

## SUMMARY

### **Visual Promotion For the Band Mandarones In Example of Their Album "Laughing Chasm"**

The aim of this project is to design recognizable signature graphics for Mandarones' upcoming album "Laughing Chasm". Mandarones is a Tartu, Estonia based progressive rock band that has been active since 2012. Mandarones has previously released two music albums which are "Atomic Warriors" in 2014 and "Catharsis" in 2021. Current members of Mandarones include the bassist and frontman Rait Pärnoja, guitarist and vocalist Kaspar Kuntor, drummer and synth player Aksel Ain Agan and guitarist Jaagup Kuusemaa. In making and recording of the upcoming album "Laughing Chasm" the synths were played by Timo Petmanson, who's currently no longer part of the group.

My interest in working professionally with music artists is the reasoning behind my choice of subject on the final project. This project is an opportunity to gain experience in this niche field of work and an opportunity to see through a full project from defining the client's needs to delivering a full set of production ready design files. Subsequently this project is also an important part of my portfolio since it's an up to date proof of my skills as an artist and a designer.

Besides their 3 logo variants, Mandarones doesn't have any recognizable signature graphics. This is a problem, because for a band to have a chance to be successful, they need to stand out, be recognizable across platforms and mediums, be memorable and send a clear message about their music. Helping the band by creating recognizable signature graphics for their upcoming album "Laughing Chasm", will directly affect the sales of the album, opportunities for new concerts, band recognition gain and gaining of new listeners.

In order to make the right design decisions, I gather insight on Bandcamp webpage, analysing the designs of 100 fresh and best-selling rock and prog-rock vinyl covers. Additionally, I question the band about the message of their music and what kind of visual metaphors they would tie to the new album. I also listen to the demos of the album in question for over 20 times to inspire the artist side of me. I include the band's listeners in the decision making by inviting them to answer a questionnaire which results determine what sort of merch I design along with the music album.

Based on the gathered information, I digitally illustrate the album cover using solid colors and metaphor filled symbols. As does the music, the symbols on the album cover stand for the opposing possibilities that await a person ahead in the unknown abyss as they are contemplating their next step. The cover illustration also poetically shows that the end of one thing, is a building block of preparation for the arrival of something new.

As for the design, I complement the illustration with a display font "Soulkirin" that I made during a typography course in 2025 which was part of my curriculum. I also organize and perform a photoshoot of the band members to gain more material to use in the designs and to provide them with proper photos to use in press releases and on their social media.

In total I design a vinyl cover as gatefold format, an obi strip that folds around the vinyl cover's spine, a hype sticker that's placed on the protective film over the vinyl cover and obi strip, an insert booklet, an insert sticker sheet and an insert art-poster for the vinyl, labels for the vinyl's A and B sides plus a cover, insert booklet and a label for CD. For stand alone merch I design stickers, T-shirts, pins and a tote-bag. For the web I design Mandarones' Facebook page cover, Facebook event banner, Instagram post and A3 poster advertising the album release concert plus Mandarones' homepage landing page for desktop and phone formats that are also advertising the album release concert.

In conclusion of this project, the goals I set I also realize. I succeed in designing recognizable signature graphics for Mandarones' new album "Laughing Chasm" complete with social media designs and merch designs. I design a strong visual and conceptual foundation that sets the design apart from its competitors and sets the tone for additional promotional work that can be done around the time when the album will be released in the second half of 2026. I finish this project with very pleased clients, useful experience on working with music artists and seeing a big project to its finish line.

## **Keywords**

1. Product design
2. Signature graphics
3. Print file
4. Advertisement