

The background design is the star. The design is colourful and she is looking directly into the camera with her tongue out suggesting that she doesn't care.

The design is a full photo of Rihanna herself suggests that she is important and its is all about her.

Her hair and make-up tell us that she cares about her appearance and is made to look like this.

The use of colour is bright and not restricted suggesting that the star is fun and her music is energetic.



The R indicates that its going to appeal to a certain fan base. This is going to attract the stars fans making a wider audience most likely to buy this product. Also that she is well known because she doesn't have to have her full name on it.

It has the name of the album which is a convention feature of digipak covers.

The stars facial expression is serious and you can see that she is posing. She is looking directly at the audience giving a sense of seriousness which relates to her music. It makes her image fun but serious.

The list of tracks on the back cover can reflect the genre of music that she produces and give a big clue to what the songs are about. A lot of her tracks relate to love.

From this star, Rihanna, we are used to her exotic choice of clothing. She is well known for her fashion and lack of clothes, however this gives her won image and makes the audience be able to recognize her.



It has promotion websites and also copyright.

It includes the barcode.

The background image is of the star and the mise-en-scene presented is colourful which says that she is loud and exciting.

The lighting is bright and colourful suggesting fun.

The font is all in capitals and is basic, nothing over complicated which relates to the stars music, it is basic.