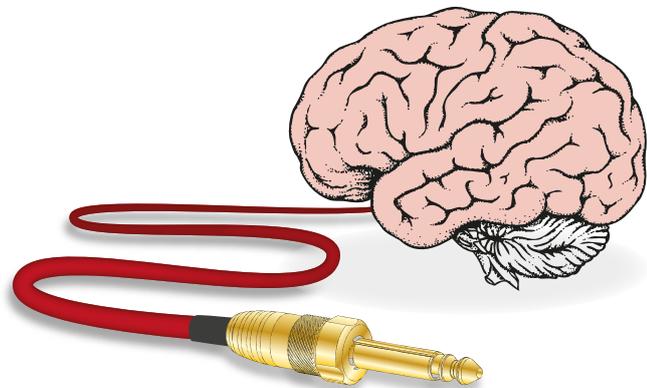


The Gig Backdrop **BRAIN DUMP**®

Presented By Steve Scott - B2bJv.com



AUDIO SUMMARY

Important Information That **You Should Know**
Before You Speak With Anyone About A Gig
Backdrop For Your Band **So You Can Get Your**
Backdrop Right The First Time.

What is the Best Fabric For a Gig Backdrop

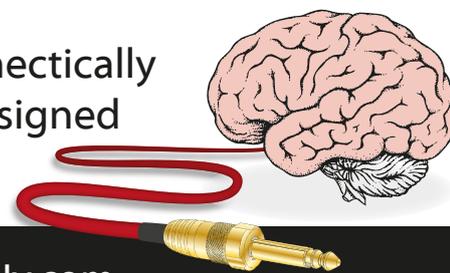
My recommendation for gig backdrop is woven fabrics. The woven fabrics come in a couple of different flavours but essentially these are like a very heavy flag fabric. They are usually a woven polyester and their main advantage over PVC vinyl is the fact that woven fabric will not crease.

What Types of Woven Fabrics Are There - Which Should I Use?

If you are using your gig backdrop exclusively indoors on stage where you have a wall usually behind your backdrop or close to your backdrop, I recommend the *Supa-Tuff*.

It is light, it folds and folds easily without creasing.

Block out on the other hand, is a little heavier but not hectically so. Probably 10 or 20% weight for size. Being a fabric designed



for printing both sides, it's main advantage is it is resistant to light passing through it, not so the *Supa-Tuff*.

In short, if you are using your backdrop outdoors or there is a chance that you might have spots or some sort of bright lights behind your backdrop, the *Block out* fabric is the best choice.

Block out is just as strong as the *Supa-Tuff*, it is a little heavier, but if there is a lot of light involved and certainly if you are using your backdrop outdoors, I would highly recommend the block out fabric over the Supa-Tuff.

The best product to use for a gig backdrop is definitely a woven fabric.

Backdrop Display Options

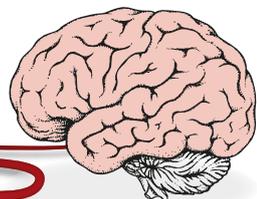
The options available to display your gig backdrop fall into two main types.

These are having metal eyelets fitted to your gig backdrop to hang it by or you can have a combination of pole loops as well.

Pole loops are a little bit like the loop you would have on top of a curtain. You can insert a rod into this loop to support it across its entire length.

The eyelets are the most popular alternative. They make displaying your backdrop easier because they are more versatile and what you can use to display your gig backdrop (nails work - keep a few and a hammer in your Gig Tool bag).

Woven Fabric Gig Backdrops
Go From **Folded** to **Show Ready**
Without Creasing



Some of the bands I worked with actually opt for a combination of these two. They have pole loops top and bottom and eyelets running down the sides of their backdrop.

The eyelets I use are metal and are nickel plated. This makes them rust resistant so they do handle outdoor work without any problem.

Their colour is also conducive to backdrop and stage use. They are a black chrome as a result of the nickel plating.



Some Backdrop Design Tips

Chances are you have already got a pretty good idea of what you want your gig backdrop to look like.

A couple of things to consider in your design are;

Colour: Your gig backdrop will be sitting under various colours of lights and these have a tendency to wash out and mute the colours on your backdrop.

To overcome this, you need to use quite high colour contrasts that can be easily seen and easily read.

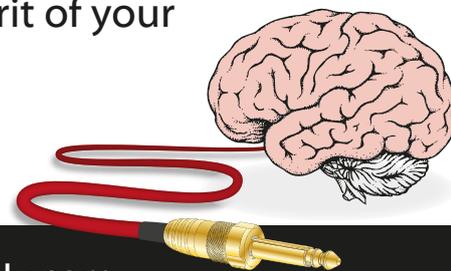
This is not rocket science, it's just a matter of making sure the contrast between the background and the foreground of your design is quite high.

Simple Example: So if you've got a black background you are using on your backdrop, you would just have a light colour or a bright coloured foreground.



Font Choice and Techniques

Another thing to consider is the type of font you use. It can be tempting to use something that's edgy and artistic to match the spirit of your band.



If your bands logo or graphics contain fonts (typefaces) that are difficult to read. Underneath your main design include a domain name or website URL that contains your Bands name.

This will make it easier for your audience to know who you are. This can be as simple as your Facebook address.

This way they will know easily who you are and it won't matter if the font you are using on your backdrop is a little difficult to read.

Scrim Can Help a Lot With Identification and Social Media Promo

I don't think it's a bad idea to do, give yourselves a bit of plug by leading people to your social pages, Facebook or band pages.

And if you don't want to spoil your backdrop by having these sorts of elements on it, scrim for your guitar amps are a great choice.

The guitar amps are by their nature are a little billboard.

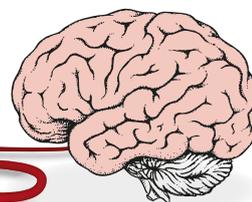
Your scrim can certainly be flavoured the same way as your backdrop but are also the ideal place to put links to your social pages or indeed your website.

QR Codes are those funny little square barcodes that you often see on products these days can also help.

A QR Code on your scrim could be quickly scanned by someone with a compatible smart phone. It could take them to one of your websites or your Facebook page to help generate "Likes".



You could even be a little bit more marketing savvy and take them somewhere where they could download a free track to engage with you a bit deeper.



This is certainly a way to make your audience like you more and turn the casual observers out there in your audience into fans.

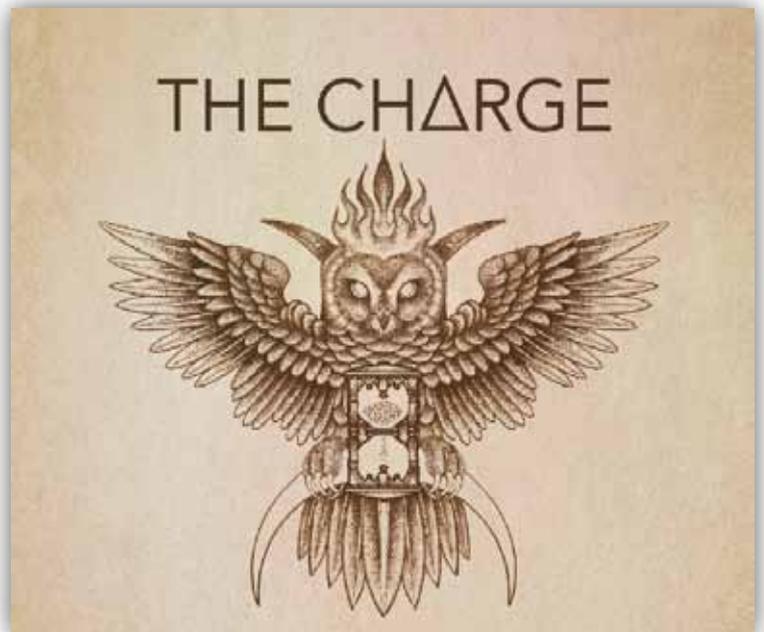
How To Get Exactly The Design You Want - Artwork & File Formats

There are two basic types of files that you will use to submit your artwork.

These are *Raster files* and *Vector files*.

Raster files are the files that we can create when using a camera or a smart phone to take a picture.

Raster files are made up of thousands and thousands of small coloured dots (called pixels) that are usually too small to see.



When all these dots are seen at the correct resolution these individual pixels appear as an integrated picture or graphic.

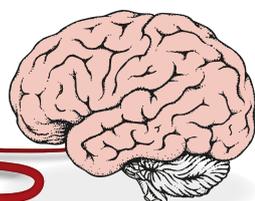
The trouble with raster is, as they get stretched larger, they start to lose their integrity, the images become blurry or the edges saw-toothed.

Enlarged raster files beyond what I call their native size and the pixels start to become visible.

I can use raster images to create a gig backdrop for you, it is just that the file sizes have to be very large. Large enough, so there are enough pixels to cover the real estate that your gig backdrop covers.

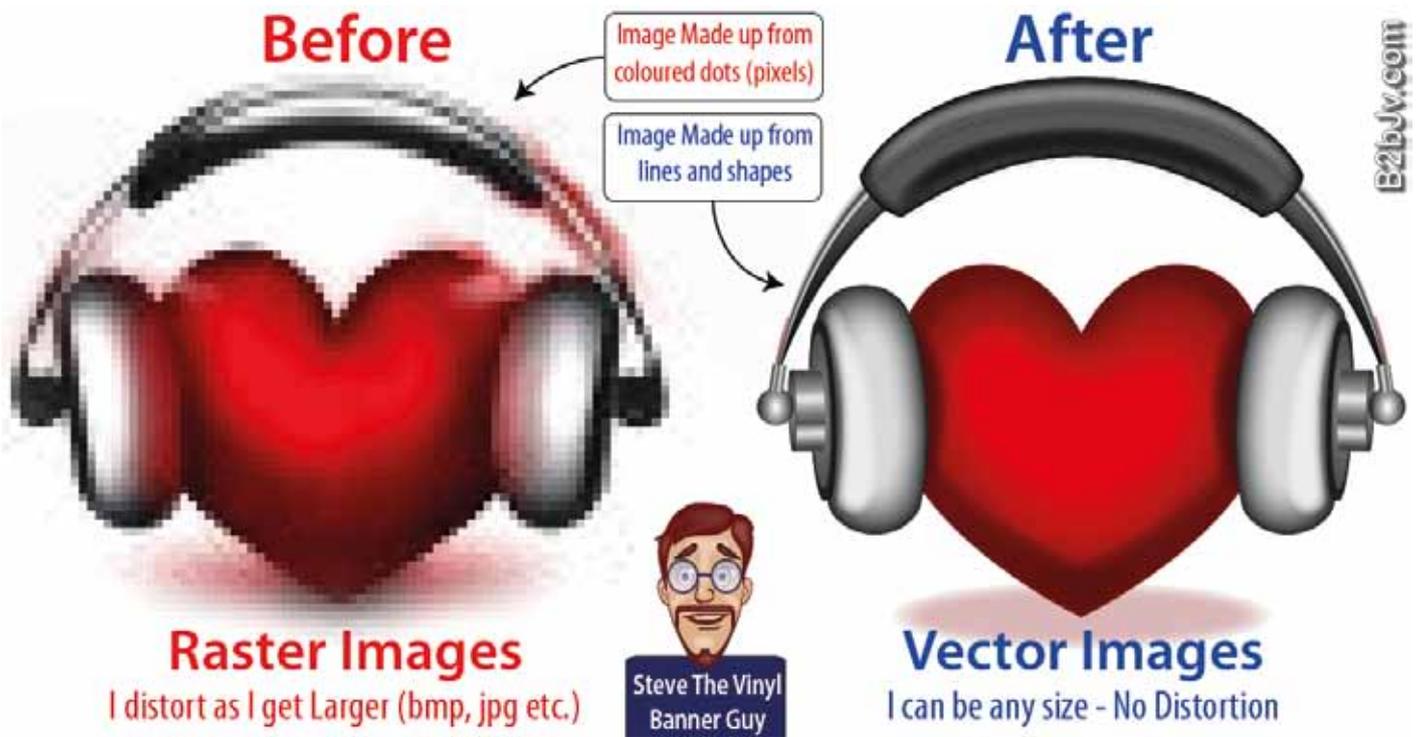
The alternative file format for your artwork is vector.

Vectors unlike the raster format we have already spoken about are created using a computer rather than a camera. So instead of the mosaic of small dots or pixels that make up a raster image,

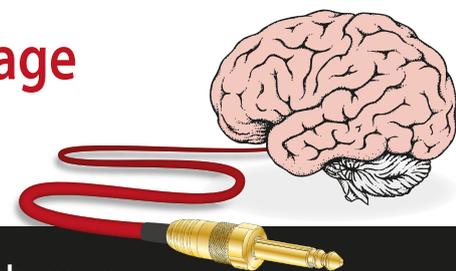


Vectors are comprised of lines, shapes and colour.

The advantage of this is we can scale a vector image from a playing card size up to a billboard without any loss of clarity or definition at all.



And Now Side by Side



That pretty much covers everything I wanted to talk with you about today in the Brain Dump and I hope it put a bit of light on some of my best practices for getting your gig backdrop right.

If there's any more information you need, please feel free to be in touch.

You can reach me by phone on **0415 105 532**, or you can shoot me an e-mail to steve@b2bjv.com and of course you can use the contact forms on my website (www.b2bjv.com).

Or  "Steve the banner guy".

Now to thank you for reading, if I can help you with a backdrop for you and your band, I want to give you one of my custom scrim absolutely free.

My custom scrim are usually \$130 a piece for anything up to about a square meter in size.

But for taking the time out to listen to my Band Backdrop Brain Dump today, with any backdrop I can help you with, one of my custom scrim is yours free.

And let me take this opportunity to wish you and your band a very best in success.

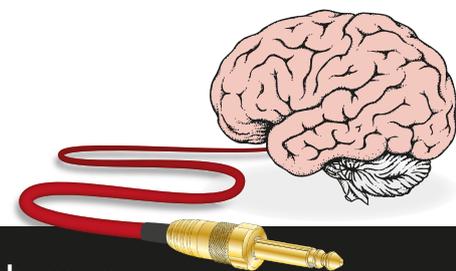
This is Steve Scott of b2bjv.com, have a great day.

Steve Scott **The Banner Guy**

PS. A Way to Use Your Free Scrim To Engage With Your Audience Like Never Before. See the next page.

Cheers

Steve



Scrim in use now by "THE CHARGE"

Guitar Amp #1 Scrim

Guitar Amp #2 Scrim

The Bass Amp Scrim



A FREE Amp Scrim

Normally

Custom Designed For You &
Sized Up to 1.2 Sq. Metres

\$130.00

Yours **FREE** with Your Custom Made Gig Backdrop

Imagine a Scrim that helps you to put your audience in touch with you directly via *Facebook*, *BandPages*, *BandCamp* or your own website.

Invite them to hear some of your tunes. Make them feel important and they will love you for it.

Do you think people in your audience would scan this *QR Code* with their smart phone while waiting for you to appear on stage?

Not only will they scan it and be taken directly to your web page. They will *show it off* to their friends who may not be so internet savvy.

You win... Try it.

To get started Call me on **0415 105 532**, or you can shoot me an e-mail to steve@b2bjv.com

Listen to The Gig Backdrop Brain Dump Audio Here;
<http://www.b2bjv.com/backdropbraindumplisten/>

