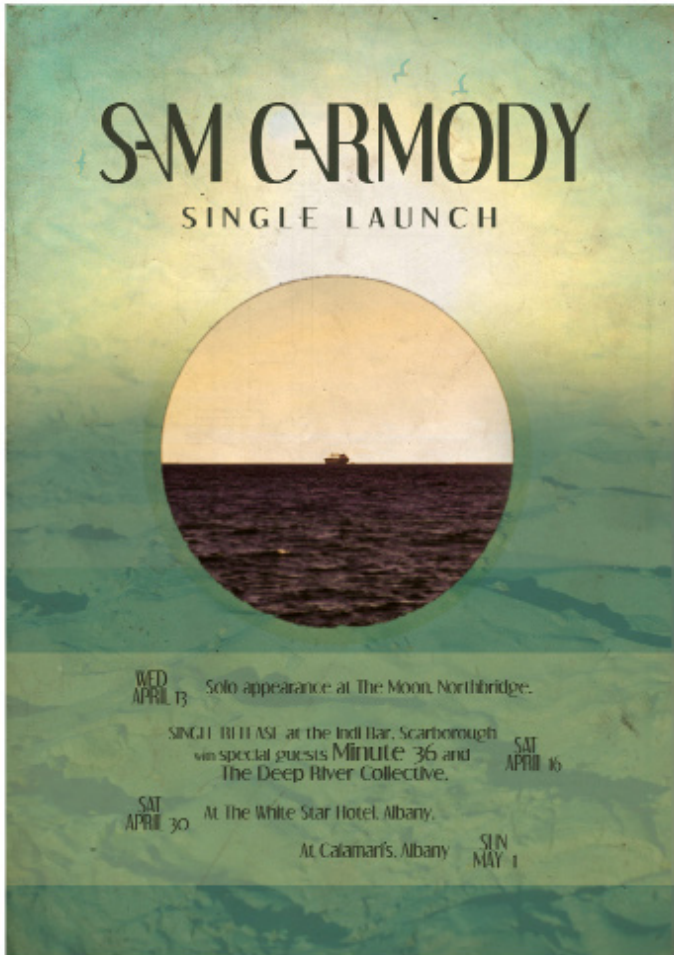


# POSTER DESIGN THUMBNAILS

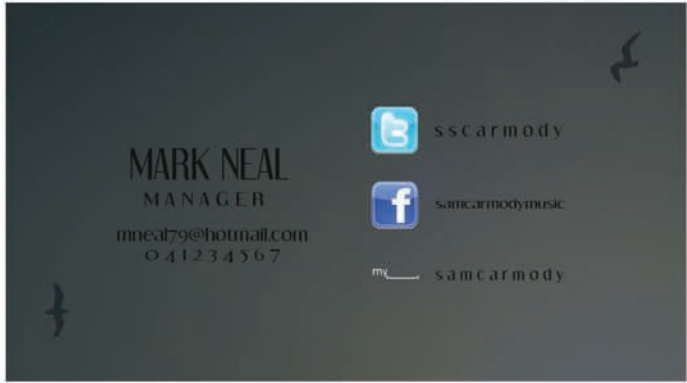
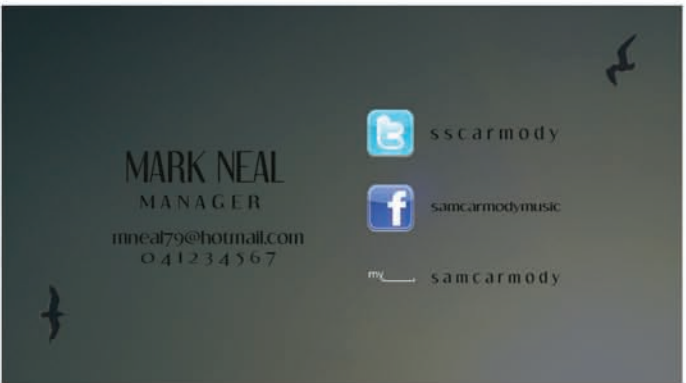




# POSTER DESIGN THUMBNAILS

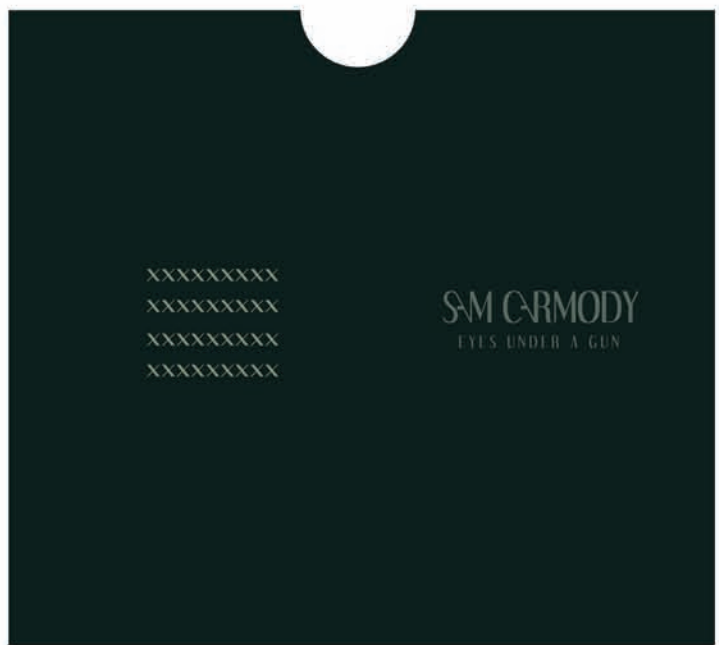
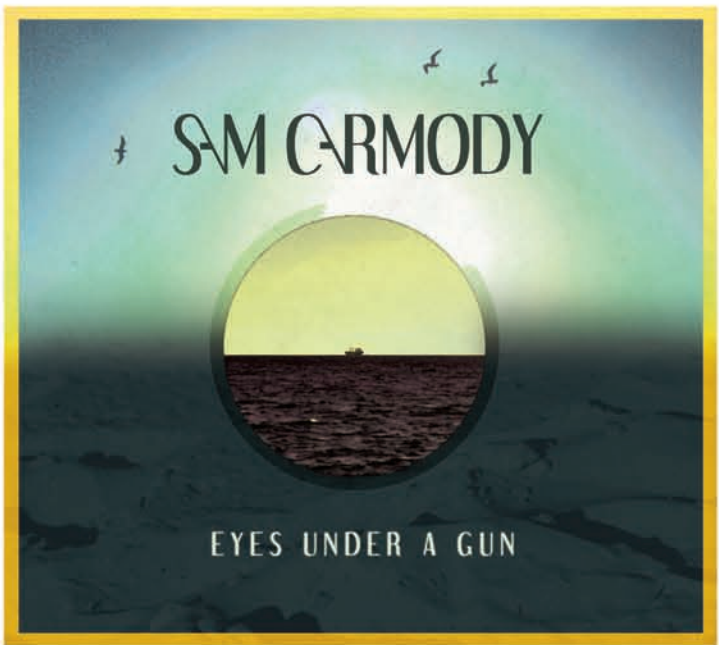
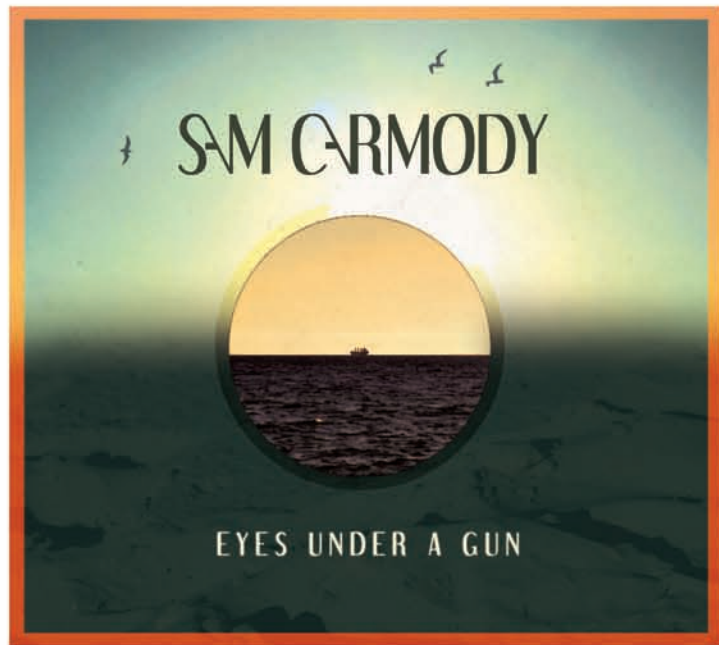
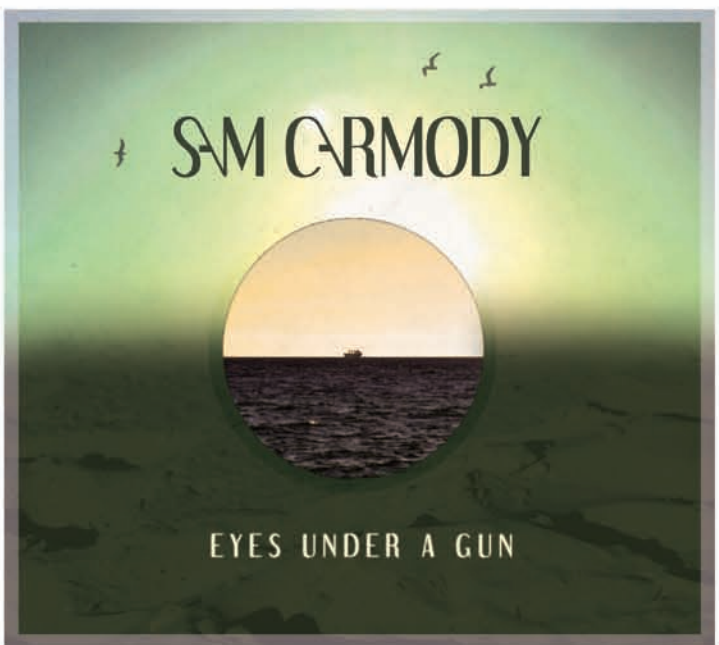
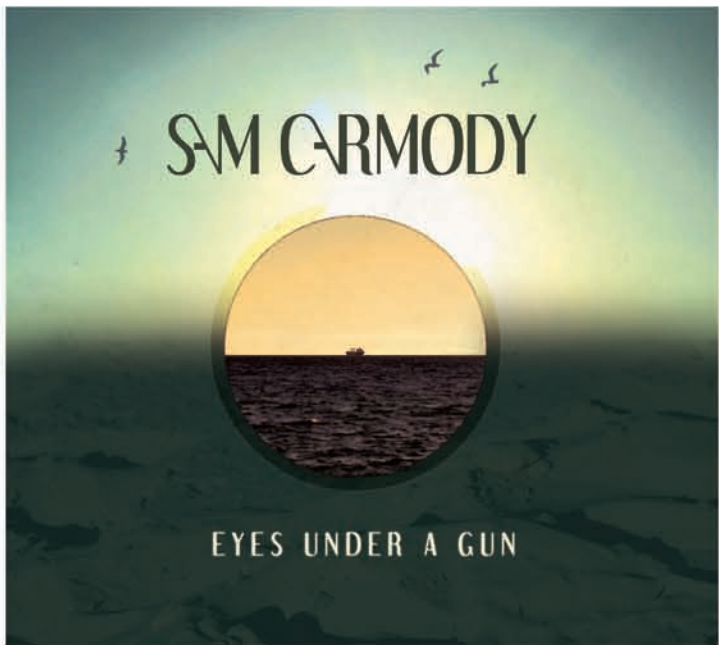
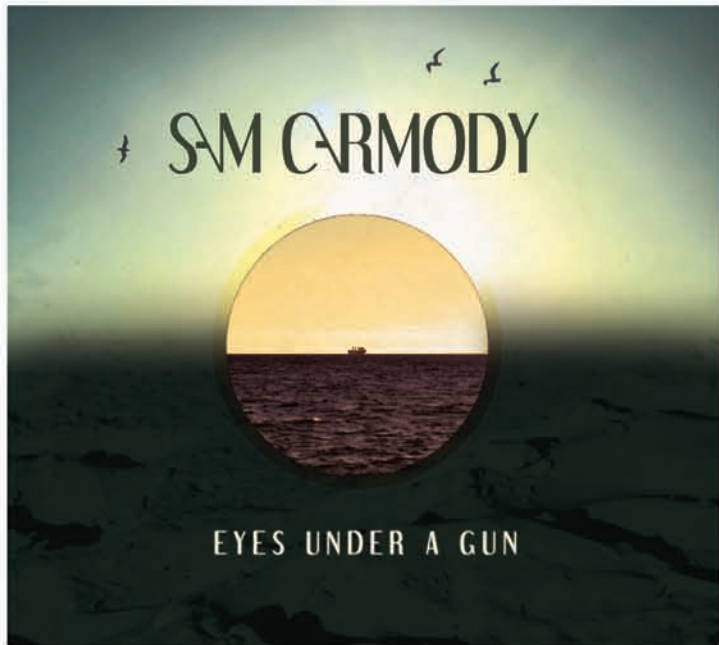


# BUSINESS CARD DESIGN THUMBNAILS





# SINGLE COVER DESIGN THUMBNAILS



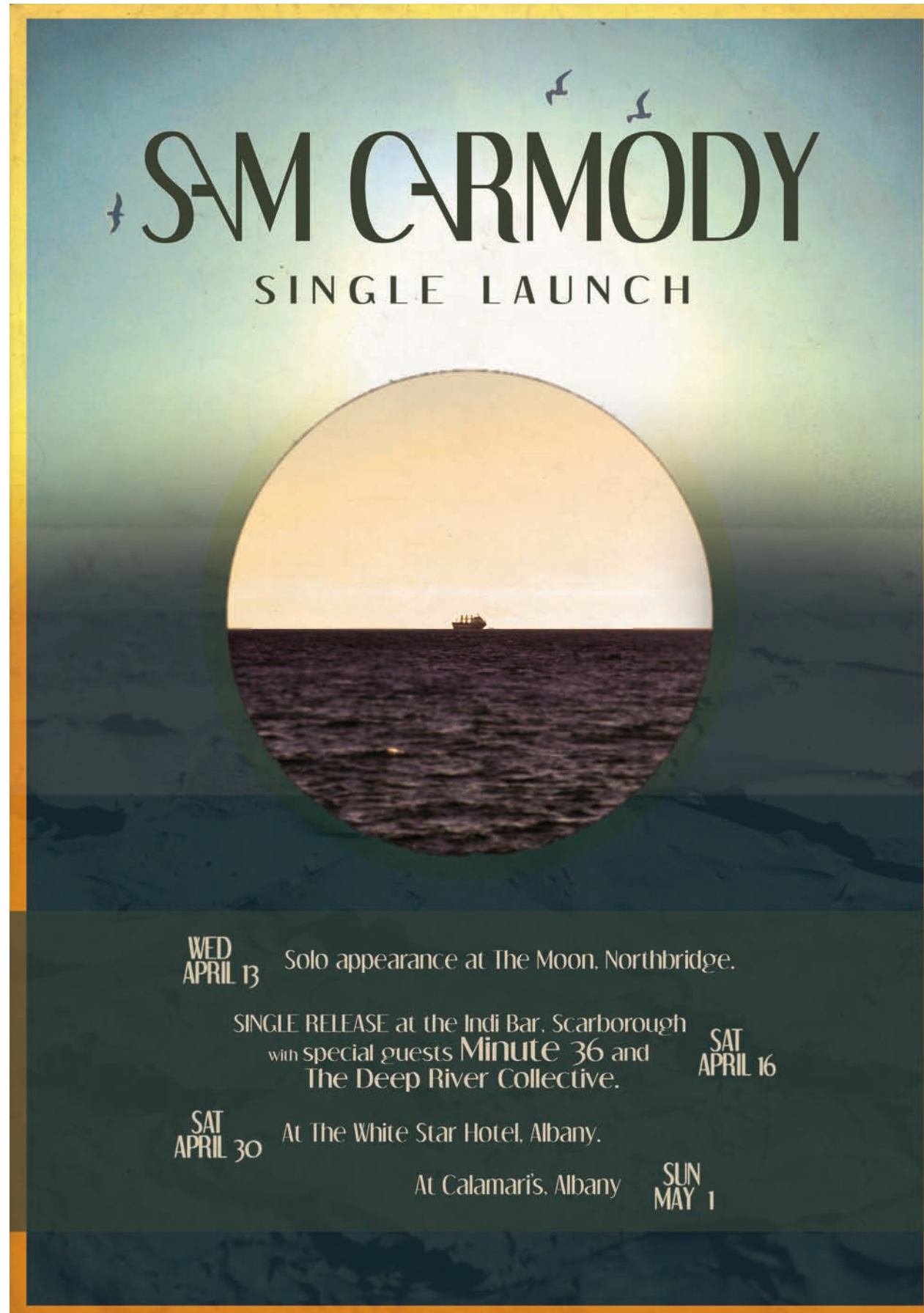
LOGO  
FINAL DESIGN

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SAM CARMODY



SINGLE LAUNCH  
POSTER FINAL DESIGN



WED  
APRIL 13

Solo appearance at The Moon, Northbridge.

SINGLE RELEASE at the Indi Bar, Scarborough  
with special guests Minute 36 and  
The Deep River Collective.

SAT  
APRIL 16

SAT  
APRIL 30

At The White Star Hotel, Albany.

At Calamari's, Albany

SUN  
MAY 1

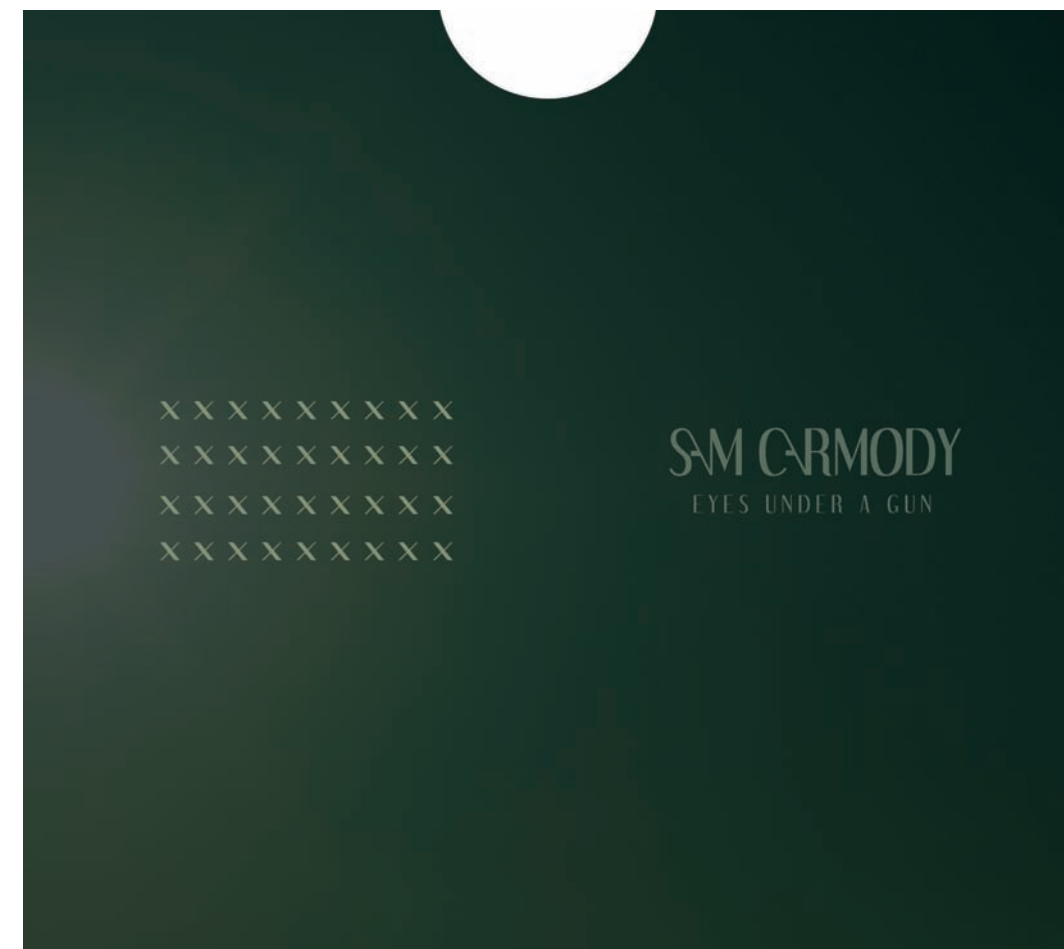
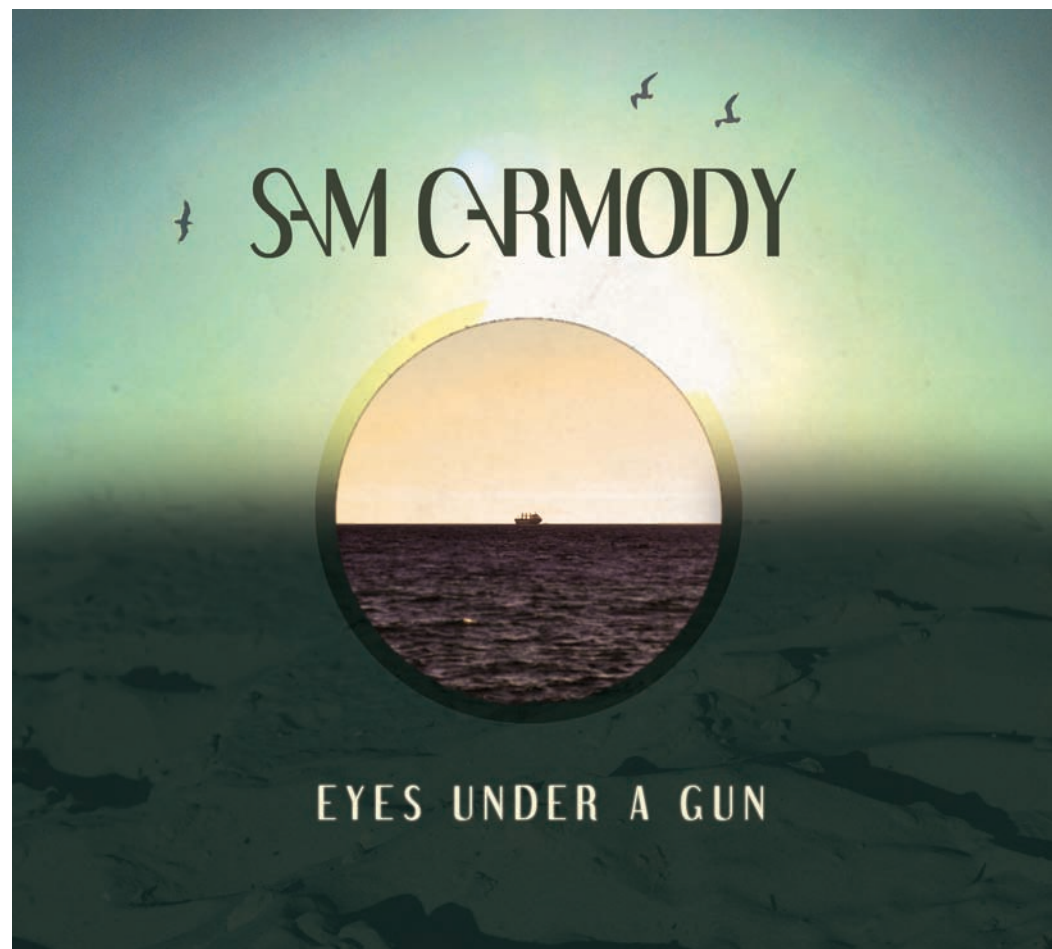
# BUSINESS CARD FINAL DESIGN

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# SINGLE COVER FINAL DESIGN



# THANK YOU

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