

**GDES 4990**  
**AUG 19, 2008**

To: Samantha Lawrie and the Graphic Design Senior Project Committee  
From: Josh LaFayette  
Re: Senior Project Proposal: *These Are Magnets*

As a senior enrolled in GDES 4990, I propose the musical enterprise *These Are Magnets*. I aim to design the identity for this band, the packaging for the band's album *Control*, and all of the materials necessary to promote the album's release and the band in general. The album will be released and distributed by Cheese Recordings, the label's first release. *These Are Magnets'* identity and collateral must be unique and solid as a system in order to secure a substantial footing in the ever-changing, but ever-present, world of indie labels and their bands. I will not be aiming to create a brand. A band is not a brand, and forcing a band into that box will ultimately end said band's revenue, however small it may be. Nevertheless, this work will reach to join excellent design with estimable music, thereby creating an extremely satisfying visual and aural piece of art.

All of the music will be written, performed, and recorded by myself, with a strong emphasis on deep, human emotion. The music will strive to appeal to veterans of the independent music scene and fans of solo and duo acts that use limited instrumentation. However, tactile quality and hand-rendered imagery will push the design of the album and accompanying material to specifically satisfy stylish, good-humoured audiophiles. All included imagery (photography, illustration) will be self-generated, however any logo or copy from Cheese Recordings will be pre-existing and supplied by the label itself. I have dreamt of this piece for years now, and I am extremely, yet healthily, anxious to see its completion.

*The final presentation will include:*

**1 Logo**

A logo will be designed for use on various collateral and will be presented in color and b&w.

**2 Business Card**

Band members never having business cards is a problem. I will address this by designing a non-traditional business card that also functions as kiss-cut sticker. approx. 2.25" X 3.5"

**3 Album Packaging**

Along with a full color CD contained in a full color, 6 panel DigiPak™ prototype (approx. 15" X 5", 5" X 5" folded, double sided), one 12" vinyl album and full color jacket (approx. 12" square), and one 7" vinyl single with a full color jacket (approx. 7" square) will be produced.

**4 Stickers & Pins**

Two different vinyl stickers will be produced in bulk (approx. 4" X 2" and approx. 5" X 3.5" die-cut), along with one 1" pin, one 1.25" pin and one 2" X 3" pin pack also produced in bulk and assembled.

**5 Poster**

One 11" X 17" full color, laser printed promotional poster will be produced along with one two color, screen printed souvenir poster (approx. 17" X 22").

**6 Shirts**

Two different cotton T-shirts will be designed and mocked-up.

### **7 Longboard**

One 9.125" X 39.5" maple, pin tail longboard will be designed in full color and mocked-up.

### **8 Web site & Wallpaper**

A downloadable desktop wallpaper (1400px X 900px) will be designed and available on a one page web site containing external links to third-party sites hosting streaming audio and a store where one can purchase *These Are Magnets* merchandise.

For this project to succeed, it must appeal to the target audience, maintain a constant level of maturity across all designs, and be exceedingly creative as it progresses. To satisfy my expectations, I must stay motivated and creative. Meeting with my peers and my senior project committee will not only help keep me motivated and creative, but will also hopefully provide a group of designers to help keep me in check and boost my confidence in the work.

Expressively,

Josh LaFayette