

The Cannonels

Jennifer McKenna
jenniferrmckenna@gmail.com
0422 97 97 92

Original brief outline

“The Cannonels, a dark world folk rock band inspired by part alternative-country and blues provide a diverse and intriguing/enriching live performance. Taking their audiences on journey via a ghost train in a bubble to the bottom of the ocean in search for pirate skeletons and ship wrecks.”

Original brief

Graphic Design Brief – The Cannonels

<http://www.facebook.com/home.php#!/pages/The-Cannonels/335194249614>

<http://www.myspace.com/thecannonels>

What are the band/ artist about? – Band Bio

"The Cannonels" a dark world folk rock band inspired by part alternative-country and blues provides a diverse and intriguing / enriching live performance. Taking their audiences on a journey via a ghost train in a bubble to the bottom of the ocean in search for pirate skeletons and ship wrecks. Their unique sound steals time from age and youth.

Forming early in 2009 as a duo, consisting of Beck Dawson (Lead Vox/ Rhythm Guitar) and Rene de Vries (banjo / mandolin), The Cannonels soon acquired Sean Lillico (Bass Guitar / Piano Accordion) after a difficult search for an experienced piano accordion player. By mid 2010 The Cannonels were complete with drummer, Dan Bright joining the band.

Despite having only been together a short time, roughly a yea, has seen them play with the likes of accomplished Perth artists. Abbe May, Kill Devil Hills, Jimmy Stewart (Clinkerfield), The Fancy Brothers and dozens more"

The band is made up of three CCA employees, working in the industry for many many years and has great reputations as amazing musicians in their own right. They are fronted by Beck Bam Bam Dawson, a young femme fatale with dark feline features and real deep husky vocals that will draw you in like smoke to the lung, taken in the ink over her porcelain coat she'll tell your skin to stand on end.

What the band need:

The Cannonels are in need of a facelift. They design their own posters and do what they can with their limited resources, but giving the right logos and the right graphics on posters for upcoming gigs they can really appeal to an audience of enthused muso's and lovers of all folk, country, world, swampy or rock! Currently we are recording demos to update viral sites with better tracks. The band are headlining a gig at Mojo's on the 26th April 2011 and require graphic design work for a poster for circulation in the next couple of weeks. Support acts on the bill TBA

The Cannonels are currently recording EP ready for release later in the year / Sep and require EP album cover and single covers. Slice away is one of the tracks they are recording!

The title of the band – text and font ideas – Draphts asap ?

- Posters for upcoming gigs at Mojo's 26th April (draft by early next week)
- Tour in June/July Posters and artwork for 5 dates over 10 day metro and regional tour TBA (draft by end of April)

The Demographic:

Mums and dads, grandparents and young kids can be seen to be dancing around the banks of a river with sloshed Irish folks clinking their pints of Guinness. In addition they are a dark rolling band of talented musicians that appeal to the older audiences playing at The Indi, Norfolk, Mojo's, and The Velvet Lounge in Mt Lawley.

Specifications

The Cannonels require A2 sized art work that will be placed up:

X-ray Café,

Norfolk,

The Bird,

The Indi

Railway

Mojo's

WAPPA

CIT – Leederville

Clancy's

Markets

Café hot spots in Mt Lawley, North Perth, Leederville, NOR and SOR

Previous work:

The Cannonels

Tues 24th March @ Mojo's

Jimmy Stewart & Justin Valabo Folk Machine

Wed 31st March

@ Indi Bar

Craig McNamara

Thurs 8th

April @

Norfolk

Abbe May

Sat 17th

April @

Indi Bar

The Kill Devil

Hills



Interpreted brief

- The band can be describe as alternative. Their “sound” covers music genres such as blues, world, rock, dark rock, folk, indie and country music.
- Their music takes on pirate-esque, swampy and husky themes
- The band experiments playing with un-common and different instruments.
- The band is fairly new and is searching for a new look.

Brief requirements

- 2 Posters
- 1 Album Design
- 1 Logo

Communication

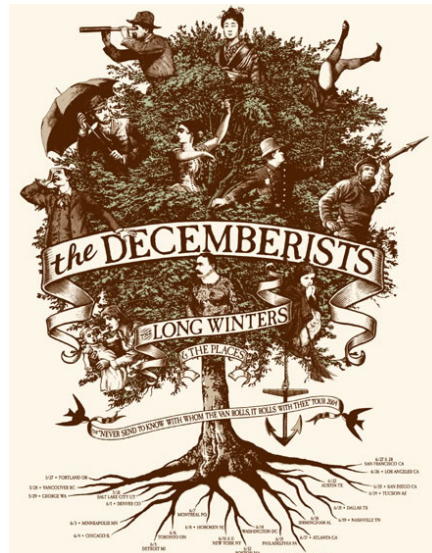
- Ongoing emails
- 3 in-person meetings

Date	To	From	Details
09/03/11	MEETING 1		Explained brief and described band
10/03/11	Group	Client	Attached brief
14/03/11	Group	Client	Check up
16/03/11	Group	Client	Providing ideas
16/03/11	Client	Myself	Attached poster/logo concepts
22/04/11	Group	Client	Some feedback
23/04/11	Group	Client	Extensive feedback/concerns
23/04/11	Group	Myself	Response to feedback, request for meeting
28/04/11	Group	Client	Response to meeting
29/04/11	MEETING 2		Explained designing process, fleshed out deadlines and requirements. No concepts chosen as of yet.
01/05/11	Myself	Client	Some confusion. Selected colour poster design to meet schedule for b/w poster design.
01/05/11	Client	Myself	Clarifying. Recommended chosen colour design for album. Attached BW Poster concepts
01/05/11	Myself	Client	Agreement and feedback
01/05/11	Client	Myself	Response to feedback
07/05/11	Client	Myself	Attached Album design development
08/05/11	Myself	Client	Some feedback
09/05/11	Client	Myself	Response to feedback
11/05/11	Myself	Client	Explaining delay for concise feedback
11/05/11	Client	Myself	Request for meeting
11/05/11	Myself	Client	Response to meeting
11/05/11	Client	Myself	Response to meeting
13/05/11	Myself	Client	Further feedback, response to meeting
13/05/11	Client	Myself	Confirmation
14/05/11	MEETING CANCELLED		
14/05/11	Group	Client	Meeting cancellation and request for another meeting.
15/05/11	Group	Client	Elaboration on next meeting
18/05/11	Client	Myself	Unable to attend meeting Poster design attached
18/05/11	MEETING (unattended)		
28/05/11	Client	Myself	Request for information, Album design attached

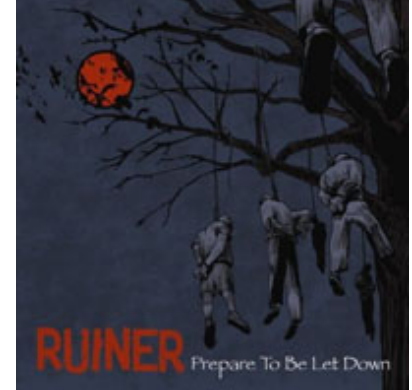
Primary research



Poster research



Album research



Further research



RAY EDENTON
SALUTE TO

COUNTRY MUSIC HALL OF FAME AND MUSEUM

NASHVILLE CATS
A CELEBRATION OF NASHVILLE SESSION PLAYERS

Multitiered on classic recordings by
THE EVERLY BROTHERS
Loretta Lynn & Roger Miller
Webb Pierce Marty Robbins
and many others

SATURDAY
OCTOBER 6 2007
2:00 PM

AUTOGRAPH SIGNING

1000 4th Ave. S.E. Nashville, TN 37203
From 10:00 AM to 10:00 PM
www.countrymusicmuseum.com

DEvised BY Jackalope Theatre Company

6 DIRECTORS
5 PLAYWRIGHTS
23 ACTORS

LIVING NEWSPAPERS FESTIVAL

WHEN: JAN 28TH at 8pm, JAN 29TH at 8pm
JAN 30TH at 8pm, JAN 31ST at 3pm

WHERE: ARTISTIC HOME'S
STUDIO STAGE
3914 N. CLARK ST.
CHICAGO IL 60613

jackalopetheatre.org
Jackalope Theatre Co.

Tickets: \$15,
Student & Industry Tickets: \$10

ONLY AMERICAN APPEARANCE

MAY 28, 29, 30, 31
JUNE 1, 2, 3, 5, 1981

The CLASH

DOORS OPEN AT 8:00pm

SHOWS START AT 10:00pm

BOND

Logo development

The
CANNONELS

the
Cannonels

The
Cannonels

the
Cannonels

Cannonels

Cannonels

CANNONELS

LS

Cannonels

The
Cannonels

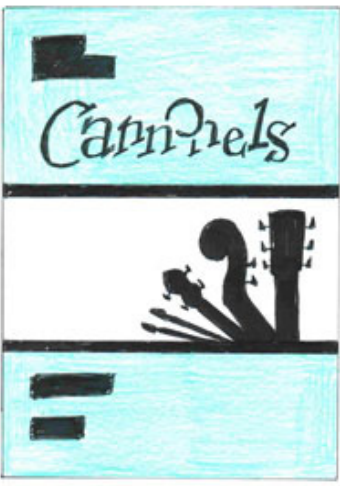
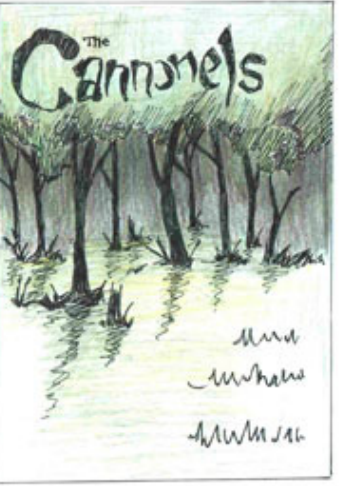
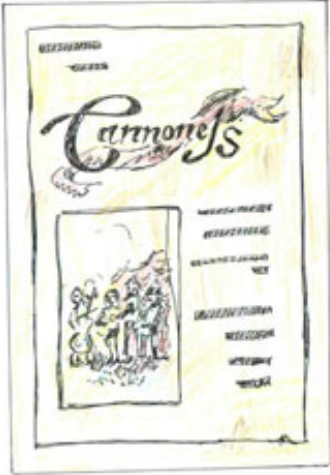
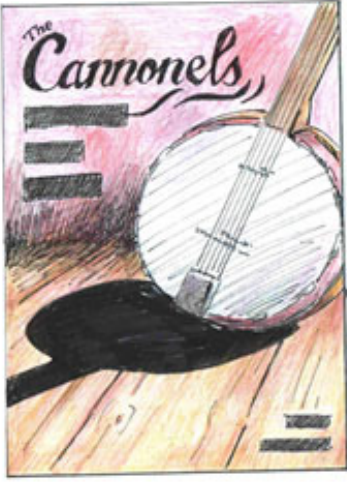
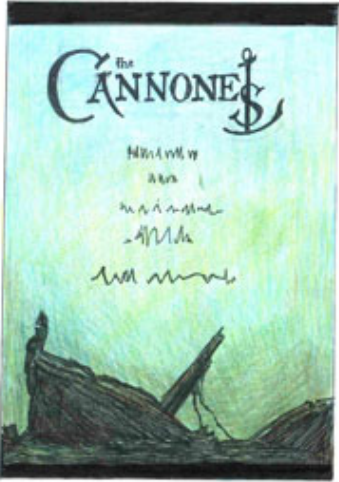
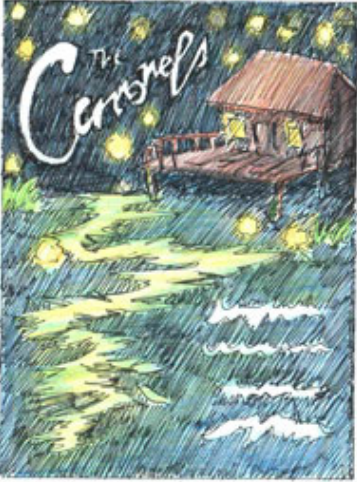
Logo options

the
Cannoneels

CANNONEELS

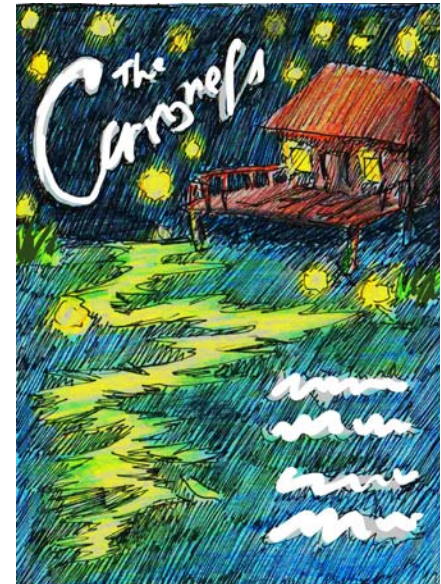
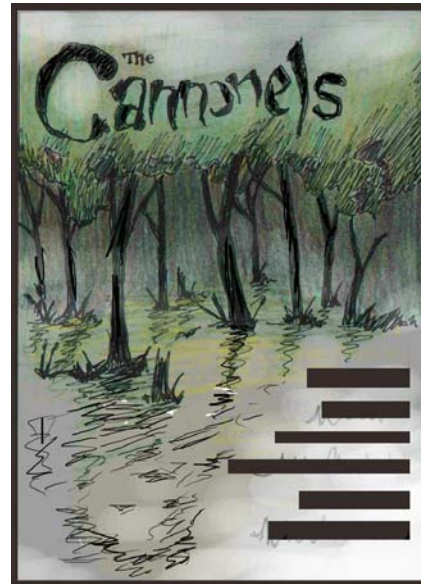
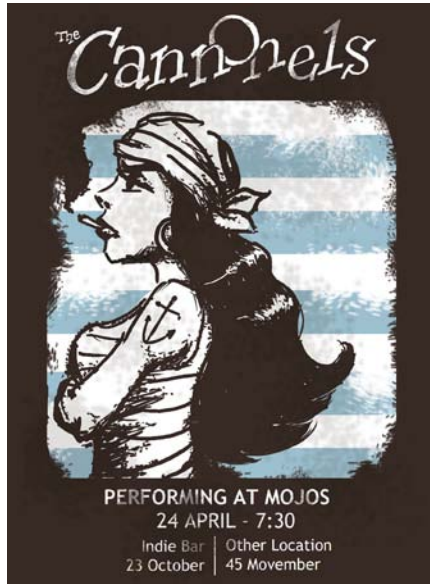
the
Cannoneels

Poster development



Poster options

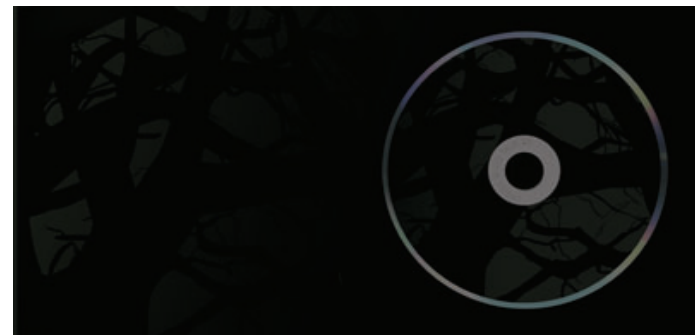
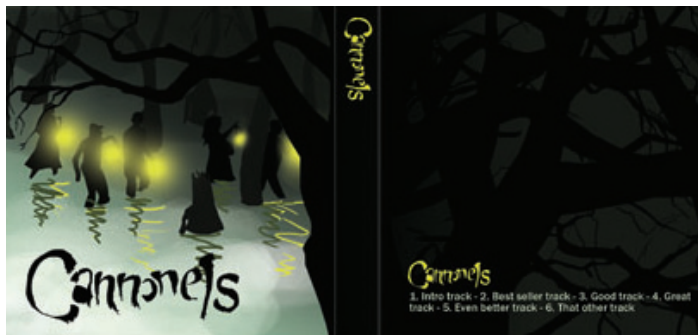
Colour



Limited Palette



Album layout designs



Final album design



Final album design



Poster design development



Final Posters



Merchandise



Thanks

Sources

Primary research

- www.Snowskadi.deviantart.com – Snow Skadi
- <http://www.wizards.com/magic/magazine/Article.aspx?x=mtg/daily/stf/51> - Jim Pavelec
- <http://coolvibe.com/2011/swamp-fever/> - Andree Wallin
- <http://www.ronatwoodart.com/> - Ron Atwood

Posters

- http://jungiehan.com/graphic_4.html - Jung le Han
- <http://www.myspace.com/abrilnotancruel> - Abel Ceuvas (If I translated the right part)
- <http://postercabaret.com/califone.aspx> - Diana Sudyka
- <http://sai-ekdesign.com/index.php/posters/> - Sai-Ek Praditpolpanich
- http://www.gigposters.com/poster/30023_Decemberists.html – Mike King
- http://www.gigposters.com/poster/141193_Freelance_Whales.html - Stephen Brayda

Albums

- <http://www.metalized.ca/content/winterhorde-underwatermoon-2010-just>
- http://en.wikipedia.org/wiki/File:The_Tide_and_its_Takers_%28Album_Cover%29.jpg
- <http://cdcoverdesign.blogspot.com/2010/12/fleet-foxes-fleet-foxes.html> - Pieter Bruegel the Elder
- <http://www.scenepointblank.com/reviews/ruiner/prepare-to-be-let-down>
- <http://www.thecolorturning.com/good-hands-bad-blood.php>
- <http://www.abigailsghost.com/multi.html>
- http://www.album-cover-art.org/B001PE4Z42/Arsonists_Get_All_The_Girls/Shat_Shark_Tart

Further Research

- http://www.dking-gallery.com/store/SCRsilk_Swampwomen.html - Scrojo
- <http://www.damonx.com/deballage-red-dead-redemption-edition-collector-limitee-ps3/>
- <http://www.gigposters.com/forums/posters/67049-help-figuring-out-value-these-2003-deftones-posters.html> - Jermaine Rogers
- <http://spokeeditions.bigcartel.com/product/chuck-sperry-deftones> - Chuck Sperry
- <http://heyparker.com/2009/05/20/7/>
- <http://www.jackalopetheatre.org/showarchive6.html> http://homepage.mac.com/blackmarketclash/Bands/Clash_recordings/1981/81-05-28%20Bonds/81-05-28%20Bonds.html