

In this assignment, I'm breaking down 5 samples of album cover artwork that I think represent good strategies of design. I will be going over how they successfully used design methods/elements, their purpose for the design, background information on the piece, and who the audience is.

### **EXAMPLE 1: Tom Tom Club Album Cover by Tom Tom Club** **Design Content & Principles**

For my first design, I chose the album cover by the Tom Tom Club, which was named Tom Tom Club. This cover was designed by the artist James Rizzi. He is known for his youthful, vibrant multi-dimensional prints, that feature a doodle like drawing style. In this cover he uses the design principles *proximity* and *repetition*, as well as incorporating the use of many *icons*.



### **Design Elements**

In this design, proximity, repetition, and icons are the main elements featured. This cover is made up of many different images that are positioned very closely together, using the element of *proximity*. All of the *icons* and images are related through the whole style of the design, as well as the theme/context. These related images include a doodle like drawing of the band performing, playing instruments, which gives the *repeated* musical notes and confetti icons a purpose.

### **Audience**

The planned *audience* for this design, are people who grew up in the 1980's that enjoyed funk-fueled whimsical music. Since this is an older album, it is not as mainstream as it used to be, but it still is a top hit from the 80's.

### **EXAMPLE 2: 85 To Africa Album Cover by Jideena** **Design Content & Principles**

For my second design, I chose the album cover by Nigerian-American recording artist Jideena. The artist that designed this cover is unknown, but it features the design elements of *contrast* and also uses *icons* and *alignment* to help support the design. The album cover is an image of a metaphorical highway to Africa. This design is based off of the actual interstate highway that routes through the southeastern U.S., but instead his highway would include stops from African countries, which is the context for his entire album. He wants to showcase African characteristics in his music to the American listeners.



### **Design Elements**

In this design, a lot of *contrast* is used, as well *icons*, and *alignment*. This design creates contrast with the colors that were chosen for the composition. The bright yellow background creates great *contrast* with the other images that are against it. This image relates back to the main African theme by using the colors green, yellow, blue, black, and red, which are the colors of the African flag. The usage of *icons* is

done by reinventing the well-known American interstate *icon*, but has a twist on it, by creating the interstate icon into the shape of Africa. Lastly, *alignment* is used by the way all the images are layered on top of each other. Everything is placed closely together since they all relate to each other.

### Audience

The planned *audience* for this design is people that are hip-hop/afro-pop/African/American listeners. Many of his songs include African references that people of his culture can relate to, but the way he blends his culture with the American hip-hop culture draws in American listeners as well. If someone was to only look at the album cover, they would probably be able to guess that this album features African references based off of the *icons* used.

### EXAMPLE 3: Left is Right Album Cover by TroiBoi

#### Design Content & Principles

For my third design, I chose the album cover by TroiBoi. This image was designed by the artist Marwan Shahin. He focused on creating a lot of detail for the design since while listening to the album on repeat, the music reflected a multi-layered, deep, dreamlike story. There are many elements to this design and the main theme he is trying to portray is that “being different is right”, using *icons* to explain societies cycle of unoriginality.



#### Design elements

In this design the whole image is made up of *icons*, symbolizing the whole album. A few of them are the dragon and the tree/babies. According to the designer, the dragon in this image represents the oriental inspiration that is heard throughout the album. The dragon is protecting the tree (the industry) that is the source producing multiple clones that shadow the rules of the industry.

### Audience

The *audience* for this design is planned for people that are more whimsical and left of center. The surreal and bizarre design is meant to have an almost Alice In Wonderland dreamlike feel.

### EXAMPLE 4: BO Y Album Cover by Deaton Chris Anthony

#### Design Content & Principles

For my fourth design, I chose the album cover by Deaton Chris Anthony. The designer for this album cover is unknown, but it sums of the many roles that represents Deaton. It is done with the use of *icons*, *proximity*, and *contrast*.



#### Design elements

The *icons* in the image represent all the different aspects of the artist's life. Since Deaton is a fashion designer there are clothes and sewing machine pictured, but he is also a rapper/producer, so the keyboards and cords represent the other fragments of his life.

*Contrast* is created by the use of colors in the image. The bright neons and blues create a great contrast against the white background making the image more interesting to look at. *Proximity* is used by placing the multiple objects on the composition in a way that makes it known that they are all being blown back by an unknown force.

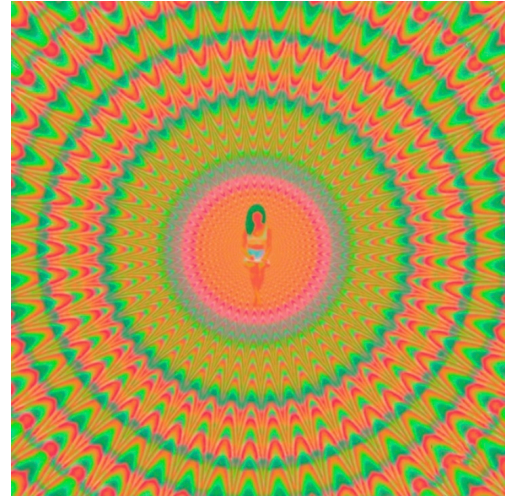
### **Audience**

The planned audience for this design is people that like to vibe out and metaphorically be transported to another dimension with the striking liveliness of sound and moods.

### **EXAMPLE 5: Trip Album Cover by Jhené Aiko**

#### **Design Content & Principles**

For my fifth and last design, I chose the album cover by Jhené Aiko. The designer is unknown, but the artwork encompasses the entire theme of the album. This album represents Jhené's journey, while healing from the passing of her brother. During this time, she used a lot of hallucinogens while coming up with songs for this album, that is why it is titled Trip. The cover symbolizes the hallucinogenic effects she had experienced during her drug-induced trips. The use of *contrast*, *proximity*, *repetition*, and *alignment* help create this effect for the design.



#### **Design Elements**

In this design *contrast* is used to create movement in the image. The ranges of lime green to bright orange help create this tunneling effect. *Proximity*, *alignment*, and *repetition* are used with the placement of repeated warped lines. The spacing between each line, along with the *repetition* create a wave like movement in the image, playing a trick on the mind, making it look like the image is moving.

### **Audience**

The planned audience for this design is people that like listening to meditative music that is inspired by "metaphorical trips".