

# Original Fortune

BY KIRREN JONES

# Introduction

My name is *Kirren*, and I worked with the Hip Hop group *Original Fortune*.

My client was *Mike Poynton*, an emcee and producer of the group.

My tasks were;

To design a logo for the group to be used on CD's, posters, advertising and business cards

Design the covers for the groups EP release.

Design a website for the group.

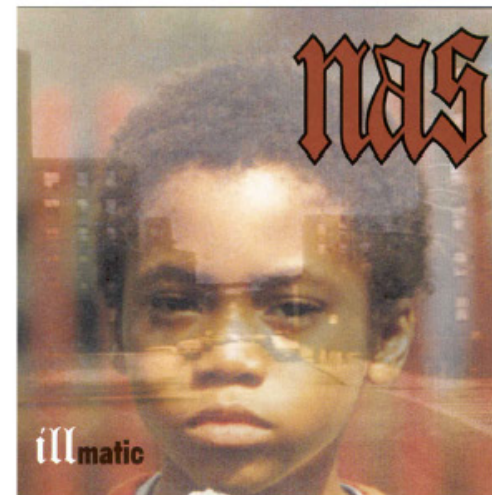
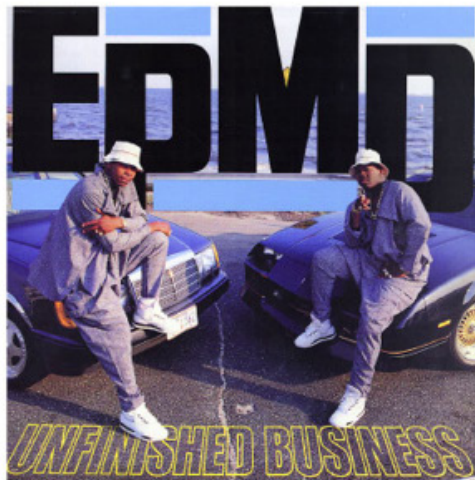
We stayed in contact through; E-mail, Mobile and Meeting in Mike person.





# Research

I first researched some album covers that influenced Original Fortunes music. Each clearly display the artists name.





# Logo Sketches



# Fonts

**ORIGINAL FORTUNE**

**ORIGINAL FORTUNE**

Original Fortune

Original Fortune

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**Original Fortune**

**Original Fortune**

**ORIGINAL  
FORTUNE**

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FORTUNE ORIGINAL  
FORTUNE

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ORIGINAL  
FORTUNE



# Logo Development

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# Website

We were waiting for the photography students to send through their photos, so began work on the Website.

The site was to feature the groups music, a sign-up for a mailing list and a way expand the groups fanbase.

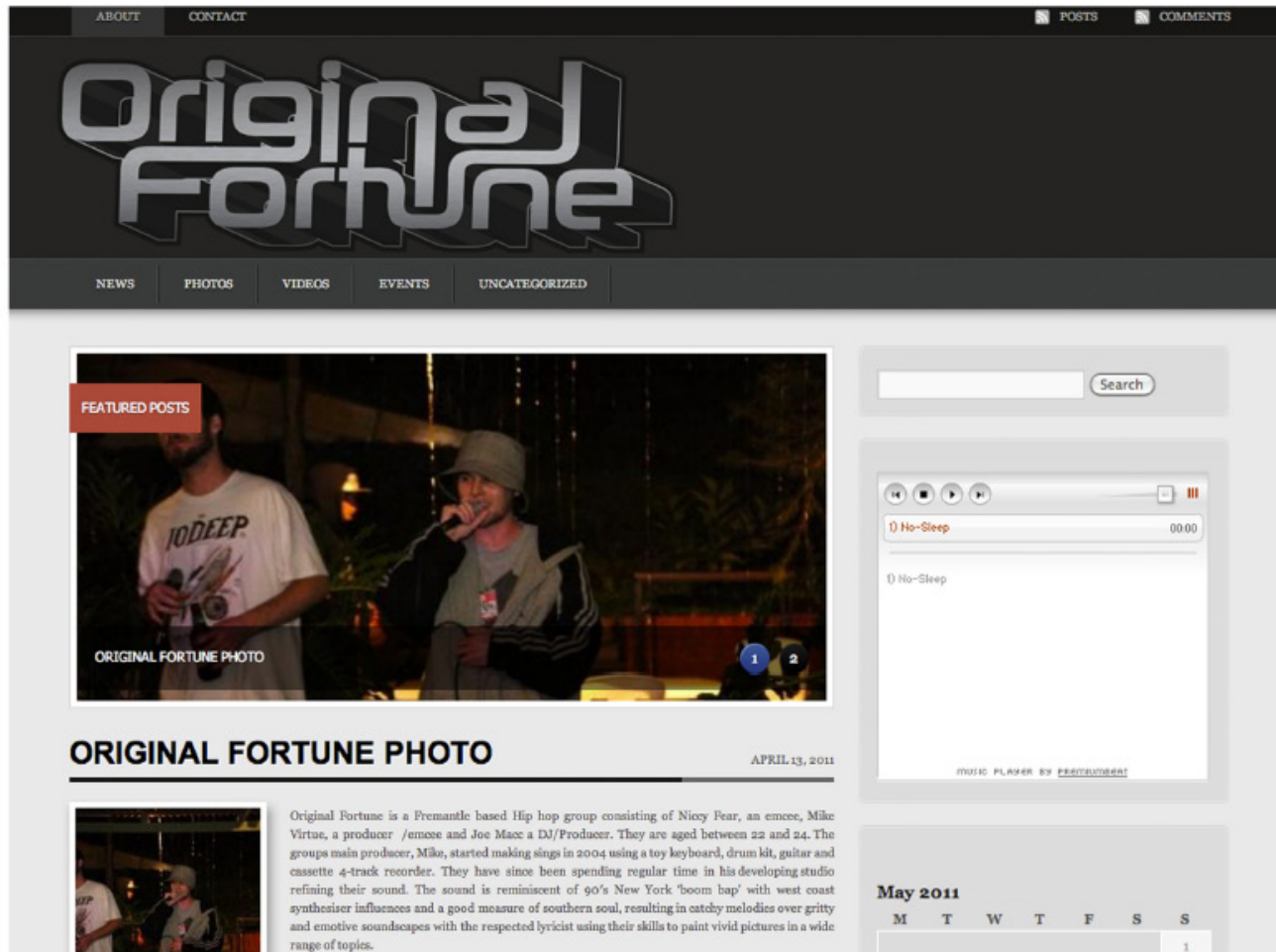
It would be based on a wordpress theme and be easily updated by the group.



# Website



# Website

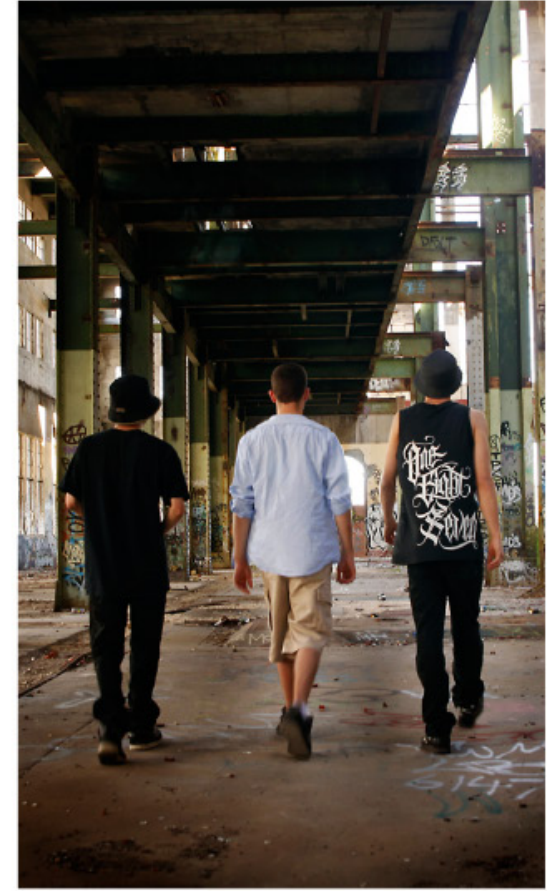


## Original Fortune Website :

- ✓ Music Player
- ✓ Photo Gallery
- ✓ Event Calender
- ✓ News Feed



# CD Photos



I recieved the photos just before the break and began work on the CD cover.  
Colour and Greyscale photos were supplied.

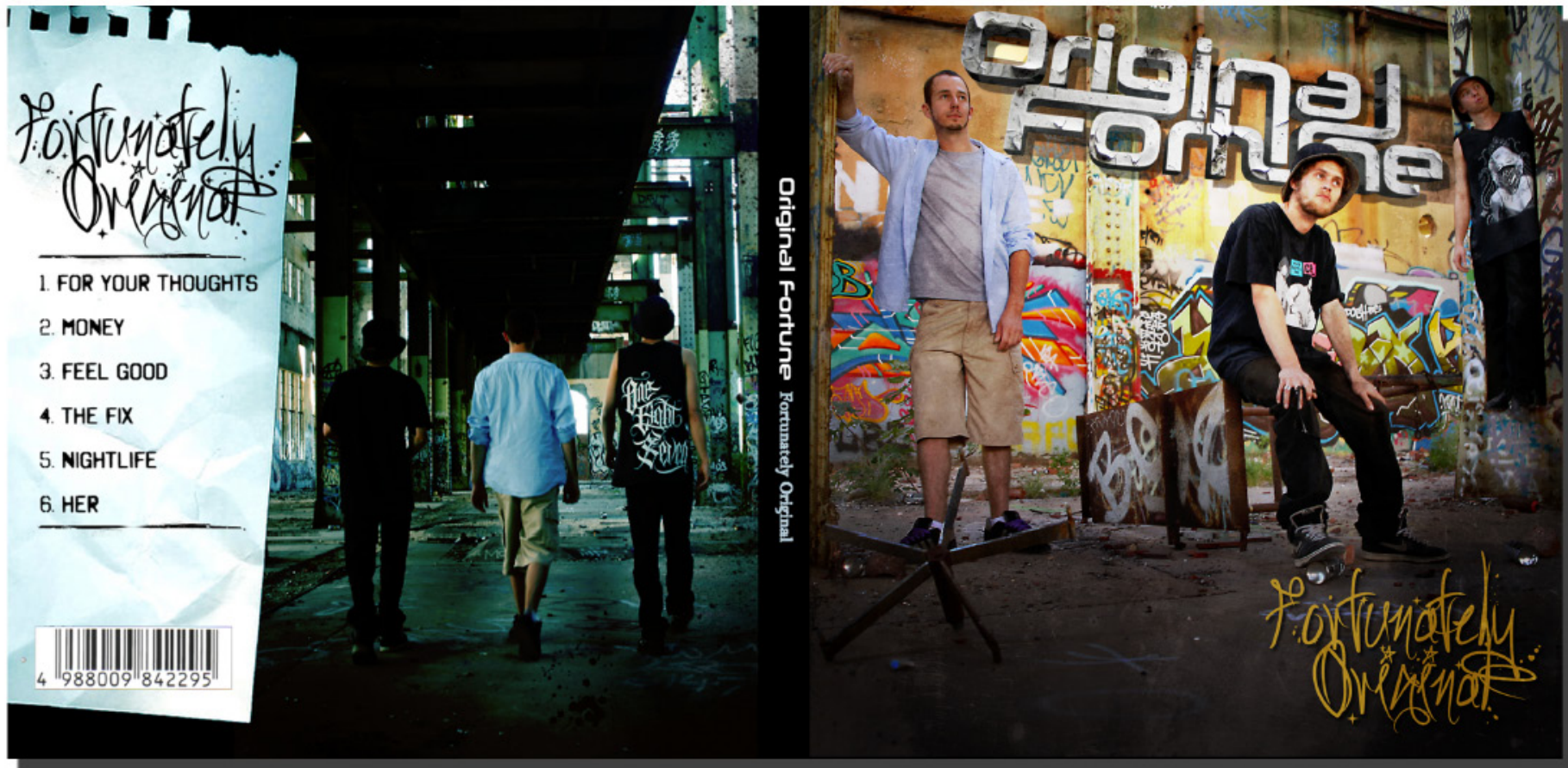


# CD & Cover Designs





# Final CD Design



The final design was chosen by Mike. I like the contrast between the front and back cover. Also how every thing is kind of the opposite.

Thank you for listening.