1. What do designers consider when creating a poster for a musician or band?

2. How do designers ensure their work fits with the genre of music they are creating for?

3. Does the music played by the band influence the design of the poster?

4. How does a designer decide what colors, imagery, text, type, and other design elements to use?
Most of the posters you are about to view were created using the screen printing process. So what is screen printing?

Screen printing is a kind of stenciling. A stencil is supported by a fine mesh screen. Ink is “squeegeed” through this screen, creating an image on paper. View an in depth video of the process here.

Screen prints may also be called silkscreens or serigraph prints.
POSTER FOR THE SHOUT OUT LOUDS

Artist Quick Facts:
Decoder Ring is a screen print design shop located in Austin, Texas. All artworks are credited to the shop and not individual artists. Learn more about the design group here.

About the Band:
The Shout OutLOUDs are a Swedish Indie Pop Band.

Check out their website here.

Decoder Ring, Shout Out Louds, 2007, screen print
ANALYZING THE POSTER

This quote comes from the Shout Out Louds song “Meat is Murder.”
Listen to the song here.

How does the quote tie into the iceberg image?

What could the iceberg represent?
What does it mean when someone says “that’s just the tip of the iceberg?”
Where did that saying come from?

What could the flag with heart represent?
How about the skull?

This quote comes from the Shout Out Louds song “Meat is Murder.”
Listen to the song here.

How does the quote tie into the iceberg image?
Artist Quick Facts:
Hero Design Studio is comprised of a husband and wife team, Beth Manos and Mark Brickey, located in Long Beach, CA.

You may learn more about the studio here.

About the Musician:
Matisyahu is a reggae/rap artist known by his Hebrew name. His birth name is Mathew Paul Miller. The musician, until recently, lived following the Hasidic Jewish lifestyle. To learn more about Hasidic Judaism click here.

The song he is most known for in the US is King Without A Crown – released in 2005. Click here to visit Matisyahu’s website.
ANALYZING THE POSTER

At first glance, what do you see?

What sports team is this logo a play on? How does this hat fit into hip hop culture? Do you think it is a symbol of some sort?

What does this symbol represent? Is it another symbol?

What does this sticker represent? Is it another symbol?

What artistic choices relate to Matisyahu’s musical genre? How about to the artist?
Artist Quick Facts:
Sasha Barr is a designer and illustrator based out of Seattle, WA.

To check out his complete portfolio, click here.

About the Musician:
Dierks Bentley is a country music singer from Phoenix, AZ. He has been nominated for and won several music awards. He is best known for his first hit What Was I Thinking and Free and Easy.
ANALYZING THE POSTER

- The font size on this poster is small. Why do you think the artist chose to do this?
- Why would the artist choose this color scheme? Do you think it is suited to the musician/genre of music?
- There are areas in the poster that look like “mistakes” due to the printmaking process. Why would the artist choose this effect?
- Does the overall style of the poster suit the genre/musician? Why or why not?
About the Musician:

The Decemberists are an indie folk-rock band from Portland, Oregon. Their lyrics often contain references to historical events and folklore. This poster was created for their album, *The Crane Wife*.

Artist Quick Facts:

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ANALYZING THE POSTER

Look closely at this poster. What does it remind you of?

What kind of shapes and patterning does the artist use? Is the artist thinking of another country or culture?

Do you think this poster might be meant to be seen in a different way than you see it now?
Knowing that The Decemberists like to use folklore in their lyrics, do you think the form of this poster might have a special significance?

All the posters we have examined were made to advertise concerts by the musicians or bands they feature. Copies of this poster were folded into giant origami cranes, and the cranes were placed in record shops, cafés, and bookstores to promote a concert by The Decemberists.

The Decemberists named their album The Crane Wife after the Japanese folktale of a mysterious bride who turns into a crane. The artists created a poster that visualized that theme. This poster features a floral pattern inspired by traditional Japanese printed flower motifs. It also shows step-by-step instructions on how to fold the flat poster into an origami crane.

Which would convince YOU to attend The Decemberists concert – the flat, unfolded poster, or the 3-dimensional origami crane?
About the Musician:

Modest Mouse is an indie rock band from Issaquah, Washington. These posters advertise the United States tour for their 2007 album, *We Were Dead Before the Ship Even Sank.*

Artist Quick Facts:

Jason Munn is a graphic artist who works in Oakland, California. Learn more about Jason here.

Think of three words to describe the posters you see here.

What is unusual or uncommon about each of these images?

Pretend you were a member of the band Modest Mouse. Would you like to have these posters advertising your concert?

How does Jason use the poster’s space differently than the other artists we have seen?
Your Assignment:

You have been commissioned by your favorite band to create a music poster. Use the brainstorming worksheet to begin gathering your thoughts.