

THE SCENE AND HERO

BRIEF:

Create a poster, final should be colourful and satirical

First Meeting, The band manager was absent from the first meeting so the designers researched the band and looked for graphics that looks similar to what the band is already using

Correspondence

DESIGNER

Hey Cassie,

I hope your well

Im name is Sasha Doyle and im one of your Graphic Designers for The Scene and Herd.

I just wanted to touch base as I didnt get to meet you today.

Maybe we could set up a meeting or if its easier we can keep in touch by email.

I have a few questions

Does the band already have an existing logo?

Any particular direction that you guys want to go in?

What kind of bands do they aspire to?

Anything you can tell me about them to give me a bit of direction would be great!

Scott gave me two different emails for you so im just going to send it to both and hope one gets to you!

Thanks heaps

talk soon

regards

Sasha Doyle

MANAGER

Check out their facebook page. That's their current logo on their EP launch tour poster.

The tour we want you to do the poster for will be for a 3 or 4 date tour in July for a merch launch (hey, if you want to play around with ideas for that too - go for it :)).

Uhhh think Paramore/Fall Out Boy/All Time Low I guess. They have a girl singer.

Initial Research



Correspondence

MANAGER

Do you have an online portfolio so I can see your style?

DESIGNER

no, sorry.

do you have any further info you can offer me.

concepts that the band would like worked into the designs?

are you thinking photos or illustrations?

do you want to keep the logo? or did you want a new one?

thanks

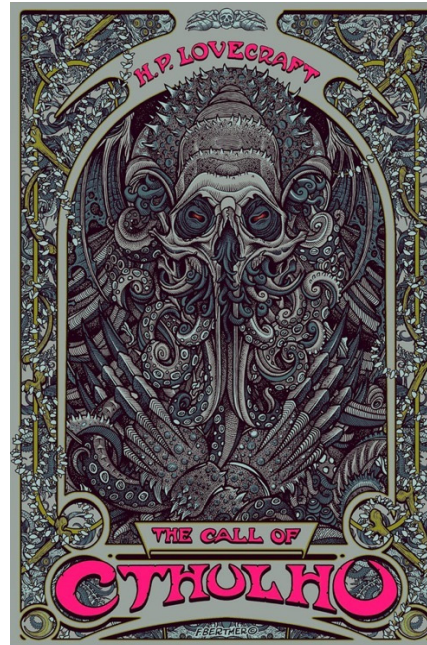
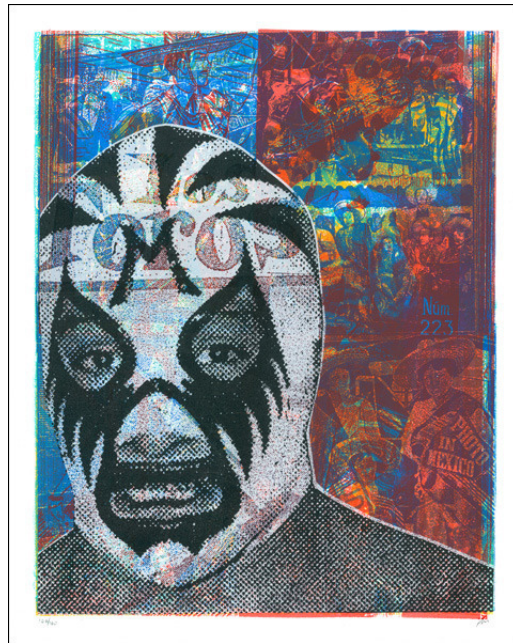
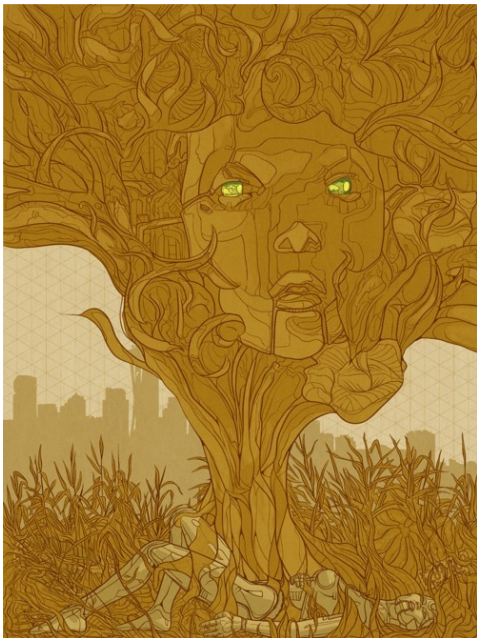
MANAGER

Illustrations. They're not a [REDACTED] "rnb" artist or a popstar. Look at omg-posters.com for ideas.

No, they like their logo and want to continue it.

OMGPOSTER RESEARCH

with no set themes or trends to any of the posters on OMG posters we asked the manager for an example or a brief of what he band wanted



Correspondence

MANAGER

I think we have a different style...:\ I want a pop surrealism style poster - and cartoony. That's what fits the bands image and is eye-catching for a music poster.

4 colours at the most for printing purposes. Must leave room for 2-3 dates and 3 support band names under each date.

<http://i55.tinypic.com/111mepy.jpg>

i55.tinypic.com

Share

Johnny Cupcakes is another really good example.

DESIGNERS

no thats fine, we can change for what you want so theres no need to stress about that. would we will need is to know if there's something the band really wants in the picture, or a theme for the poster, so if you could find that out from the band and pass it on sasha and I would both appreciate it.

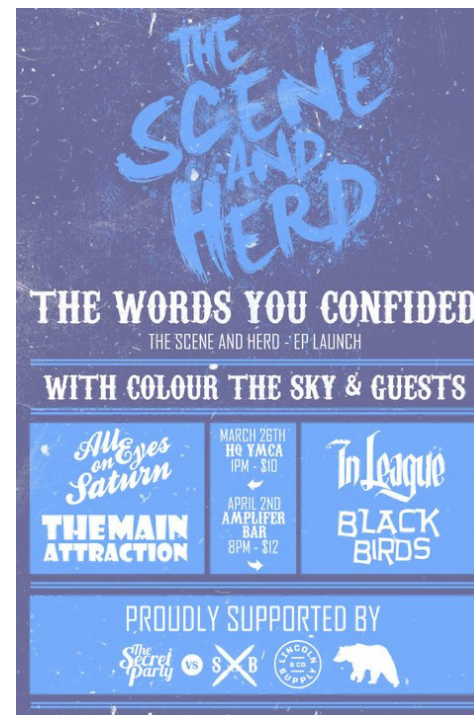
MANAGER

I don't even know who Sasha is hey

The graphic designers I know who have a career doing stuff for bands do have a style and that's why they're hired. That's all. They're also artists which is why they're hired for this type of work and not normal graphic designers

Given Examples

These were two posters that were given as examples as to what the band's 'style' is. The Different posters didn't help define what the band was chasing.



THE SCENE AND HERD

THE WORDS YOU CONFIDED
THE SCENE AND HERD - EP LAUNCH

WITH COLOUR THE SKY & GUESTS



All eyes on Saturn
THE MAIN ATTRACTION

MARCH 26TH
HQ YMCA
1PM - \$10

APRIL 2ND
AMPLIFIER BAR
8PM - \$12

In League
BLACK BIRDS

PROUDLY SUPPORTED BY

The Secret Party S X B'  

MUCHLOVEMUSIC
PRODUCTIONS PRESENTS...

KNOW YOUR KNOT!

THE SCENE AND HERD
PICTURES OF SARAH
A FACE FOR RADIO

FRIDAY 18th JUNE
8:00pm
\$10

SWAN BASEMENT
201 Queen Victoria St
North Fremantle

It's High tide, baby!

SNOWMAN
event management

In League
Know your Knot
Afraid Of Heights
The Scene and Herd

Amplifier Bar
Sat 15th May
Doors open 8pm
\$10 entry

**SCARECITY
IN LEAGUE**

THE SCENE & HERD
BURNING FICTION
MISSING ARCADIA
YMCA HQ
FRIDAY 28 MAY

6PM

presented by *the* 

presented by
MUSIC OF GORE
THE SCENE AND HERD
MISSING ARCADIA
BURNING FICTION

The Tumblers
The Main Attraction
The Scene And Herd
Rocket Lawn Chair

HQ Leederville, June 4
\$5 entry

First Meeting

Our first meeting with the manager and when we received a brief we could go forward with was week four. I Brought three styles of posters to the meeting to try and define the path the band wanted to go down. The band was not sure what they wanted so we were given our rough brief and alot of control over the final piece

Suggested Styles



Concept Selection

After selecting my three favourite concepts I presented them to our band manager

CONCEPT I

Lady Kong



CONCEPT 2
Dinosaur's and Tooth Decay



CONCEPT 3

Propaganda McDonalds Poster



Being Set Free

After waiting for a reply on the posters I told the manager, I would be continuing on with my favourite design. My manager told me that her partner or herself would be drawing the pictures, and asked if I would lay it out for her. I agreed and continued working on my favourite.

Lady Kong was selected, after working for a while in illustrator it became obvious that vector art was not my forte, so to try and give the poster a little more depth



After working for a while on Lady Kong I decided that the design was becoming too overwhelming with complexities and I was avoiding major issues. Such as the legibility of the band name. so I went through several posters where I attempted to make the design simpler than it had become. These tests didn't turn out for the best.



After realizing that Lady Kong had, had her run. I decided I would try one more poster to see what else I could come up with. The poster on the left was the result and is the design which I have selected for the final poster, and the poster. Also if the manager wants can be easily made into merchandise



THANKYOU FOR LISTENING