

ABSTRACT

**REACH & RICH RECORDS VISUAL BIOGRAPHY BOOK
DESIGN**

The difference between major and indie label basically lies on the system, if major has a distribution network that includes national and international scale, there is bureaucracy that must be taken in making a decision, so it is not uncommon for restraint on the musician's creativity to work based on market demand. Instead, indie relatively limited in terms of distribution, but for the ideals, the exploration of creativity more free. One type of music that is familiar with the indie label is a pop-punk. This kind of music in general has character teenager problem-themed lyrics, fast beats, as well as a catchy melody in the style of pop music, that create pop-punk familiar in teenager's ear. The number of bands or musicians who failed due to several factors one of which is waiting to be discovered or contracted by a major label, but for the moment the difference between a major label and independent not so obvious, therefore, the necessity of a designing media information that aims to provide a reference for the band bearers of similar genres who want to enter into the world of the music industry.

Keywords : design, book, visual biography, indie