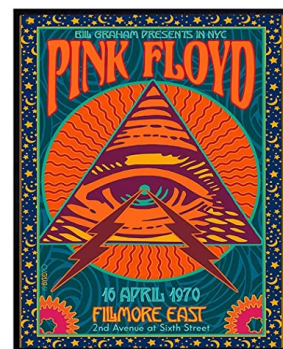
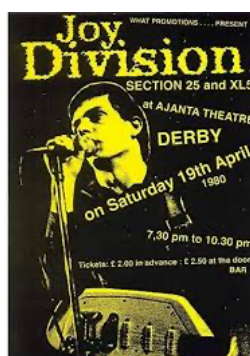
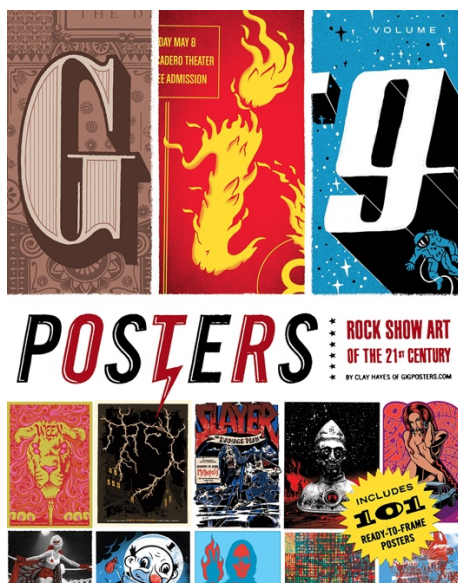


Music Branding

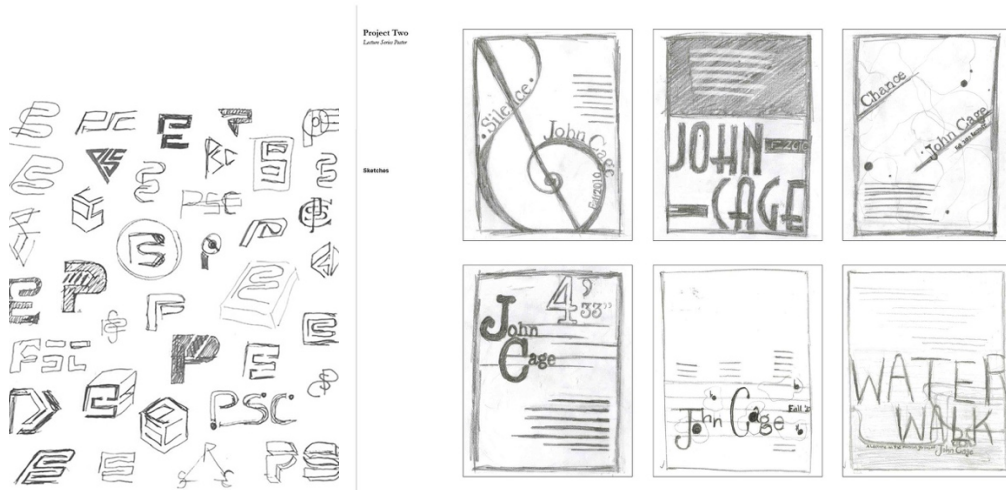
Learning outcome 1: Appraise range of artistic brands and images, taking into consideration different styles, genres and markets.

Learning outcome 3: Produce and maintain an artistic profile as a performer, identifying market demand and acknowledging developments in the industry.

You are to research and collate images of existing band and/or musical artist logos. Write a brief description of your thoughts on each of these logos and why you think they are effective in communicating the brand values of the band or musical artist.



You are to brain storm the name of your band or you as a solo performer and through the process of thumbnail sketches develop a series of ideas for the development of your logo.



From your initial creative findings chose a design that you can develop through digital design.

