

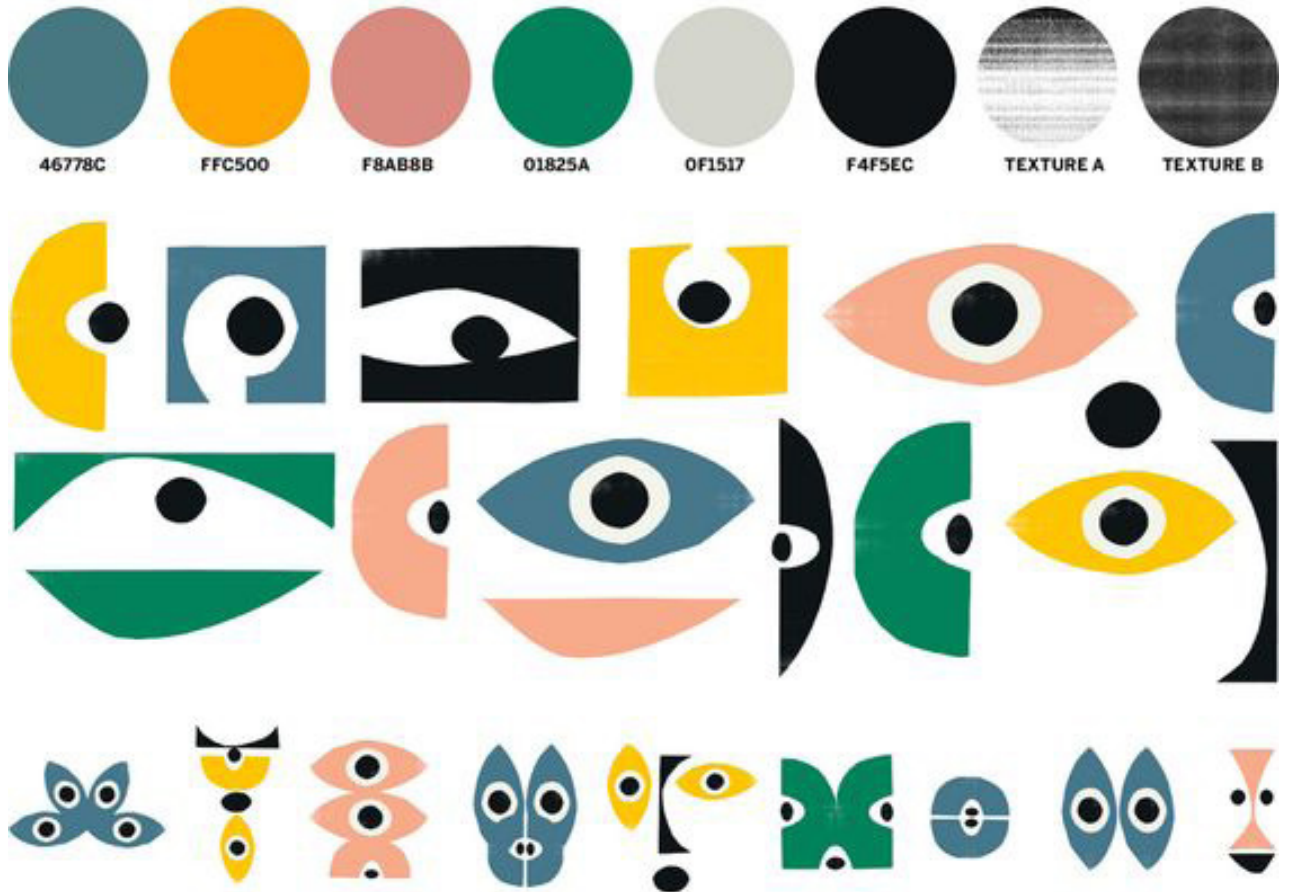
VISUAL IDENTITY BRIEFING

THE BOOK OR ALBUM LAUNCH | VISUAL STUDIES 2

Visual Studies

During visual studies we have discussed how branding is so much more than a logo.

We designers create whole visual identities for anything from companies, to products, events to political movements, aiming to give something that exists 'abstractly', a face.



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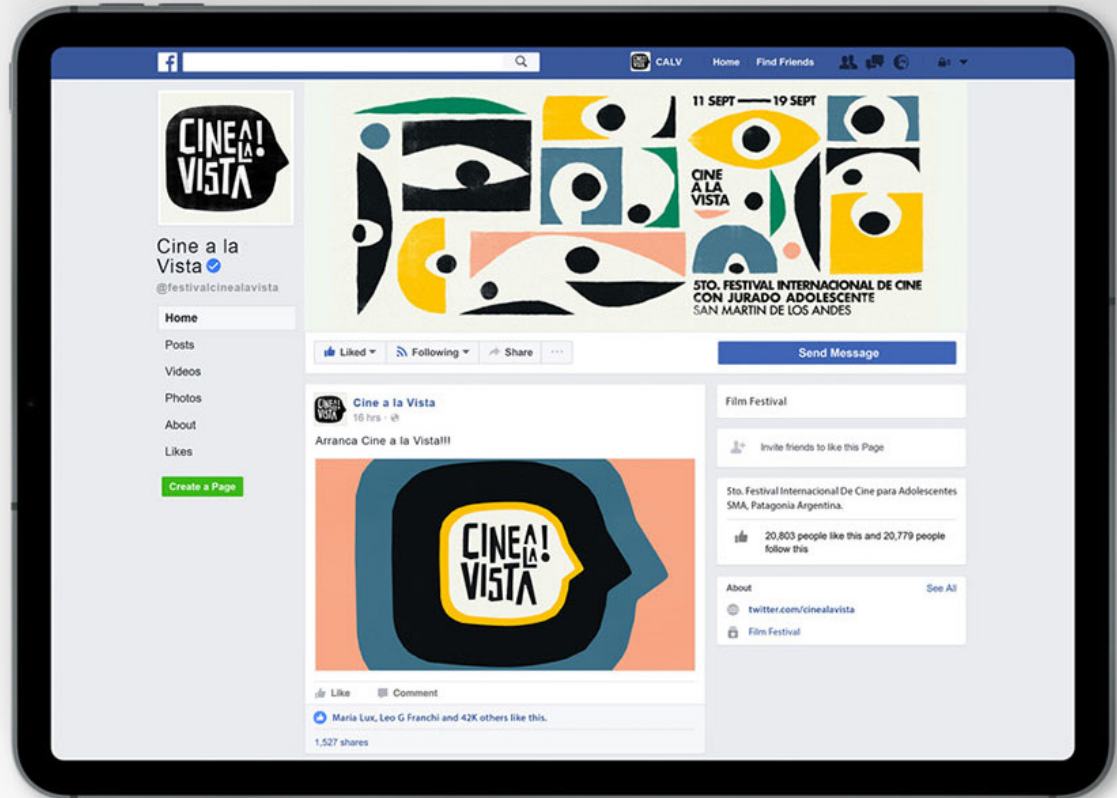


TEXTURE A



TEXTURE B





The Final Visual Studies Project

For this final project, you will apply this concept to the relaunch of either a book or an album of your choice.

You will need to create a strong visual identity, that works across a range of platforms, from print to digital to tie them all together.

The Brief

Choose a book OR album that you have a personal connection to. Knowing your choice inside out will really help with this task.

Any book, any album.

You are challenged with giving it a fresh visual identity for 2021.



Margaret Atwood's Handmaids Tale

The strong visual identity
carried across the cover
and bookmark



Same visual concept
adapted for online
and advertising

The Book Option

Your favourite book is being relaunched by Penguin Publishing house.

You need to re-imagine the book cover, and necessary promotional collateral for the books re-launch.



The Book Option. Work required:

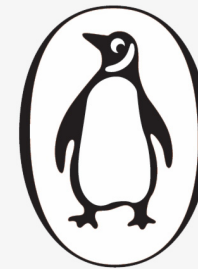
A redesigned book jacket

(front back & spine) for your chosen book
(Dimensions: 130(w) x 200mm(h) 15mm spine)

A matching **Bookmark** holding the details of its
launch event (Dimensions: 50(w) x 200mm(h))

A **pop up banner** to advertise its re-launch for
independent bookshops
(Dimensions: 800(w) x 1800mm(h))

A **social media post** for relaunch day



All work must hold
the penguin logo
(Logos Supplied)

It has been said often enough that baby boomers are a television generation, but the very funny novel *High Fidelity* reminds that in a way they are the record-album generation as well. This funny novel is obsessed with music; Hornby's narrator is an early-thirtysomething English guy who runs a London record store. He sells albums recorded the old-fashioned way—on vinyl—and is having a tough time making other transitions as well, specifically adulthood. The book is in one sense a love story, both sweet and interesting; most entertaining, though, are the hilarious arguments over arcane matters of pop music.



CAN: \$9.99
US: \$7.99
ISBN 978-1-59448-178-9
© Penguin Group (USA) Inc.



HIGH FIDELITY

NICK HORNBY



HIGH FIDELITY

NICK HORNBY

The Book Jacket

The jacket is the full 3-panels, not just the cover.

Start here, and the other 'supporting' materials will follow its design.



The Bookmark

This is a small canvas to work with - although it does not need to hold all the same information that the cover does.

The launch details could be:

Launching 01 May 2021
Available In all good
Independent Bookshops

But you can edit, or add to the content as you wish.

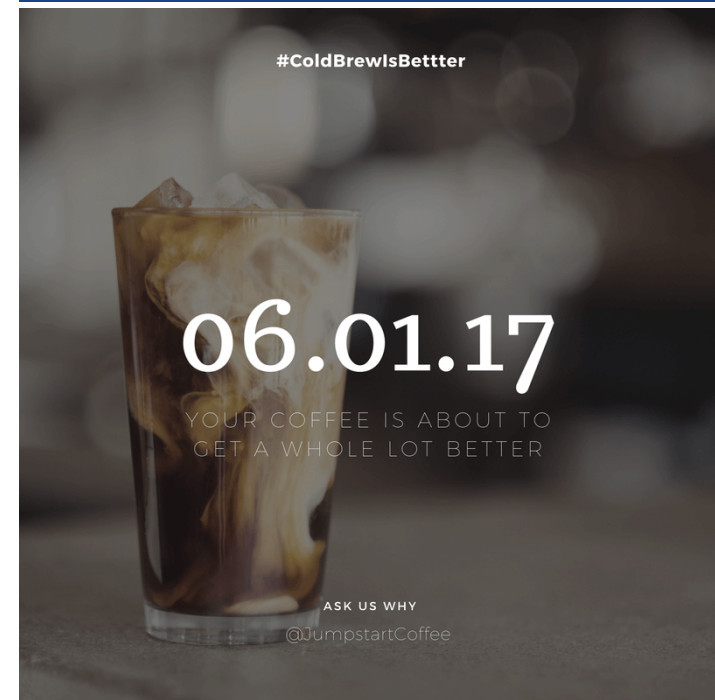
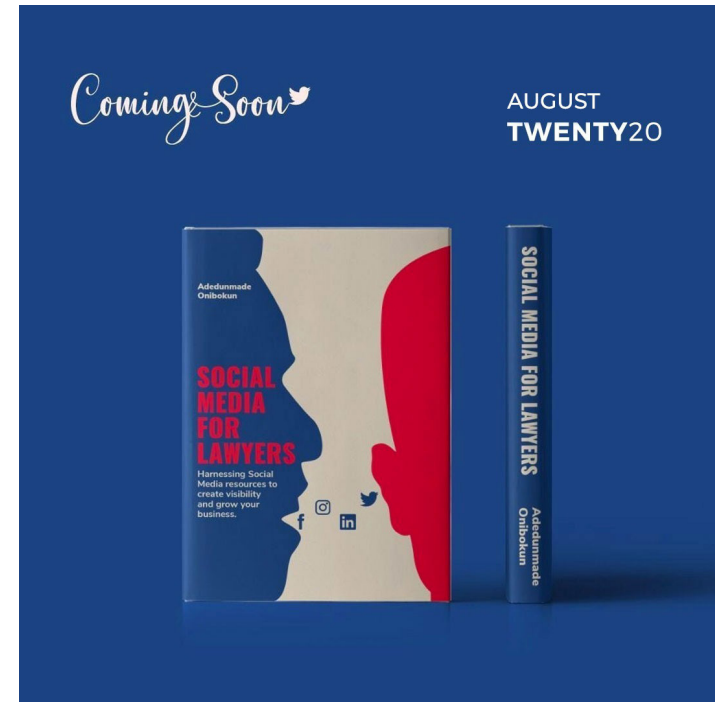


The Banner

This is essentially an advertising space. The content is up to you to write, and can be as little or as much as you think is necessary.

Social Media Post

You can choose whichever platform you think will suit your chosen book the best.



The Album Option

Your favourite album is being re-launched in a special edition package for Record Store Day.

You need to re-imagine the album artwork, and the promotional collateral for the albums re-launch.

The Album Option. Work required:

Redesigned 12" Album Artwork

(front back & spine) for your chosen album
(Dimensions: 12 inch square, 5mm spine)

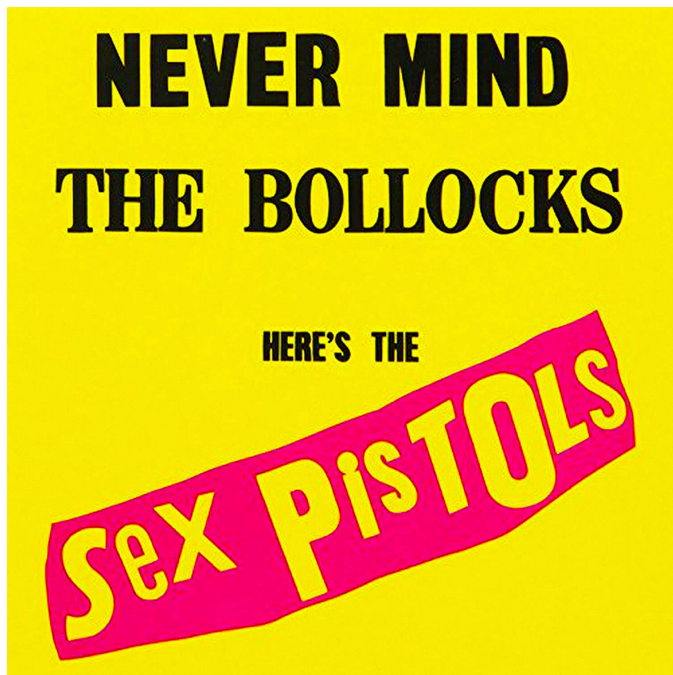
A poster holding the details of its launch event
(Dimensions: A2)

A T-shirt Design

A social media post for relaunch day



All work must hold the
Record Store Day logo
(Logos Supplied)



The 12" Album

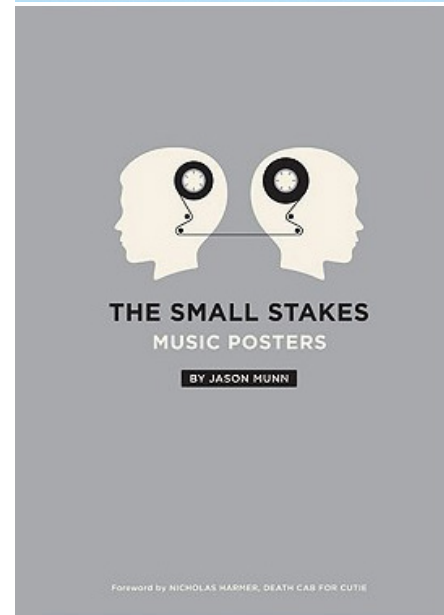
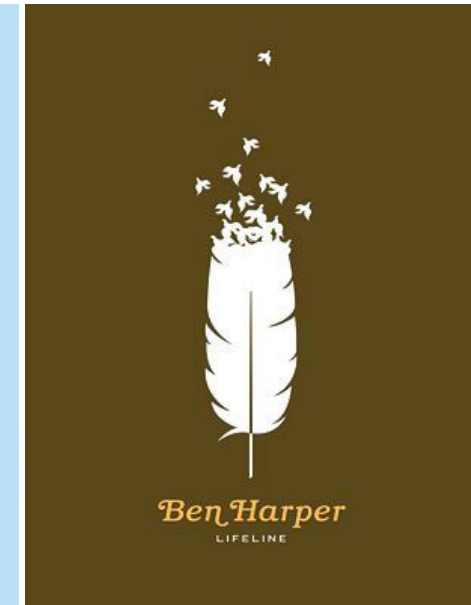
—

The album again, is the full 3-panels, not just the front cover.

There is lots of scope with record sleeves in how they open up - fold out etc.

The Poster

An A2 poster holding the details of its launch event. Again, you can make this up. It could be a live concert in your favourite venue.



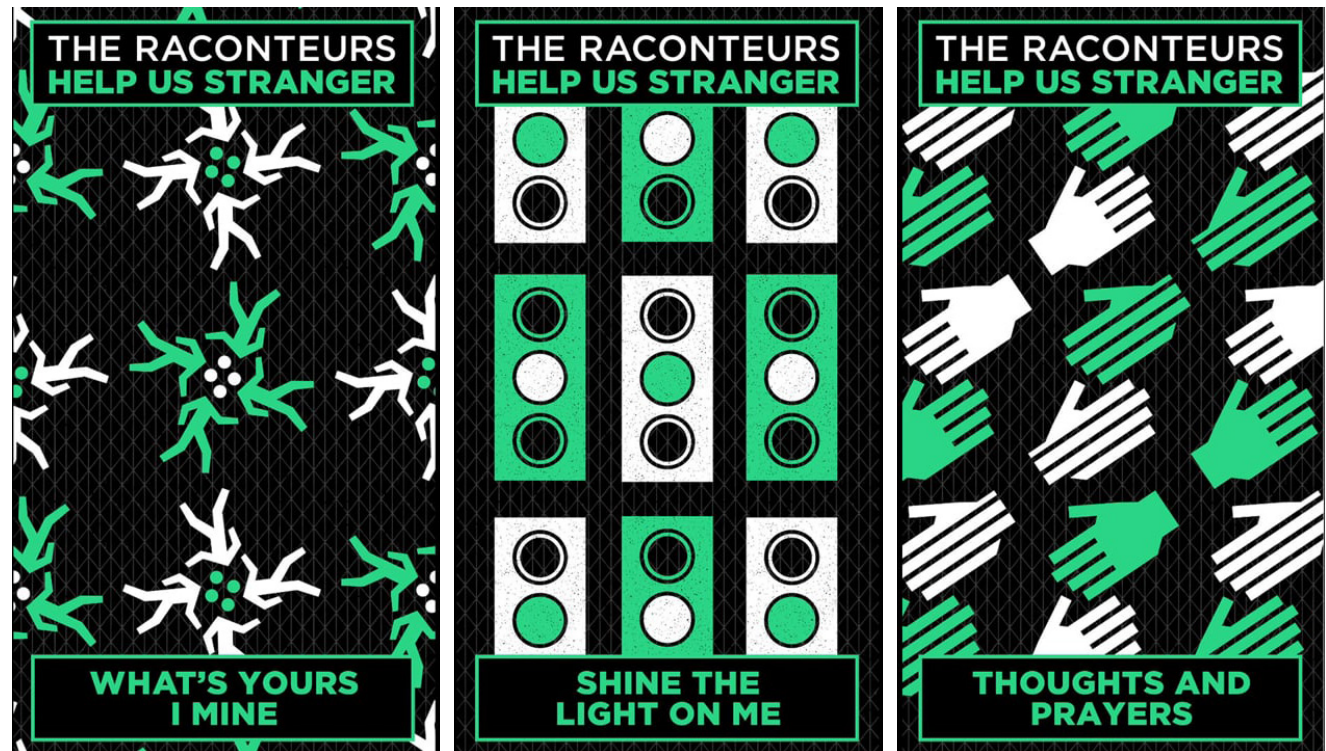
The Tshirt

This could hold the new image, or typography - or be promoting the launch event/tour. It is not however, just the same image from the album cover - it must be adapted.



Social Media Post

You can choose
whichever platform
you think will suit your
chosen album the best.



HINTS & TIPS

Medium

Your work does not have to follow any existing identity, or follow any restrictions laid out by Penguin or RSD.

The medium in which you choose to work is up to you, mixed media work is encouraged.



Hints and Tips

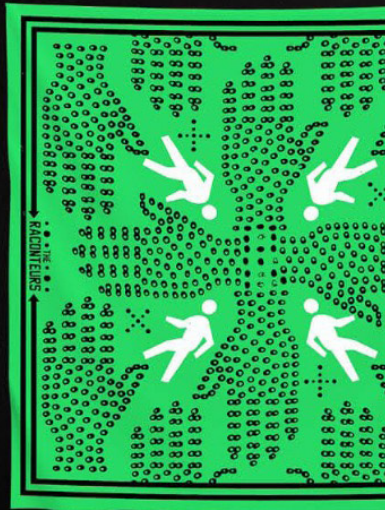
You could investigate something illustrative, which uses a consistent illustrative style across the different platforms, or explore something entirely typographic which uses a style of lettering to bring it all together. The crucial thing is that all the work has a consistent visual identity and feels part of a set.

VAULT PACKAGE #40

THIRDMANRECORDS.COM

THE RACONTEURS “HELP US STRANGER”

LIMITED EDITION MARBLE VINYL
WITH LENTICULAR MOVING COVER ART



LIMITED EDITION
VAULT EXCLUSIVE
RACONTEURS BANDANA
DESIGNED BY
PATRICK KEELER



DEMOS 7" VINYL
UNRELEASED DEMOS OF
“HELP ME STRANGER” (DEMO) BY JACK WHITE
AND “SOMEDAYS” (DEMO) BY BRENDAN BENSON



VAULT EXCLUSIVE
SLIPMAT DESIGNED
BY ROB JONES

Subscriptions now open for Vault 40 through April 30 (12AM CST). Sign up now.

Vinyl colors are visual approximation

Phew! Thats a lot of instructions!

Today, all you are asked to to is to have a think about which book or album you want to tackle.

We have 8 weeks (including easter) to complete this work, so there is plenty of time. You will need to tackle it in stages, so for the next few weeks, think about the book jacket or album cover - the other work will follow.

**Summative
Deadline:**

26th April

