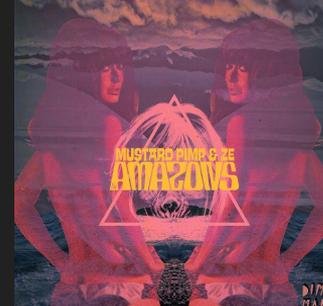
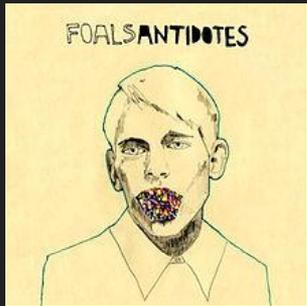


Evaluation Question 1

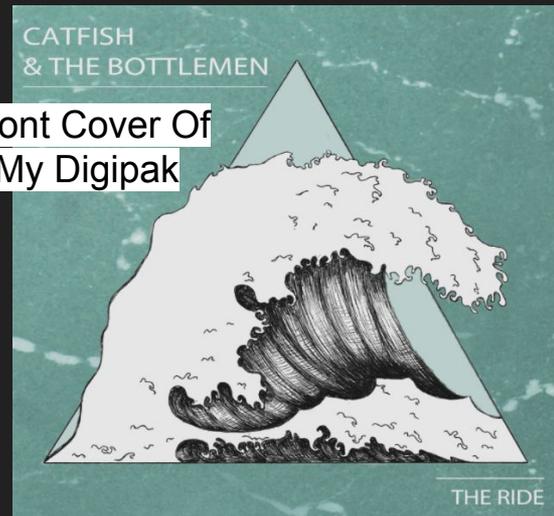
‘In what ways does your media product use, develop or challenge forms and conventions of real media products?’

Victoria Duquemin

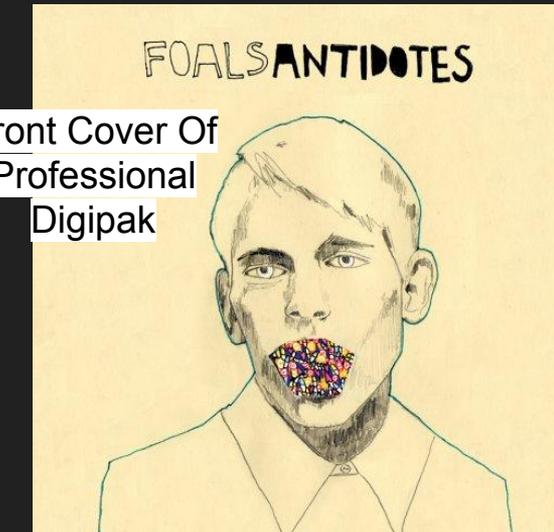


The front cover of our digipak is an illustration, this is because during our research looking into typical indie rock genre digipaks they all include illustrations and or the work of photoshop rather than including the star image. I really wanted to convey this idea onto my digipak for Catfish & the Bottlemen's album; 'The Ride'. I noticed that it is conventional to have an illustration centred in the middle on the front of the digipak cover, taking up the main majority of the space, you are able to see that I have developed the Foals album, 'Antidotes' into my own. I have developed this album cover by creating my own illustration including a simple outline of a triangle to match their simple outline of a face and shoulders. Having this basic outline allows the audience to focus in on the more detailed illustration towards the centre of the pane. For example the shading of the wave on my digipak and the lips coloured in on the Foals digipak. I challenged the colour scheme of the front pane of the digipak as I chose a blue coloured background rather than a pale yellow, cream background. I did this as I wanted the overall digipak to have a running colour palette throughout to keep a clear continuity. You are able to see on my front cover I have used photoshop as well as hand drawn illustrations, this is also used in professional digipaks, so I took this idea and developed it further by inserting an actual photograph of the sea for the background rather than just a filled block colour. The type face of indie rock digipaks is normally very bold and simple so that it is easy to read. They are often hand drawn titles however I challenged this because I choose a font face on the computer rather than drawing one myself. I did this because I felt that I would lose the title to the background if I had hand drawn it. No filters were used on the Foals album, but I challenged this when creating my digipak cover as I wanted to edit the background sea image to help it fit closer to the colour palette that we had chosen. I chose the idea that the water theme and blues and greys would flow throughout the digipak and this is relatable throughout the professional digipaks for example the Foals 'Antidote' has a yellow and cream theme throughout the album. Typical indie band album covers include a innovative idea, original theme and nothing anyone would have seen before, this is apparent in the Foals album cover for example because of the quirky and unusual illustrations, you are able to see that I have also used this concept with my front pane however I have developed it further by mixing photography with illustrations.

Front Cover Of
My Digipak



Front Cover Of
Professional
Digipak



Once researching many different Indie rock back panes of the digipak I found that it was conventional to carry on with the illustrative designs. However I then noticed that many of the back covers were very simple and plain. I challenged this idea by taking a photograph of the star image on the back pane of the digipak. I did this because I wanted to incorporate photography skills throughout the digipak. I found that this image helped to flow throughout the digipak because of the photo of the bottles on the beach. However I did keep with the simple and dull iconic panes with the use of the stone grey filled background. I wanted to develop the simple idea of the plain back colour by adding in some fishing hooks to create an illustrative and iconic back image. I feel the text from professional music videos are almost always placed off centre in all back covers, I believe this is to add to the quirkiness and obscurity of the indie rock genre. I used this convention on my own digipak as I wanted to have the star image on the left side of the digipak to almost have the text as his shadow or reflection. All indie rock back panes seem to be smart, sharp and simple and I wanted to convey this idea for my digipak to make sure it looked fresh and eye capturing. I also challenged the blueprint of a digipak by using filters on the cover, as many other indie rock digipaks do not have any kind of filters or editing process prominent. I decided to increase the contrast of the image to create the star image stand out from the pane and then I changed the background colour from white to grey to stick with the colour palette. It is very conventional to keep the same font and size of text throughout the indie rock digipak, you are able to see that the professional digipak from the Foals 'Antidotes' have kept with their illustrative bold text throughout. I wanted to use this idea for my very own digipak as I felt it kept the digipak looking fresh and neat. Like the front cover I challenged the idea of using hand drawn text because I felt that the computerised text looked more professional and easier to read for the audience. The text of professional music videos are normally fairly large on the back cover of the digipak so that it is eye catching and easy to read, you are able to see this on the Foals back album cover to the right of the page, we developed this idea and made sure the writing was of a good size and match the front and spine sized text also. I believe this choice worked nicely with my digipak because of the neatness shown throughout the whole album design. Key conventions really stuck out of all indie rock digipak back panes and I made sure that we included them, this includes the barcode and the record label company, however I have placed the barcode at the bottom of the digipak rather than the top like the Foals.



Back Cover Of
My Digipak



Back Cover Of
Professional
Digipak

It is clear that both my advert and the professional advert from Foals have used the same image as the digipak front cover. I decided to use this idea because I saw that it was highly conventional for the indie rock genre as it is a way for the target audience to recognise the album once released. I feel that the audience would automatically remember a piece of artwork rather than just a photograph and I believe this is why the indie rock genre includes this so I made sure to include a illustration on the advert and front cover of the digipak. I noticed that the illustration is placed centre of the advert conventionally to signify its importance and create a sense of power throughout the rest of the advert where there is normally blank empty spaces as shown on the Foals advert for 'Antidote'. However I wanted to challenge this idea and place the wave illustration towards the bottom of the advert, to create a disjunctive and quirky effect to the advert which is typical of indie rock. I did not place the triangle into the centre so that I was able to enhance the font size a lot larger than the digipak cover so that it would be bolder and a lot easier to read from a longer distance. It is clear that adverts of the indie rock genre include the same font as the digipak, this allows the digipak to be recognisable by not only the image but the text also. I used this idea so that my advert was conventional of the genre and the target audience would know what the digipak would look like once it was released. The foals advert includes their release dates, this is something that all adverts of every genre would include so I made sure that I included a date of release. This was so the customer would know when to buy the product. It is also conventional for the release date to be in a large font and regularly with the same typeface, I also used this throughout my designing process. It is common for the advert to include tour dates on their advert however I decided against this as I wanted the audience to focus in on buying the album than focusing on the dates of tour. This meant that more people would think of buying the album instead of just going on tour. I have included a five star rating based on the album by highly known and appreciated companies such as 'The Daily Mail', this is normally conventional for indie rock bands to have this because they want to advertise and show off the product as much as they can to gain the largest amount of sales of the album as they possibly could. I felt that I needed to include two of these ratings to make the advert look symmetrical, just like the foals album where they have two distribution companies either side of the band name. I then went on to find that having distribution companies such as spotify were a great way to help people hear of the music and know where to listen to it. This idea of placing the distribution companies onto the advert was extremely conventional with the indie rock genre.

