



Here are the images for the front and back covers of our digipak, also pictured is the digipak for the professional indie- pop artist 'Gabrielle Aplin'. As you can see, why have kept our digipak quite conventional to the preferred genre and star image we have chosen. Aplin's seems to have an element of nature involved. Therefore we wanted to almost **copy** this and so they equally signify the artist's authentic side, clearing displaying the necessary repertoire of elements. Moreover, both digipaks appear rather simplistic; a key convention of the indie-pop genre. The location, font and colour palette is simple in both products and therefore we can see the strong sense of continuity in the genre conventions. It is most definitely evident here, that we once again took **inspiration** from this album cover and **developed** it for our own use. Therefore, it is clear that we thoroughly **used** the convention theme that is nature in our project. Furthermore, both have a very neutral colour that once again displays the genre and artist's simplicity in their image. However, despite this, they also both seem to contain a pop of colour that perhaps makes the product a little more exciting and therefore immediately captures the audience's attention. Moreover, we really liked this aspect and therefore decided to somewhat **recreate** this in our own product. One final similarity in both products, is the fact that the performer appears alone, almost isolated. This is also another feature which we decided **replicate** in our products, therefore we believed this would be a key element in the representation of our genre. However, we felt the need to **develop** this idea and therefore included a featureless sketched outline to emphasise our star's isolation. Here, we can perhaps identify that this particular feeling could be a running theme throughout this specific genre. Therefore we can once again argue that this demonstrates how conventional our digipak really is, as it contains the key ingredients to make it a successful product..

Once again, it is clear that we have also made our advert for our product very conventional. Much like Gabrielle Aplin's advert for 'english rain', we decided to do something **similar** and use the same picture that we did on the front cover of our digipak. This will allow the audience to pick up on the continuity that is clearly a representation for the same product and therefore they will be able to make the clear association. Moreover, this will also ensure that all of the necessary elements are once again reciprocated in this product. The colour remains very similar, along with the minimal and simple layout. Both adverts include conventional elements like the artist's name, album name and the announced release date. Therefore, it is also evident that once again we have **taken** influence from Gabrielle Aplin's, to somewhat better our finalised products. So, it is very clear that we have most definitely **reciprocated** elements from this advert to remain conventional to our genre. Therefore, the only element we have slightly **'challenged'** is the lighting used in the chosen image. It is very clear that Gabrielle Aplin's image is a lot more low key and therefore it can almost be argued that our image in fact **challenges** this due to the fact that it is slightly brighter. Another slight **difference** is the font, on our advert it takes up a lot more space. Although both are simplistic and very minimal, the size and colour chosen slightly differ; ultimately **contrasting** each other.

