

# DJ Cherchez

## *the brief*

Create a self-promotional piece for one of my classmates. The format can be anything I choose, so long as it is printed in some way or another. Business cards to portfolios, whatever I feel like.

## *the client*

Natasha Lands aka “DJ Cherche”

Natasha is a photographer whose work focuses mainly on fashion and portraiture, with a sideline of working in street style/apparel sort of shooting. Her potential clients for this would be more upscale photography firms and representatives, or smaller independent clients for indie or street apparel companys, skate shops, etc.

She also does work as a DJ under the name “Cherche” solo and as a team, “Team Cream” with her partner. Her influences draw from groups such as Kid Sister and MIA. Her design and graphic influences stem from the work of artists like Kate Moross, who utilize a style heavily drawing on hand illustration and typography, bold color choices, and a whole lot of attitude. She identifies with highly feminine imagery and motifs, charm bracelets, , old perfume bottles, lipstick, and the like. In your face silkscreens and Nike dunks are the word of the day. Also of note, the graphic styles used in videos such as Kanye West’s “The Good Life” and Justice’s “D.A.N.C.E.”

## *the audience*

A younger demographic, the people most likely to seek out and enjoy her style of spinning and who will identify with her style. Most likely aged 17-35, western culture, based in North America or the UK/some parts of Europe. The most likely target for the promotional piece will be promoters, DJ’s, venue owners, and other potential Dj’ing clients, as well as her public audience interested in listening to her music, and getting to know her style and influences.

## *the deliverable*

Create a promotional package which includes a cd, brief biographical details, contact information, and something for the viewer to play or interact with in some way. The deliverable must be something which possesses the relevant information for a promoter or venue owner to use, as well as a value-added cd package for purchase by fans at shows to assist in distributing her music .

# get at her dog!