## Raymond Harvey



Am Eternal Presentation

### Client brief

#### Overview

- I am Etemal (Ban
- Merchandise Design
- Possibly a Poster design
- Going to be used for printing to a shir

#### Band Description

• I am Eternal are a young Melodic Death Metal band formed in late 2009, built from the rema ral other bands. Now with a collective experience of many a older band they're ready to expand the empire to the world.

#### Product Details

- To be printed on a Black/White or possibly Green shir
- Between 3 to 7 colours

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#### Time frame

- Draft 1 (week s
- Draft 2 (week 12
- Final design (week 14

### Primary audiences

- Primary audience is
- Predominately Male
- Aged between the ages of 14 to 26
- •

#### lde

- In someway incorporating a cartoon turtle, Possibly in a zombie form.
- Possible parody of the 90's cartoon Teenage Mutan Ninja Turtles.
- Ironic play on words (I am Eternal = I am A Turtile being a theme point)
- Could possibly be in the process of skating/moshing of perhaps just chilling on a couch etc.

### Client brief

#### Tone and Image

- Funn
- Joke I
- Bright colours
- 90's style cartoor
- But not to the point of being to childlike
- •

#### inks (Music)

- Facebook http://www.facebook.com/iaeau
- Myspace http://www.myspace.com/iameternala

#### Contact

Floyd Perrin (Manager) (holywatermelon@hotmail.com & 0408 809 283)

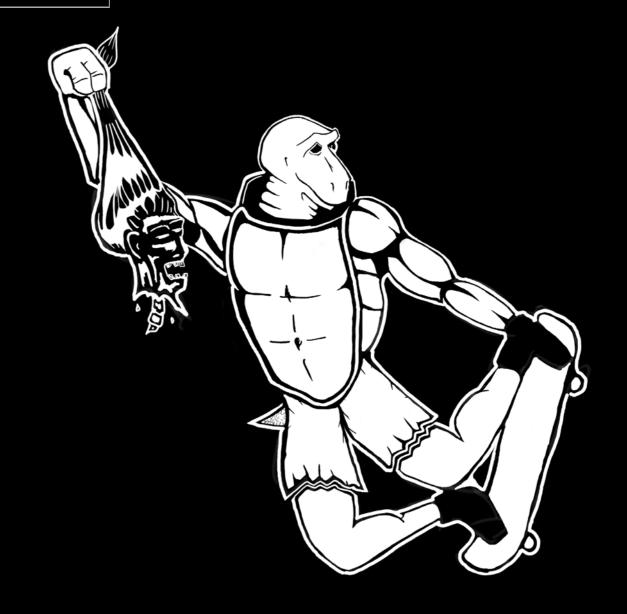
#### Summarv

 To sum it all up, the band would like a merch design based around the idea of some form of cartoonish turtle made up up of between 3 - 7 colours, to be printed to a shirt. There is a fair bit of room for your own design ideas for what you think would best suit the band/bi appropriate for them.

## First Sketches



## First Idea



### Rejected.

"Haa i like the idea dude. But change the severed head to a beer or something. I have an possible idea though with the turtle. Ahhh could you have him standing there drinking a beer and holding a skateboard? With a sewer in the background etc. I'm just not sure how i feel about him doing a method grap haba."

Yeh hes a bit bad ass at the moment hey i just wanted him getting some sweet air.

can he have a bong?

Even though the guys are stoners i'd rather not promote that aspect of the band haha. Also, i'll be putting this into another email for all of you but the guys had the idea of using Blastoise [the pokemon] for the turtle design. If you want to give that a go feel free. There will be more details in the next email i send to you all.

### More Sketches





## Corespondense

### Floyd

Alright guys, i was talking to the band and they had the idea of using the turtle like pokemon Blastoise in a design, so if any of you want to head in that directionit would be rad. They thought he should possibly be playing the drums and well 'blasting' haha and to be "metaled up" so to speak. Perhaps with long hair etc.

Any questions, just email me and i'll get back to you asap.

### More Sketches





### More Corespondense

### Floyd

Hey guys, i thought i'd send you all a message because i've started losing track of everyone now that i have to try communicate different things to 4 people all at different stages and paths. Sorry about this but i'm going to change a few of you around in tasks.

Reymond, continue with the turtle idea.

Nicole and Aliesha, Could you both do something for the blastoise (pokemon) idea?

Kenny, Just continue with the warlord idea.

Any questions, just email me. Sorry for changing things around for some people but everything was getting crazy and everyone was concentrating on the one idea.

Floyd

### Change

Yo man,

sorry for the lack of anything lately hell been caught up in other projects, here is some thumbnails, let me know if you like ne of these.

Floyd,

Hahaha i actually really like the Blastoise one, the others didn't seem to get it. So yeh run with that.

# Blastoise Design



# Design with type and Logo



I Am Eternal Uses Blast Beat



Its super effective...

# Shirt Design



## Trucker Cap



### lpod Cover



### Overview

To summarise my experience, this project turned into a bit of a illustration assignment which was good, it was disapointing that there was no contact with the client towards the end of the assignment, but he made contact with me and apologised, I appreciated that and look forwad to working on simmilar projects in the future.

### Thankyou

Thankyou for taking the time to listen to my presentation. Hope it was informative.

Raymond Harvey