PROFESSIONAL

ANALYSIS

OURS

FRONT COVER: Our front cover features our performer in the sea, we decided to do this because we saw a front cover from another band 'Coconut Records' that is of the same genre. As seen in the professional front cover, it we have challenged the conventions as we made our front cover higher key lighting than those usually used in this genre. We still made it conventional with the main performer being on the front cover. We wanted to portray our performer as lost, not knowing where he was and at peace with himself in the water. This is conventional as X Ambassadors had a similar front cover, as there is a single performer, standing in the middle of the road looking lost. **MISE-EN-SCENE:** Our Mise-en-scene was very important so that we could produce the alternative rock/ folk genre through the use of our Mise-en-scene. We decided to get our performer to wear a shirt, just like he had in our video because this is what performers of this genre tend to wear. We liked the colour of the shirt as it went well with the colour of the water and background. The cotton shirt represents a laid back man who is obviously challenging social norms as he is wearing a vintage style shirt. **COLOUR:** For our colour scheme, we decided to alter the colours quite a lot as when we took the picture it was quite sunny. We decided to make the colour darker and put a slight glow on his face. This took the focus off the background, by making it darker and put the focus onto his face, which looks warmer and inviting. Overall, we did challenge the conventions with the colour scheme we used. As seen in the professional front cover there isn't as much focus on the performer and there is more focus on the different lights and buildings around the picture. **TEXT:** Finally, we decided to again challenge the conventions of the type of text used in this genre. We went for a thin text, whereas most digi packs of this genre go for a wider bolder font. We went for this because again, we wanted to put the focus onto our performer and not so much the text and surrounding location.

PROFESSIONAL

ANALYSIS

BACK COVER: We wanted to keep the same style of picture and colouring throughout our digi pack. This would keep our audiences enjoying the digi pack and provide a professional feel to the whole digi pack. We used both performers in this shot as it gave the whole band feel, and makes a send off for the digi pack. **TEXT:** We used the same font that we used for the front cover on the back as we didn't want to make a continuation error. This is <u>unconventional</u> to X Ambassadors as it seems they used a different font on the back to what they used on the front. **IMAGES:** We wanted to continue with the colouring of the front cover, we asked them to stand up on a hill to make the <u>visual metaphor</u> of them standing on the 'Island' like the title of the album. This challenged the genres <u>conventions</u> as most didn't have the band on the back cover. We particularly liked this image as it looks like our performers are looking out to sea, pointing at someone who could save them from this island. We also like the spacing which was big enough for the song titles to go between them which we think makes the digi pack really stand out. **OTHER FEATURES:** We wanted stick to the <u>conventions</u> of other digi packs in the genre by putting the barcode, producer and other band information onto the bottom of the back cover as it makes the cover look professional like a real digi pack.

OURS

ADVERT: We wanted to keep all of our products similar, so we decided to use the front cover of our digi pack as the image for our advert as this gave them all clear relation. We wanted to keep it simple as not to confuse our audience by making it flashy and not to the point. **COMPOSITION:** Our adverts composition challenges the conventions of adverts in the alternative rock/ folk genre. Usually, the advert is a full image with the whole band on the front as it gives the audience an idea of what the band look like and how they are relatable to the audience. On the contrary, we wanted to stick with the low key lighting colour style, so we placed the image of a black background, making the image pop out at the audience and again, put focus on the performer rather than his surroundings. We just focused on our main performer because he is doing the singing and playing guitar, so he is the most important character in the band. Nevertheless, our other performer is important but with our front cover being our main performers face, we wanted to keep it simple and continue with this image so as not to confuse our audience. **TEXT** We decided to use the same font for our advert as we did our digi pack as we wanted our audience to associate this font with our band so that it would be easily remembered. The white text on the black background makes it pop out and easy to read. This is again unconventional as in the professional advert one can see that the font used is very bold and wide, which makes it easy to see. To combat this we wrote our text on the black background in white. **OTHER FEATURES:** To make the advert seem professional, we added a 5 star review to make the album appealing to the audience. We also added the bands website and twitter to make it easy for the audience to connect with the band. We added the distributors to make it easy for the audience to find the bands music online. Although, the professional advert does not feature any of these features we looked at other alternative rock/ folk bands to see that their adverts features these, making it conventional.