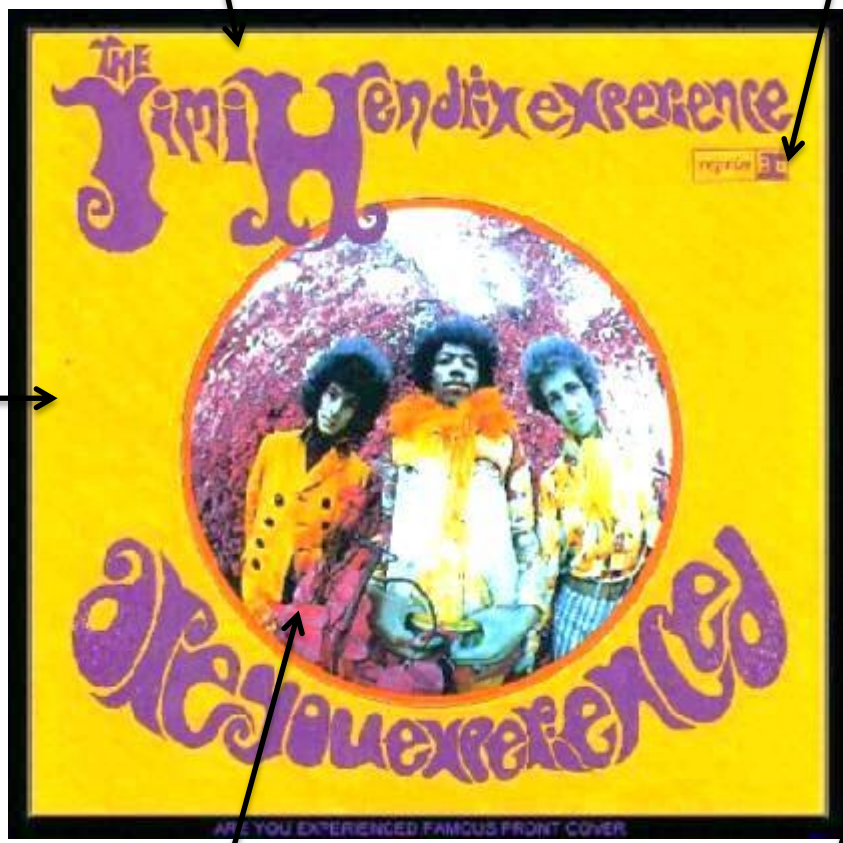


This front cover uses an interesting font, with both serif and san-serif lettering showing the wacky feeling of the album. The swirly lettering is very conventional of the psychedelic genre and shows the alternative artsy image of the band. The way that the lettering is different sizes again creates the disjunctive and casual feeling. The purple font reiterates the fun and craziness too.

The production company have used their logo on the front cover of the digipak, showing the company name.

The font that is used is very swirled and conventional of the psychedelic genre. The way it runs around the image of the back cover works well and creates connotations of the sun which works with the bright yellow colour also used.

The bright yellow background is bright and has positive connotations. It's sunny and happy and is very conventional to the psychedelic genre with the brightness of the background.



The colours are similar to those used on the front cover of the digipak and the image looks like a sun which has positive connotations.

The image is a fisheye effect which is alternative and different and typical of a more individual style band. The image shows the band members in their bright clothing with large fuzzy afro-like hair showing their individual and different style. The bright yellow of their clothes and the pink of the tree in the background works with the album colours.

The songs are listed in a numerical order showing the order the songs are played on the album. This is conventional of many album covers.

The small print is important showing the production company and the different companies that played in the print of the album cover.

Something that is not normally done on the back of album covers that this has done is including the song length.

The use of a barcode is conventional of newer albums because it makes it easy for people to look up online where to buy the album as well as just buying the album in a shop.

The font uses a mixture of serif and sans-serif text showing the disjunctive and careless feel of the band. The text uses swirled font and bubble writing conventional of the psychedelic genre. The bubble writing shows the casual and lax nature of the band and the swirls create visually interesting patterns typical again of the genre.

The background of the album cover uses a range of colours that look like they have washed on, they aren't as bright as the images at the front of the frame so it doesn't distract from the images but the use of the colours still portray the psychedelic look and make the whole cover colourful and eye catching.

The use of the mushrooms as the background imagery of the album cover show the bands interest in the use of psychoactive drugs, as mushrooms are known to have a link with the psychedelic genre by creating hallucinations and mind alterations. The way the mushrooms are bright and colourful show an alternative perception and almost a fantasy like image which may correlate to the idea of the hallucinations that the psychoactive drugs can give. The range of colours make the cover eye-catching and are typical of the psychedelic genre.

The use of the imagery of the women on the cover can show that the target audience is mainly males, this is because the woman has been sexualised with wearing only a bra and skirt in the photo and lying on the ground with her hair flowing. Her skin and plain brown clothing also contrast the bright colours showing how they stand out more on the cover.

