

Band Artist Logo Design and Merch

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My brief required me to design and create a visual identity for an up-and-coming artist based off him releasing his first album 'Dreamin' of Cheese'. The brief required me to format a logo, four single cover, an album including the lyric booklet and merchandise. Branding for the artist which would appear on the artist's products needed to be unique and creative, making the artist easy to identify while still reflecting what the artist's music is about.

The starting point of my design process was interviewing the artist, to give an understand of his aesthetic and what he wanted the designs to achieve. Collecting the information, I received from the interview I continued my research by researching different types of artists and bands which already existed allowing myself to develop my own ideas. Within this research I investigated many different designers; three of the main one's being Pilar Zeta Coldplay's, David Ardinavyas Lojyas the designer for Jon Bellion and Nicole Guice the designer for Panic! At the Disco's album 'Death of A Bachelor.' Zeta's way of using colour to communicate and Lojyas and Guice use of illustrations to represent the music in their designs inspired my design process as well as my final design. Through the analysis of the three designers I was able to develop ideas which would help to create my final design.

For my final body of work, I choose designs which I believed best communicated the music with the audience. The final designs consist of a range of text, colour and imagery used in order to aesthetically represent the artist. Within the typographic logo, I used the artist's name in a black handwritten san serif font which set the aesthetic for the body of work. Using line to create the other logo, colour was then used to place emphasise of the innocent and depressive tone of the album, though the use of black and white.

Inspired by David Ardinavyas Lojyas through the way he used proximity in his aesthetic to create a relationship between the single covers and how each of his design's visually tells a story. This inspired me to design my single covers in the same aesthetic, so when together proximity was created making it known the single covers are related. Unlike Lojyas, who used the same colour range throughout the single covers to strengthen his aesthetic, I associated a different colour which each cover. Instead using the same font on each of the covers to strength the aesthetic. Influenced by Coldplay's designer Zeta, who uses colour to communicate with the audience. Pink was used on 'You Got Me' to symbolise the innocent of first love, yellow was used on 'Maybe I'm the One' to represent friendship, blue was used on 'Moving On' to communicate sadness and black was used on 'Just A Kid' for the depressive tone of the song, along with blue, red and yellow as symbolism for the child aspect of the song.

Designer Nicole Guice used imagery to communicate different aspects of the album, along with colour to help emphasise. This influenced the album cover's design, inspiring me to create a designed off what the album is about. The design consists of yellow and blue creating a youthful aesthetic, and line work which creates the centre of interest a boy. 'Dreamin of Cheese' is based off a boy's fantasy of love. The imagery used represents this through the boy having his heads in the clouds insinuating he is daydreaming. Using Lojyas's technique of proximity and similarity, the font on the single covers is used on the album to create these two principles and to strengthen the aesthetic.

The booklet consists of twenty pages which tell the album's story of the boy's journey dealing with the realities of love. Inspired by Guice and Lojyas to use the album aesthetic in the booklet, colour and imagery was used to give each page individuality. The pages with the lyrics were influenced by Lojyas's design of having the single covers in the book. Both single cover and lyrics were placed on the same page with the text in the same font as the album. The pages which featured the story were influenced by Guice having doodles in the corners of the page which related to what was being said. Using imagery to continue to aesthetic inside the booklet. The text on these pages was placed in the traditional serif 'Georgia' used in novels to emphasise the text formed a story.

Guice way of incorporating lyrics into the designs based off the album inspired my merchandise. Using lyrics on the jumper from 'You Got Me' and lyrics on the denim jacket for 'Just A Kid'. Whereas, the album's logo was used on the beanie and the single cover for Moving On was used on the shirt. Zeta use of colour on Coldplay's merchandise influenced my concept causing me to only use colours on the merchandise relevant to the song. For the jumper associated with 'You Got Me' a light pink was used, yellow was used on the beanie to represent 'Maybe I'm the One', blue and black was used on the shirt to communicate the merchandise relation the 'Moving On' and black and white was used on the denim jacket as it's associated with 'Just A Kid'.

Throughout the design process my personal aesthetic was developed. David Ardinavyas Lojyas's designs taught me about the depth and symbolism a cover can have, showing me how to use an aesthetic to represent an artist. Seeing the different ways designers create covers and merchandise; some use strictly typography along with visual elements and gestalt principles, whilst others solely use imagery to communicate with the audience like Guice. Coldplay's designer Pilar Zeta allowed me to understand how colour can be used as a major element to communicate with audience, whilst still keeping the design simple. Whilst Guice and Lojyas's taught me about the importance of imagery and how it can be used to represent an artist without typography.

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