

**Georgi Kay**  
**AND**  
**Hand Stands for Ants**

GRAPHIC DESIGNER: REBECCA CAPUTI

MUSIC MANAGER: JANE AZZOPARDI

LECTURER: MARY KELLY

# Georgi Kay:

## Brief



### THE ARTIST

Georgi Kay is a 17 year old singer-songwriter who plays catchy, soulful, infectious indie-pop music. Her influences include Sarah Blasko, Metric and The Yeah Yeah Yeahs.

### PROJECT GOALS

The goals of this project are to illustrate and promote an image for the artist. As a new/young artist, she has not yet defined a specific image for herself. This project aims to create an image to promote herself and her music, particularly in support of her regional tour in June. This will be promoted through posters and press advertisements, and if possible, t-shirts and other merchandise.

### THE TARGET MARKET

Georgi Kay's target demographic is females aged 16-24. The market would be located in the Perth metropolitan area, possibly in the western suburbs. They would be school/university students, mostly arty/alternative types. The target market would have a sufficient income, from parents or part time jobs – cafe work, retail work, etc. Because the music is fun, catchy and poppy, but also has soulful and melancholic undertones, it is suitable for teenage girls/young women who would enjoy pop music with a bit of depth.

### SPECIFICATIONS

#### Posters

- \* A3 (x50) – full colour
- To be sent to venues, hung in cafes/bars/music stores, possibly used as an ad design for street press
- \* A0 (x10) – black/white
- To be hung on buildings in Fremantle/Mount Lawley/other key locations

#### Merchandise

- \*T-shirts
- \*Badges/Buttons

### CONTACT DETAILS

Jane Azzopardi  
janeazzopardi@live.com  
0407580104

Georgi Kay  
www.georgikay.com  
www.myspace.com/gaytothehay



# Georgi Kay: Emails

Georgi Kay graphic design brief

[Back to messages](#) | 

From: Jane Azzopardi [Add to contacts](#)  
To: aye1182@gmail.com, becca\_rox\_5@hotmail.com, karina\_boyden@hotmail.com

10/03/2011  
[Reply](#)

 We've added this sender to your safe list. That way you can always see what they've sent you.

 1 attachment (287.5 KB)

[Hotmail Active View](#)

 Graphic D...docx  
[View online](#)  
[Download \(287.5 KB\)](#)

Download as zip

Hey guys!

As we discussed yesterday, please see graphic design brief. Let me know what ideas you have and we can get in touch soon!

Thanks,  
Jane

Manager  
Georgi Kay/Hand Stands For Arts  
0407580104

Re: Georgi Kay Design Work

To see messages related to this one, [group messages by conversation](#).

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From: Jane Azzopardi [Add to contacts](#)  
To: Rebecca Caputi

16/03/2011  
[Reply](#)

Hi Rebecca

No problems - I am available to meet you guys anytime after 3 tomorrow. Let me know what time and where :)

Jane

On 16/03/2011, at 5:18 PM, Rebecca Caputi <rebecca.caputi@hotmail.com> wrote:

> Hi Jane,  
>  
> Aye Aye, Karina, and myself have discussed and brainstormed a few ideas regarding the brief, but we are having a few issues with what kind of image you want us to portray.  
> We were wondering if we could arrange a time to meet again to further discuss it so we have a bit more direction.  
>  
> If its possible to meet tomorrow (thursday) i know its last minute but we are eager to get onto it. If you are able to meet us tomorrow afternoon let us know asap via email, we will be checking it!  
> If tomorrow is too soon for you then let us know of some times that better suit you and we will let you know if thats good for us too!!  
>  
> Hope to hear from you soon!  
> Thankyou,  
> Rebecca, Karina and Aye Aye  
>  
> P.S. my new email is rebecca.caputi@hotmail.com

# Georgi Kay:

## Research



# Georgi Kay:

Logo Development



# Georgi Kay: Concept Sketches



POSTER  
DESIGNS

# Georgi Kay:

Concept Development



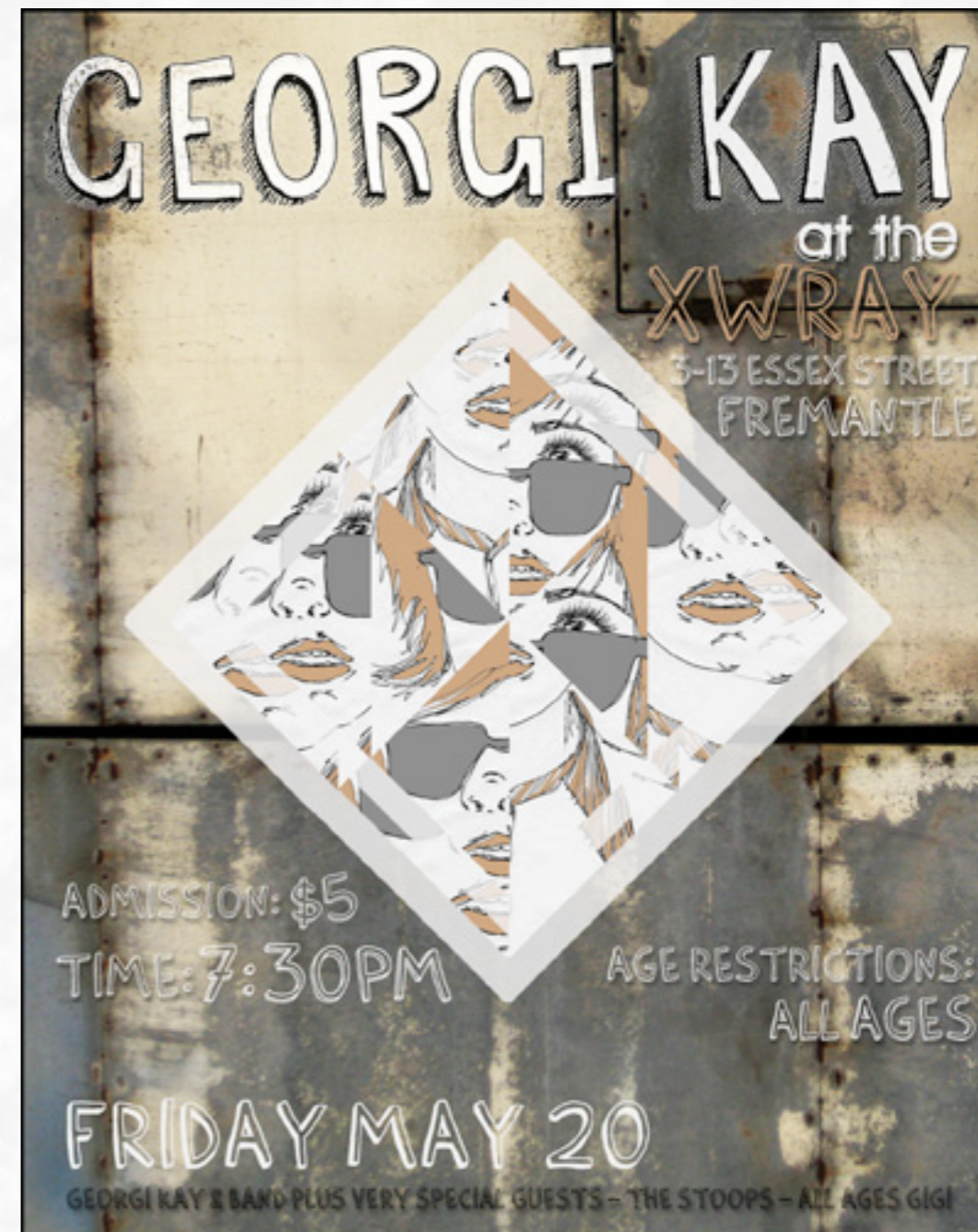
# Georgi Kay:

## Concept Development





# Georgi Kay: Final Rendering



# Georgi Kay: Final Rendering



# BAND CHANGE

## **Hand Stands for Ants**

GRAPHIC DESIGNER: REBECCA CAPUTI

MUSIC MANAGER: JANE AZZOPARDI

LECTURER: MARY KELLY

# Hand Stands for Ants: Emails

## Music design project

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Jane Azzopardi [Add to contacts](#)

24/03/2011

To rebecca.caputi@hotmail.com, aye1182@gmail.com, karina\_boyden@hotmail.com

[Reply](#)

Hi guys,

As I kind of anticipated (and warned you guys about) there has been some changes regarding this project. I am no longer managing Georgi Kay so we will have to switch to Hand Stands for Ants. Hopefully you haven't already put too much time into this. I will be sending through a new brief but the requirements have changed a little. Would you be interested in doing any website design? I am happy to meet to discuss this with you - in the meantime if you would like to check out Hand Stands For Ants their myspace is [www.myspace.com/handstandsforants](http://www.myspace.com/handstandsforants)

Thanks, and please feel free to call me if you would like to discuss this.

Jane

0407580104

## website details

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Jane Azzopardi [Add to contacts](#)

11/04/2011

To Rebecca Caputi, aye1182@gmail.com, Karina Boyden

[Reply](#)

1 attachment (11.9 KB)

Hotmail Active View ^

 HS4A web ...docx  
[View online](#)  
[Download \(11.9 KB\)](#)

Download as zip

Hey guys,  
Sorry for not getting this to you earlier. Here are some basic details for the website. The boys just got back from Toodyay today so I'll try and get the visual stuff through to you shortly. Please let me know if you need to clarify anything so far.

Thanks!

Jane Azzopardi  
Manager  
Hand Stands For Ants  
0407580104  
[www.myspace.com/handstandsforants](http://www.myspace.com/handstandsforants)

# Hand Stands for Ants:

## Brief

### THE ARTIST

Born in Perth, the most isolated city in the world, Hand Stands For Ants have had comparisons drawn with Jamie T, Arctic Monkeys, Kings Of Leon and Modest Mouse. Their rhythmic and often explosive music has gained them a pickle truckload of attention since their debut EP release in April 2010. In the year that has passed since their first release H\$4A have; recorded another single 'Ghosts' complete with 5 piece horn section; recorded, written and produced an album in an abandoned shop in Perth city; put on two independent off the radar festivals with the aim of "feeding souls"; played pickle truck load of gigs and parties (ambulances, police, crowd surfing on couches, more police and nudity) and had a video clip made for them by the Film & Television Institute of Australia

### SPECIFICATIONS

#### Website design

- design a fun and interactive website for HS4A that reflects their particular style of music
- include a simple logo which isnt particularly stylised
- include images of the artists
- music players and the song names on the front page

#### Hand Stands For Ants Website design details

#### Website requirements

- Clear navigation bar at the top of each page
- Access to social networking sites (myspace, facebook, twitter) on homepage
- Email sign up to mailing list with free MP3 download for signing up on homepage
- Please don't use flash
- Music player on homepage
- An example: [www.georgikay.com](http://www.georgikay.com)

#### Website pages

- Homepage
- Bio
- Music
- Gigs
- Blog
- Contact

My references for web design for bands - for more information:

<http://arielpublicity.com/2010/10/21/how-to-post-a-perfect-press-kit-on-your-website/#>

<http://arielpublicity.com/2011/03/10/the-musicians-guide-to-affordable-effective-websites/>

# Hand Stands for Ants:

Simple Logo Development

**HAND** for  
STANDS **ANTS**

**HAND** for  
STANDS **ANTS**

**HAND** for  
STANDS *ANTS*

**HAND** for  
STANDS **ANTS**

# Hand Stands for Ants:

Image Concept Development



# Hand Stands for Ants:

Image Concept Final



Fun

Funky

Offbeat

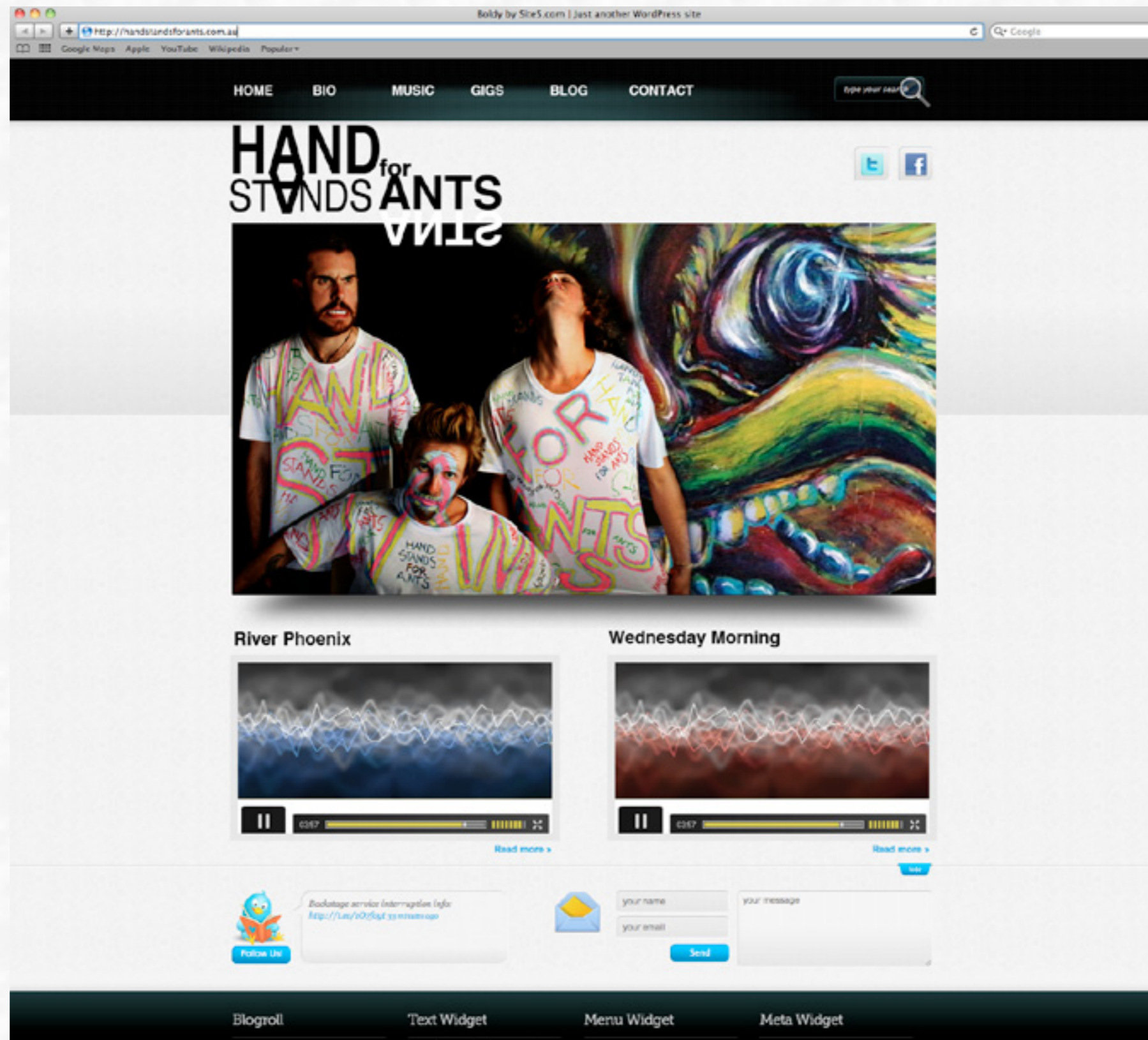
Obscure

Smart

Arty



# Hand Stands for Ants: Website Design Proposal



# Thankyou

It was a pleasure to collaborate and work with Jane and the talented musicians.