

The shark immediately attracts attention due to the harrowing tones and shadows as well as its deathly connotations.

The green and silver colouring looks quite industrial and grimy, as if the art has been created from aluminium, further allowing a possible consumer to understand more about the style of music.

The artistic nature of digi-pack suggests the music is alternative, indie style. The dramatic colours and tones also give the impression that the lyrics are very meaningful and emotive.



The simplistic font adds a serene sense to the music. The neatness and central lay out further promotes this sense.

The San-serif title over a serif subtitle makes the album name appear more important, even though the sizes suggests otherwise.

The style of painting is quite messy, suggesting an indie artist as well as adding a dramatic feel to the album cover. This dramatic sense also informs a potential consumer of the style of music.

The design and amount of content on the cover is very basic, which aids a potential consumer to understand the indie style of music.