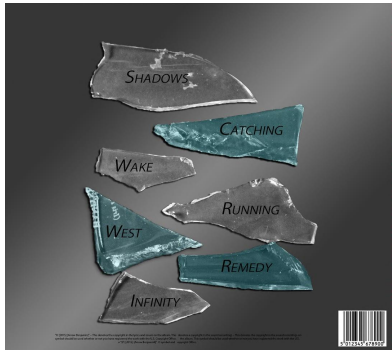


We have used a sans serif font for the text, it's clean and simple. The title of the album has no fill to represent the absence of love. The positioning on the front cover reflects this sense of escape, as they are seemingly attached to the arrows. On the back cover the text is placed on the glass which demonstrates how these are broken memories. Evidently, our choices of text reflect the ideologies we are encoding within our media products. As with Ellie Goulding's cover, we can see the choice of using a pink within a monochrome colour scheme reflect her femininity. She similarly uses simple sans serif fonts to portray a certain rawness or authenticity, which is something often desired within the indie pop genre.



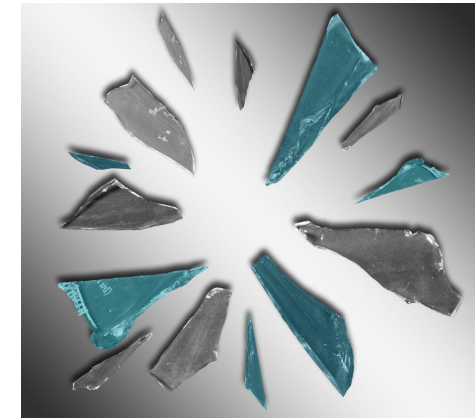
When we were creating our digipack and advert, as well as music video, we decided to challenge the conventions, as we had manipulated our star image, as the artist Beyonce is portrayed as this sassy, sexualised, strong figure in her metanarrative, but we wanted to create a more gentle, innocent, naive image, which is more typical of the indie genre, and so we have create a product that is more representative of this genre.

Layout: We have composed our covers in quite an artificial manner, as we have used photoshop to manipulate the original images. This can be quite conventional within the indie genre, as a lot of indie media products can be quite artistic and profound, the creators will distort and engineer the images so they can be read in a number of ways.

We can see within Ellie Goulding's that she similarly has this unnatural, slightly contrived image, which promotes how the star is unusual and therefore attractive to the audience.



Mise-en-scene: We used glass in different forms throughout our digipack, both before and after breaking. We used this thematically to present the cycle of the relationship between the couple in our music video, conveying how these relationships are fragile and can easily be broken. We defied conventions in this sense, as we avoided using the star as the basis of our digipack, like in Ellie Goulding's covers.



# RUNNIN<sup>7</sup>

ARROW BENJAMIN

RELEASED 11TH JANUARY

'UTTERLY STUNNING'



-THE DAILY MAIL

'THE MOST ORIGINAL  
ALBUM OF THE YEAR'



-THE TELEGRAPH

'BREATHTAKING'



-ADELE

'OUT OF THIS WORLD'



-ROLLING STONES MAGAZINE



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Our advert somewhat defies certain conventions within the indie pop genre. As you can see in Ellie Goulding's advert, the star is the product, such as Dyer's theory, the audience will buy into the star and so the product.

However, we focused more on the thematic ideologies. Our star is presented as shy and innocent, and so we couldn't sexualise her like the advert to the right, just like within the digipack. However, we decided to change the advert from the look of the front cover of the digipack, which is unconventional. Although we haven't made radical changes, we did change the layout, and colouring of the bottle, to match the blues within the rest of the digipack.

Our advert is much more chaotic than Ellie Goulding's. Conventionally, adverts of the indie pop genre tend to be less text based and have a simpler engagement with the audience. However, our advert is busier, using geometrics to accentuate the text and reviews to promote our product.

