Front Cover

SCARS
RAINDROPS
SHE'S NO GOOD
SAGA
FEELINGS GONE
MY TURN
A POSSIBILITY
TWERK
DAY OF THE SUNFLOWERS
(WE MARCH ON)
WHAT'S A GIRL GOTTA DO
STAY CLOSE
DISTRACTIONZ
GIMME SOMETHIN' TRUE

Back Cover

LastMinute
Fusion Reality
DEBUT ALBUM
with songs 'Event Horizon'
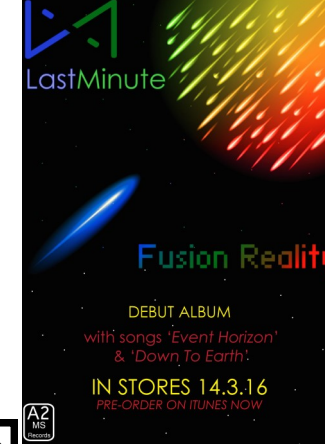& 'Down To Earth'.
IN STORES 14.3.16
PRE-ORDER ON ITUNES NOW

Advert

Similar to Basement Jaxx, the front cover of our digipak contains an image which has been created largely with the use of Adobe Photoshop or another piece of image editing software. The image depicted on my digipak cover resembles an asteroid on course with colliding into a mass of other asteroids. Our rather disjunctive cover allows the audience to interpret it in their own way.

Colour: The use of colour is important to all aspects of my media text. It is conventional in electronic music to have a very vibrant range of colours that entice the audience. In comparison to the Basement Jaxx album, we employed a wider range of neon colours. The design of our digipak also meant that we needed to implement a lot of colours, otherwise the artwork would seem fairly bland.

Text: It was imperative to use a font that would match our design, we originally took inspiration from the font used by Basement Jaxx in their album cover. The final font we used had a very digital appearance, which encodes the idea that our album is from an electronic source, this is ideal as its more representative of the electronic genre.

Custom Logo: One crucial part of our print products would be the custom logo which we created from scratch. It is not uncommon for major electronic artists to produce their own logo which can be easily associated with them. A notable example of this would be Basement Jaxx. Basement Jaxx always use the same font when presenting their name on any media text. Taking inspiration from this, we decided to create our own logo. It is the symbol located on the top left of the front cover (and other locations). This logo would mean that an audience member would recognise that a piece of media was the product of my group, if they saw the logo. The logo resembles a sand timer that is on its side, in reference to our group name 'LastMinute'.

Our back cover is also very conventional to the electronic genre. A computer generated image, which is also consistent with the front cover. We also wanted the back cover to have a variety of smooth colours, notable prominent colours include pink, green and blue.

We also replicated Basement Jaxx's simplistic back cover style. Just an image and the titles of the tracks in a row. We did not want to needlessly overcomplicate the presentation of the songs, the white titles on a black background makes it easy for the audience to read and understand what the tracks are called.

The titles of the songs are also pretty conventional to the electronic genre. 'Ctrl' is an intertextual reference to a computer keyboard, this is good as the song title refers to a piece of electronic technology. 'Ctrl' is also an intertextual reference that an average electronic genre listener or culturally competent person will understand and appreciate.

We have also mirrored the position of the bar code in our product compared to 'Scars' by Basement Jaxx. We put the barcode and record label in the bottom right corner as the top right corner was occupied with our custom image.

Our advert is fairly generic in that it is similar to our digipak. The advert contains the front cover of our album. Basement Jaxx only partially followed this convention, they used a similar design but not the exact same image. Just like Basement Jaxx, we kept our group name and font similar to our digipak.

As with most adverts of all genres, we included the date on which the album would be released. It is also standard for there to be certain songs that are shortlisted on the poster, these are usually the more popular tracks, taking this into consideration we decided that our advert should mention 'Down To Earth' as that is the song used in our music video. A consequence of this is that a consumer will be able to associate our poster to our song with greater ease.

Basement Jaxx's advert also uses a variety of different fonts, following this we decided to use a unique font for the text at the bottom of the advert. This is conventional to most adverts as it helps the consumer to differentiate between the title of the album/group and the additional information about the album itself. For instance 'In Stores 14.3.16' is in a different font that the title of the album.

Custom Logo

Synergise
Overdrive
Equinox
Supernova
Down To Earth
Ctrl
Fusion Reality
Event Horizon
Blitz
Enigma

One important note about the electronic genre would be that it is known for not having specific conventions in regards to most aspects of media texts. For instance, there are many different designs of digipak and adverts for a variety of electronic artists. This lack of specific convention allows a free range of potential artistic imagery.

Custom Logo