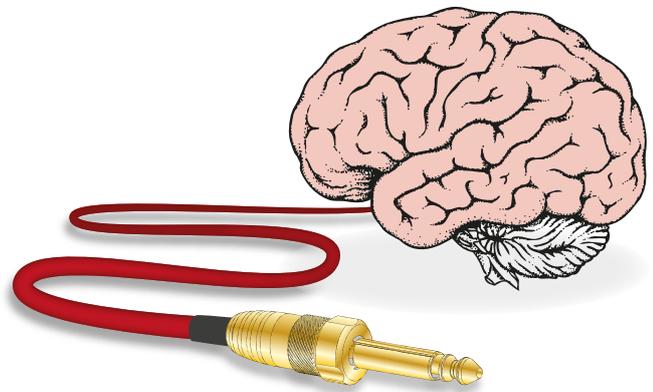


The Gig Backdrop **BRAINDUMP**®

Presented By Steve Scott - B2bJv.com



FULL AUDIO TRANSCRIPT

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

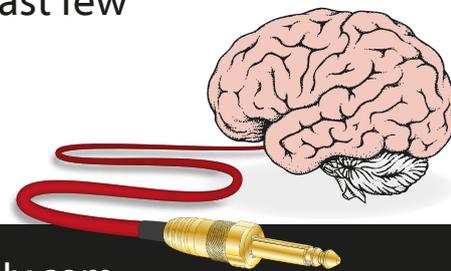
One of the questions I most often get asked about gig backdrops is, which is the best fabric to use?

Traditionally, PVC vinyl was the fabric of choice; vinyl is very tough but it's shortcoming is that it will crease very easily and to prevent this creasing from happening, vinyl has to be rolled and not folded.

With the sizes that you will need for gig backdrop of several meters wide and tall, with a vinyl backdrop, once you get above one and a half, two meters it becomes quite a chore to tour with.

With advances in printing and fabric technology in the last few years, this is no longer the case.

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.

Vinyl can also be a shiny fabric, not the best thing to have under lights. Because of its nature, being a plastic membrane, it does have a memory for its shape.

Even when you have kept your vinyl backdrop rolled it will have a tendency to stay rolled unless hung for quite a long while.

The woven polyester on the other hand, is very much like a curtain and it's very similar to the backdrops that you will see used on stage for plays and what have you. It wants to hang and its memory for being folded is very limited, so it's much better in this respect. And unlike the vinyl it's not shiny, so it will look better under lights.

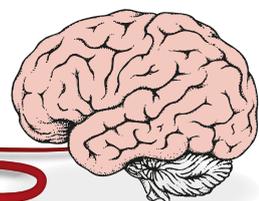
The woven fabrics come in two different types, these are called Supa-Tuff and block out.

The Supa-Tuff is a lighter weight fabric, but still very strong, whereas the block out is a little bit heavier but it is 100% opaque, no light will pass through it.

Why Use One Fabric Over The Other?

If you are using your gig backdrop exclusively indoors,

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



on stage where you have a wall usually behind your backdrop or close to your backdrop, I recommend the Supa-Tuff.

It is a little bit lighter to carry, it folds a little bit easier as a result but not by a long shot over the block out.

To give you an example, I use Supa-Tuff for my outdoor banner work where I used to use vinyl in the past.

I find the Supa-Tuff is just as good as the vinyl by way of colour reproduction and clarity, but it is easier to use, it is lighter to carry and it's a little bit more versatile as a result.

The block out on the other hand, is a little heavier but not hectically so. We are probably talking 10 or 20% weight for size, but being a product designed for printing both sides, it is resistant to light passing through it.

This is a characteristic that is needed to print both sides. So this really does lend itself very well to gig and stage work.

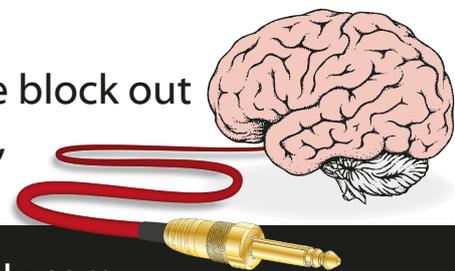


So if you are using your backdrop outdoors or there is a chance that you might have spots or some sort of bright lights (more behind your backdrop), the block out fabric is the best choice.

The 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.

So in short, the best product to use for a gig backdrop is definitely a woven fabric. The choice of the two woven fabrics I have mentioned really boils down to whether you will use your backdrop exclusivity indoors or a combination of indoors and outdoors.

The indoor and outdoor option would definitely suit the block out fabric the best. Both of these fabrics are crease resistant,



Which is the characteristic not shared by PVC vinyl.

Vinyl is a great product for putting a sign outdoors but for use indoors and for use on stage a woven fabric is vastly superior.

One thing I should also mention: neither of these fabrics are mesh.

While PVC mesh is widely used for many gig backdrops out there. I do like it as a product, but I find it completely inappropriate for gig and stage work.

Backdrop Display Options

The next thing you would want to consider with your gig backdrop is how you actually display it on stage.

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 or 2 poles either side if that's the sort of stand you have.

The eyelets are probably the most popular alternative. They make it a little a more versatile with what you can use to display your gig backdrop.

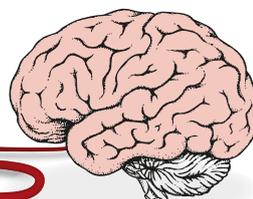
Some of the bands I worked with actually opt for a combination of these two where they have pole loops top and bottom and eyelets running down the side of their backdrop.



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

Now another important thing we need to talk about is your gig backdrop's design.

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

There are a couple of things you might want to consider in your design, like 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.

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



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.

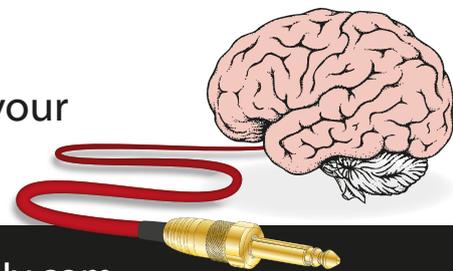
Font Choice and Techniques

SOME FONTS FIRE OUT THERE

Another thing to consider is the type of font you use and it is certainly tempting to use something that's quite edgy and artistic to match the theme and the spirit of your band.

You have to make sure it's not so "out there" that your audience won't be able to read it.

Now if you have got that (*a hard to read font*) as part of your logo and you do think it's a little difficult to read, You



might want to put something underneath your logo or your design to help.

This maybe a web link or a domain name, something written in a simpler typeface and points them (your audience) to a Facebook page or a band page's page where it will have the name or your band already.

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

These couple of things we have spoken about are only suggestions that you might want to consider when putting a design together, but I am here to follow your instructions, *you are the boss* as far as I'm concerned, so whatever you want is fine with me.



That said, I don't think it's a bad idea to do, give yourselves a bit of plug by leading people to your social pages whether it be Facebook or band pages or one of the many others (social sharing sites) that are out there.

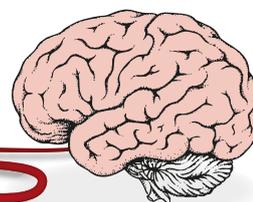
And if you don't want to spoil your backdrop by having these sorts of elements on there, this is where the scrim for your guitar amps is often a very good choice.

The guitar amps are by their nature are a little billboard and it is one that I have been taking more and more advantage of over the last few months.



You can have some scrim that will cover your amps and the scrim can certainly be flavoured the same way as your backdrop is to keep the theme and the spirit of your band going.

Scrim are the ideal place to put links to your social pages or indeed your website.



This can take the form of a domain name, or one thing I often suggest to bands, with the proliferation of smart devices in our community these days is to use a QR Code.



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

A QR Code on the front of your scrim could be quickly scanned by someone with a compatible smart phone and from there it could take them to one of your websites or indeed to your Facebook page to help generate “Likes”.

Or you could even be a little bit more marketing savvy and take them somewhere where they could download a 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

Now that we've got some of those design elements out of the way, one of the last things we should talk about is how to actually get your artwork to someone like me to go to produce a gig backdrop for you.

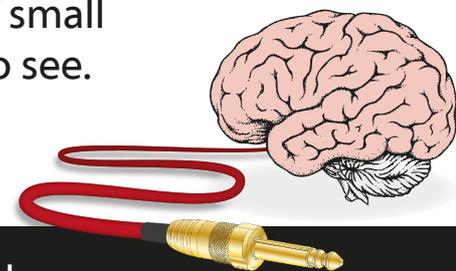
The last thing I want to talk to you about today are the types of formats you can use to submit your artwork to someone when you're having a gig backdrop created.

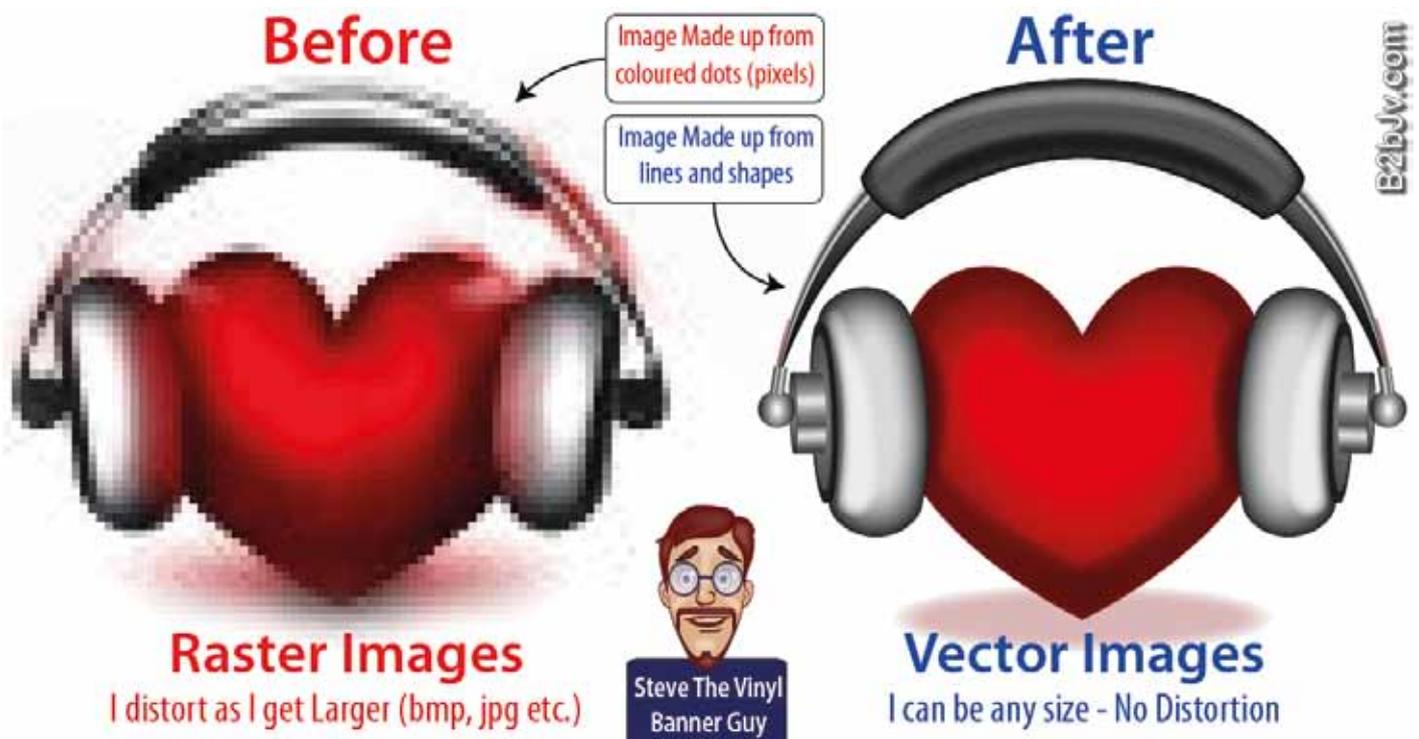
There are two basic types of files that you will use to submit your artwork.

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 files is, as they get stretched larger and larger, they start to lose their integrity, the images become blurry or the edges saw-toothed, you've probably seen this yourself.

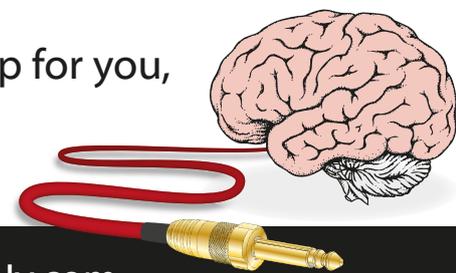
If you enlarge a raster image on your computer or on your smart phone, you will see the image becomes more blurry as you increase the size. The reason this happens is the pixels that we normally don't see, once enlarged up to a certain size (beyond what I call the native size), start to become visible.

The visibility of those pixels as they become larger starts to distort your image.

I often use the analogy of raster images that are too small to use, is like too little Vegemite over too much bread. You can still see it's there but the flavour gets lost.

Exactly the same thing happens with raster images if they are stretched beyond their native size.

I can certainly 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.

If we enlarge an image from its native size say around A3 or A4 up to a gig backdrop size. This is when we start to see these problems materialize.

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.

So while vectors are not suitable for people pictures or scenery, vector graphics completely nail things like logos and brand graphics.

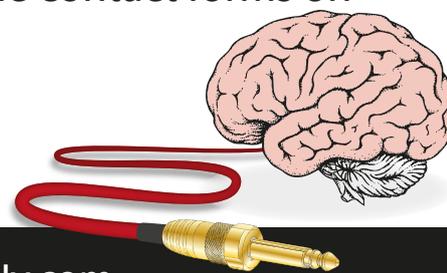
These are the reasons that vectors are my favourite file format to work with. Because the backdrop you get will essentially be identical to the design image that we start with.

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**

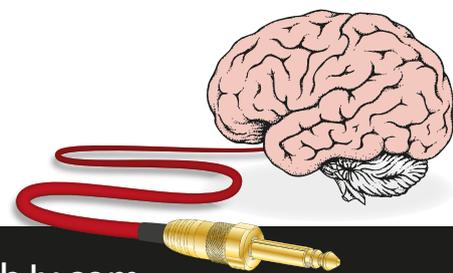


PS. A Way to Use Your Free Scrim To Engage With Your Audience Like Never Before.

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

300mm Extra Space for the "Amp Head"

740mm

740mm

670mm

1,220mm

A FREE Amp Scrim
Custom Designed For You &
Sized Up to 1.2 Sq. Metres

Normally \$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/>

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THE CHARGE

