

Philadelphia Designer Escapes Handcuffs!

When Philadelphia area graphic designer Bill McDonnell produced a CD package on the cheap for his friends in Philly band Patrick's Head, he had no idea the design would capture attention beyond the band's audience. McDonnell responded to a request for submissions for a book by author Pat Knapp about designing under various constraints—such as budget, time and material. The CD, titled *A Conversation with Baby*, caught the author's eye because the do-it-yourself solution was an elegant way to approach the project. “I had a bunch of photos from John

[the band's singer] and he tells me, 'I like them all, but this one is too blurry to use,' so naturally that's the one that went on the cover.” Luckily the photos were all of John's black Labrador cavorting in the snow. “The decision to make the piece all black and white was a no-brainer,” says McDonnell. “We ran the pieces on a photocopier and the guys in the band cut them apart and assembled the CD package themselves.” The CD's inclusion as a case study in the book *Designers in Handcuffs* was a real shot in the arm to both the designer and the band. “This piece proves that good design can transcend limited resources. Of course, it helps if your friends just so happen to make really good music.”

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Patrick's Head can be contacted at www.patrickshhead.com.

