

GRAPHIC DESIGN CATEGORY BRIEF

In association with



THE CHALLENGE

Background

LCO (Liverpool Chamber Orchestra) Youth is recording Beethoven's Symphonies. Beethoven is the benchmark for any orchestra. It can be approached in 2 ways - the classical/early romantic full orchestra approach or the social/political gritty approach, played on a smaller scale making maximum use of a smaller orchestra. With attitude.

LCO Youth's approach is the latter – punchy, raw and live, produced in one take. When he composed his work, Beethoven wanted to illustrate what humanity was going through. His music is emotive and thought provoking. This series hopes to do the same for the present day's listeners.

Design and Objectives

LCO would like to produce a set of CDs of their Beethoven recordings. It will be a box set of 3 of the 9 symphonies.

However, they do not want to use any imagery of Beethoven. The imagery needs to focus on Liverpool. Combine the gritty, robust beauty of traditional/historical industrial, working class landmarks, architecture and icons with the creative, vibrant cosmopolitan scenes of the present day. Cool contemporary imagery which indicates the story of the music with Liverpool-based imagery. The approach is very much to see music as a living language. Interpret such music in the context of the world in which we live today, a fresh recreation and interpretation of the spirit of the work not just a homage to a dusty old manuscript. This may be photographic, illustrative or abstract, but they must work together as a set of CDs.



The covers must include the LCO logo, the composer's name and the symphony title. There is no corporate colour so feel free to experiment.

It is entirely up to you as the designer to decide what sort of CD packaging you would like to use. There are examples at www.brandedmedia.net, or you could design your own. It is not necessary to create mock ups of your finished design, just well-delivered proposals, but if you want them to be in 3d format go ahead!

Target audience

LCO Youth would like to target the current crop of classical music lovers of all ages, but also encourage a younger age group, currently listening to popular music in the charts, to buy and listen to classical music.

HOW TO DELIVER YOUR IDEA

The pitch document can be supplied either digitally or printed. When we present a design, we try to help the reader through our thought process. This may include our interpretation of the brief, research and rough designs. The most important bit is the idea. Some of the best design solutions have started life as a scribble on a beer mat! So long as there is a good idea the battle is nearly won, the final challenge is to communicate your idea to the client!

We would expect 4-5 pages with a bit of text/images to explain your ideas, research and then your 3 selected CD covers. However, you may want to make a book, create a digital presentation or do something completely out of the ordinary in order to make your pitch memorable.

Just remember, the designs are the important part, so spend your time on them!



HINTS AND TIPS

The base of a good design is knowing the product, whether it is a design for a CD or branding a whole orchestra. Do your research and try and find out everything about the product and its audience.

Listen to the music and think about how you can represent it visually. What sort of mood does it evoke? Is it lively and bright, or sombre and dark?

Try having a look at existing classical music packaging to see what is out there already, and look through magazines about classical music to find out about their approach. BBC Music Magazine is just one example.

Check out websites for orchestras and youth orchestras to see what sort of imagery they use, who they attract, and how.

Do some research with your target audience, ask classical music lovers about your ideas, and don't forget to ask your friends too, what would make them want to pick up and listen to a classical music CD?

And lastly but most importantly – enjoy yourself!

SUMMARY

What we would like you to present to us is 3 CD covers that will appeal to classical music lovers of all ages, but also encourage a younger age group, currently listening to popular music in the charts, to buy and listen to classical music. Basically design something that you would buy!

Kev Jones

Director, Nonconform

Here's brief outline of Beethoven's Symphonies:

Symphony no.1: Very classical, in tradition of Haydn and Mozart. Jokey humour, sprightly, witty.

Symphony no.2: Cheerful, upbeat character, bubbles with life and optimism, in spite of being written at the time when Beethoven started to go deaf.

Symphony no.3: Eroica, a celebration of idealised heroic qualities. Originally dedicated to Napoleon but when he declared himself emperor Beethoven tore the dedication up. After a sombre start, a second movement funeral march is followed by a joyful Scherzo and a triumphant finale. Wonderful vitality and energy.

Symphony no.4: Witty, yet disturbing, fresh spontaneous. Often neglected as it comes between the two giant milestones in symphonic writing the 3rd and 5th symphonies.

Symphony no.5: Sense of struggle throughout the symphony, leading to ultimate triumph after many setbacks. Musically a struggle between major and minor keys (light and dark?). One of the key things about this symphony is how such a large work can grow from what is essentially a very small/short motif (ta ta ta taaaa).

Symphony no.6: Pastoral: bucolic, merry making of country folk. First movement called by the brook, others have bird calls, revelling country folk and dancing then a big thunderstorm. Beethoven loved nature and going for walks in the countryside.

Symphony no.7: Described as the apotheosis of the dance by Wagner. Uses lots of dance rhythms throughout. Second movement is doom laden and grief stricken, while the finale has been described as a movement of Bacchic fury.

Symphony no.8: Known as the 'Little' Symphony, but probably only because it came between the 7th and the 9th. It's jokey and good humoured with a sense of fun - in the second there is a parody of the newly invented metronome.

Symphony no.9: Choral contains Ode to Joy (anthem of the European Union), the first time a major composer had used voices in a symphony. It's the most radical example of Beethoven's originality and is on a colossal scale. It's a musical representation of universal brotherhood. First time music, quite literally has been given a voice.