

Practitioner's Statement

Slipperi Gypsi

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My design brief was to design a logo, album cover, and tour poster for a punk band called Slipperi Gypsi. Their target audience is young punk fans, and fans of smaller independent music. The designs need to accurately target this audience, as well as communicate the attitude and punk-rock genre of the band. The designs I have created for this band are very chaotic, and emit punk and grunge vibes, effectively achieving the theme required by the brief.

The letterform and textures used are essential to creating this punk theme. The logo emulates mix and matched newspaper clippings, a staple of punk design, with a very rough, worn-down texture created through the colouring and the use of line and brushes.

The designs for the album cover and CD have an array of elements that help communicate the punk themes. The background uses simple imagery related to the name and genre of the band, and creates a very detailed scratchy texture. This works well with the posturized headshot of a Gypsy, featuring high contrasting blood red and neon yellow colours. The posturizing effect is another staple of punk art, and the bright obnoxious colours used are very demanding of attention, bringing a sense of attitude to the designs. The many detailed messy textures between the background, logo, and image of a gypsy work together to create chaos in the design, while still keeping it clear and pleasing to look at, making a very effective grunge punk theme. The imagery of a gypsy is very unusual for punk art, giving the designs an interesting twist to make them stand out more, and creating a connection between the band's name and identity with punk genre.

The tour poster design features imagery of a scratched up stage door, connecting the poster to concerts and vandalism in viewer's minds, fitting perfectly in punk themes. The range of brush textures and styles used keeps the design interesting throughout while also creating a small amount of chaos in the design. The design also makes use of the posturize effect, and use of the same neon yellow in the design creates a common theme between all three designs, making them all very cohesive and clearly related to each other in the viewers mind.

Inspiration from multiple bands can be seen throughout these designs. The newspaper clipping style is seen in many of the Sex Pistols album covers, and work also reflects their use of very bright contrasting neon colours. I was also inspired by the work of punk artist Gee Vaucher, and her use of image collages to obscure faces in her artwork, creating surreal, disconnected themes as seen in my CD and album designs.

Overall the designs I have created are very effective in reaching the target audience of the band and communicating the punk theme and attitude, successfully meeting the briefs requirements