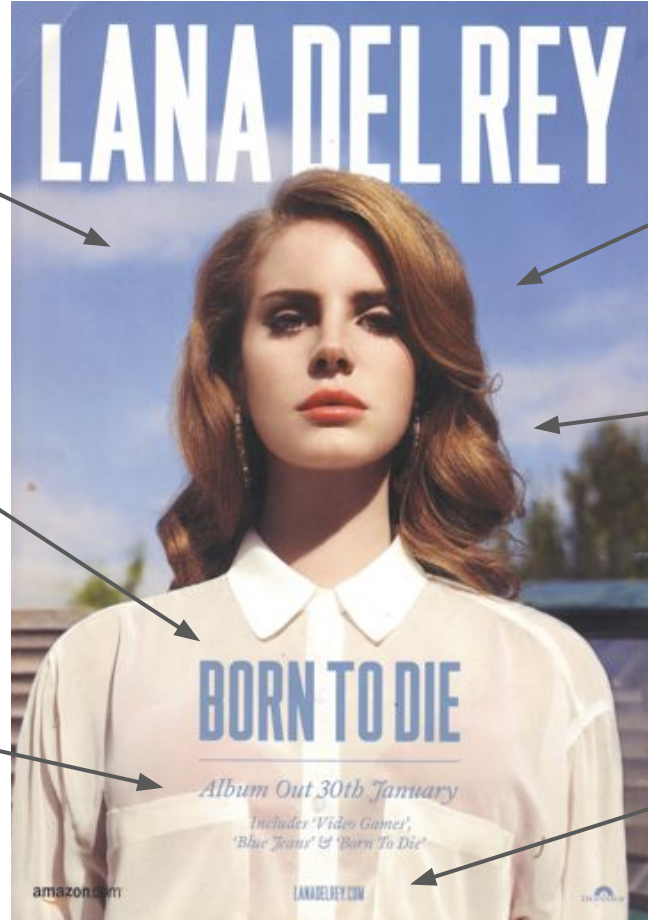


Genre: Baroque/Dream Pop/Rock

Clothing and makeup are simple which present her as raw and real, relatable to the young adult, female audience.

The typography is thick, bold and eye catching. They typically use a simple font to establish the artist and title as being 'down to earth', especially in this genre. The less significant text is almost cursive this illustrates the dream like atmosphere. A striking title with the artist's name is typical within these advertisements.

Importantly, the release date is shown to promote the forthcoming album, bringing reason and purpose to the advert.



The artist has this almost melancholy but insubordinate expression, staring down at us. I think this promotes how youth seem to hold this artistic, inspired affliction with melancholy.

The colour scheme portrays the genre, the use of blues and whites reminds us of dreaming, paired with this faint almost purple filter, it promotes this subdued, lethargic approach to life.

Places to find the music and buy into the star can be found at the bottom of the poster, although notably, this avoids too many icons, following with the simplistic look of the album.