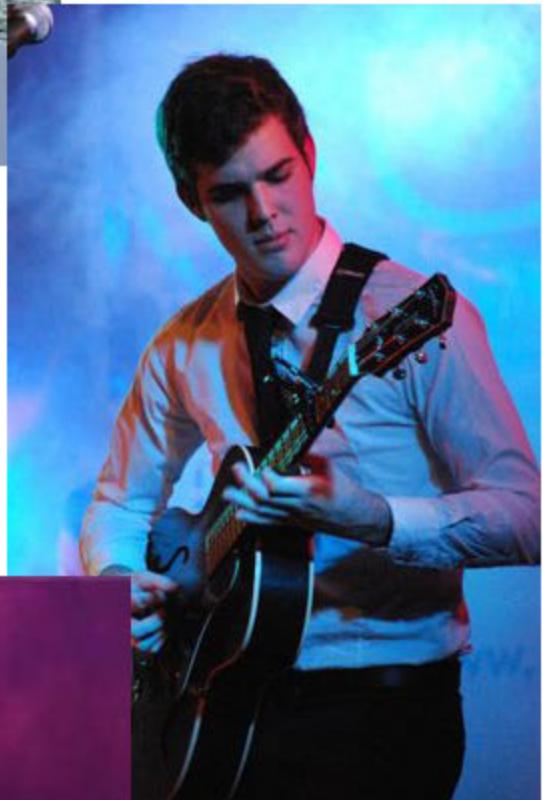


WE  
COME



**Luke Sweet**  
Graphic Design Student



**Mark Neal**  
Music Business Student



**Sam Carmody**  
Musician



# BRIEF

## SAM CARMODY - Graphic Design Brief

### what does your band/band do?

- listen <http://www.myspace.com/samcarmody>
- Sam Carmody is acoustic songwriter with an accomplished full time backing band. we promote Sam Carmody as a band.
- he is A published writer, and university writing teacher, Carmody's music responds to a legacy of writers/writers like Leonard Cohen and Sufjan Stevens, blending popular songwriting with serious poetic reflections. He has drawn comparisons to Paul Kelly and Ned Firth for his distinctly antipodean consciousness. His songs, like Kelly's, gravitate to the urban and gritty and ordinary whilst always maintaining a sense of the sublime in ordinariness.

### Goals

- Sam Carmody (and band) are working towards becoming a permanent part of the Music industry, they plan to launch an EP and raise there profile over the next 12 months to 2 years and are aiming to solidify there place in Australian music.
- we need an official website and t-shirt designs.
- could use poster, flyer and logo designs.

### Target Markets

- the current target market include young triple j listeners 18-24, we aim to expand that into regional areas as well as wineries and older more intelligent listeners.

### Reference Material

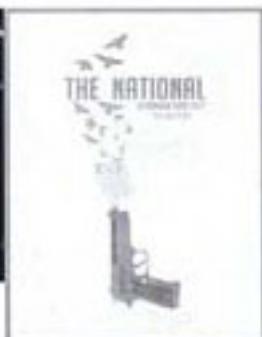
- we have current photos and posters for you to view and compare.
- The image draws similarities to Oh Mercy, Paul Dempsey and the national.
- we are currently leaning towards a maritime feel but want to steer clear of the Josh Pyke and Bob Evans comparisons.
- has a very folk and surfing feel to the band, the members surf and live near the beach but are also very intelligent university students and teachers, would like to be subtle in the references to folk and surfing.

### Time frame

- the EP will be released around June and would like to have a website up before that, we also have a film clip on the way and would like the images and photos to match.

### Budget

- \$500 to \$900 for website design.



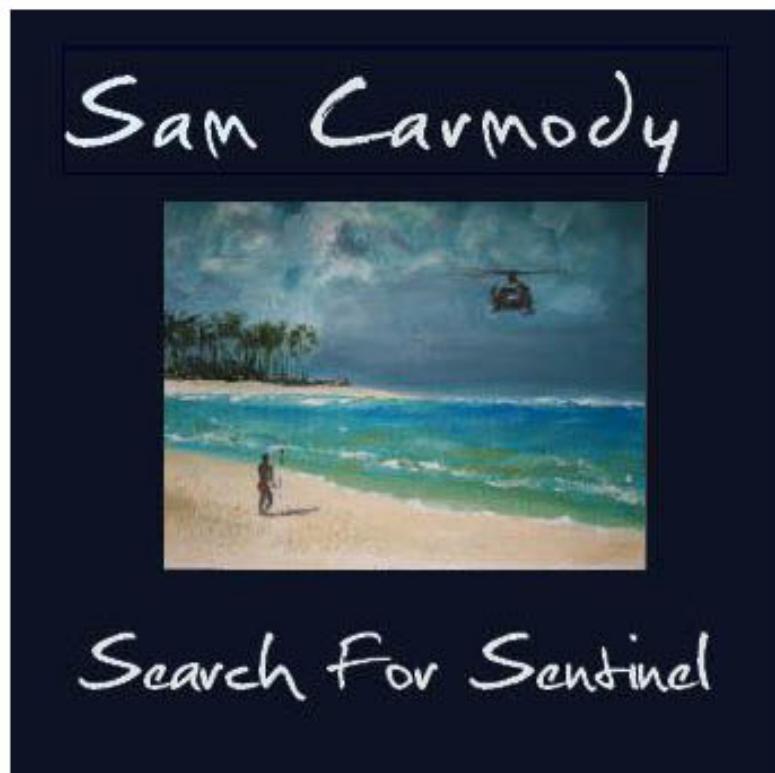
# Brief Highlights

- >Longterm band. EP Out June.
- >Currently working and recording.
- >Lots of shows. Single Launch April.
- >Posters, Logotype, Business Cards,
- >Further opportunity for website.
- >Maritime theme.
- >Sam is a writer. Lyricist. Mature, intelligent. Triple J demographic. Wineries.
- >Cool, photography is okay. EP Art. Surf, suburban, coastal. *Oh Mercy. The National*
- >Dull, Mellow Colours.

## Past Photography



## Past Design/Artwork

A promotional poster for Sam Carmody. It features a black and white photograph of the band members standing outdoors. Below the photo, the text reads:

**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



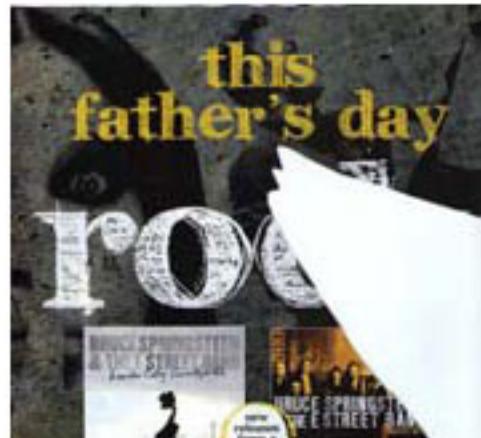
SAM CARMODY AND BAND  
Supporting Minute 36  
Manhattans, Victoria Park

FEB 3, \$10 Entry

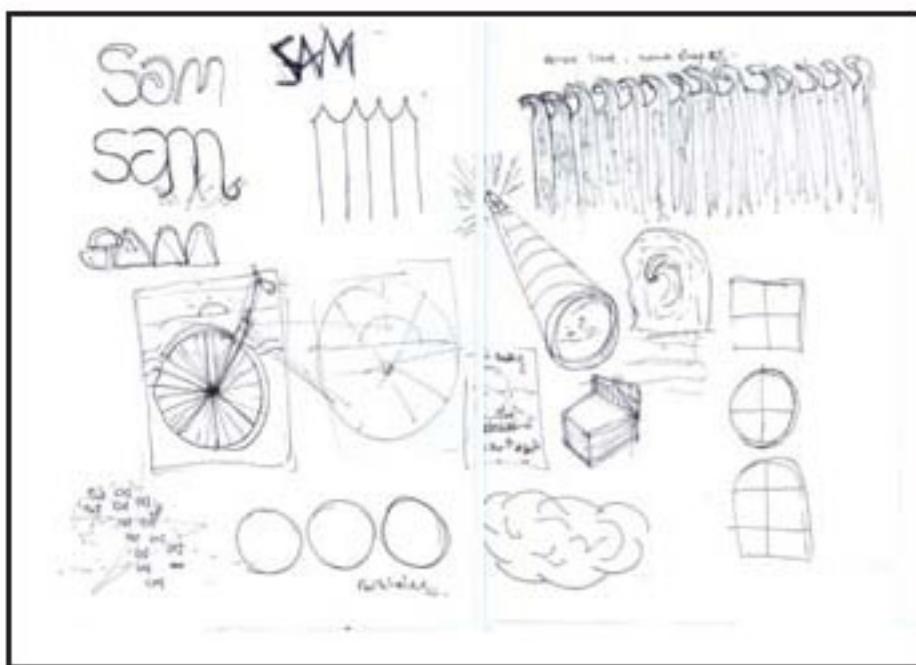
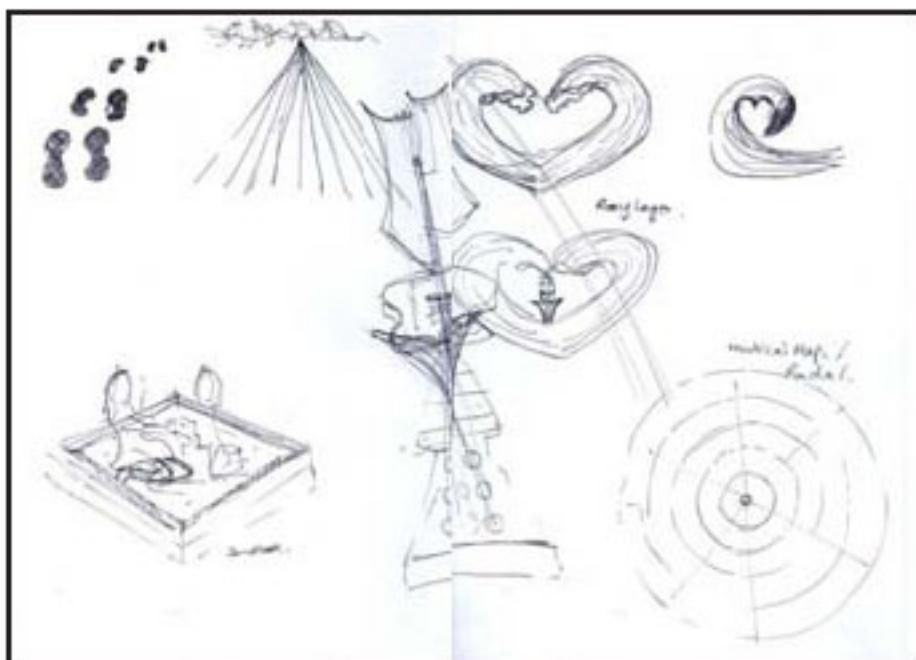
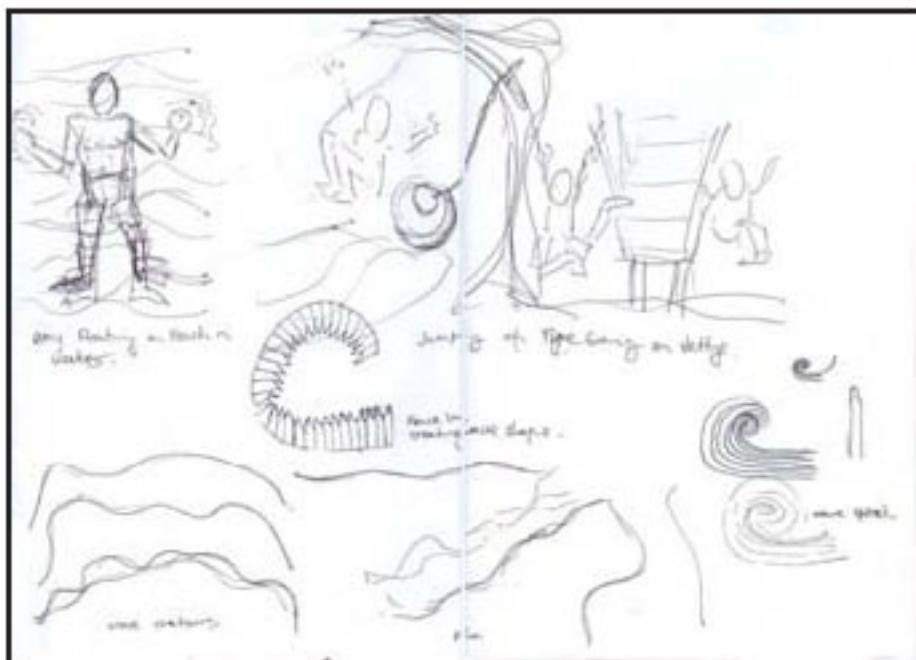
# Research



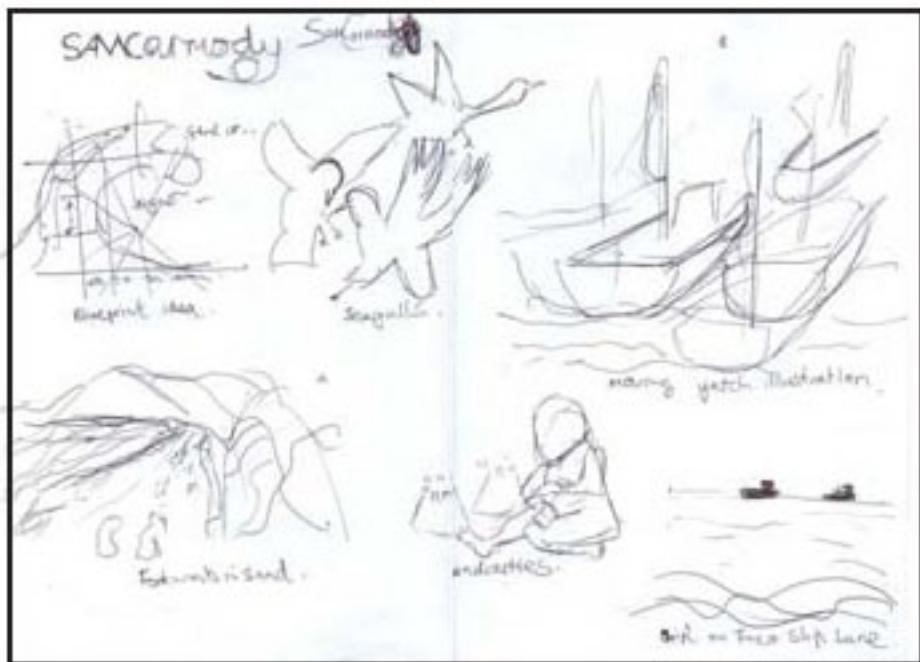
# Research



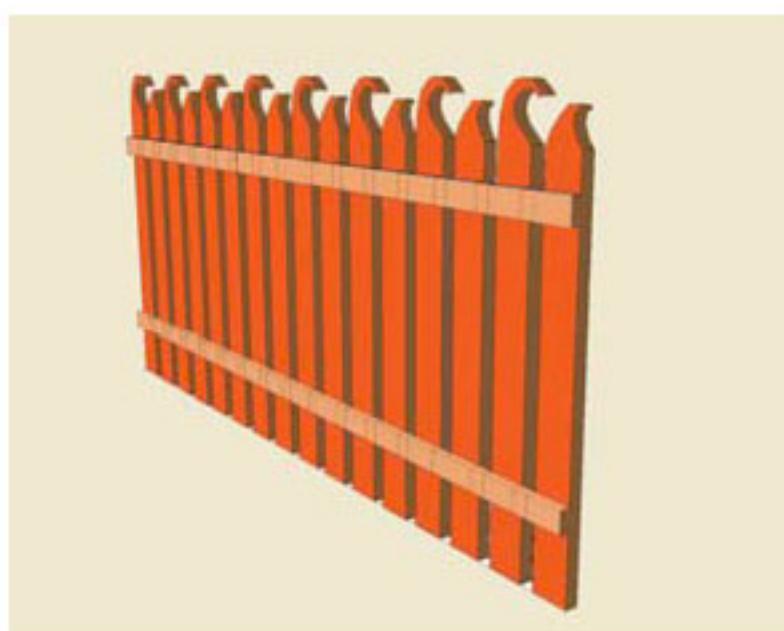
# Thumnails for Poster



# Thumnails for Poster



# Thumnails Research and Development



# Thumnails Research and Development



# First Visual sent to Mark Neal

Hey Mark,

I've been doing lots of research and ideation. I've put together a couple of directions on the one page. If you could answer the following questions that would help me in my process.

1. Do you like this beige colour scheme with orange/red. I based it off the National band poster you referenced?
2. Do you like minimalist typography like shown in the visual or would you prefer something more organic?
3. Do any of these maritime visuals take your fancy, and is the illustrative style what you had in mind?

I really like the concept of a suburban fence taking on shapes of waves or other maritime imagery. The idea was sparked from Sam's song 'Sally' particularly the last line '...sitting on the fence...'. Also, the eP album title 'Boy in the Sea Lanes' speaks some particularly strong vibes about being lost in a big place, suburbia, solitude etc. I'm pretty much trying to get a gauge on what you're looking for so any feedback would be appreciated. Then I can get to you some proper visuals for the posters etc.

Thanks Mark,

Kind Regards,  
Luke Sweet

**"I've put together a couple of directions on the one page."**



# Mark's Response to Visual

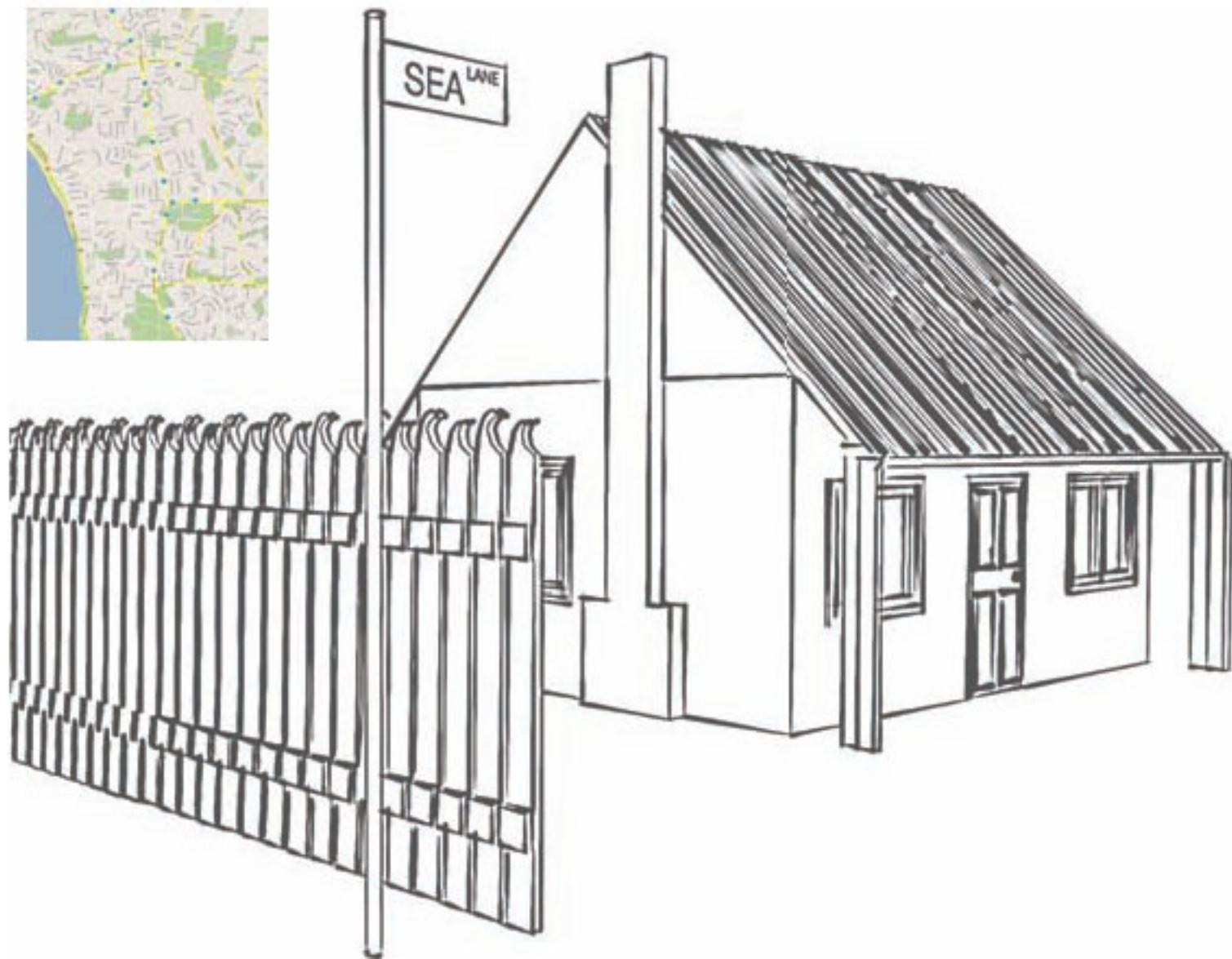
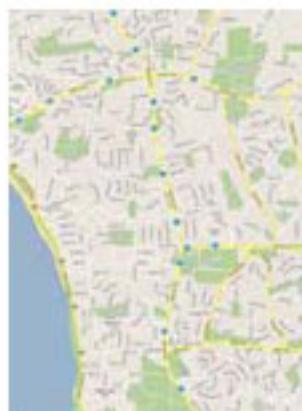
Hi Luke,

i like were your going with this, not so sure about the bird, but the fence line is great i really like the subtle maritime, wave/fence design its cool, not so sure about the colour scheme either could we possibly try some different colours out don't like the font could you possibly run with the fence idea, and put a house behind it maybe with a more subtle maritime details.

your grasp of the concepts are excellent lost in suburbia is something Sam was going for looking awesome cheers

**"i really like the subtle maritime, wave/fence design... not so sure about the colour scheme...your grasp of the concepts are excellent. lost in suburbia is something Sam was going for...."**

## Further Development



# Sam Carmody

Wed April 13

Solo appearance at The Moon

Sat April 16

"Boy in the Sea Lanes" **SINGLE RELEASE**

Indi Bar Scarborough

with special guest

Minute 36

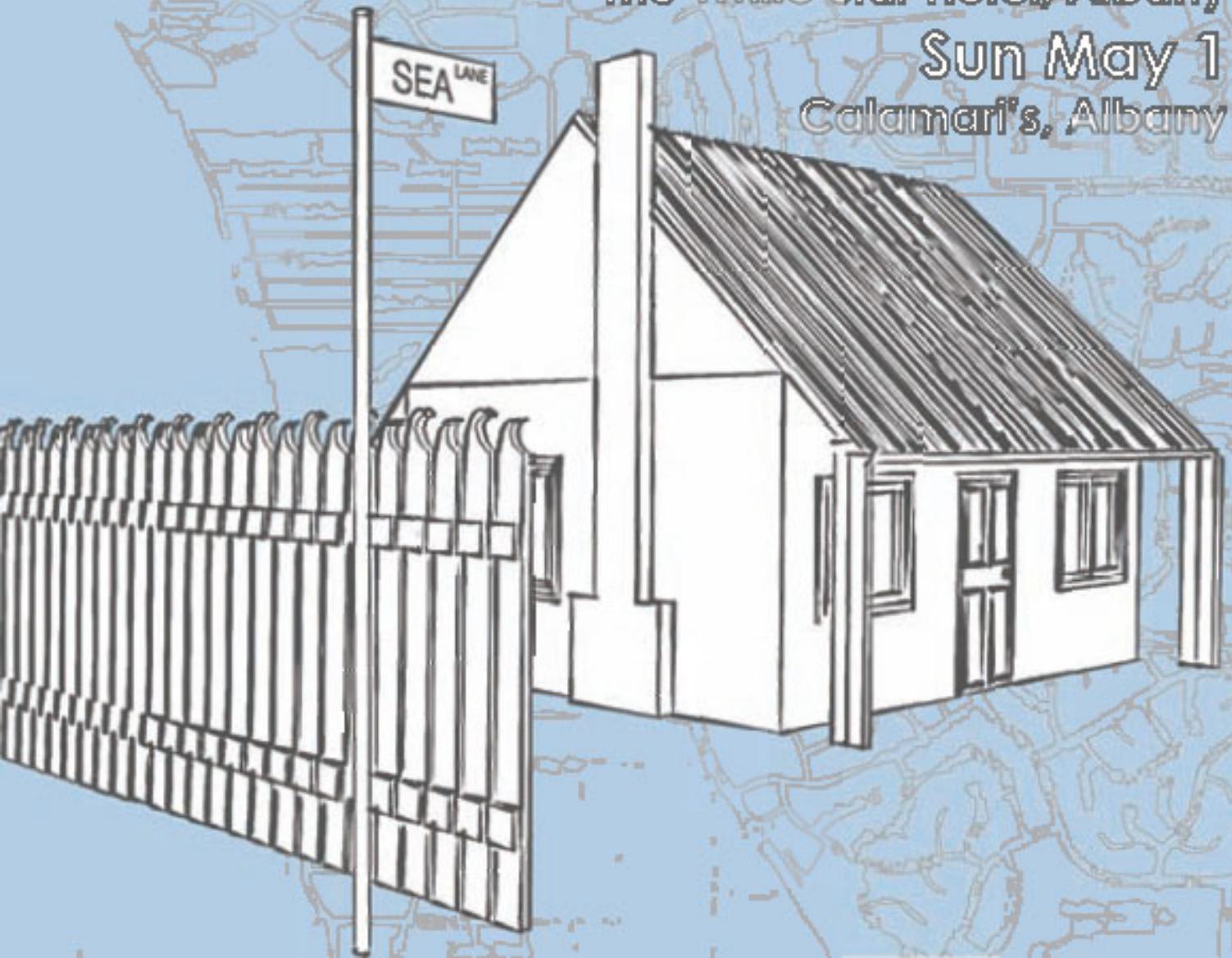
and The Deep River Collective

Sat April 30

The White Star Hotel, Albany

Sun May 1

Calamari's, Albany



# Mark's Response to Poster Workups

Hi Mark,

Hope your well. Please find attached a DRAFT pdf poster. The house idea i think works really well. The background line work is based on a map of the Perth coastal suburbs. A subtle pun on the street sign reads "Sea Lane". Blue background seems to be working and ensures the white coloured feature art comes forward. Important type/copy is highlighted in yellow with all other copy in white to give cohesion to the entire poster.

If I could get some feedback on any changes/improvements, that would be great.

Hey Luke. really cool

not to sure about the colour scheme. is it possible to try a few different options out?

also can you change the Albany April 30 show so it stands out more than the others and also has the single launch text. please put with with special guest Geoff Scott for that gig.  
cheers

## Sam said:

**"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 ...love for that to be reflected in the artwork..."**

Hi Luke, Sam an i just had a discussion. this is what he 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."

this one was very close but again, probably just a little to sweet or happy or something. Maybe if he can try an (subtly) introduce some hint of darkness or an element that is less reassuring; something that makes the viewer unsure about the feeling the artwork gives them. It could be a faint colour thing. Probably a font issue too. I like how minimalist he's gone. It's very clean and understated. I just want a bit more mood."

hope this helps. cheers

Hi Mark,

Thanks for the feedback that will help a lot. Completely understand avoiding the josh pyke look. I've been listening to Sam's songs on his blog/wordpress site and I get what you both mean by moody, dark, complex themes. We definitely don't want people to get the artwork themes in one glancing look or stereotype them etc. So I'll explore and introduce some more elements and investigate colour and font deeper and get a variety of different visuals to you very soon.

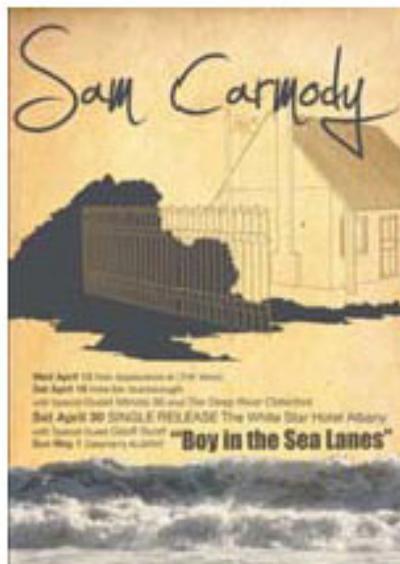
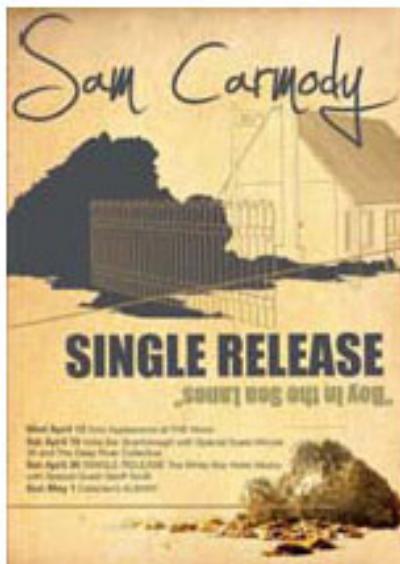
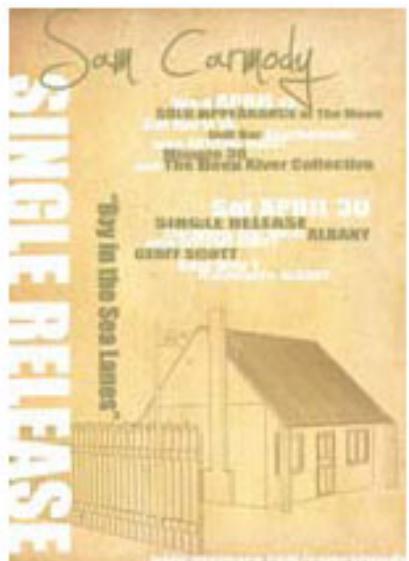
Thanks again.



## Photoshoot



# Poster Workups



## Meeting in Leederville

Hi Mark,

I would like to arrange a meeting time so that we can go over my work and get you to select a final, plus get some art direction on mock up stationary, EP art, t-shirts etc. Which will be part of our final presentation to you. Is it possible to have the meeting next week preferably wednesday morning or early arvo? Maybe we can organise for a group meeting where all the design students working on the Sam Carmody project come along. That way you only need to do one meeting.

Cheers,

Luke.

Hi Luke. Friday is the best day for us. We will both be available sometime tomorrow afternoon. Does this suit.

Alternatively Friday week would be okay.

Regards

Mark

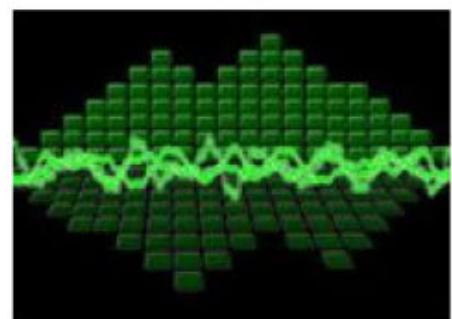
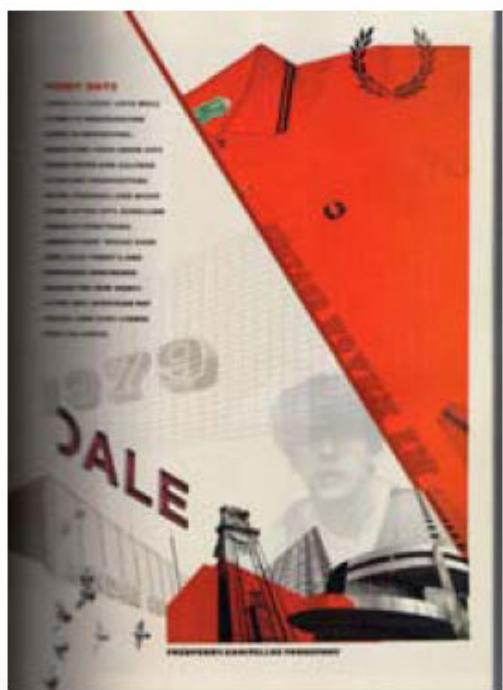
Hey Luke. Didn't see Sam as planned this arvo. I sent him through what you've done and I'll relay his feedback.  
from previous discussions I think both Sam and I would like to see a few different font/logo ideas. and if you have the time, I  
would love to see a suburban or urban city scape design.

what do you think?

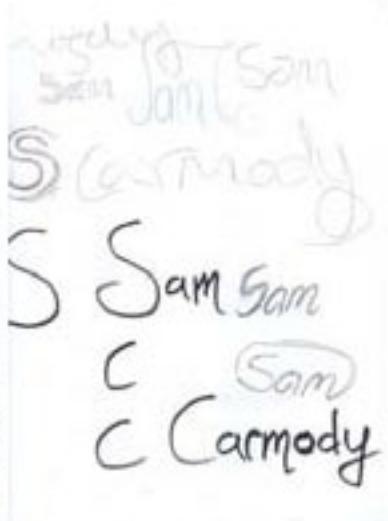
Mark

**“...Sam and I would like to  
see a few different font/  
logo ideas. and if you have  
the time, I would love to  
see a suburban or urban  
city scape design...”**

# Cityscape Research



# Logo Thumbnails

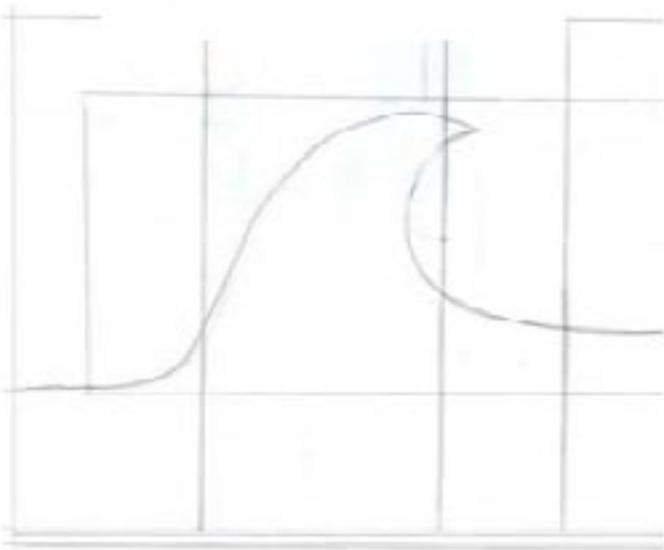


Sam Carmody

Sam Carmody

Sam Carmody  
Boy in the Sea Leaves

## Poster Ideation



## Pitch for Final Four Logos and Posters

Hi Mack,

Here are my Final four for you and Sam. Could you please let me know which Logo you like and which poster. The logos fit all poster designs so we can switch if need be.

Poster 1: Black and white. Use an anonymous cityscape overlooking water. Incorporate the previous fence idea.

Poster 2: Black and White. One looks a city at night. Lights, streets and buildings.

Poster 3: I particularly like the colour scheme. Give a big perspective of a tall building. Good use of type.

Poster 4: Great image of. Plays with the idea of a sound wave you might see on a screen. Incorporates a cityscape and ocean wave shapes.

I hope you like. Cheers,  
Luke

# Sam Carmody

# Sam Carmody

# Sam Carmody

# Sam Camay

**SINGLE RELEASE "Boy in the Sea Lanes"**

**Wed April 13** SOLO Appearance at the Moon

**Sat April 16** Indie Bar Scarborough  
with Special Guests Minute 36 and The Deep River Collective

**Sat April 30 SINGLE RELEASE**

The White Star Hotel Albany with Special Guest Geoff Scott

**Sun May 1 Calamari's Albany**



# **Sam Cornforth**

**SINGLE RELEASE "Boy in the Sea Lanes"**

**Wed April 13 SOLO Appearance at the Moon**

**Sat April 16 Indie Bar Scarborough  
with Special Guests Minute 36 and The Deep River Collective**

**Sat April 30 SINGLE RELEASE**

**The White Star Hotel Albany with Special Guest Geoff Scott  
Sun May 1 Calamar's Albany**



# Sam Carmody

**Wed April 13**

Solo Appearance at the Moon

**Sat April 16**

Indie Bar Scarborough with special Guests  
Minute 36 and  
The Deep River Collective

**Sat April 30**

**SINGLE RELEASE**

The White Star Hotel Albany with Special Guest  
Geoff Scott

**Sun May 1**

Calamari's Albany

# Sam Carmody

**SINGLE RELEASE "Boy in the Sea Lanes" SINGLE RELEASE**

# **Sam Gammonby**

**Wed April 13** SOLO at the Moon **Sat**

**April 16** Indie Bar Scarborough with  
Special Guests **Minute 36** and **The  
Deep River Collective** **Sat April 30**

**SINGLE RELEASE** The White Star  
Hotel Albany with Special Guest **Geoff  
Scott** **Sun May 1** Calamari's Albany



**SINGLE RELEASE "Boy in the Sea Lanes" SINGLE RELEASE**

## Mark's Response to City Posters and Logos

Hey Luke, sorry for the delay sam has been pretty busy. Thanks for exploring the city idea and it was great to see some different font ideas. I think the house design is still the best, we will probably use that for an Upcoming show. The first skyline with the fence was good, but I don't think it fits what Sam is trying to do. We still don't really have a clear view on what the Sam Carmodys image is which has made our decision kinda hard.

I'll try to get some more feedback from Sam if you require

Regards  
Mark

**"I think the house design is still the best, we will probably use that for an Upcoming show. The first skyline with the fence was good, but I don't think it fits what Sam is trying to do. We still don't really have a clear view on what the Sam Carmodys image is which has made our decision kinda hard."**

Hey Luke, sorry for the delay sam has been pretty busy. Thanks for exploring the city idea and it was great to see some different font ideas. I think the house design is still the best, we will probably use that for an Upcoming show. The first skyline with the fence was good, but I don't think it fits what Sam is trying to do. We still don't really have a clear view on what the Sam Carmodys image is which has made our decision kinda hard.

I'll try to get some more feedback from Sam if you require

Regards  
Mark

No worries Mark. Thanks for the feedback. Let me know in the coming days or weeks when you get a clearer idea if you need any designs/graphics etc. Thanks again for all your feedback. Speak soon.

Regards,  
Luke.

# Sam Carmody

RELEASE

RELEASE

RELEASE

RELEASE

RELEASE

RELEASE

RELEASE

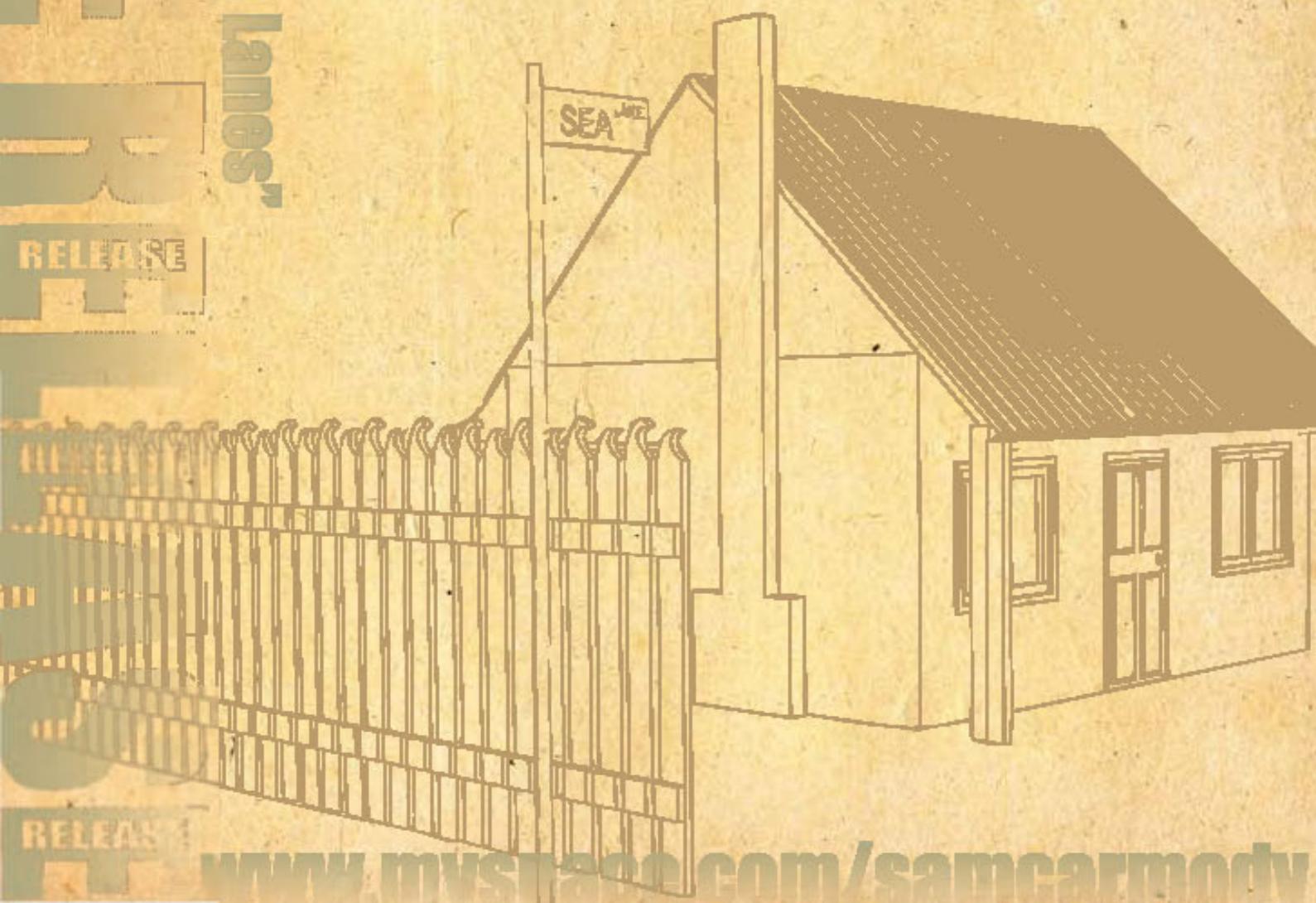
RELEASE

RELEASE

'Boy In the sea lanes'

Wed APRIL 13  
Solo Appearance at The Moon  
Sat April 16  
Ind Bar Scarborough  
with SPECIAL GUEST  
Minute 36  
and The Deep River Collective

Sat APRIL 30  
SINGLE RELEASE  
The White Spar Room ALBANY  
with SPECIAL GUEST ALBANY  
GEOFF SCOTT  
Sun May 1  
Calamari's, ALBANY



[www.musicmcc.com/samcarmody](http://www.musicmcc.com/samcarmody)

# Songbird

"BOY IN THE SEA LANES"

Wed April 13 Solo Appearance at the Moon

Sat April 16 Indie Bar Scarborough

with Special Guests Minute 36

The Deep River Collective

**Sat April 30 SINGLE RELEASE**

With Special Guest Geoff Scott

Sun May 1 Calamari's Albany



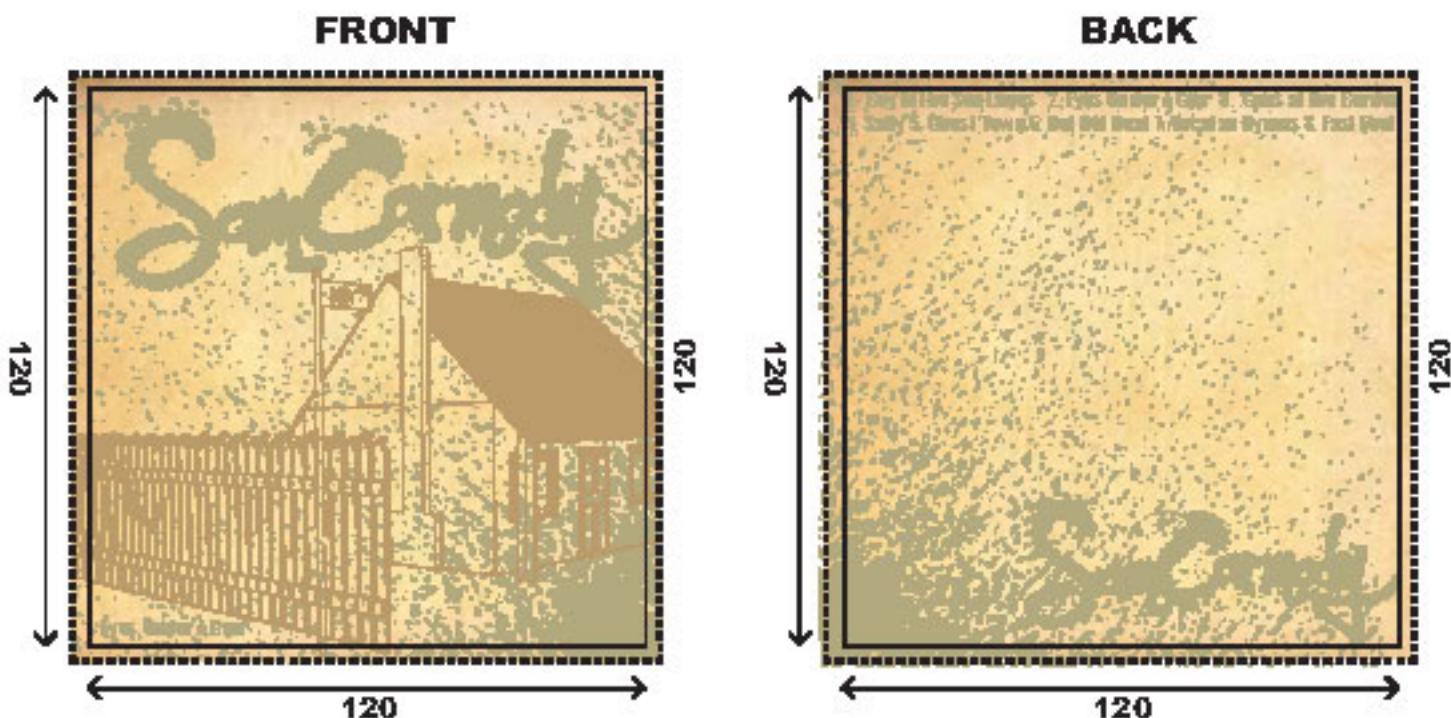
**SINGLE RELEASE**

# Street Press

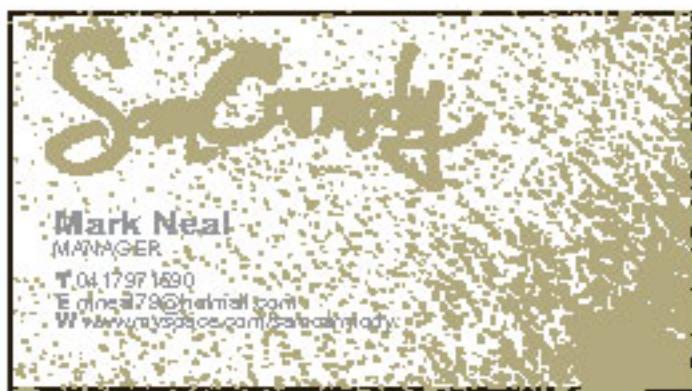
## XPRESS MAGAZINE DRUM MEDIA



# EP Pack



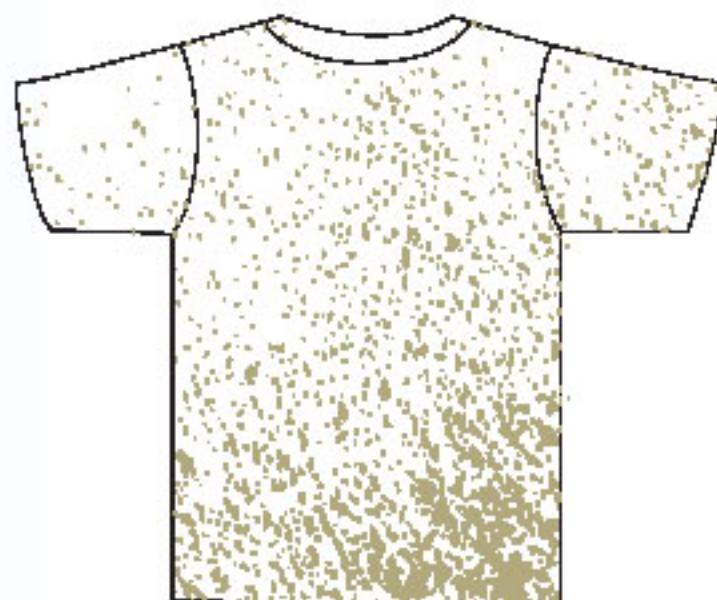
# Business Card



# T-Shirt



**FRONT**



**BACK**

THANK  
YOU