Music Album Cover Analysis

For this piece of work I used Corel photo editing, as well as other editing software to add text. I used a variety until I found the right kind of font I wanted. In the end I used Pic Monkey which had the right kind of font I was looking for .

With this album cover I wanted Kathryn’s face to portray a fun, innocent, teenage life.   
I think this has been done with the use of colours and font. I chose to use a font, which looks like it has been handwritten, with a black marker pen. This makes the album look very young and homemade, something which is quite typical with young pop artists. The colours used also show her innocence and fun loving attitude. The bright pinky purple colour used on the sunglasses, make them stand out compared to all the greens and blues used in the background and on her clothing. This helps the audience link the sunglasses with the title of the album itself. Also within the sunglasses you can see the trees and field landscape, this represents her freedom and young age.

When it comes to mise en scene, I chose to keep Kathryn’s hair and make-up very simple, showing her young age and persona. This also does not draw any attention away from the sunglasses and the bright colours within the CD cover. I also chose to keep her clothing very simple, with her just wearing a simple blue tank top. The blue tank top contrasts well with the green colours within the background.   
The lighting used was mainly natural lighting; this helped to create natural looking shadows to help enhance different features such as her cheekbones and hair.

A close up is used to show Kathryn’s facial expressions and is also used to emphasise her sunglasses, also I decided not use a high or low angle, this is so that the consumer is completely focused on her face and the sunglasses which are the main part of the album cover. When it comes to the image to text ratio, I would say this album cover is around 80% picture and 20% text. This is quite common within pop artists especially females, who want the audience to focus mainly on their face. I also decided to stick to the conventional line of view, with the title of the album in the top left corner and the name of the artist in the bottom right corner, with the image covering the rest of the screen, this helps the consumer to recognise who the artist is.

When it came to editing I decided to use a lot of colour contrasts and saturation within the album cover. This is used to make the colours stand out in contrast to Kathryn’s skin which is pale. I mainly waned her face to be very pale against all the other colours, this is so that the album cover would not look to complicated and confusing against other album covers which maybe more simplistic.

Overall I am very pleased with how my music album cover turned out, and I think it looks very effective and would be something I would buy if I bought it in a shop. If I was to make the album cover again, I think I would use different editing techniques to make the picture clearer and also to make the writing stand out more against the background, this would make it more eye catching to consumers compared to other pop album covers.