

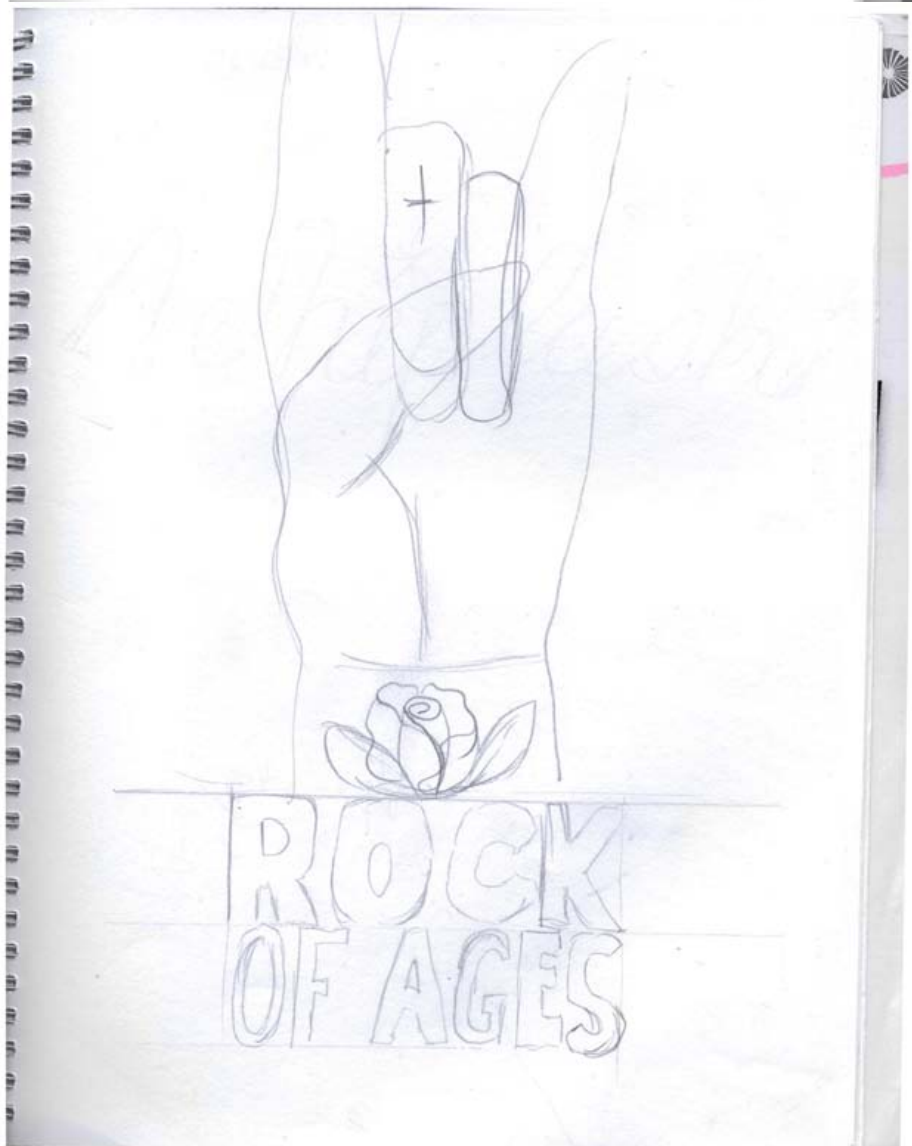
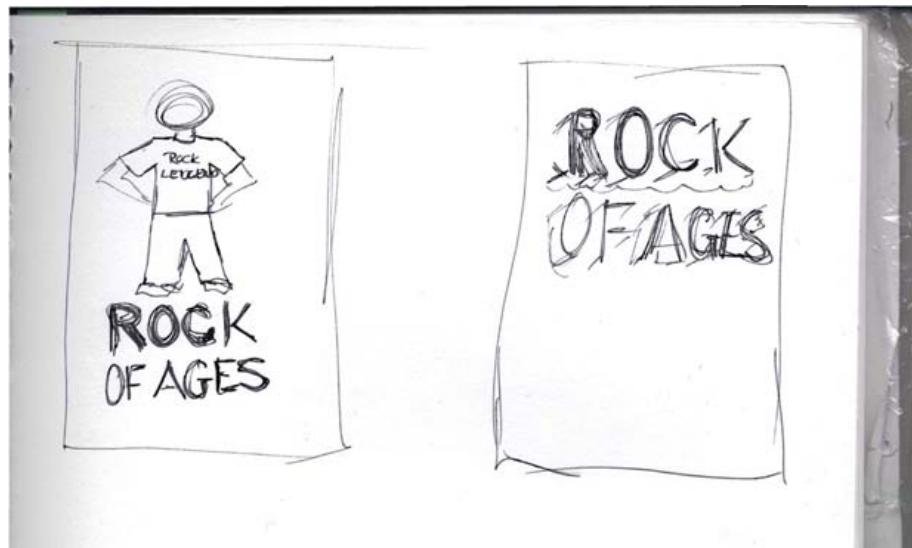
Hi My Name is Cathryne Casarsa,  
Welcome to my presentation of the "Band Project"  
as it has come to be known.

Brief:  
Design a Poster, Flyer and Press add.  
All to be same design.  
For the  
Rock of Ages gig to be held at  
The Rosemount Hotel.

also

A Logo and Business card for  
Whiplash Events the  
event promoters.

# Concept Roughs



**THE FASH** Events

presents

# ROCK of AGES

at  
**THE ROSEMOUNT HOTEL  
NORTH PERTH**

**Thursday 18th November 2010**

**Doors Open 8pm**  
**Tickets \$5 presale**  
available at [moshtix.com.au](http://moshtix.com.au)  
**\$8 at the Door**  
**FREE Drink**  
**Give aways!**



## **FEATURING**

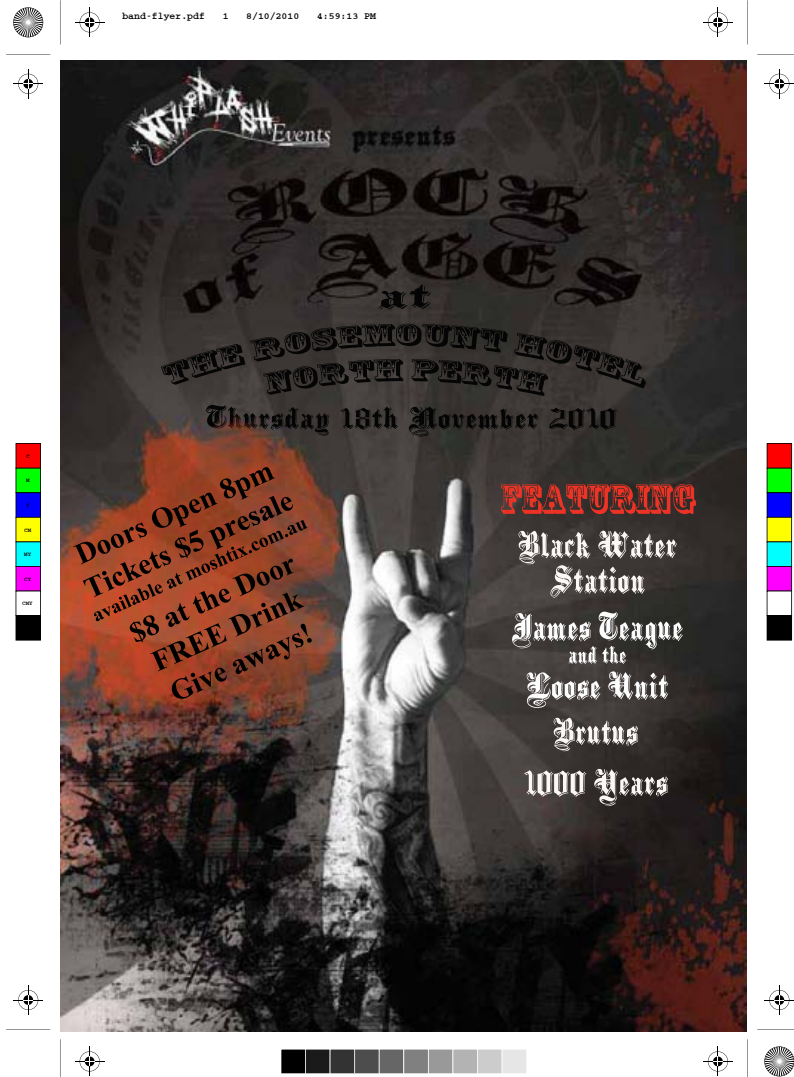
**Black Water  
Station**

**James Teague  
and the  
Loose Unit**

**Brutus**

**1000 Years**

# Flyer & Press Ads

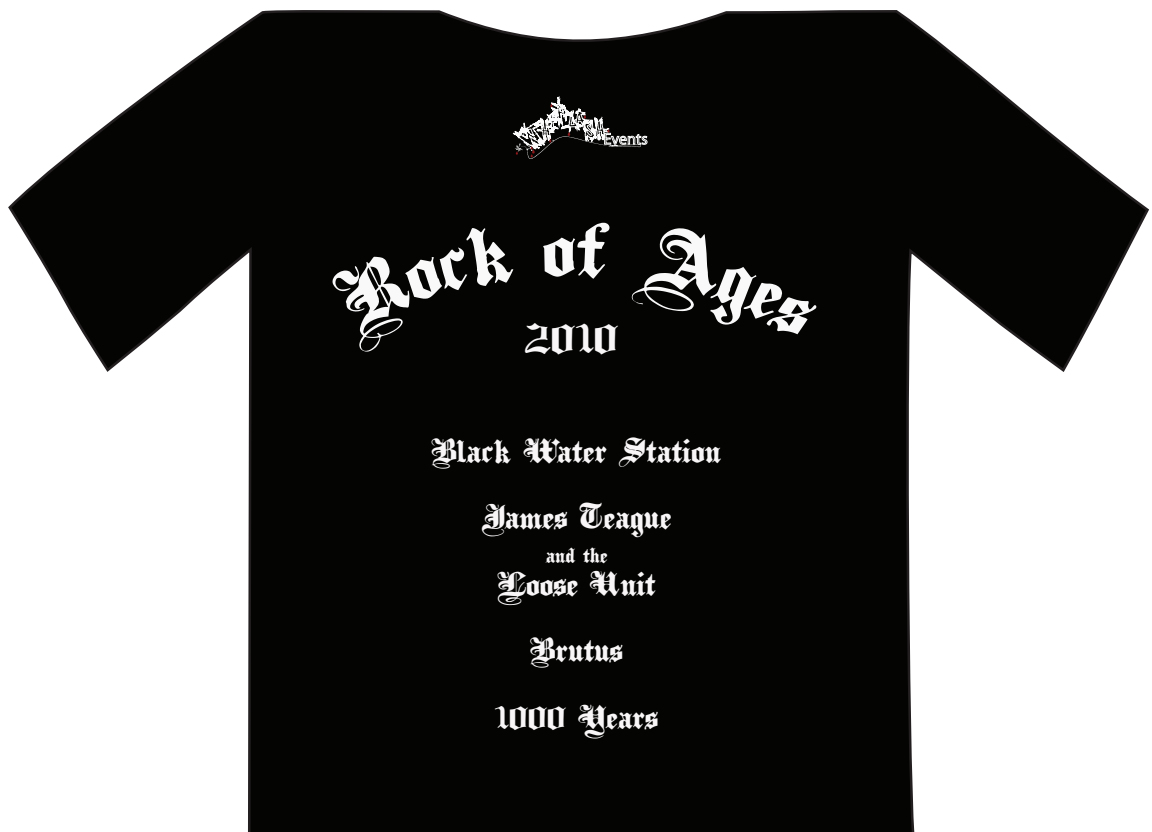


# Gig T-shirt

Front



Back



# Logo Type Research

WHIPLASH

Matisse ITC

Whiplash

A Charming Font

Whiplash

Aacro1

WHIPLASH

Aquaintance

WHIPLASH

Anything You Want

WHIPLASH

Bearpaw

WHIPLASH

el&font Gothic

WHIPLASH Events

Goudy-old-style Normal

# Logo Type Research

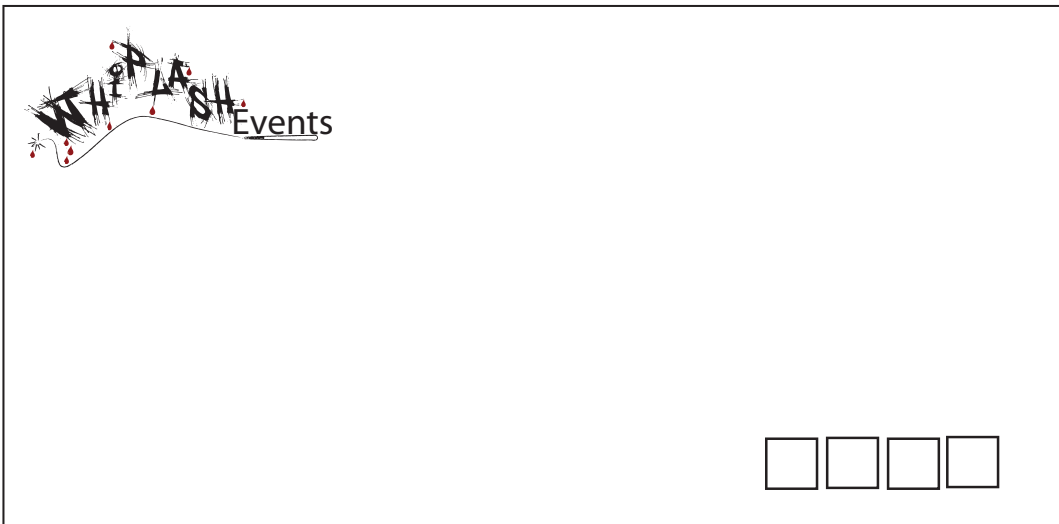


# Logo Stationary Set

FRONT



BACK





# Events T-shirt

Front



Back



# A Series of Events

Early September:

I met with Colby Bignell and we talked about the brief.

September 12th

Received final name of gig.

September 20th

Received email from Colby details of what the press ads needed to be ie: black and white and poster etc.. in color. Also requesting that the idea of apes evolving into rock stars try to be included.

September 22nd

Received an update on which bands would be performing.

October 6th

Received final line up for gig. And other details that need to be included on the poster, flyer etc...

In between these emails there were phone conversations and other emails of small details and proofs sent.

October 25th

I sent a email to Colby to touch base and to make sure I had done what he needed. He replied with his team had sercome vented him and had got another designer to do there poster without his knowlege.

Total Design Time approx 40 hrs

Thank You  
for your time!