

*The
Painted
Birds*

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BRIEF

BACKGROUND

Our aim in this project is to design and create promotional material for the band The Painted Birds, which will be used to promote their up and coming gigs commencing in late June. The three band members Kirsten Symczymz, Jessica Moyle and Mitchell Hall appeal to a young audience aged from 16 - 25. Their music consists of upbeat songs like Creature of the night and Golden prodigy and slower, darker tunes such as Ballad the trouble painter and Summer Solance.

REQUIREMENTS

- EP Cover
- EP Sleeve
- Promotional Poster
- Promotional Flyer

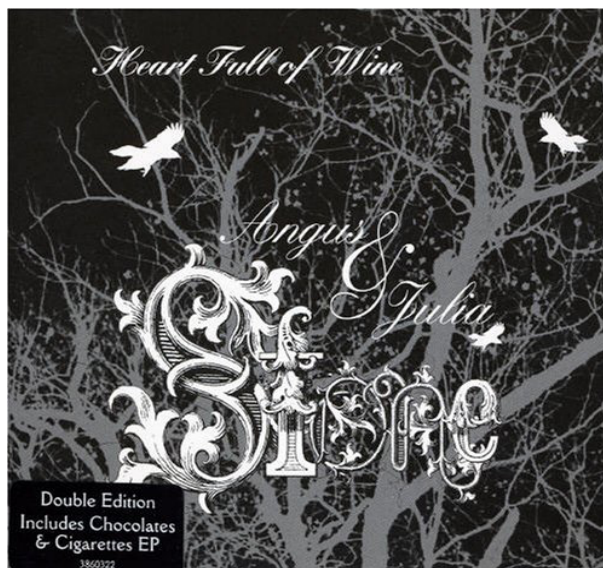
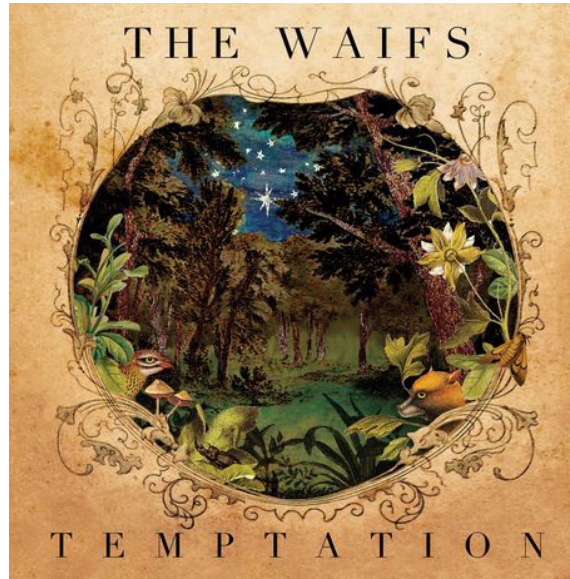
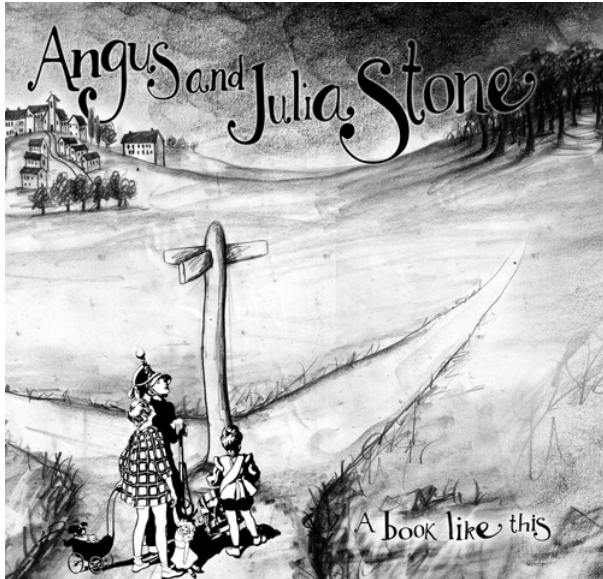
STYLE/IMAGE

Music Style - Folk Acoustic.

The band would like to reflect their vintage/retro style of the 1940's and the 1950's in the promotional artwork. By choice as the designer we can include birds to reflect the name of the band. The image the band also want presented in the promotional artwork is that they are compassionate musicians, with good humour that have ability to produce songs with depth that have dark themes.

INSPIRATION

The Painted Birds compare themselves to the bands like Angus and Julia Stone and The Waifs, but they also have influences such as Bob Dylan and Joni Mitchell.



SKETCHES



TYPE EXPERIMENTATION

The Painted Birds

The Painted Birds

The Painted Birds

The Painted Birds

The Painted Birds

The Painted Birds

The Painted Birds

The Painted Birds

The Painted Birds

The Painted Birds

TYPE EXPERIMENTATION

1. *The
Painted
Birds*

2. *The Painted
Birds*

3. *The
Painted
Birds*

4. *The Painted Birds*

5.

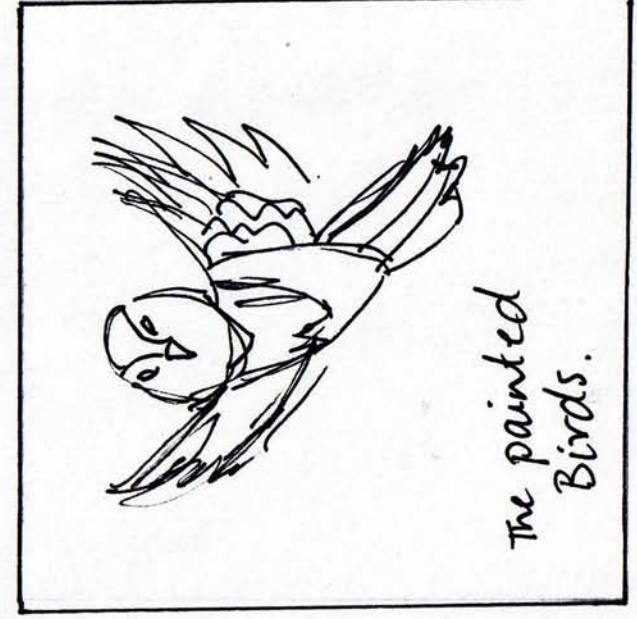
EP CONCEPTS



- horns
- birds
- music instruments



- dark themes
- red/black
- vintage style.
- paint splats in background



- vintage brown background
- large bird centered.

EP CONCEPTS

Three different digitally designed concepts



EP DESIGN

The chosen Cover for the Painted birds.

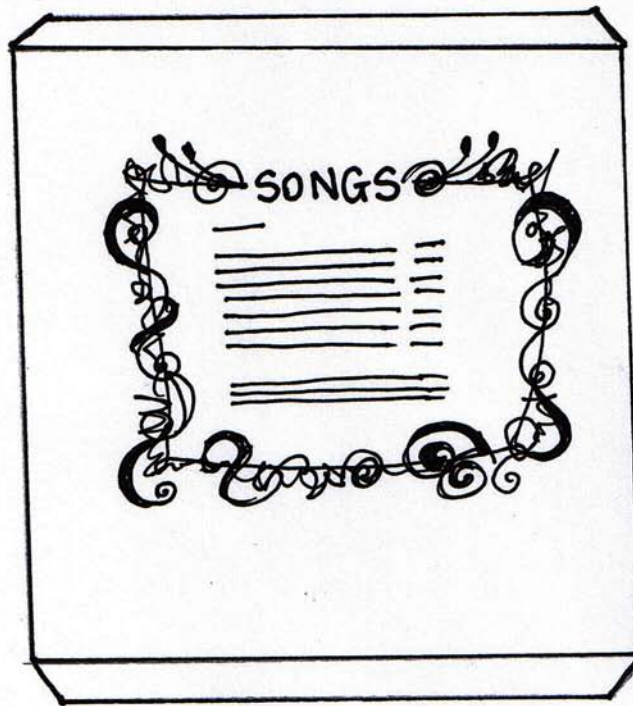
This design illustrates a vintage and retro theme the band were after.

I added the birds in as a play on the band name.



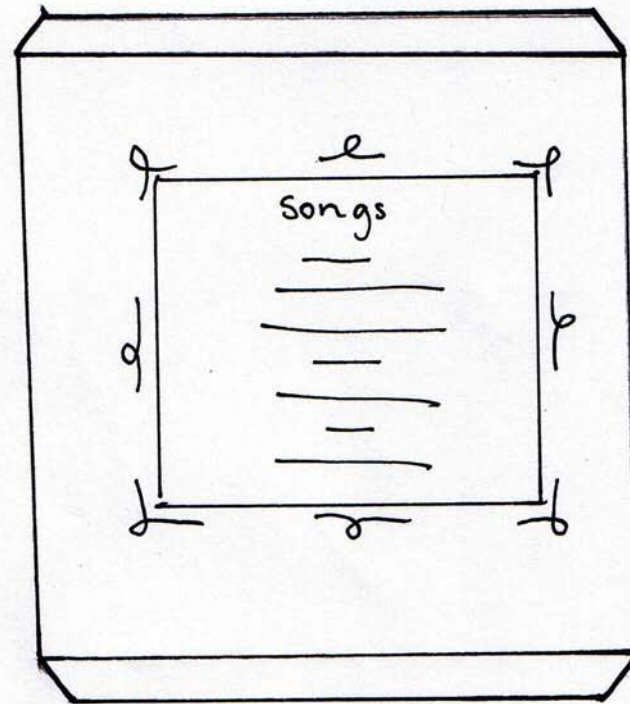
EP SLEEVE CONCEPT

EP SLEEVE CONCEPT: (BACK)



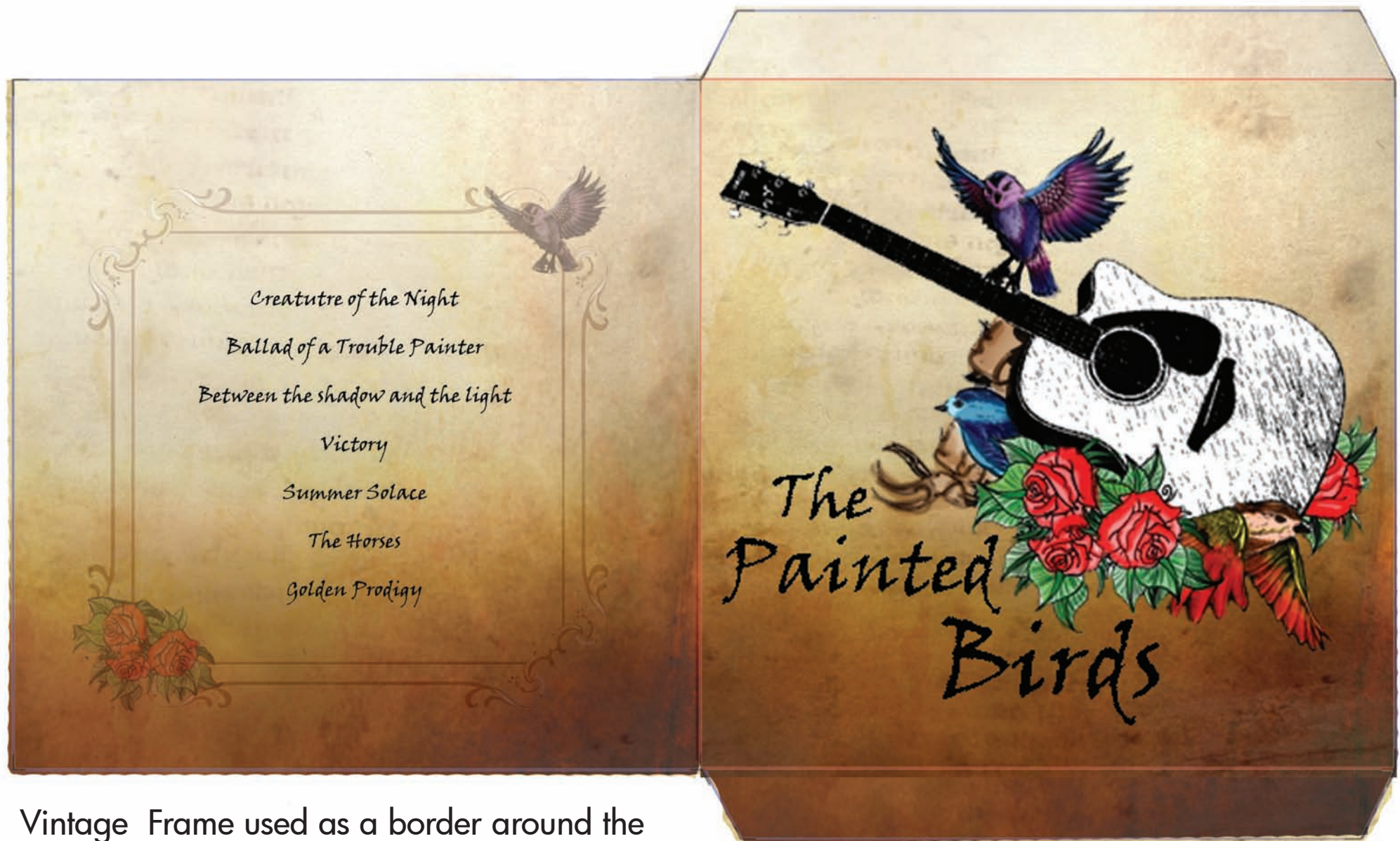
old fashion frame or vintage looking flounishes.

banner with band name



• add a bird in the corner.

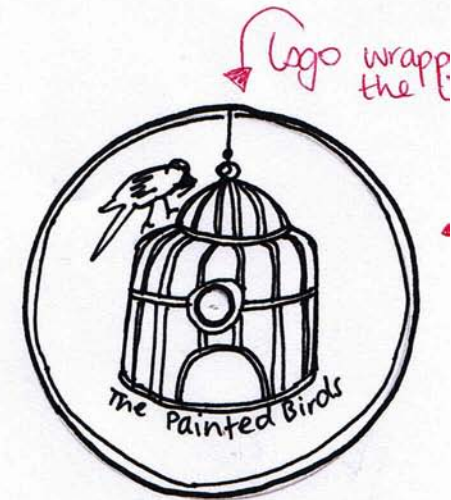
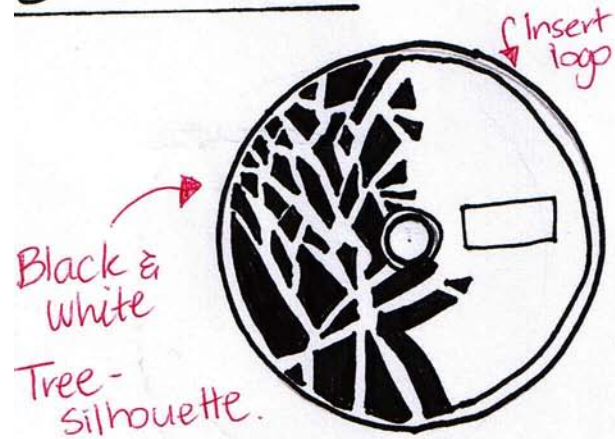
EP SLEEVE CONCEPT



Vintage Frame used as a border around the song titles.

CD CONCEPTS

D CONCEPT:



Retro/vintage
style.
with
flourishes



grungy brown background.
(vintage)



Birds holding
banner with band
name



CD CONCEPTS

Three Digitally designed CD concepts



CD DESIGN



This CD Cover was chosen because it ties in with the whole retro/vintage style i wanted to achieve.

POSTER CONCEPTS

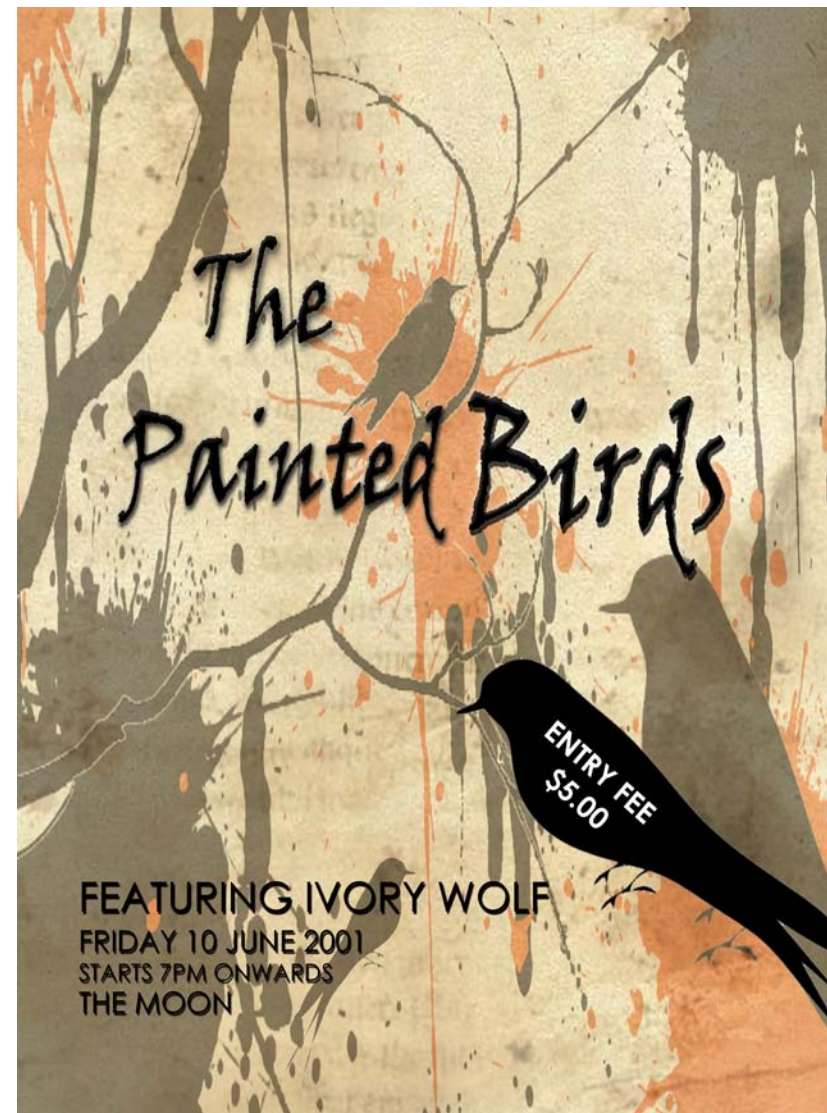


vintage frame as
a border, old looking
paper as background
brown text.



POSTER CONCEPTS

Digital concepts, choose between the two.



POSTER DESIGN

A simple, clean design.

The artwork that is displayed centered of the poster, is the main focus as its promoting the band. It is also what draws the attention of the audience due to its colours and detail of the illustration.

The text below informs the audience where, when and how much the gig is. I used a simple font because i wanted the main focus to be the artwork, with the band logo.



POSTER DESIGN

What the band poster would look like promoted in an adshell.



FLYER DESIGN

This is a flyer, its a smaller version of the poster, with the same details displayed to let people know when the next and up coming gig will be at.



THANKYOU