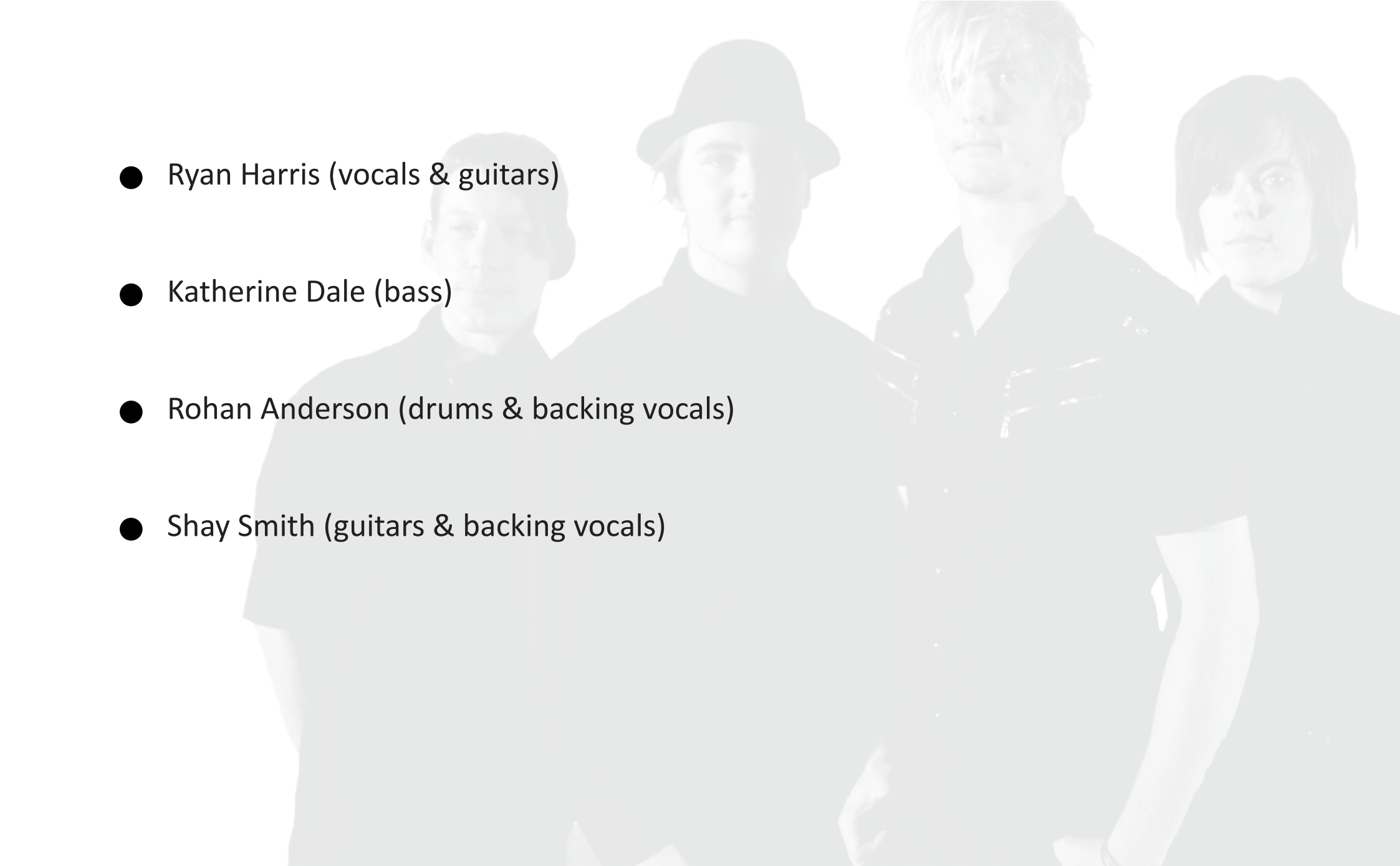




Develop Creative Communications • Project 2: Music Buisness & Design • Nicola Farrow 0216582

- 
- Perth based 4 piece band
 - Feel good Indie Rock
 - Performing since 2007
 - Performed all around Australia in 2007 & 2008
 - Toured Europe in 2009
 - Has supported Gyroscope, The Silents & the Charlie Parkers

About The Band

- 
- Ryan Harris (vocals & guitars)
 - Katherine Dale (bass)
 - Rohan Anderson (drums & backing vocals)
 - Shay Smith (guitars & backing vocals)

Band Members

www.myspace.com/thevansmusic



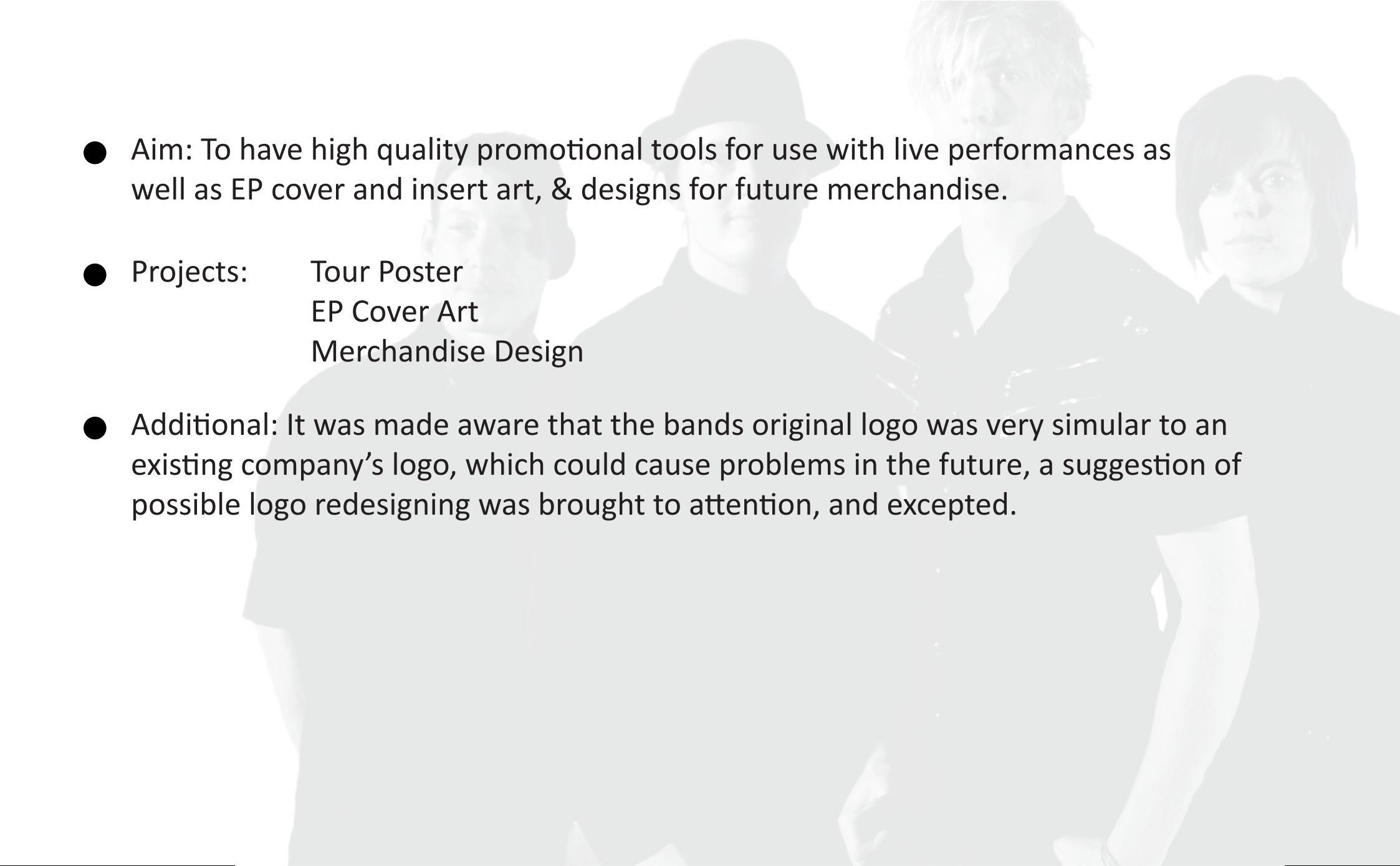
The screenshot shows the Myspace profile for 'The Vans'. The header includes navigation links like 'Music', 'My Playlists', 'Music Videos', 'Charts', 'Featured Playlists', 'Music News', 'Events', and 'For Artists'. A search bar is present. The profile banner features a purple heart graphic with the text 'my'. Below the banner, the 'General Info' section lists the band's genre as Indie / Pop / Rock, location as Perth, Western Australia, and profile views as 57296. The 'Shows & Events' section lists three upcoming shows: 'Silks Bar and Bistro Belmont Tavern' on May 13, 'Calamaris at Beachside Restaurant' on May 15, and 'White Star Hotel' on May 20. The 'Stream' section shows a recent post with a quote about the band's sound and a photo of the four band members. The 'Bio' section contains a quote about the band's style and a link to their website.

www.facebook.com/TheVans



The screenshot shows the Facebook profile for 'The Vans'. The header includes the Facebook logo, a search bar, and navigation links. The profile banner features a purple heart graphic with the text 'my'. Below the banner, the 'Wall' section shows a recent post with a quote about the band's sound and a photo of the four band members. The 'Likes' section lists 246 people who like the page, including 'malt Market Bar + Kitchen', 'the witness', 'Calamari's at Beachside', 'Katanning Hotel', and 'White Star Hotel'. The 'Recent Activity' section shows a post from 'Rock your socks off!' with a quote about the band's sound and a link to their website.

Myspace & Facebook Pages

- 
- Aim: To have high quality promotional tools for use with live performances as well as EP cover and insert art, & designs for future merchandise.
 - Projects: Tour Poster
 EP Cover Art
 Merchandise Design
 - Additional: It was made aware that the bands original logo was very similar to an existing company's logo, which could cause problems in the future, a suggestion of possible logo redesigning was brought to attention, and excepted.

First Meeting & The Brief



Original Design

“ Sorry if I seemed a bit blunt about the logo deal. I’ve been thinking about it and theres no harm in you girls coming up with new ideas. My main concern is that the band has been around for a few years under that brand and while it will be good to reinvent the brand I’m not sure the band will be as agreeable as me. But still, if you guys wanna take it on then I’m backing you.”

26th March 2011

The Logo



The
VANS



The
VANS



The
VANS



The
VANS



The
VANS

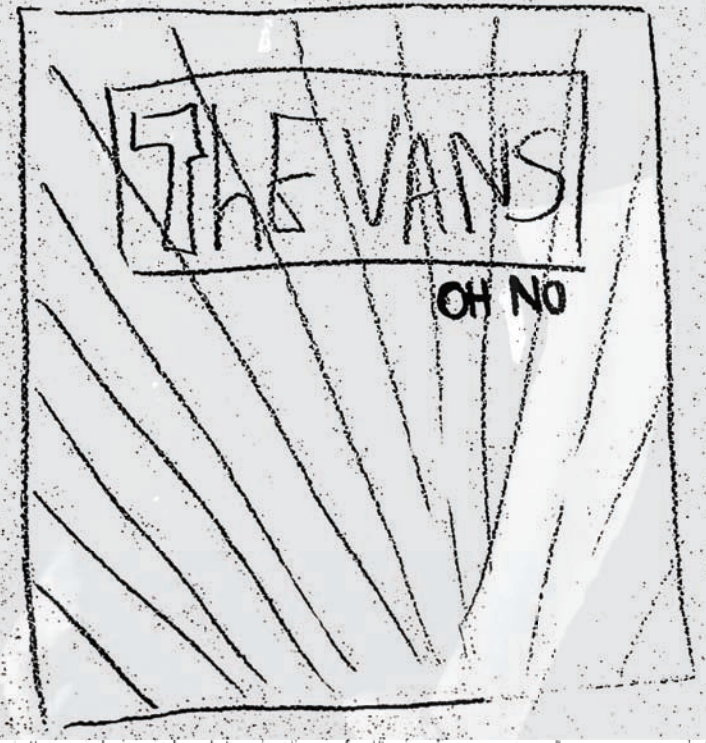
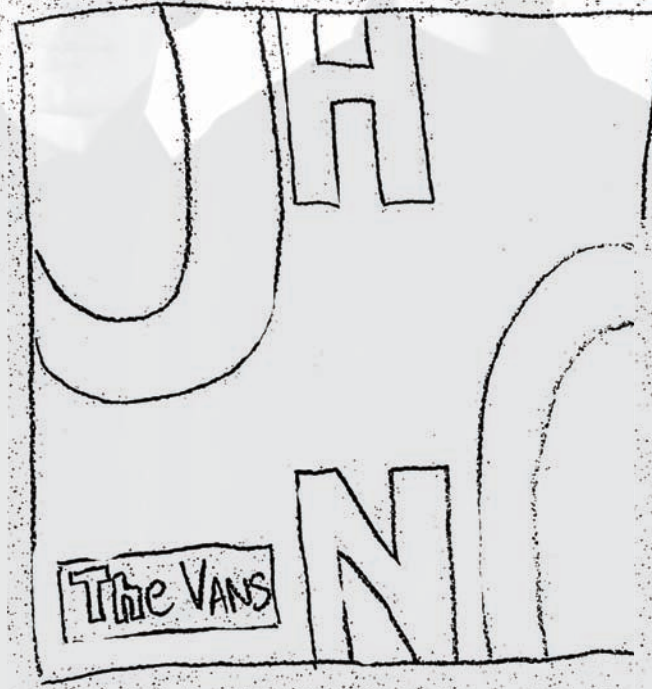
Logo Concepts

The
VANS

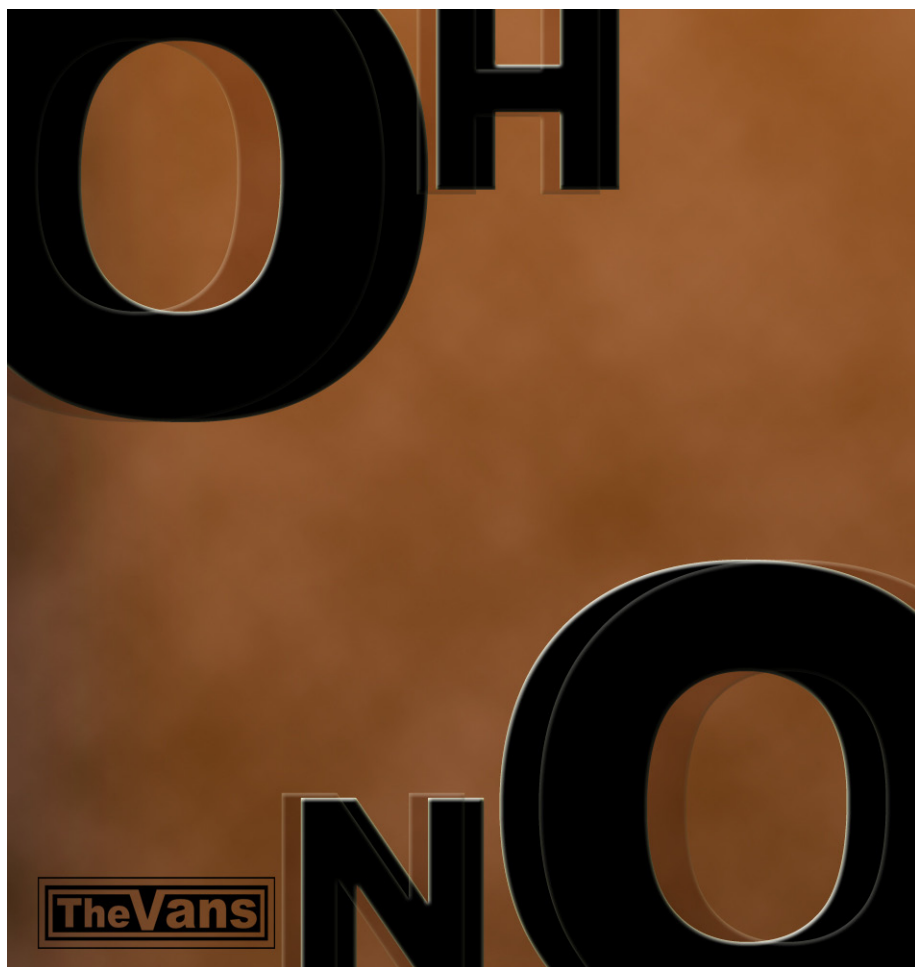
The
VANS

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VANS

Digital Concepts



EP Concepts



EP Digital Concepts

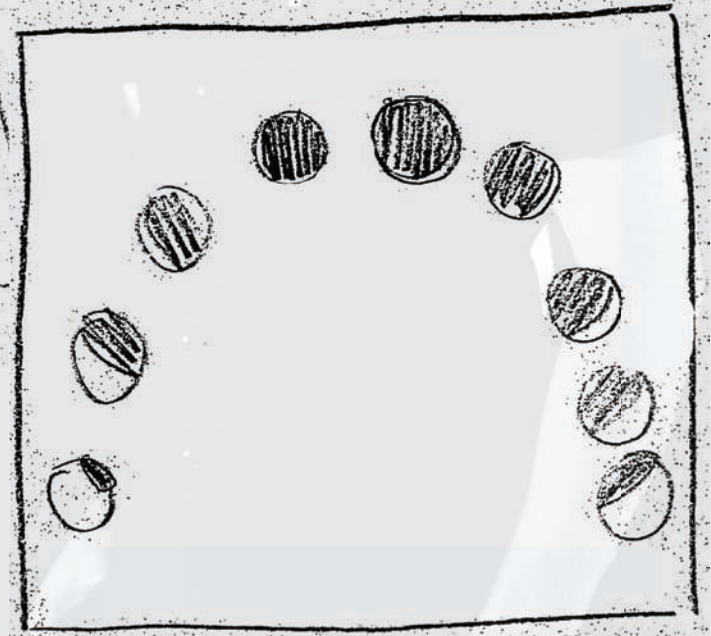
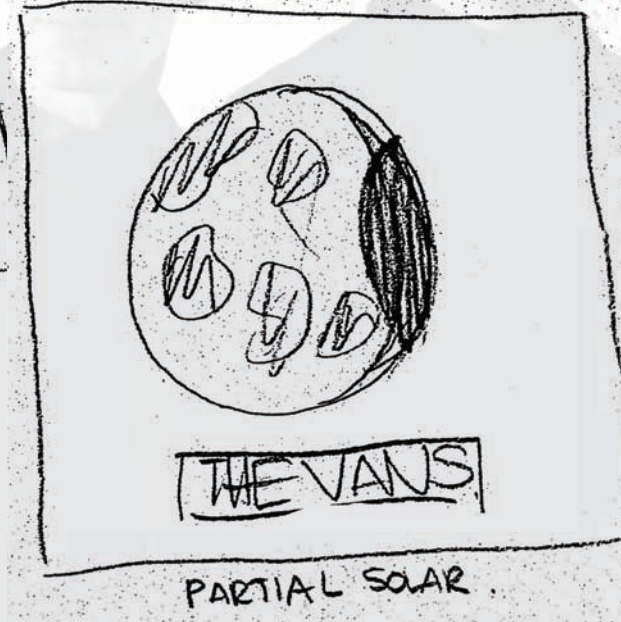
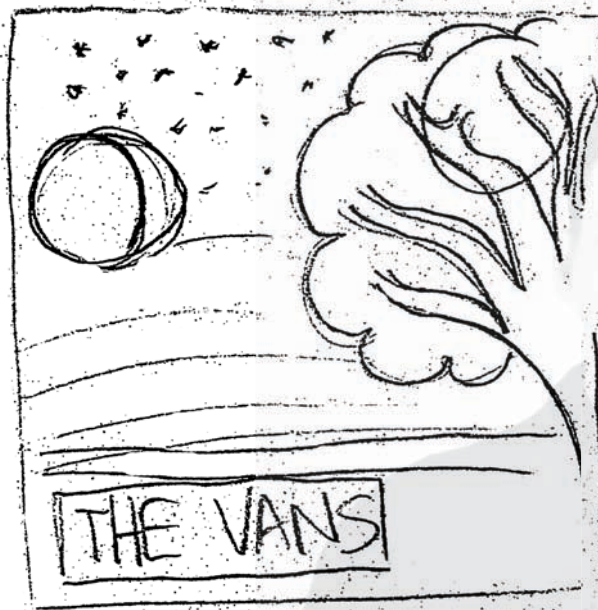


“ This is from the bass player:

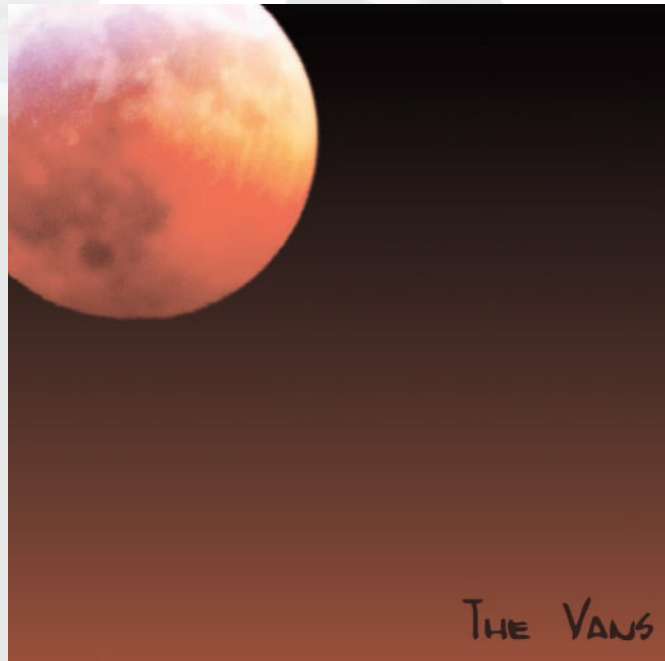
We talked about an idea for the EP last night. Thought about calling it The Black Series. All black series EPs are home recorded EPs. Thought about having an eclipse on the front.. As we make more EPs the eclipse moves. Then some crap about when we have an album it'll be called Eclipse. Even thought that on the spine part of the cd cover it would be part of a picture of an eclipse. every new EP is another part of that picture. so say 10 EPs later... you sit them next to each other with the spine facing you and it should make a picture of an eclipse. yes ok i hope that makes sense. it was just an idea we talked about last night.”

13th April 2011

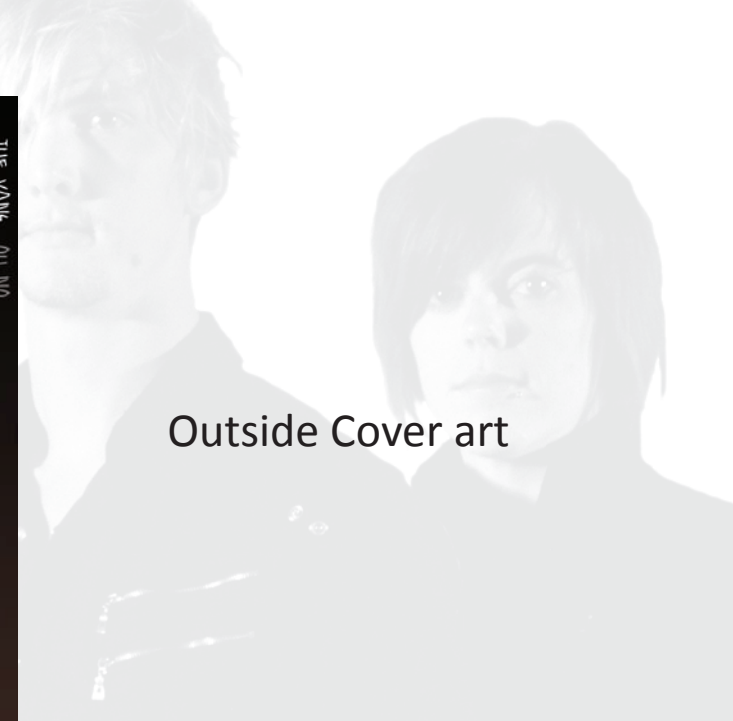
EP Redesign



EP Redesign Concepts



EP Redesign Digital Concepts



Outside Cover art

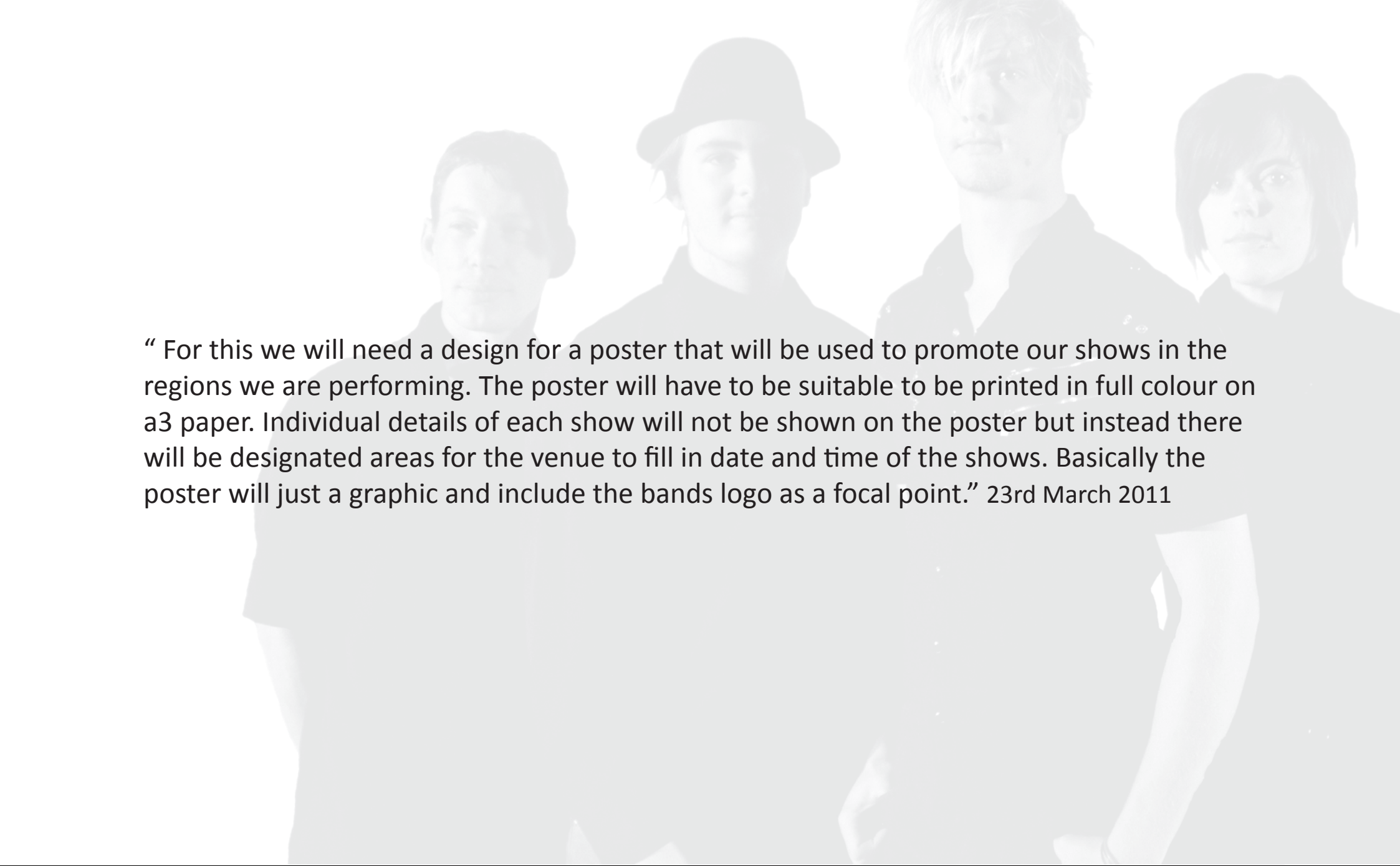
Inside Cover Art



EP Final Design

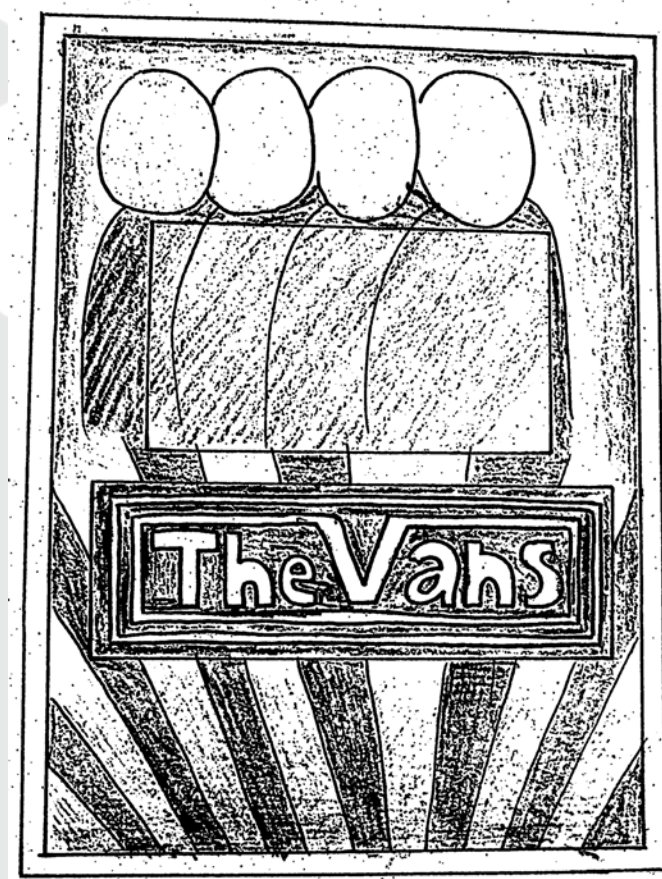
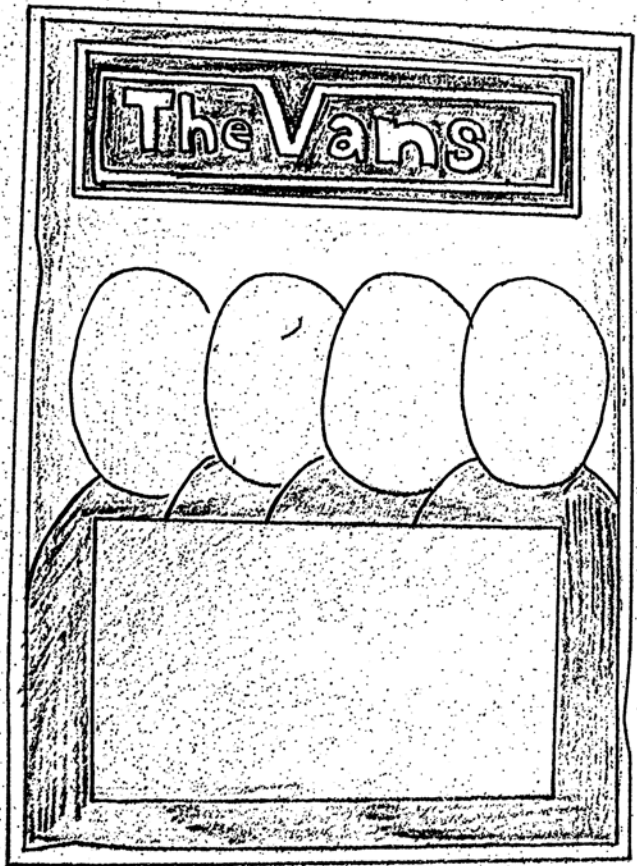


CD Art



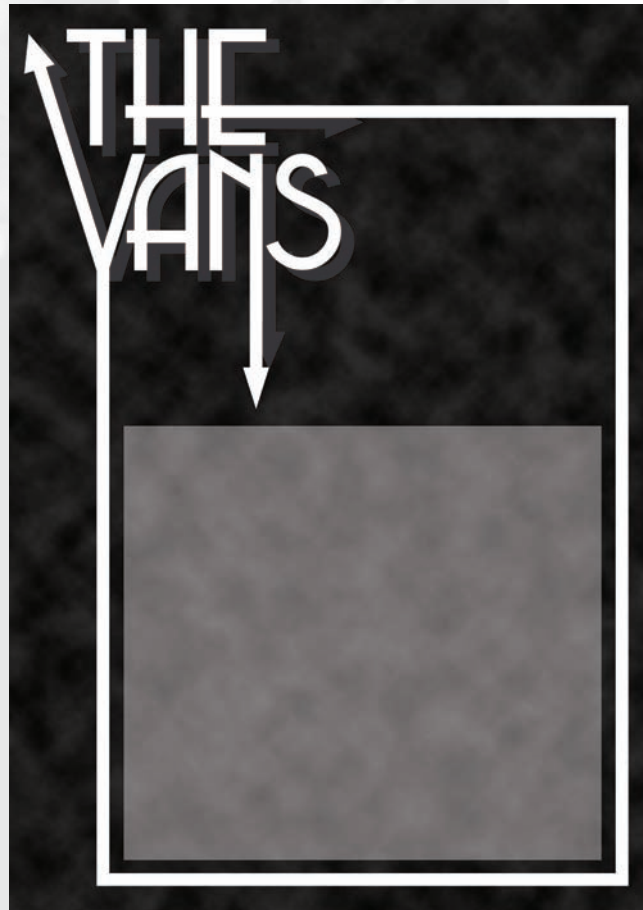
“ For this we will need a design for a poster that will be used to promote our shows in the regions we are performing. The poster will have to be suitable to be printed in full colour on a3 paper. Individual details of each show will not be shown on the poster but instead there will be designated areas for the venue to fill in date and time of the shows. Basically the poster will just a graphic and include the bands logo as a focal point.” 23rd March 2011

Tour Poster



“ I like the second concept for the tour poster that you made. The old school Japanese type rising sun flag lines looks pretty cool. We don't really want a pic of the band on the poster though. More graphics based than photography.” 13th April 2011

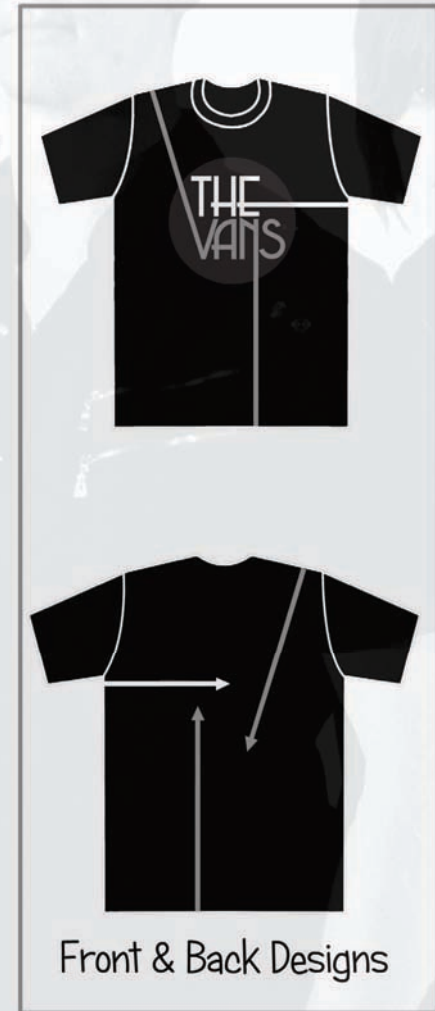
Tour Poster Concepts



Tour Poster Digital Concepts



Tour Poster Final Design



T - Shirt Designs



Stickers & Button Badges Designs



TheVans

Thankyou