

All band members are photographed on this cover which is typical for the type of band they are and the genre of music they produce. The image is the biggest and most eye-catching element on the front cover which suggests that the unique selling point is the star.

Band name and logo to establish their brand

The red cross spray painted across the band infers that they are rebellious and crazy.

The band's costume is casual and natural which allows us to think the members are real and ordinary.

The font here looks as if one of the members has handwritten it which gives a personal touch and connection with their fans/audience.

The doodles in the background imply a sense of imagination and creativity within the band.

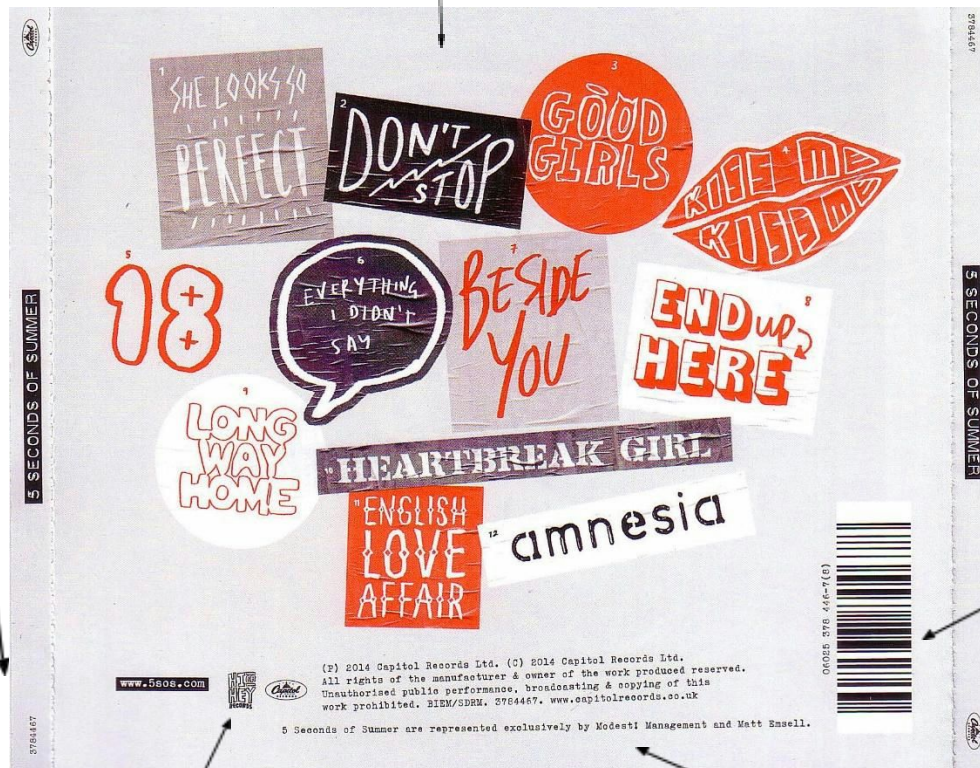


Conventional features on the front of the digipack includes: band name, band logo and photo of band

The band's website is stated purposely for the audience/fans so they can become more involved with the band for that more personal connection.

Band's name is shown on the spine of the digi-pack so when it's on a shelf in a store, it is usually placed on its side so the spine is all you see so the band name is needed in order for the shopper to know what artist it is.

The conventional features on the back cover include: tracklist, copyright information, record label and barcode.



Barcode is displayed so this product can be scanned and sold.

The band's record label.

The copyright information is in small print as it's not as necessary for the audience.