

BOOK / ALBUM

WHAT MAKES A VISUAL IDENTITY?

What makes an identity?

There are many different ways of approaching identity work. Today we will talk through a few ways to get you thinking, planning and working out how you are going to tackle your Book or Album.

Hopefully you have selected your book or album to tackle at this stage and are ready to start brainstorming starting points for visual exploration.

Style

Type

Palette

Theme

Repetition

It doesn't matter what we are giving an identity to as a designer, these same basic rules apply:

Style.



Type.

The recognisability of type is a big factor.
It allows huge flexibility within an identity.



A B C D E F G H
I J K L M N O O
P Q R S T U V W
X Y Z ◊ £ &
? ! ✈ ✕ ÷ :: > % #
1 2 3 4 5 6 7 8 9



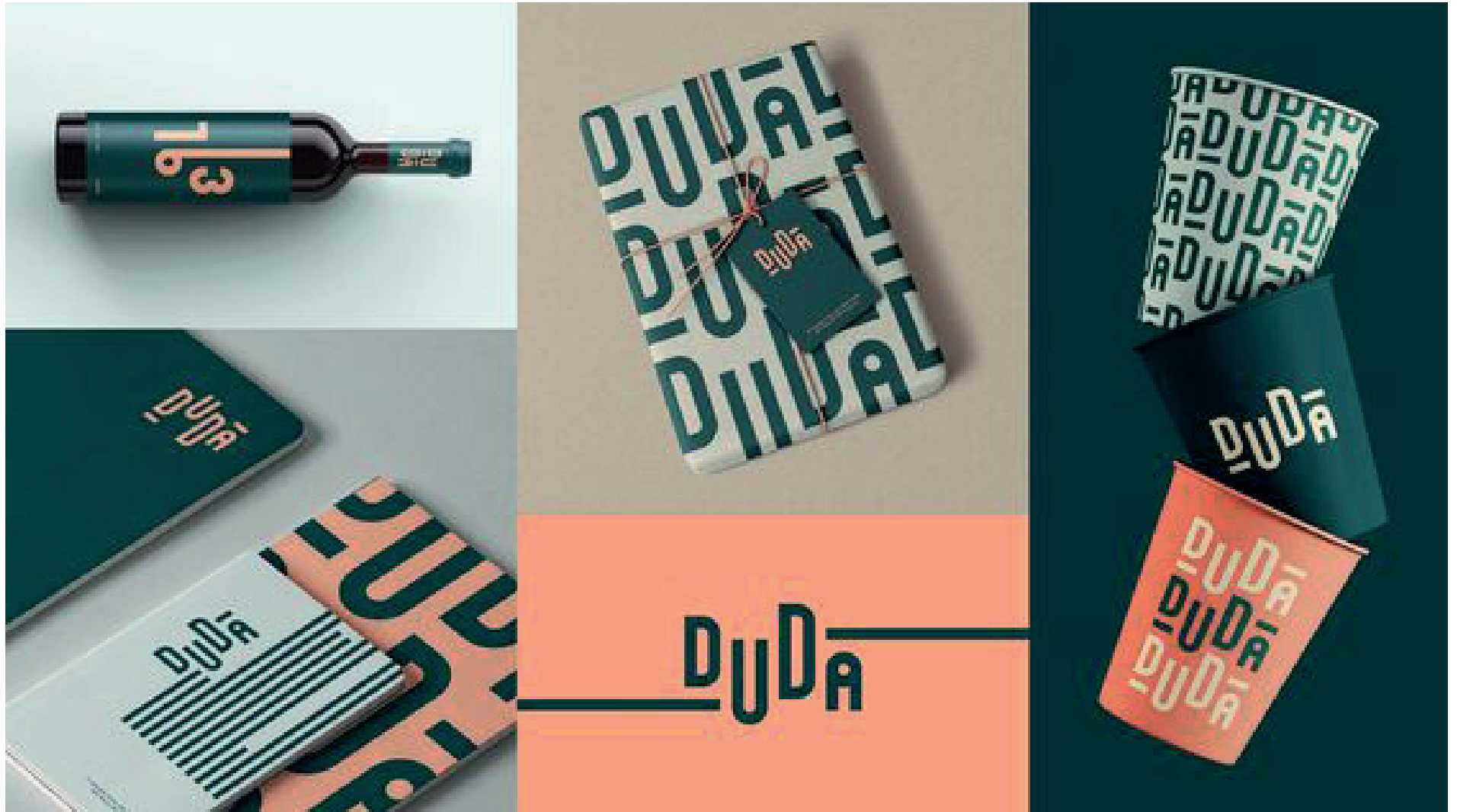
Palette.



Theme.



Repetition.



Don't mistake conventions as rules

First things first - as with any design brief you will need to be looking at nice examples for your research.

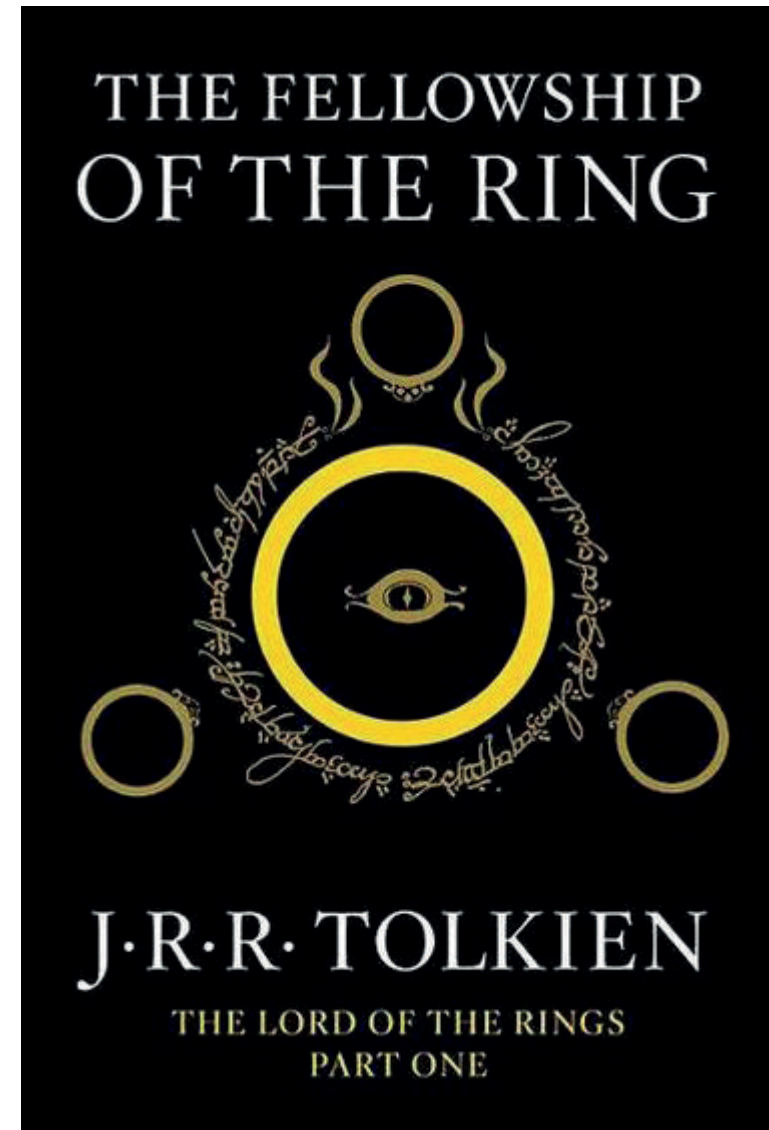
There are certain conventions when it comes to book covers and album covers in terms of the 'content' they hold. You are not required to follow this. Feel free to challenge what you are seeing.

Think back to the types of information session in the first semester.

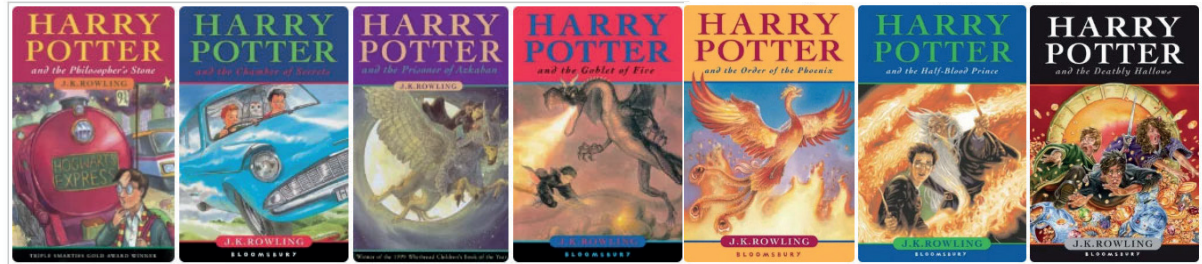
Sub-title

Author

Main Title



The advantage of it being a re-launch, is that it has already been out there in the world, and its audience are often likely to have established connections with it.



Does this give us designers the ability to break with conventions, and be more playful with what information we put on the cover?

Who are we speaking to?

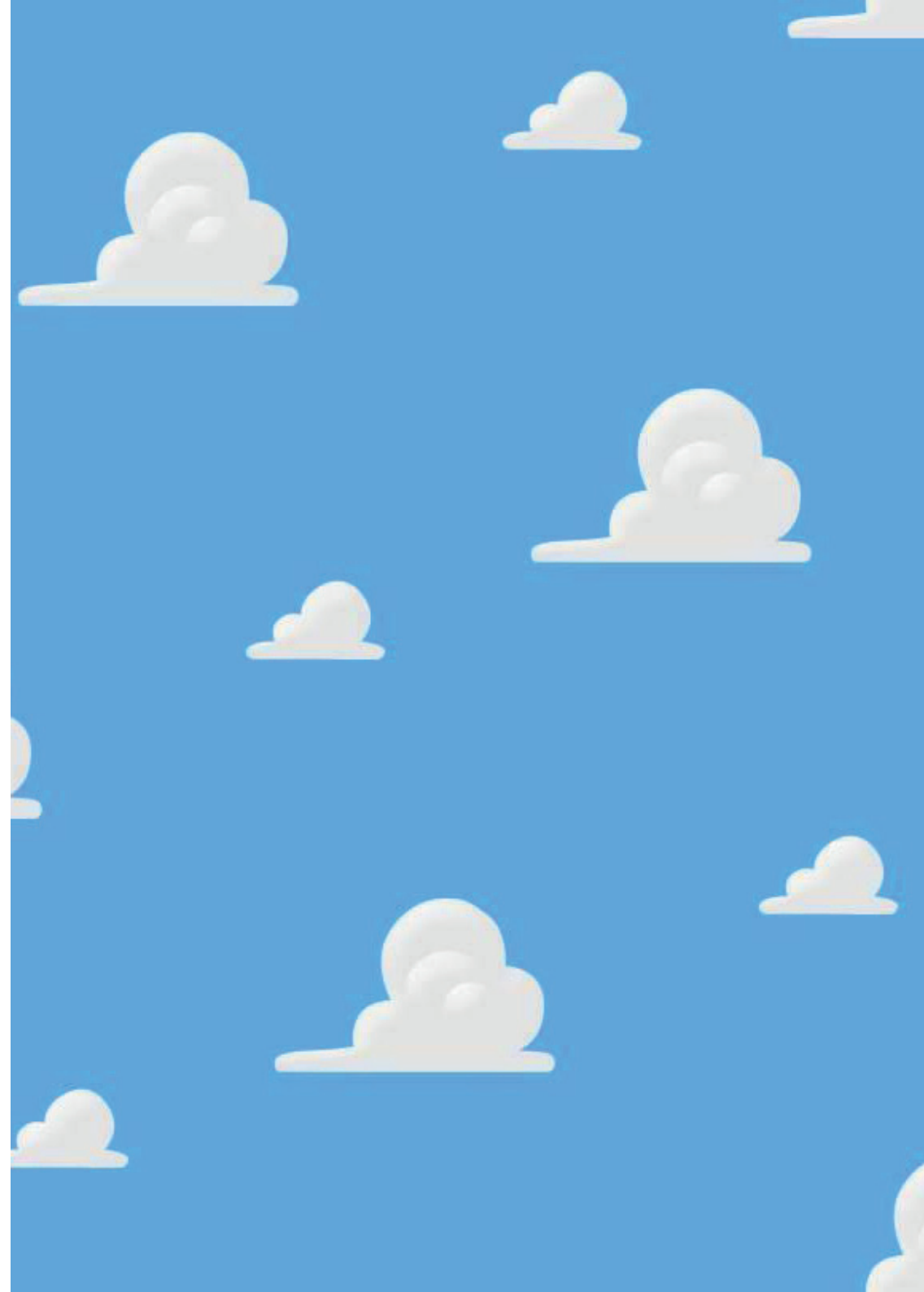


Recognisability

The key to any identity is recognisability. This can be taken two ways in this brief.

You have the opportunity to question what has become recognisable about that book or album since its initial launch.

You also need to use type, colour and other core design techniques to create a set of outcomes that 'belong'.



Brainstorming

—

This is a key first move in any project, and a great method to map out and explore a wide range of starting points with speed and ease.

What could be recognisable from within your book or album?

Locations

Characters

Objects

Icons

Quotes

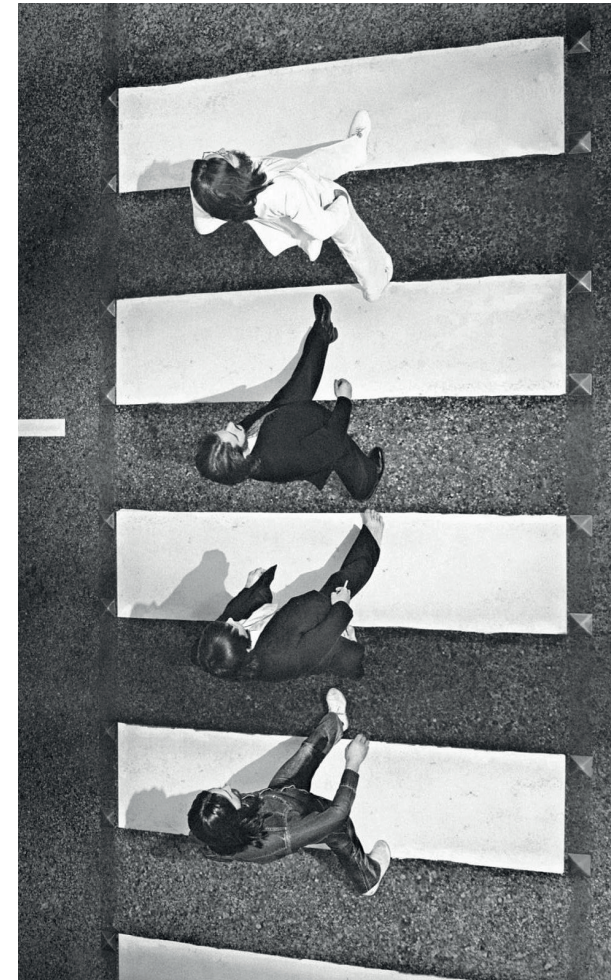
Themes

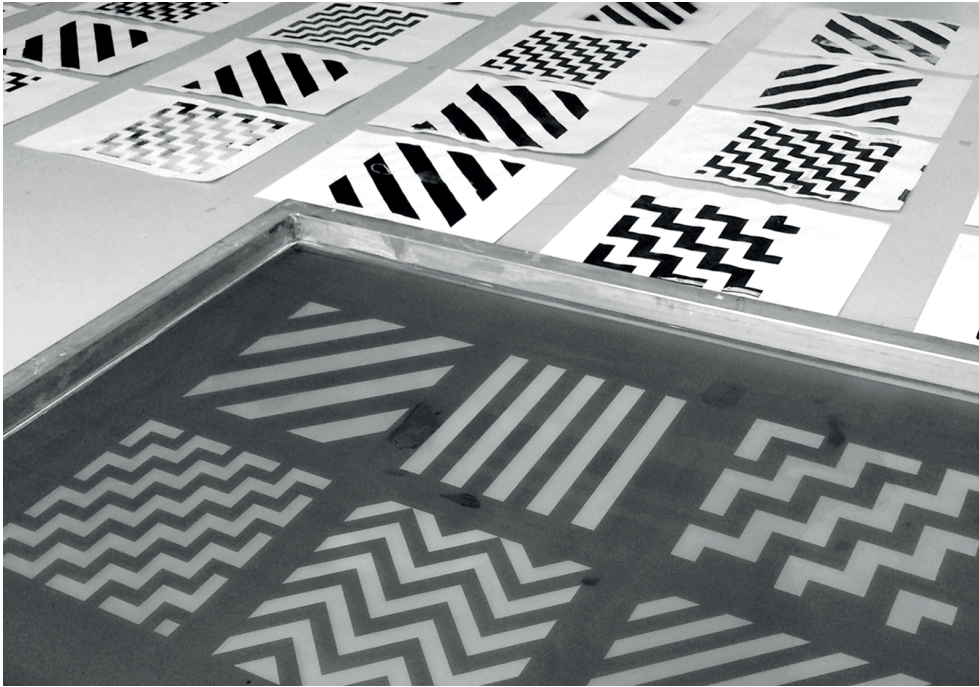
Moods

Moments

Map out anything that comes to mind.
You could even ask others to gain consensus.

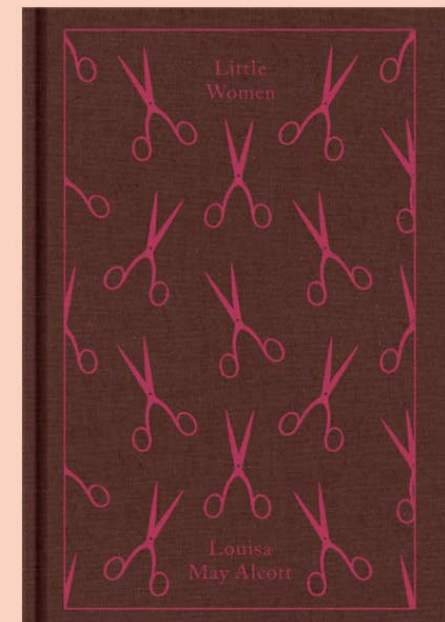
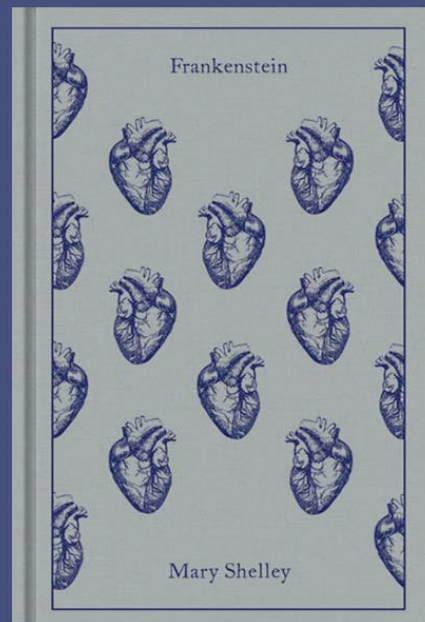
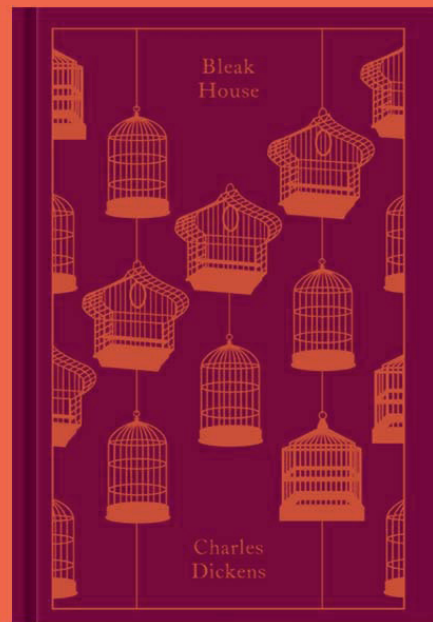
Exploring a location - The Abbey Road Studios Rebrand



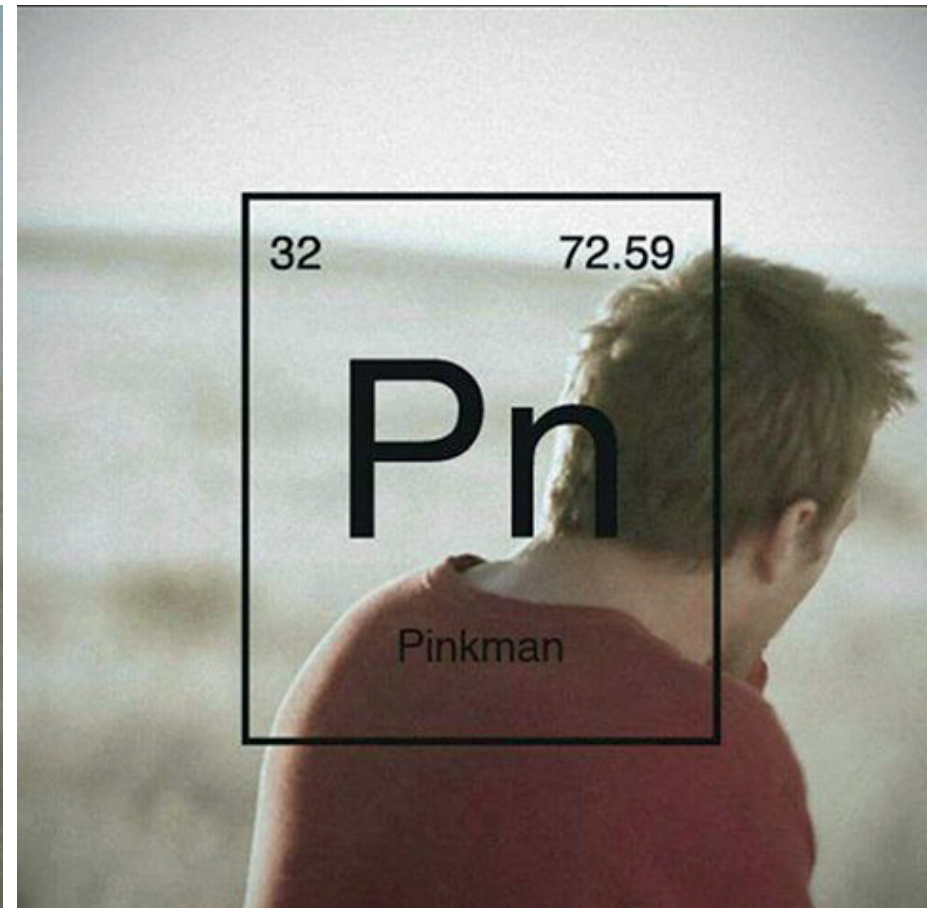
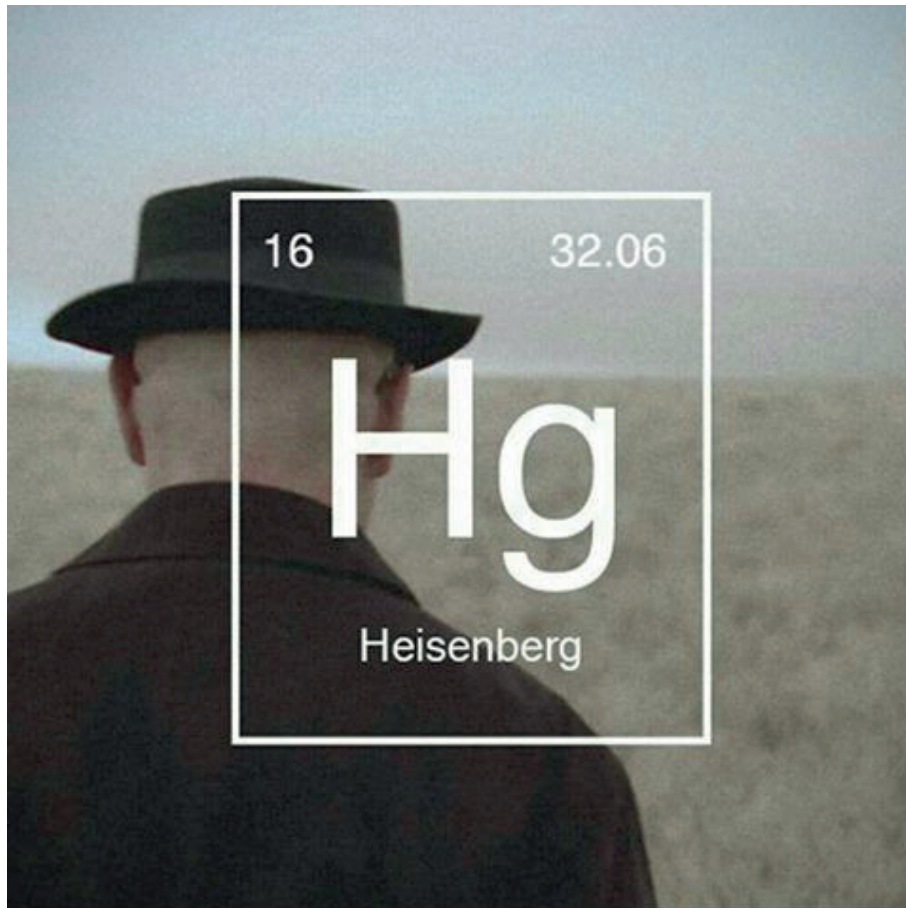


Exploring an Object - Penguin Classics Clothbound Editions

These all home in on a single object that is key to the story.
Existing audiences will instantly get it, new audiences will be intrigued.

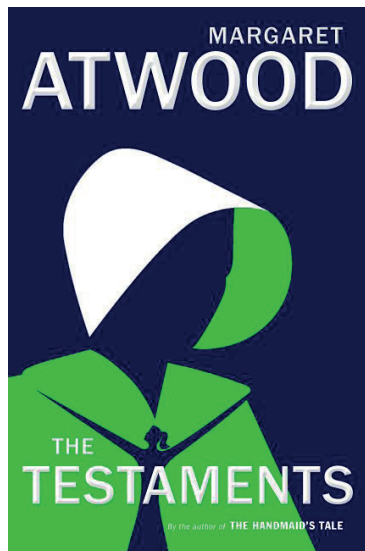


Using an icon

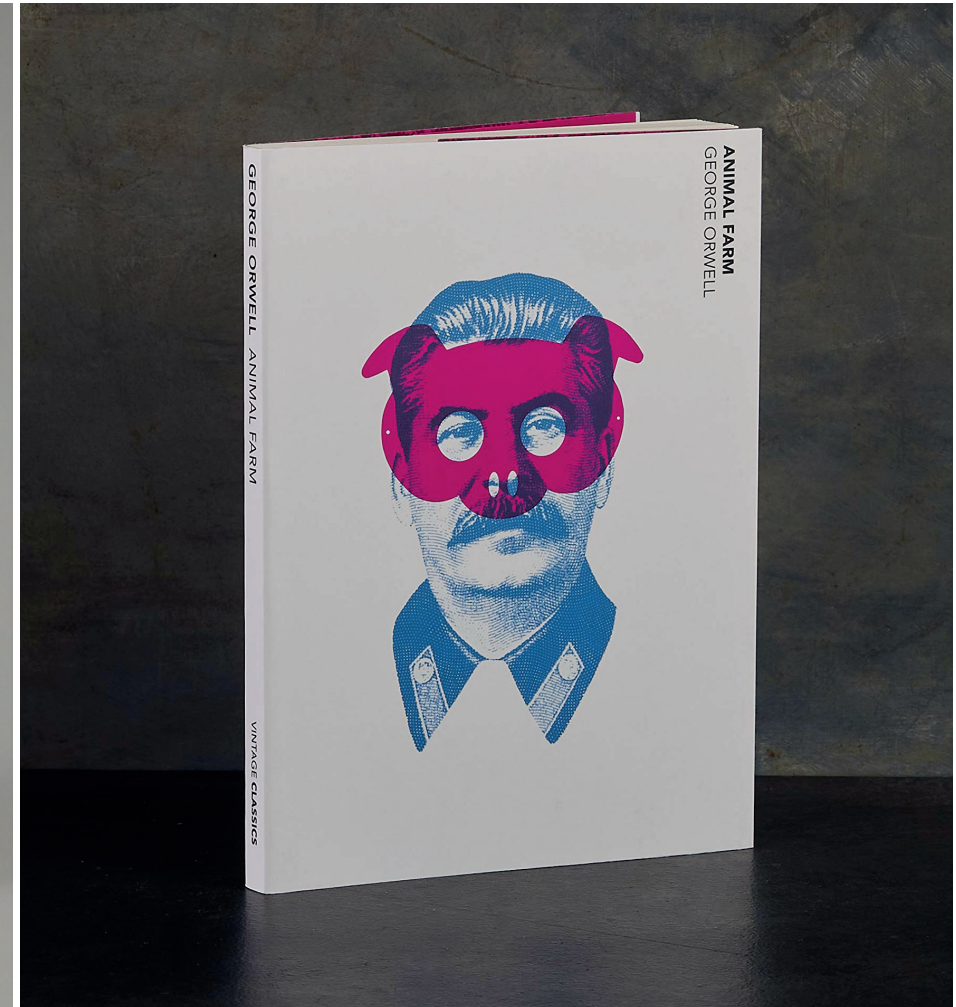


Exploring a Theme

The second book in the handmaids tale sees the characters fight back. This inspired the promotional graphics for the book launch along this theme of rebellion.



Referencing a Character



Using a quote or dialogue reference

**THE FORCE
IS CALLING
TO YOU.**

JUST LET IT IN.

Setting a Mood

You can be quite out there and abstract with this work. You can capture a mood simply by using texture and colour.

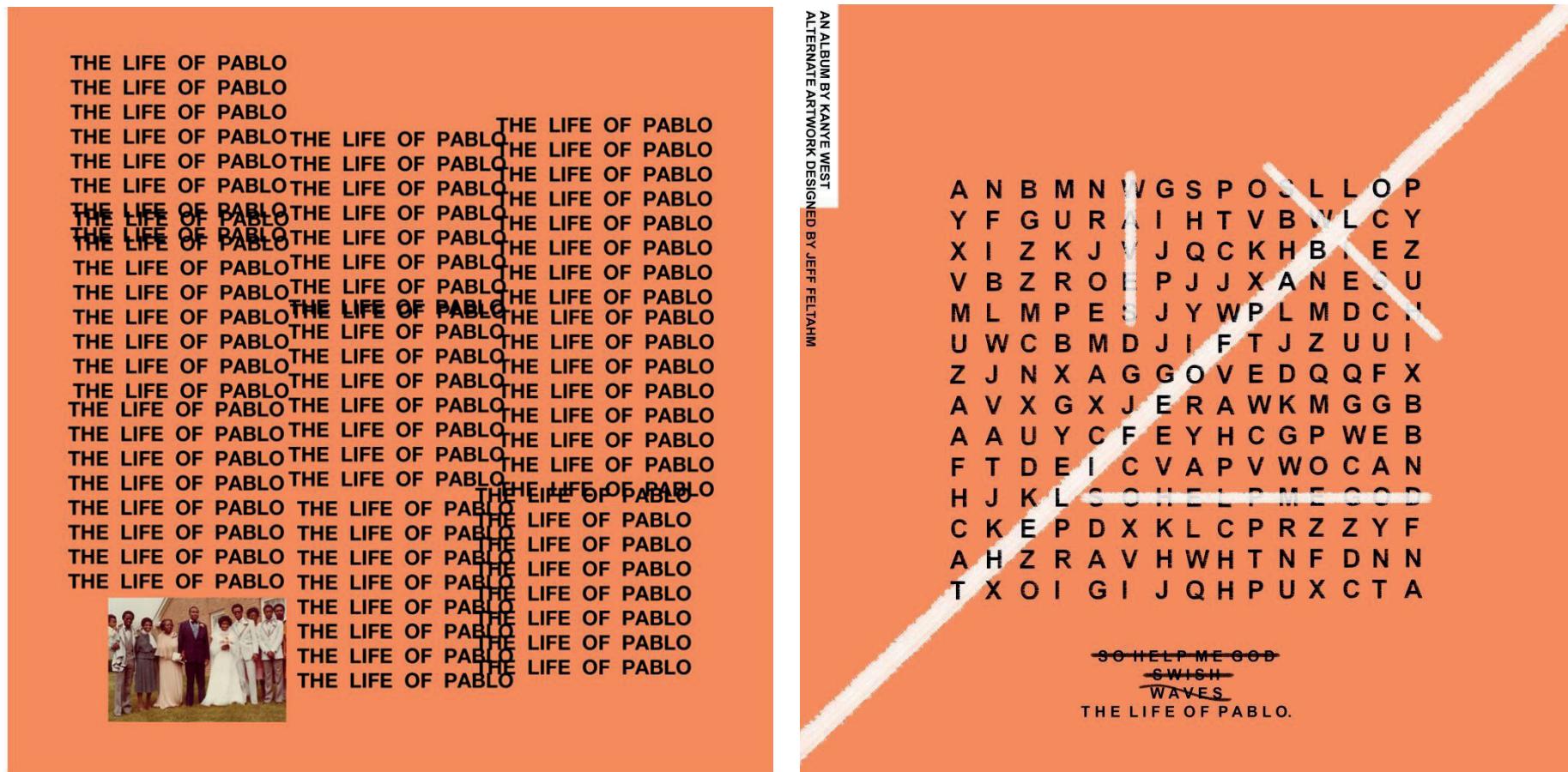


Referencing a moment



Taking A Cue

You can take a visual cue from what has gone before in your artwork.



Reference or reinvent the Palette

Your palette could take inspiration or reference what has gone before, or you could choose to challenge and reinvent the palette.

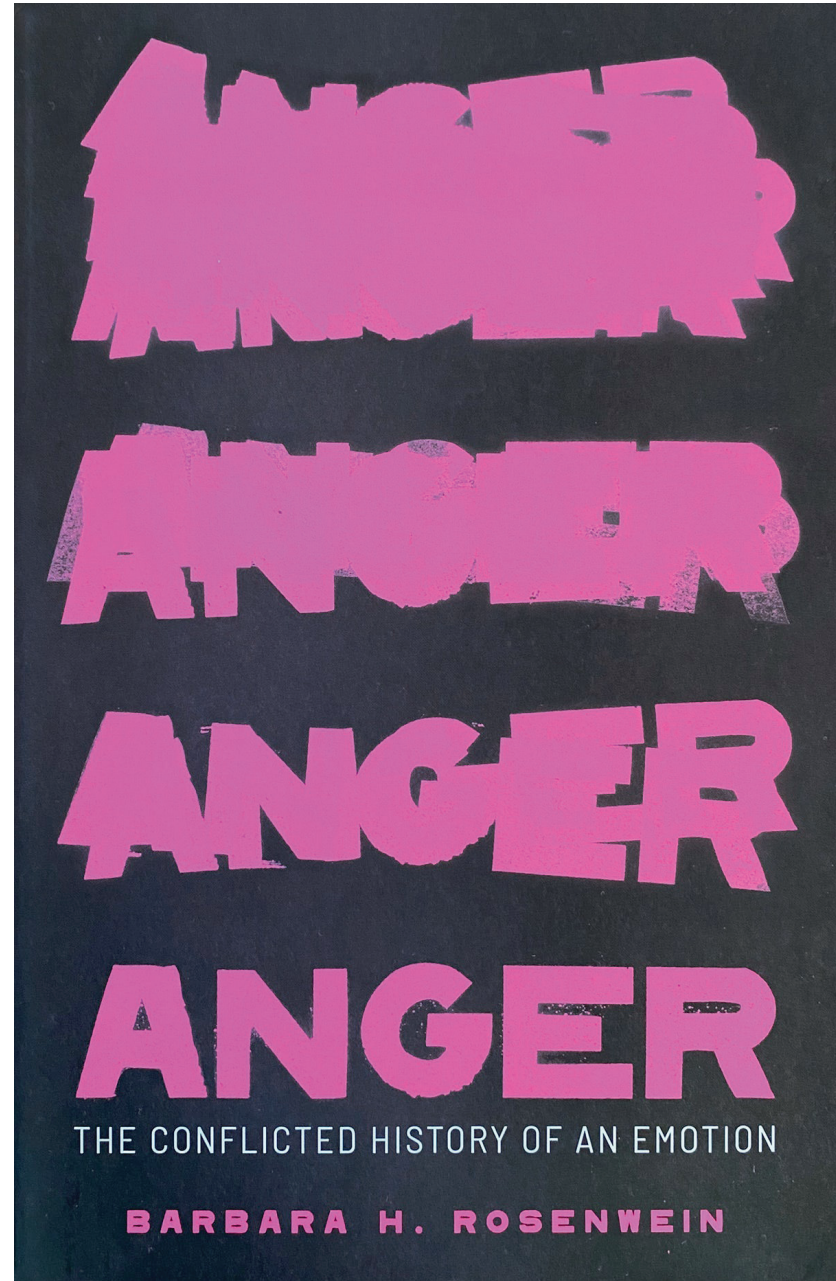
The key to colour however, is using it consistently.

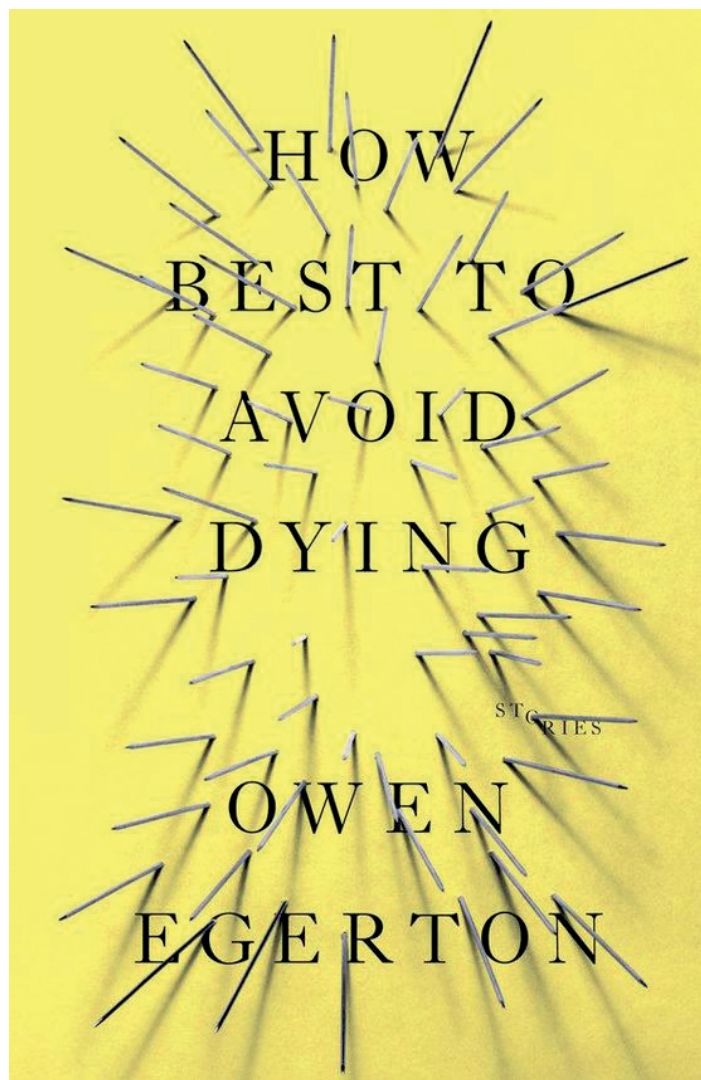
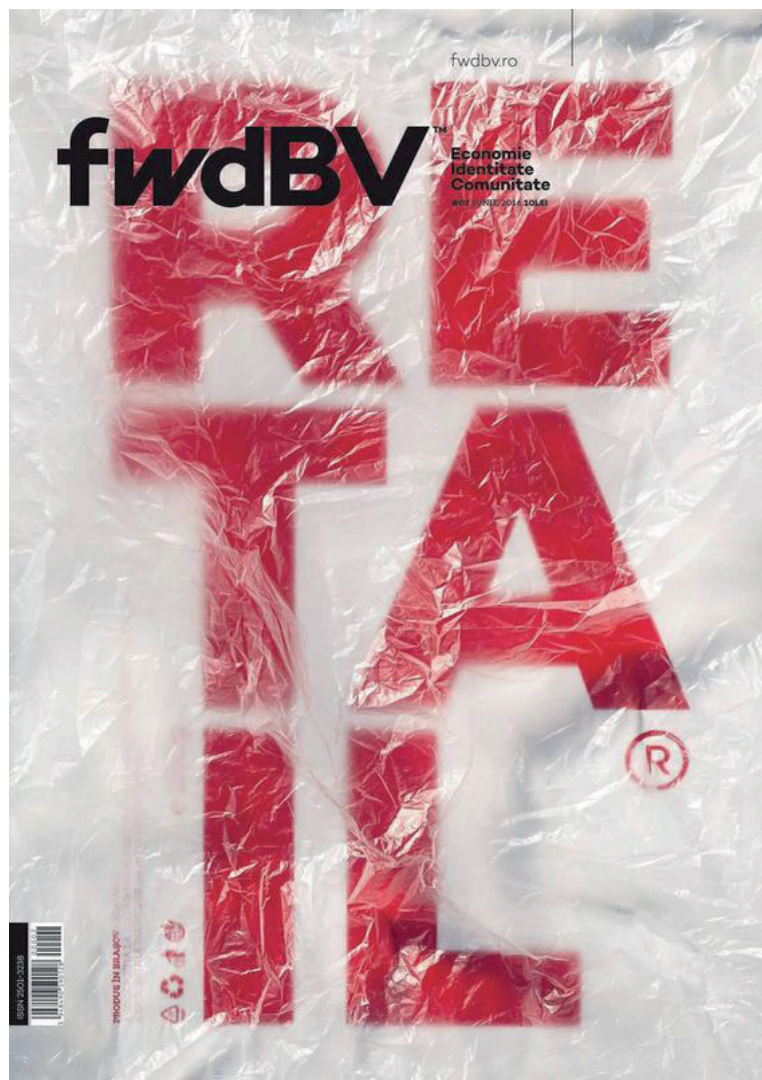


Typographic solutions

This is something that we will be discussing further in our next session. You can create something extremely powerful with this project, just through typography.

What can you say, through the type itself?





How to start.

Things to think about this week.

Dig deep to find a detail to hook your identity on.

A brainstorm will really help with this - map out all aspects of your stories or songs.

The hierarchy doesn't have to be the obvious.

Work out what content you are going to use.

Think about how your audience may now engage with the book or album differently, to when it was first released.

Are there references that have crept in to the public consciousness that you could pick up and run with?