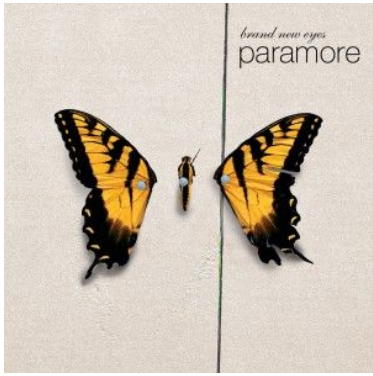





Evaluation Question 1

	<p>You can see how we have followed the conventions by using a minimal and clear font on the band name. A conventional element of Alternative Rock digipaks is a symbolic image that conveys the themes of the album. This is shown in the digipak to the left with the butterfly. We have followed this convention through the image of the cracked face of the star. Generally digipaks have an image of the whole band on the front cover, we have challenged this convention as the star is the main focus of our products.</p>	
	<p>The image we have used on the back cover is minimalistic and meaningful this is similar to the image on the digipak to the left. The names of the singles are spread across the back cover which is more conventional of the genre than lists. The fonts conventionally stay the same we have employed this, however we have also challenged this by varying the size of the text.</p>	



We have been more conventional than the advert to the left, firstly we have **made** our advert portrait which is conventional as it would be placed in a magazine. Secondly we have transferred the same image from our digipak to our advert whereas they have **used** a different image as the focus. **Using** continuity between the products is conventional for example the image of the butterfly is used in the advert and the digipak. We have **replicated** this by using the cracked face in both products. Reviews and where it's available are shown are typical on adverts, we have duplicated this on our advert.

