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ART & DESIGN
COLLABORATIVE
PROGRAMME



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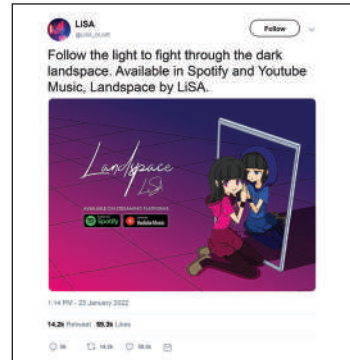
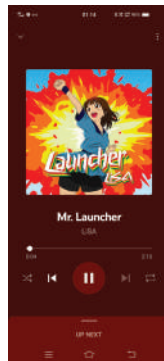
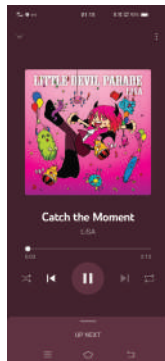
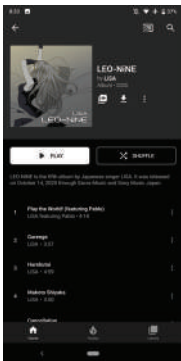
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MUSIC ALBUM COVER

The growth of the music industry has influenced many elements of the industry, including music album cover. Music album cover has evolved from physical prints to digital album cover art, which tends to be more casual and simple design, as the cover will appear on mobile devices at about the size of postage stamp (Browne, 2011).

CONTEMPORARY ILLUSTRATION

Despite it tends to appear more minimalistic nowadays, there are also music album covers that comes with intricate design as album cover art. In this project, contemporary digital illustration was chosen for the art style as to suit this contemporary era. The illustration are done based on the analysis of five LiSA music album covers as well as its tracklist in order to understand more about the album contents.



MUSIC STREAMING PLATFORMS

For this project, the chosen music streaming platforms are Spotify and YouTube Music for the application of the newly illustrated music album covers. Spotify has been first in many music streaming platforms ranking and has around 365 million users globally while YouTube Music is known for the YouTube brand name as it has already famous from being one of the best video streaming platforms. The application of the new album covers are to find out its visibility in the platforms.

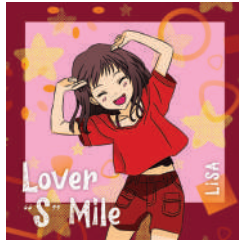
SOCIAL MEDIA ADS

For this project, twitter will be the platform for social media ads. The five music album covers will be posted one-by-one along with short captions that described the album content. The twitter post will also be using the full version of the album covers illustrations.

DESIGN

Design Rationale

Each of the five music album covers has its own rationale. For LEO-NINE album cover, it is based on elegant and strength. The LITTLE DEVIL PARADE focuses on devils and parade while Launcher conveys funkiness and liveliness. Landspace shows space for oneself as well as blue and pink. Finally, Lover "S" Mile shows red and cheerfulness.



YOUTUBE ADS

The music album covers will be featured in YouTube as album promotional preview. The ads will be a preview of each music album covers along with its tracklist while listening to the short preview of some chosen tracks. The music album covers will be promoted in YouTube because of its availability in YouTube Music as well as following the norms of Japanese entertainers promotional style.



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CONTEMPORARY ILLUSTRATION ON MUSIC ALBUM COVER

This project is a project of redesign photograph music album cover into illustration music album cover to find out the effectiveness of contemporary illustration on music album cover to promote music. For this project, the album of LiSA, a Japanese singer and songwriter, is chosen because she recently top many music streaming ranking lists.



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