DESIGN MODULE

LEARNING RESOURCES KIT

AUSTRALIAN MUSIC VAULT

DESIGN MODULE

Victorian Curriculum Links

Learning Areas	Capabilities

The Arts
- Media Arts
  o Explore & Represent Ideas
  o Respond & Interpret
 	
- Music
  o Respond & Interpret
 	
- Visual Arts
  o Explore & Express Ideas
  o Visual Arts Practices
  o Present & Perform
  o Respond & Interpret
 	
- Visual Communication Design
  o Explore & Represent Ideas
  o Present & Perform
  o Respond & Interpret
	Critical and Creative Thinking
	- Questions & Possibilities
	
	Personal and Social Capability
	- Self-Awareness & Management
	- Social Awareness & Management

English
- Speaking and Listening
  o Language
  o Literacy	

Tune In

OVERVIEW

For some musicians and bands, image and identity are almost as important as music and performing. They often go hand in hand. We can group certain types of musicians together not only by their music but also how they appear to their audience.

Musicians craft a certain style for themselves not only because they "belong" to particular genres (like Rock, Pop, Country, etc.), but also as a way of expressing their own personality. This develops a strong identity for the musician and ensures the whole package – the music and the look – people will remember them and eventually become fans.

There are several elements that make up the overall style of a band or artist; the way they look, their products and the style or look of their advertising.

CONTEMPLATE AND DISCOVER

- As a class brainstorm reasons why musicians might want to look a certain way.

- Make a list of the things that need to be "designed" for a band.

- Think about your school uniform (if you have one). If we think of the way a band dresses as a uniform, then we can think about what that uniform is designed to represent. Consider why you wear a school uniform? What information are you sharing with the world by wearing that particular uniform?

- Look at these rock photographs from Zo Damage's 365 Days project – what does the photographer capture about the performances, the musicians and the audiences?

- Look at the poster designs below. Write a list of words to describe the band being advertised. What information is contained on each poster? What do you think is the purpose of each poster?

Poster promoting Venitian Rendevous by band
Tsk Tsk Tsk. Designer - Philip Brophy. Reproduced
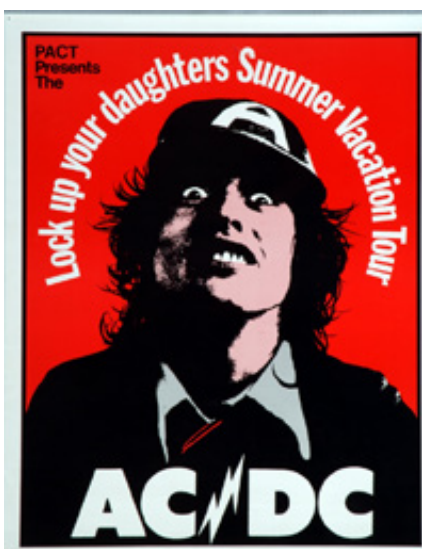courtesy of Philip Brophy.

Poster for Sunbury Festival, 1972. Graphic Artist - John Rezska. Courtesy of John Fowler

Poster for Son of Punk Gunk, 1978. Designed by Philip Brophy. Reproduced courtesy of Philip Brophy. Australian Performing Arts Collection.

Crowded House poster

Poster for AC/DC Lock up Your Daughters Summer Vacation Tour, 1976. Designer – Graeme Webber. Reproduced courtesy of Graeme Webber.

Midnight Oil Tour Poster - Courtesy of Midnight Oil Archive

AUSTRALIAN MUSIC VAULT

The design of a band's costumes, sets, posters, badges, hairstyles etc. depend on many factors. One is obviously the time the artist lived in and the trends and fashion of that time. The artist may have wanted to fit in with those trends or totally move away from them and start something different. Some artists have a very strong design aesthetic and know how they would like to look and be perceived. Sometimes their looks change dramatically over the years. Kylie Minogue is a great example of this. As her music and fans and audiences changed, so did her looks. She worked with iconic costume, set and tour designers to create the unique, iconic and independent look she is now known for.

DESIGN ELEMENT DEFINITIONS

Here is more information on the language often used when talking about design elements and design principles.

Line

Can be used to form the seams, stitching, and/or folding of fabric and aspects of the construction of clothing. Lines in clothing can also often define the shapes within the garment. The lines of direction and strength of the lines determines the way the onlooker views the clothing. Vertical lines extend the proportion of the body to seem taller and slimmer. Horizontal lines do the opposite, making the body seem wider. Lines have to flow easily without any interruptions to draw our attention in the direction of the line. If the line is interrupted our eyes stop and focus where the interruption occurs. Lines can give character to the garment. Straight lines give a sense of structure and order. Curved lines are connected with refinement and sensuality. If there is too much detail of assembled lines they create clutter and distract the eye.

Shape

Is a design element that draws your attention when you first look at a garment. Designers can base their designs on geometric shapes such as; circles, rectangles, triangles and squares. Designers can also use organic shapes, these shapes are usually irregular and are often based on curves. When discussing fashion and clothing shape can refer to the overall shape of the garment, for example the outfit's silhouette.

Colour

Is a key design element, it can convey many different things in different materials. When using fabric the choice of colour is open-ended. All colours are possible and can be used in an endless variety of combinations. Colour can be used subtly, in creating light washed, harmonising and blending shades. Colour can also be used to create a dramatic effect, by combining strong and contrasting colours, therefore creating visual tension. Colours include: Primary colours (red, yellow, blue) Secondary colours (orange, green, purple) etc.

Texture

Is the surface quality, a general characteristic for a substance or a material. Texture exists all around us. It can be natural, invented or manufactured. It can also be simulated or made to look and/or feel rough, smooth, hard, soft, natural or artificial. Simulated textures such as a rough stone wall or a fluffy cloud are made to look and feel like real textures.

Form

Is the three dimensional feel and look of an object. It is different to shape as a shape looks flat and two dimensional. All objects have shape or form. Shapes such as triangles, squares and circles have no volume and are two dimensional. However, rectangular and triangular prisms have form as they are three dimensional.

Point

Are most often small and round, hence the word point. However, they may come in various shapes such as square, diamond etc. They may contrast weakly or strongly against a material or they may stand alone or be in multiples creating pattern and texture.

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Opacity

Opaque material doesn't let any light transmit through so you can't see through the surface.

Transparency

A transparent material allows you to clearly see the objects on the other side. Transparency refers to the ability of a substance to transmit light easily.

Translucency

A translucent material lets light pass through, but objects on the other side can't be seen clearly.

DESIGN PRINCIPLE DEFINITIONS

Balance

Is the control of the elements in attracting attention. This attention must be evenly or unevenly spread over the garment to make sure interest is maintained, without being motionless and chaotic. Balance can create movement, tension or calmness. Balance can be symmetrical or asymmetrical:

Symmetrical balance is a mirror image balance. If you were to draw a line down the middle of a garment, it's a mirrored image.

Asymmetrical balance is when components of a design are balanced but are not mirrored. Colours can also be asymmetrical, for example having one darker colour and balancing it by several lighter colours.

Emphasis

Is used to create dominance or focus in a garment. This may be through the selection and use of colour, shape or other elements. Various kinds of contrast can also be used to emphasise a centre of interest.

Pattern

Is an important element in clothing or fabric product design. Patterns use the elements of line, shape and colours. It can also refer to a repeated feature that creates a visual pattern used to create dramatic effect and interest. Pattern in fabric can be constructed of threads as they are either woven or knitted. They can also be printed or embroidered onto the surface. Pattern is produced in various colours, shades or textures.

Movement/Rhythm

Is the term that means different things in different materials. The clothing term of movement usually refers to how the fabric flows and drapes. The clothing term for movement is how you as a designer move the viewer's eye through a space with the line, contrast, volume and placement of objects within a design.

Contrast

Is the design element that stands out because they are not alike, for example; circles and triangles. Red and blue colours also create contrast, therefore they are completely different. Putting objects or different fabric textures together can create contrast and therefore make each other stand out more than they would separately. Contrast makes the elements seem more dramatic and lively.

Repetition

Refers to one object or shape repeated, creating emphasis on a certain aspect of design.

Space

Is the void between solid objects and shapes. It is everywhere and all around us. Everything takes up space in one form or another whether it's two dimensional like drawing and painting, or three dimensional like sculpture and architecture.

Proportion

Is a term that can refer to two related aspects of a design. On the other hand it can also refer to the relationship between the size and space between the various patterns of a design.

It is the relationship between the overall dimensions of an object, the length, compared to the thickness of the form.

AUSTRALIAN MUSIC VAULT

TASK 1 — EXPERIMENTING WITH TEXTURE AND PATTERN

The world around us can be a wonderful resource for design. If you look around you, you will see a wide variety of colours, textures and patterns all thrown together to create the environment you are in. If you are in a rural area, you might see greens and browns and more natural textures like bark and mud. If you're in a city, you might see greys and blacks, glass and concrete.

In this exercise, you can use the environment around you to inspire some costumes designs.

Step 1. Draw

Draw the outline of a person wearing an item of clothing. It can be any clothing you like – shirt and pants, dress, jumpsuit – whatever you like. Make sure you only draw the outline though!

Step 2. Cut

Now cut out the clothing ONLY. You will be left with the face, arms and legs of your model. You have simply cut out the shape of clothing from the body of your model. You might need to sticky tape the point where you cut in from the edge of the paper (on the back) so it doesn't flap around

Step 3. Experiment
Now you can take your cut-out and hold it up to different backgrounds

AUSTRALIAN
MUSIC
VAULT
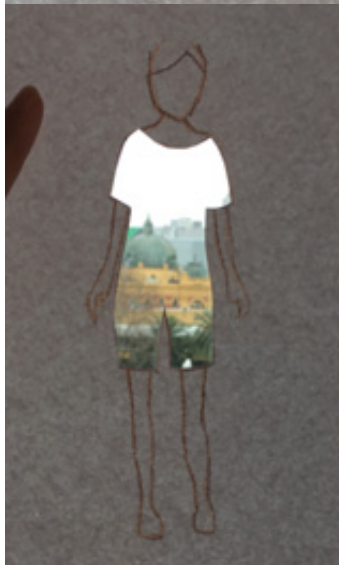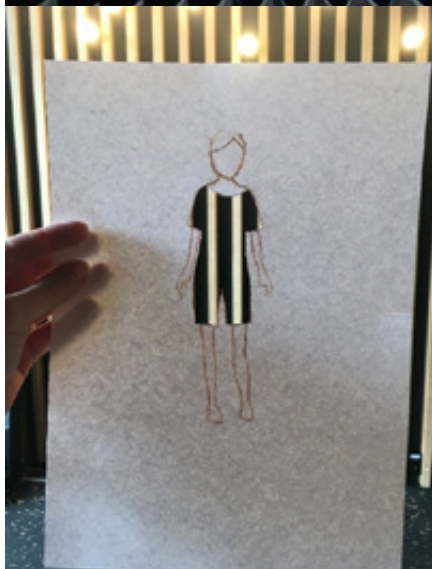
Try out some different textures and backgrounds for your cut-out. Make notes on what you think would work for a costume for a musician or recording artist. Give some reasons why you have chosen the design you have.

TASK 2 — EXPERIMENTING WITH SHAPE

Now that we've experimented with different colours and patterns to inspire our designs, let's experiment with shape. The shape of a costume can turn a piece of cloth into something artistic and beautiful. Have a look Kylie Minogue's dress, below:

Image courtesy of the Performing Arts Collection

If this was made of a material like your school shirt or dress, how do you think it would look? It wouldn't be able to stick out and hold its shape like this one does, so it would just hang. It would be a totally different dress!

In this activity, we're going to use different materials and look at how they behave differently. You will need:

• A piece of photocopy paper

• A piece of thicker paper or card

• A piece of cellophane

• A piece of foil

Try to make the following shapes with each material
(the sticky tape is to join the material and hold it in place if you need to!):

• Cone

• Ball

- A symmetrical shape

- An asymmetrical shape

You can fold, scrunch, wrap, or change the material in any way you like to make the shape – experiment with it and see what happens!

TASK 3 – ALBUM COVERS OF THE YEAR

Have a look through some of the 2017 ARIA nominations for Best Album Cover, shown below. As a class discuss why you think these album covers were chosen. What are their similarities and differences? What do they tell us about the band and the music on the album?

Conduct a class vote – who do you think will win the award?

Nathan Cahyadi — Gang Of Youths (Go Farther In The Lightness)

Nick McKinlay — Julia Jacklin (Don't Let The Kids Win)

Mitchell Stock — Midnight Oil (The Overflow Tank)

**Peter Salmon-Lomas — Paul Kelly** (Life Is Fine)

IN DEPTH - Design Files: Ian McCausland

Ian McCausland is a graphic designer/illustrator from Melbourne who has created some of the most iconic band posters and album covers Australia has seen.

Starting out designing for local bands and gigs in the 1960s, Ian McCausland worked with countless artists who defined the rock music scene in Australia through the 1960s and 70s, including the Rolling Stones, Daddy Cool, Skyhooks, and AC/DC. He also designed the poster for the Sunbury Music Festival which is featured in the Australian Music Vault.

Rather than relying on a lot of text, posters and album covers often use symbolism and suggestive images to provide information to an audience. People looking at posters might only glance at them very quickly, so the designer wants them to take in as much information as they can in a very small amount of time. Using images rather than words can be very effective at achieving that goal.

Have a look through some examples of poster and album cover designs by Ian McCausland and answer the image analysis questions below.
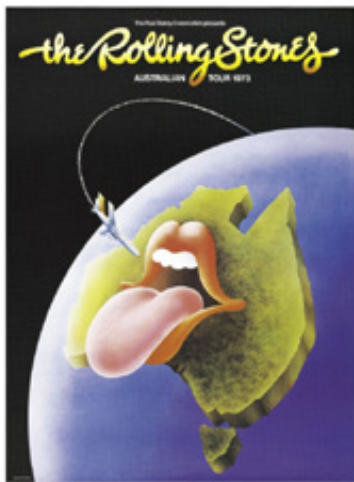
Rolling Stones Tour Poster, 1973. Design by Ian McCausland

1. The Mouth is the logo of the Rolling Stones. What does this logo tell us about the band?

2. Describe the 'story' being told by this poster?

3. Is this design very complex or quite simple? Why has the designer chosen to present the information in this way?

Sunbury Festival Poster, 1972. Courtesy of Australian Performing Arts Collection. Design by Ian McCausland.

1. What does this poster tell us about what the festival might be like?

2. Why do you think the artist choose to colour the person in blue?

3. This poster doesn't tell us anything about the bands playing at the festival – do you think that is a good thing or a bad thing? Why?

Gig poster for Jo Jo Zep and the Falcons, 1978.
Design by Ian McCausland

1. How does the text create a sense of movement?

2. What kind of music do you think this band plays?

3. The background design tells us a bit about the location of the gig – they were playing at The Esplanade Hotel in St Kilda, where palm trees line the foreshore. Do you think this is a clever way to let the audience know where the show is on, or is it too confusing? How would you display this information if you were the designer?

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The Arts
 	
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- Visual Communication Design
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	- Critical and Creative Thinking
	- Personal and Social

English - Speaking and Listening	

AUSTRALIAN MUSIC VAULT

DURING VISIT

LOOK

Look at pictures and videos of one of the bands in the Australian Music Vault and think about the following:

- What kind of attitude do you think they were trying to convey?

- Describe their fashion and hair statements – compare with trends of their time and place

- Did the bands adhere to a costume or uniform style?

- What was the effect of their fashion choices on their popularity, image and commentary around them?

What can the Australian Performing Arts Collection reveal to us about the history of design for musicians over the last 50 years in Australia? See if you can pick up on any trends – ideas that keep popping up in different areas. Also think about design for these bands compared to bands of the same era overseas – what are the similarities and differences?

LISTEN

Listen to one of the songs in the exhibition via the digital labels or elsewhere. Make sure it's one you've never heard before. Sketch a quick costume you think would be a good costume for a band member to wear performing this song based only on the sound of the song.

INVESTIGATE

Find a costume that you find interesting for some reason. Identify as best you can, the fabrics, colours and main design elements. Why do you like it or find it interesting?

Find two examples of different poster designs. What is different about them? How do the images, font, design and colours create a certain mood or identity for the band or event?

AUSTRALIAN MUSIC VAULT

TASK 1 - FINDING INSPIRATION

To design a costume for an artist, the designer will make use of range of ideas and inspirations. The design will take inspiration from the artist's personality and musical style combined with the designer's personal taste, aesthetic and style. Other influences can be found in nature and the environment, period dress and historical costume, the traditional dress of different cultures and popular culture.

Costume design can sometimes be seen as wearable art. Costumes for the stage need to be more interesting and eye catching than what you would wear in your everyday life due to the scale of the performance and the distance between performer and audience. Because the audience might be far away from the stage the costume helps performer be seen. Costumes are also vital for performers who want to put on a show that makes the audience think 'wow' about what they hear AND see.

There are some costumes in The Australian Performing Arts Collection that have been inspired by very famous works of art. Two of these were designed for Kylie Minogue to wear on stage; the first for her Enjoy Yourself Tour in 1990, and the second for the Aphrodite Tour in 2011.

Example A: Mondrian

Piet Mondrian was a Dutch Cubist painter who was active between 1892 and 1944. One series of paintings he created use only black and white and the primary colours (red, blue and yellow) placed in simple boxes arranged on the canvas. The idea of these artworks was to portray a sense of balance.

Mondrian's works have become a great source of inspiration for designers. An example in the Australian Music Vault collection is the Bodysuit designed for Kylie Minogue by Ian McMaugh. You can see how McMaugh used Mondrian's sense of shape and colour and applied this technique to the bodysuit. The result is a stylish and sophisticated costume. McMaugh used sequins to add an element of fun to the costume design. Sequins are also great materials to use on stage as they catch and reflect the lights in a theatre or concert venue.
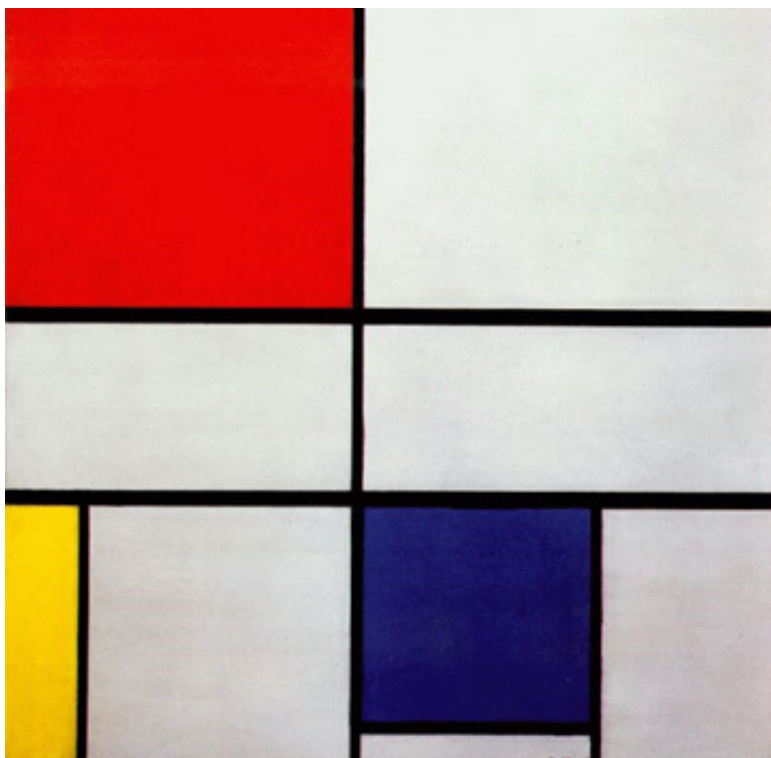
Composition C by Piet Mondrian, 1935
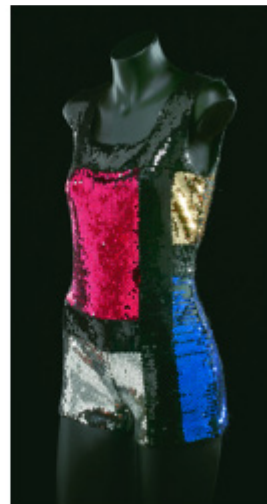
AUSTRALIAN MUSIC VAULT

Bodysuit
1990
Costumes and Accessories - Costumes

Bodysuit worn in Enjoy Yourself tour, 1990
Kylie Minogue Collection

2004.020.045
Performing Arts Collection

Creator:	Ian McMaugh (Designer)
Brief Description:	Bodysuit, black lycra with red, silver, black, blue and gold sequin patches to create "Mondrian" effect, sleeveless, square neckline, shorts leg. Designed by Ian McMaugh, Australia. An Ian McMaugh label is attached.
Dimensions:	625 x 610 (mm)
Item History:	Worn by Kylie Minogue in "Enjoy Yourself" tour, Australia, United Kingdom, Europe and Asia, 1990.
Credit Line:	Gift of Kylie Minogue, Cultural Gifts Program, 2004
Keywords:	Minogue, Kylie McMaugh, Ian Enjoy Yourself KOS: Disco Diva Next Door
Subjects:	Music - Australia Musicians - singers - Australia Concert - tours Music - pop Music - contemporary

Kylie Minogue's Bodysuit.
Designed by Ian McMaugh, 1990

Example B: Botticelli

In 2010 Kylie Minogue embarked on her 12th concert tour, Aprodite: Les Folies Tour. Costume and set design for this tour took its inspiration from Aphrodite, the Greek goddess of love and beauty.

While many different artists have painted Aphrodite, all the artworks of her seem to share the same similarities – she is depicted as a great beauty, draped in flowing white material or cascading long hair, emerging from the sea where she was born.

In this painting by Italian Renaissance painter Sandro Botticelli, Venus (the Roman name for Aphrodite), emerges from a shell like a beautiful pearl, and her golden hair flows around her. Fashion designers Dolce & Gabbana designed many costumes for Kylie's Aphrodite tour, and although the inspiration might not be as obvious as the Mondrian design, there are certainly elements here that reference depictions of Aphrodite.

Firstly, the Dolce & Gabbana costume shown below is made of hundreds of pearls – the beautiful objects that are born inside shells and emerge from the sea to be admired – just like Aphrodite herself. We can also

see colour and texture being referenced in the costume – the golds and off whites we see in Aphrodite's skin and hair are mimicked in the costume, and the cape drapes and flows like the hair and fabrics in the painting. Aphrodite was also known to love to wear jewelry – this Dolce & Gabbana design could be described as full-body jewelry!

Birth of Venus by
Sandro Botticelli, 1484-86

Cape

2011
Costumes and Accessories - Costumes

Cape worn by Kylie Minogue for the encore, Aphrodite Les Folies tour, 2011

Kylie Minogue Collection

2015.005.068
Performing Arts Collection

Creator:	Dolce & Gabbana (Designer) (1985 -)
Brief Description:	Cape, beige pleated chiffon with gold chain neck clasp.
Item History:	Designed by Dolce and Gabbana. Worn by Kylie Minogue for the encore, Aphrodite Les Folies tour, 2011.
Credit Line:	Gift of Kylie Minogue, Cultural Gifts Program, 2015
Keywords:	Minogue, Kylie Dolce and Gabbana Aphrodite Les Folies Tour KOS: Mercurial Moves
Subjects:	Concert - tours Musicians - singers - Australia Music - pop Music - popular Music - contemporary

Kylie Minogue's Cape. Designed by
Dolce and Gabbana

AUSTRALIAN
MUSIC VAULT

In this painting of Venus (Aphrodite), also by Botticelli, the goddess is clothed in a white flowing gown with gold trim, which portrays her as very feminine and angelic. You can see how this portayal of Aphrodite has influenced the costume below, again designed by Dolce & Gabbana, with the colours and flowing material highlighted in the costume design.

Venus and Mars by Sandro Botticelli, 1485.

This costume also makes references to historical Roman costumes, in particular the winged helmets (Galea), breast plates, and leather strapped sandals worn by the Gladiators. Dolce & Gabbana might have chosen to add these 'warrior' costume elements to show an element of Kylie's own personality – she is feminine and beautiful, but also strong and has a fighting spirit.
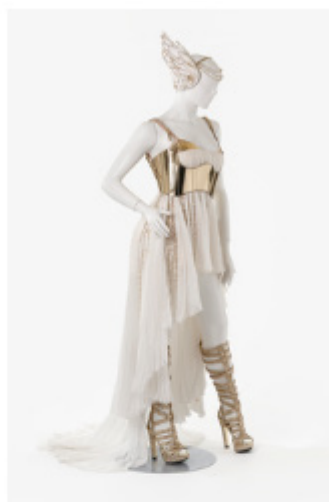

Dress

2011

Costumes and Accessories - Costumes

Dress worn by Kylie Minogue for opening act of Aphrodite Les Folies tour, 2011

Kylie Minogue Collection

2015.005.043
Performing Arts Collection

Creator:	Dolce & Gabbana (Designer) (1985 -)
Brief Description:	Dress, white chiffon strapless dress, short at front, long at back. Strings of beads and pearls drop from below bust. Multiple fabric layers.
Item History:	Designed by Dolce and Gabbana. Worn by Kylie Minogue for opening act of Aphrodite Les Folies tour, 2011
Credit Line:	Gift of Kylie Minogue, Cultural Gifts Program, 2015
Keywords:	Minogue, Kylie Dolce and Gabbana Aphrodite Les Folies Tour KOS: Mercurial Moves
Subjects:	Concert - tours Musicians - singers - Australia Music - pop Music - popular Music - contemporary

Kylie Minogue's Dress for the opening act of Aphrodite Les Folies tour, 2011. Designed by Dolce and Gabbana. Courtesy of the Australian Performing Arts Collection.

AUSTRALIAN MUSIC VAULT

What's the Reference?

Have a look at Kylie Minogue's costumes in the Collection. Do you have any ideas where the inspiration for these designs may have come from? You can research the artist, costume and designer online to help you put together a 'design map', or annotated image, of ideas that went into these designs. Remember that ideas for costume designs don't always have to come from works of art like the examples above. Ideas and inspiration can come from films, history, gaming, pop culture, music, nature … anything really!
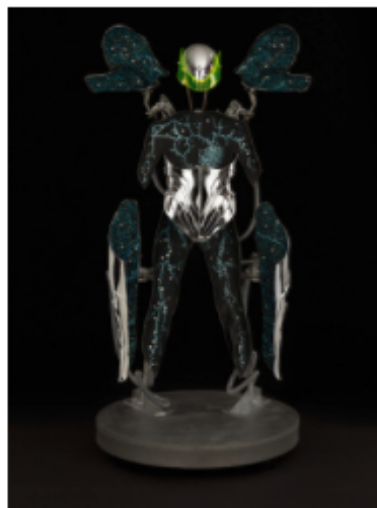
Torso Plate
2002
Costumes and Accessories - Costumes

Torso plate, Kyborg costume worn in Act One, KylieFever2002 tour
Kylie Minogue Collection

2004.020.324
Performing Arts Collection

Creator:	Johnny Rocket (Designer) Edward Griffiths (Designer)
Brief Description:	Torso plate, left section, part of Kyborg costume, fibreglass, silver metallic and black paint with diamante. The moulded fibreglass is of the left rib cage, hip and pelvis. The outer surface is painted metallic silver, the inner surface is painted black and decorated with blue and clear diamantes. Designed by Johnny Rocket and Edward Griffiths, United Kingdom.
Item History:	Torso plate, worn by Kylie Minogue, [one of ten parts] of Kyborg costume in Act One, 'Silvanemesis', KylieFever2002 tour, United Kingdom, Europe and Australia. The setting was 'Silvanemesis'. Planet Earth.The distant Future. Kylie emerged on stage at the beginning of Act One. The Kyborg's shell comprising body, helmet, arm and leg pieces opened to reveal Kylie in the 'Silvanemesis' costume. The 'Silvanemesis' outfit was worn in the Act One performance of the songs 'Come Into My World', 'Shocked', 'Love At First Sight' and 'Fever'. . .
Credit Line:	Gift of Kylie Minogue, Cultural Gifts Program, 2004
Keywords:	Minogue, Kylie

Kylie Minogue's Torso Plate of Kyborg costume in Act One of the KylieFever2002 tour. Courtesy of the Australian Performing Arts Collection. Designed by Johnny Rocket and Edward Griffiths.

Leggings
2008
Costumes and Accessories - Costumes

Leggings worn by Kylie Minogue in Act Five, 'Naughty Manga Girl', X2008 tour, 2008
Kylie Minogue Collection

2015.005.025
Performing Arts Collection

Creator:	Jean Paul Gaultier (Designer) French (1952 -)
Brief Description:	Lace-up leggings with tattoo print.
Item History:	Designed by Jean Paul Gaultier. Worn by Kylie Minogue in Act Five, 'Naughty Manga Girl', X2008 tour, 2008
Credit Line:	Gift of Kylie Minogue, Cultural Gifts Program, 2015
Keywords:	Minogue, Kylie Gaultier, Jean Paul X2008 Tour KOS: Mercurial Moves
Subjects:	Concert - tours Musicians - singers - Australia Music - pop Music - popular Music - contemporary

Kylie Minogue's leggings. Courtesy of the Australian Performing Arts Collection. Designed by Jean Paul Gaultier.

For more costume design activities, please check out Activities 3.3 – 3.9 from the Kylie on Stage Learning Resource available here.

TASK 2 — POSTER DESIGN

Choose a band from the Australian Performing Arts Collection to design a poster for. Undertake some online research to find out about the band's history and background, and listen to some of their music. It is important that you have a good understanding of the style of the band before you start designing their poster.

Your brief is to design a poster advertising the band's upcoming show. The details of the show are:

Venue: Myer Music Bowl

Date: 1st January 2019 at 8pm

Tickets: available online at www.artscentremelbourne.com.au

There are some basic design principles you need to consider when you put your design together:

1. Make it easy to read from a distance
Most of the time posters are viewed from a distance, as people walk or drive past them, which means people are unable to stop to look at fine detail. As a designer, you have to make it easy for people to get the information quickly and clearly. The main pieces of information that need to be seen clearly are: the name of the band, the venue, and the date of the show.

2. Incorporate contrast
It's really hard to read grey writing on a white background. Use contrasting colours to make the text "pop". A colour wheel can help you choose contrasting colours. Bold colours will grab attention.

3. Use one big visual
If you've got an image you're keen to use, try scaling it up to fit the entire poster frame – how does that look? One dominant image often looks better than a lot of smaller images. You could also use large-scale text to achieve a similar effect.

4. Leave space
Leaving some areas on the image with no text or image is a good idea – too much going on in a poster design can be confusing and look too busy.

5. Create interest with your use of fonts
Using different fonts can be an easy way to grab attention. You can have text going in different directions, or use the letters to create interesting shapes. The most important thing is that it is still easily readable though!

6. Have fun with your design
Making band posters is one of the most fun design tasks. Let your imagination run wild.

Design your poster using a free online photo editing tool such as www.fotor.com

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AUSTRALIAN MUSIC VAULT

LONG PLAY

PROJECT 1 – TALENT + *WHAT* = FAME?

A successful career in the music industry is dependent upon a combination of factors. First and foremost, you have to be skilled as a musician or recording artist. However, sometimes this alone is not enough. To get people to notice you as a great artist in a sea of other great artists there are other things to pay attention to as well.

Artists need to create an image to go with their music. Usually artists belong to a particular genre, which has its own style. For example, when you think of a rock musician, you might picture someone with long hair wearing black clothes. Or if you think of a pop musician, you might imagine them wearing popular brands and stylish outfits. The artist's image helps the audience understand which genre they belong to, whilst at the same time it reveals something about their personality.

The biggest mistake an artist can make is to try and "fit in" or copy a certain look. If you're trying to be someone you're not, it's not going to work! The public will see through your "star" disguise and they won't like it. Fans want to know who their favourite musician REALLY is – what they like and dislike, what inspires them, their personality. By dressing and acting in a certain way, the artist can communicate these things about themselves to their fans. Think of an artist's image as the best version of their real self – it might be bigger and more exciting than the real thing but it's still them, it is not completely fake or made up. There needs to be an element of truth to the artist's image even if this truth is exaggerated.

Here are some of the things that go into creating an "image" for an artist or band:

The Look

The artist or band members dress in a certain style, which tells us something about their genre and their personality.

Album Artwork

The most important thing that fans buy is the album – this should also be designed in a way that reflects the music on the album, the performers and style of music. Album artwork refers to the design on the cover, inside liner notes, and also the tile that appears on streaming players like Spotify.

Merchandise

If you've been to a live music concert you may have noticed the "merch desk" – a small stall that sells items like t-shirts, posters and badges with band photos or logos on them. Well-designed merchandise should fit in with the overall "branding" of the band. Some bands even have a logo which can easily be printed on to all sorts of items and sold as merchandise. This makes the band instantly recognisable, without having to even hear the music!

Here's a selection of items from AC/DC's merchandise collection, all using the iconic AC/DC lightning bolt logo.

Activity – Inspiration Collage

What kind of music will you play as a recording artist? Are you a rock star, or are you in the folk scene? Do you make electronic dance music or are you a hip hop MC? Once you have chosen a style of music, it's important to research other musicians in your genre to get into the "mood" of the style. In this activity, you will put together an inspiration board, which you can use to put together your artist look.

Research some bands from your genre and save images that show their costumes, make-up, on-stage sets, merchandise and album covers. Arrange these images either in a file on your computer, or print them out and stick them on a poster. You can also add in images you find inspiring, or contain colours you think would work for your style, or make you think of that style of music. For example, a boat floating on a calm sea might make you think of calming, peaceful ambient music, or a picture of a peacock might make you think of a rock band front-person parading themselves on the stage. Let your imagination run wild!

AUSTRALIAN MUSIC VAULT

PROJECT 2 - BUILD A BAND

Step 1. Name Game

Imagine you are starting out as a musician, either a solo artist or with a band. Answer the following questions:

What kind of music do you play?

Which other bands or artists do you find inspiring?

Think of a name for your band. It could be a twist on your own name or something completely made up - you can even use nonsense words! Here are some examples of band names from the Australian Music Vault to get your imagination going. Inspiration can come from the strangest places!

AC/DC - Angus and Malcolm Young, brothers in the band, got the name from their sister, who saw "AC/DC" printed on her sewing machine. AC/DC stands for alternating current / direct current, terms to do with electricity – which tells us about the electrified, loud energy of the band.

Divinyls - The name is a 'portmanteau', which means a word made from blending two other words together – in this case, the words 'divine' and 'vinyl' are blended to create the new word 'Divinyl'. The word suggests they are a very pleasing to listen to and watch (even god-like) in the use of 'divine'. It also makes reference to their mode of communication – through printing their music on vinyl.

Step 2. Get the Look

Once you have a name for your band, you need to start thinking about all the design elements we've studied in this module. Start by sketching some costume ideas that reflect your style of music, and the personality or attitude you want to portray.

Step 3. Brand your Band

Create a logo for your band. Here are some examples from the Australian Music Vault. Make sure it's easy to read – a simple design often works best. Your logo must also reflect the style of music you make.

Step 4. Design Factory

Come up with designs for the following items of merchandise/artwork to sell at your gigs:

T-shirt

Badge

Album Cover

Step 5. Stick 'em Up

Design a poster for an upcoming gig your band is playing. Make sure you communicate the style or 'vibe' of your band so people know what to expect. Use words and pictures on your poster to provide the audience with the following information:

Name of the band

Venue the show is on at

Where to get tickets

You can use the information provided in to help with this activity.

Victorian Curriculum Links

Learning Areas	Capabilities

The Arts
- Media Arts
    o Explore and Express Ideas
    o Respond and Interpret
- Music
    o Respond and Interpret
- Visual Arts
    o Explore and Express Ideas
    o Visual Arts Practices
    o Present and Perform
    o Respond and Interpret
- Visual Communication Design
    o Explore and Represent Ideas
    o Present and Perform
    o Respond and Interpret
	- Critical and Creative Thinking
	- Personal and Social

English - Speaking and Listening	

AUSTRALIAN MUSIC VAULT