

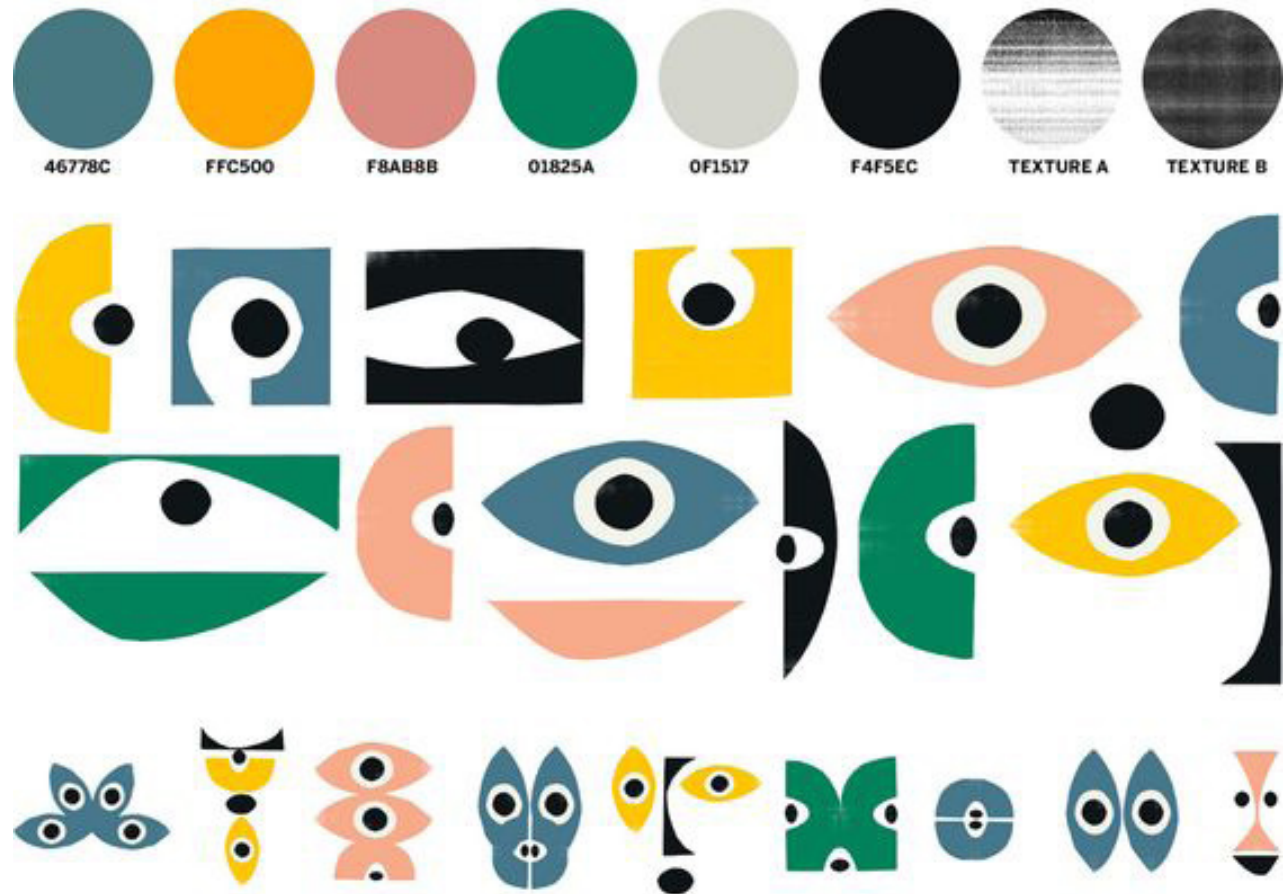
VISUAL IDENTITY BRIEFING

THE BOOK OR ALBUM LAUNCH | VISUAL STUDIES 2

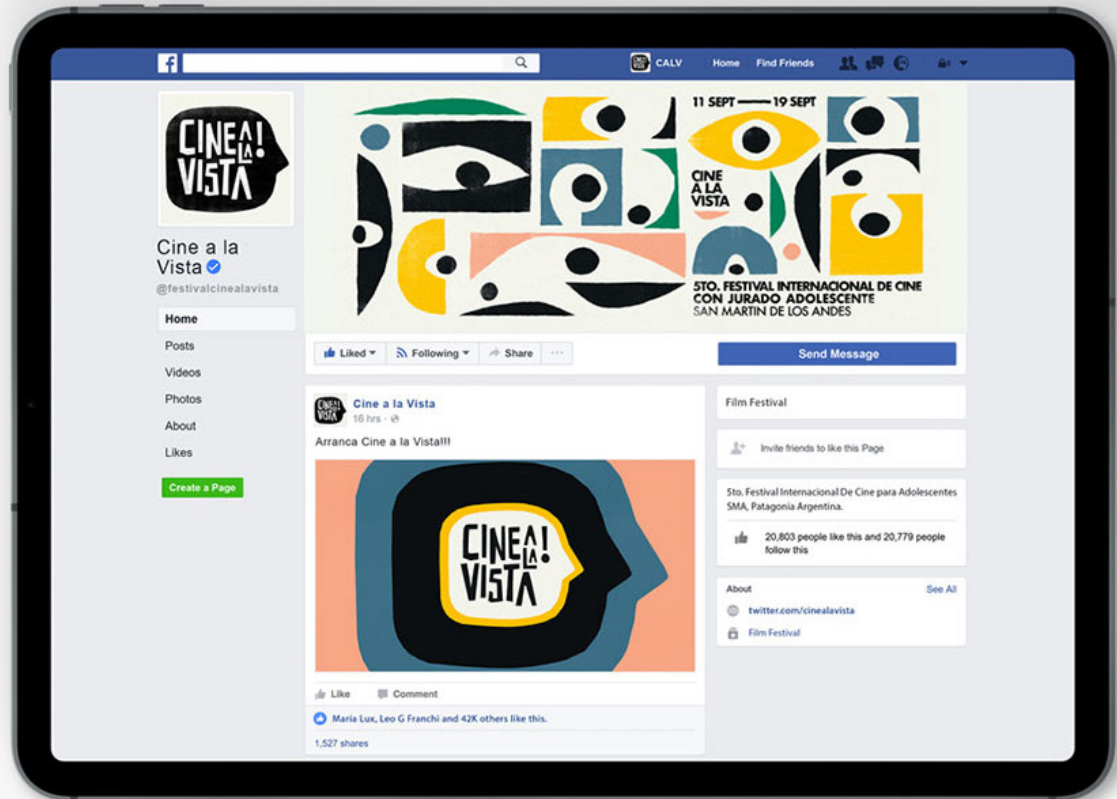
Visual Studies

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.



'Logo' and it's Wider visual identity; Colours, textures, shapes, patterns...



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 2022.



Margaret Atwood's Handmaids Tale

The strong visual identity
carried across the cover
and bookmark



Same visual concept adapted for online and advertising. The identity is strong enough to hold up in some states without stating the book title, or authors name.

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.

Recommended as the starting point, 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 2022
Available In all good
Independent Bookshops

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

Harry Potter Examples - using the House scarves



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.

We will talk more about the audience for this next week.

Social Media Post

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

Rather than it being a direct 'advert' for the book, think about how it can be a more abstract application of the wider visual identity.

EG - The launch date. Applying the style of lettering and colour palette.



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)

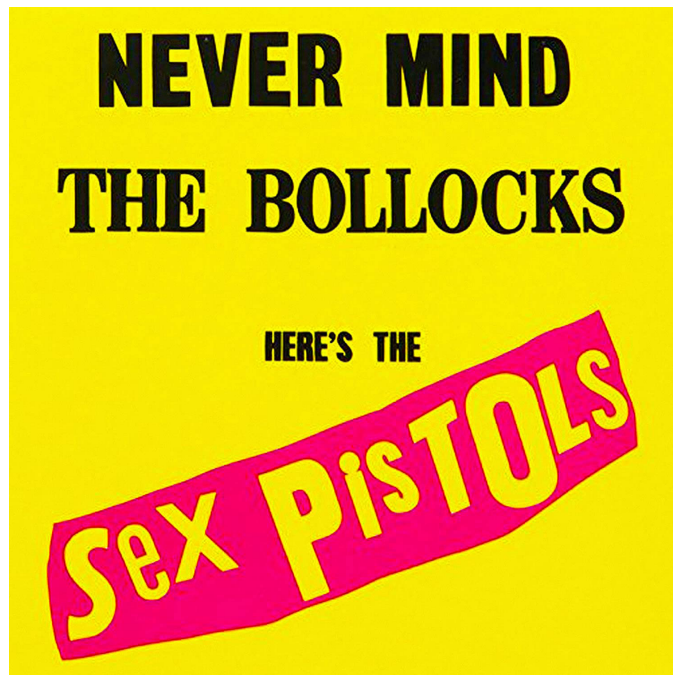
A **poster** holding the details of its launch event (Dimensions: A2)

A **T-shirt Design**

A **social media post** for relaunch day



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



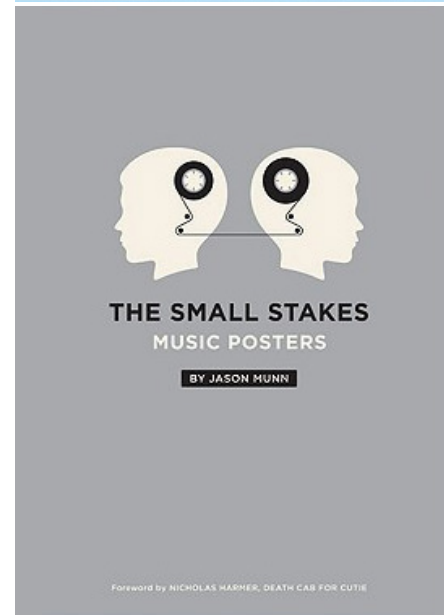
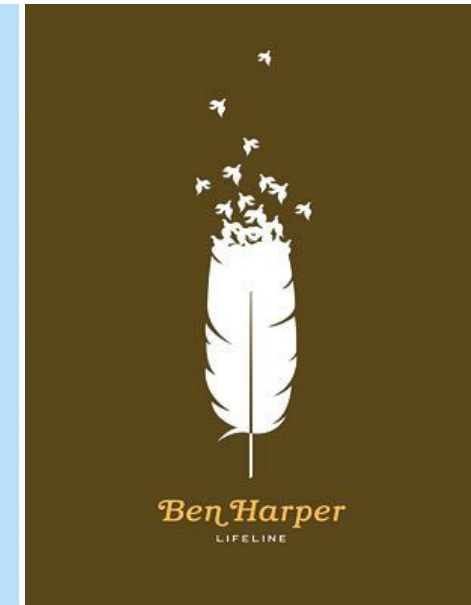
The 12" Album

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

There's huge scope with record sleeves - a 12 inch square is a nice big canvas. Remember to keep this in mind when working on screen. View it at 100% on screen, or print drafts.

The Poster

An A2 poster holding the details of the launch event. Again, we will talk more about the audience for this next week.



The Tshirt

This could hold an image, or typography, taking cue from your visual identity.

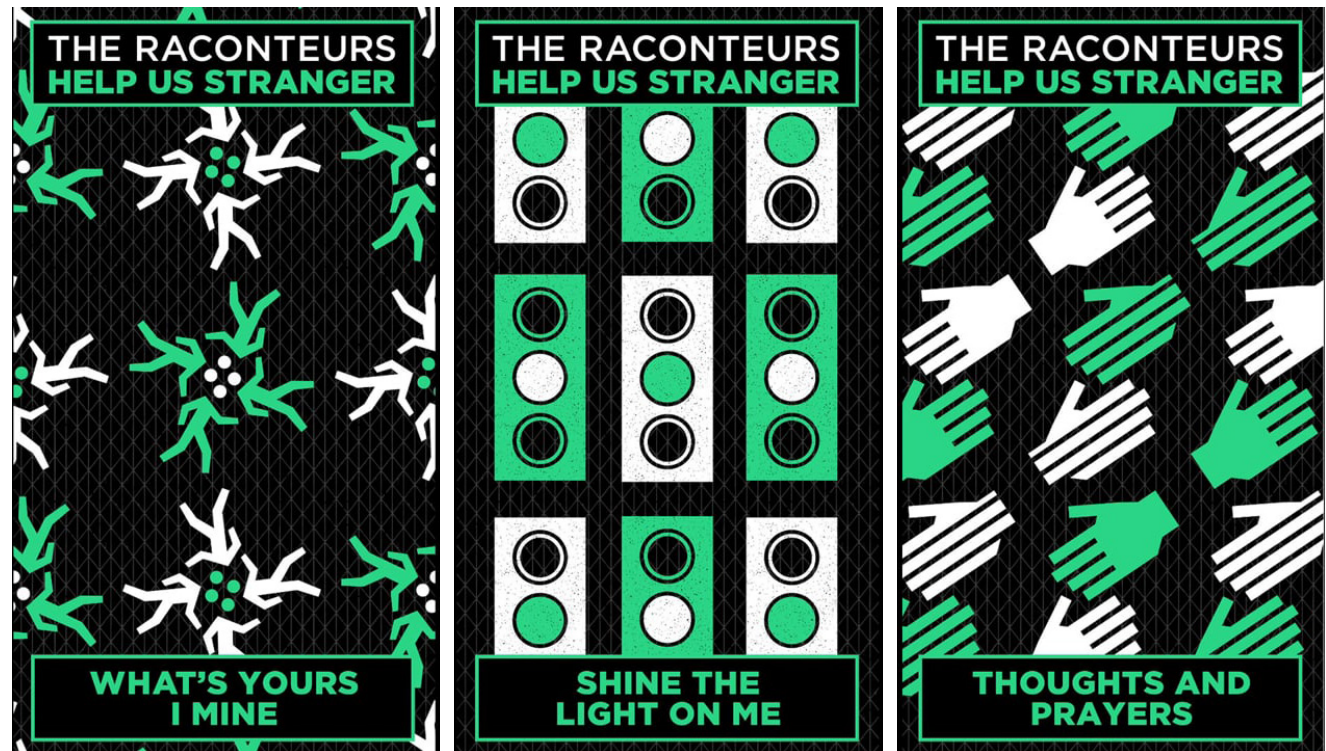
It is not however, simply the same image from the album cover, on a shirt.



Social Media

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

It could be a simple square post, or a design for a 'story'.



Deadline

We have 8 weeks (including easter) to complete this work, so there is a nice chunk 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 'collateral' designs will follow.

Summative Deadline: 29th April

HINTS & TIPS

What makes an identity?

Theme Type Palette Repetition

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

Theme.





Type.

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



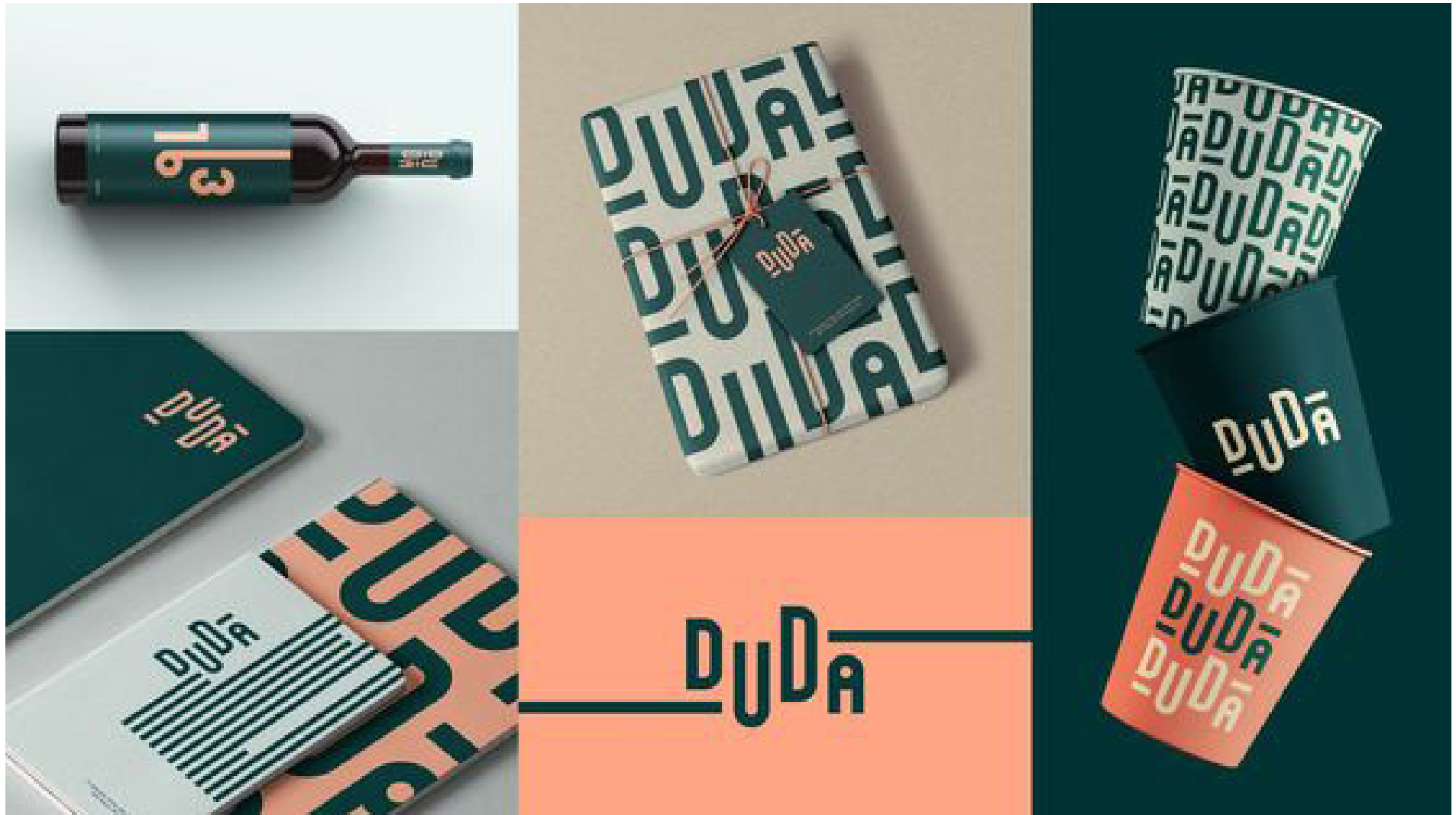
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Palette.



Repetition.

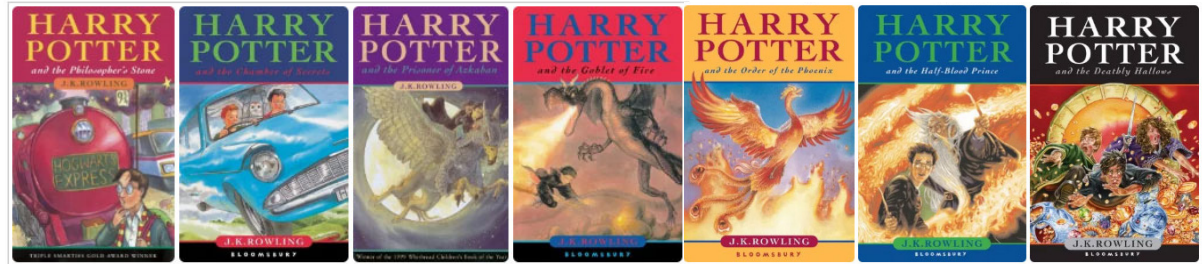


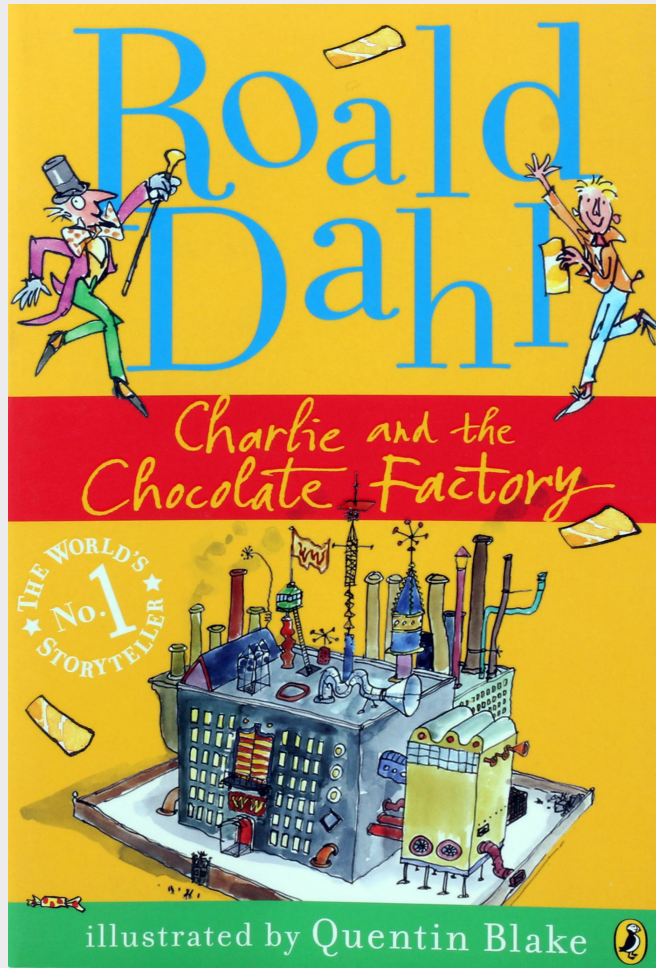
Relaunch

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?





Don't mistake conventions as rules

There are certain conventions when it comes to book covers and album covers in terms of the 'content' they hold.

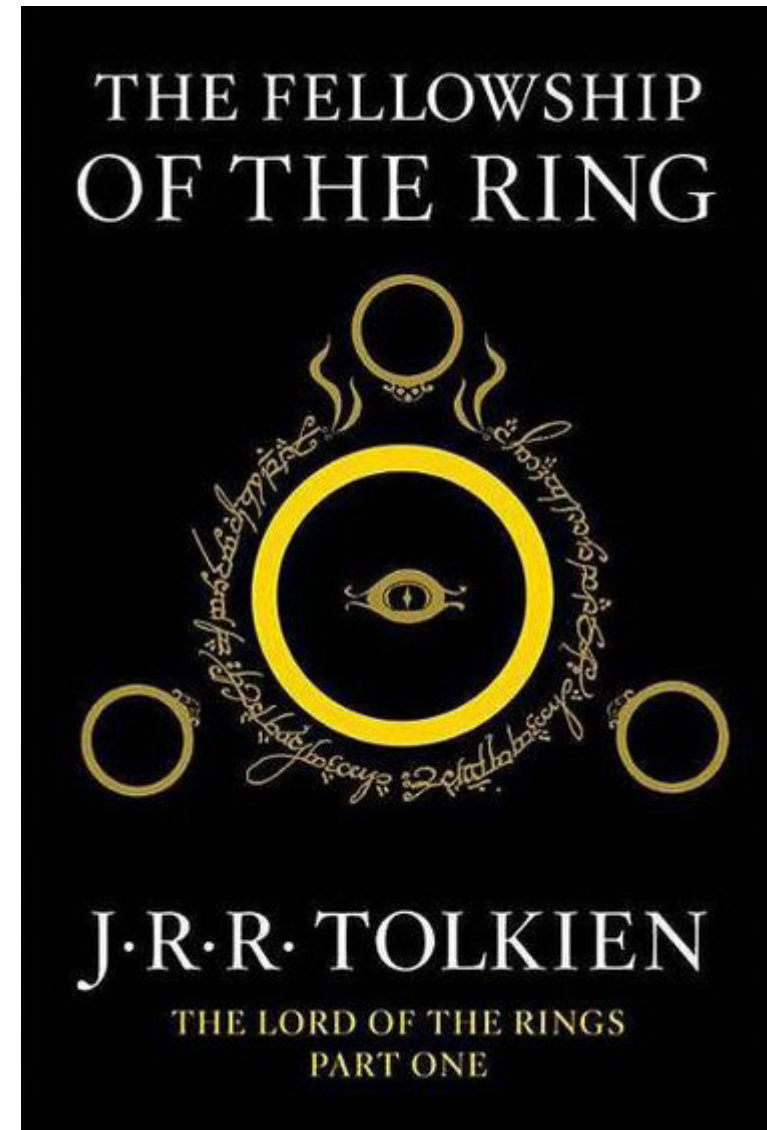
You are not required to follow this. Feel free to challenge what you are seeing.

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

Sub-title

Author

Main Title



Brainstorming

The recommended starting point, whether you choose the book, or the album.

Locations

Characters

Objects

Icons

Quotes

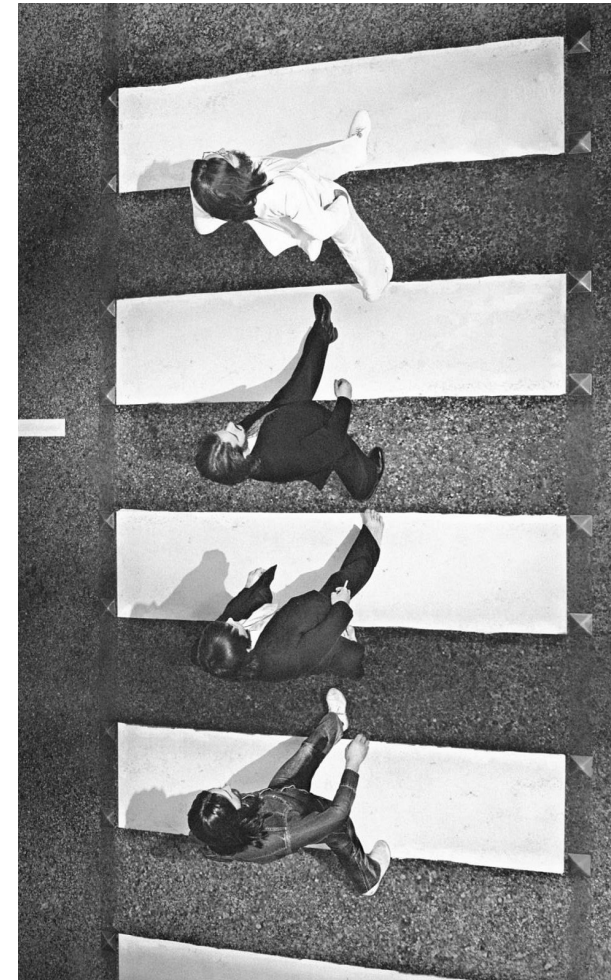
Themes

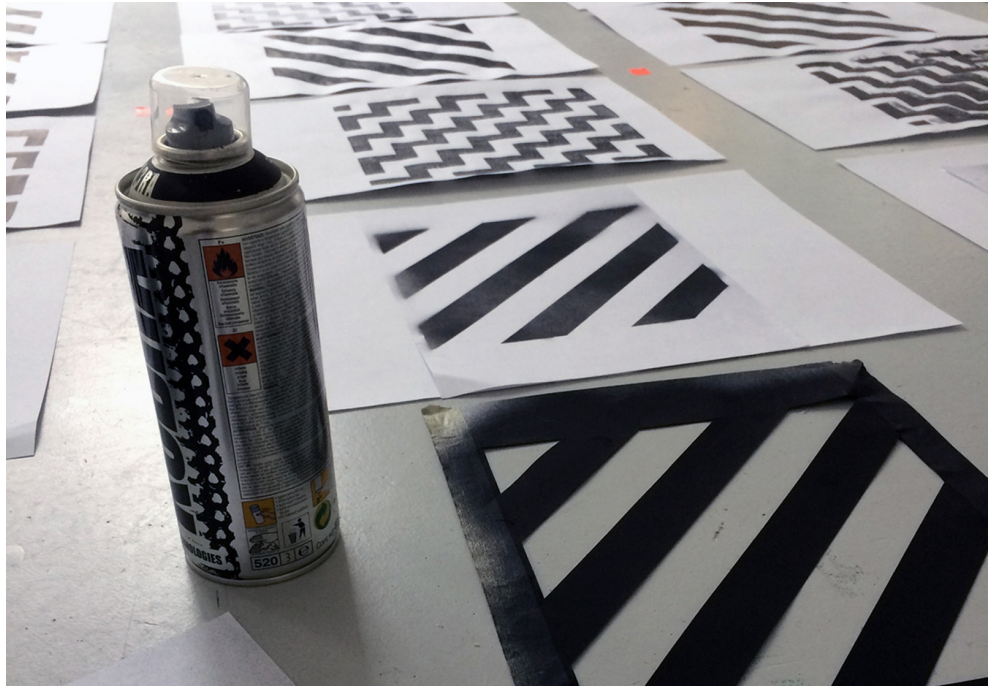
Moods

Moments

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

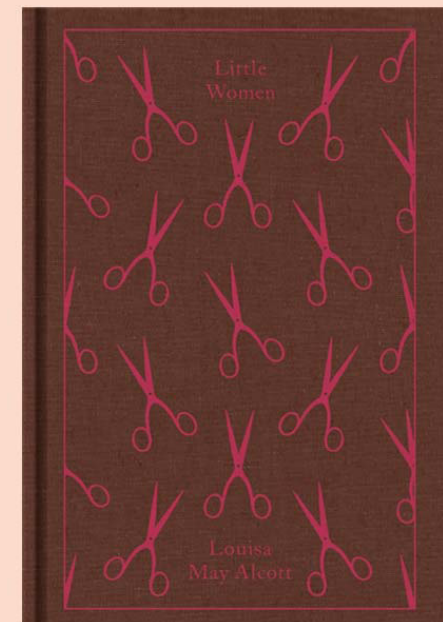
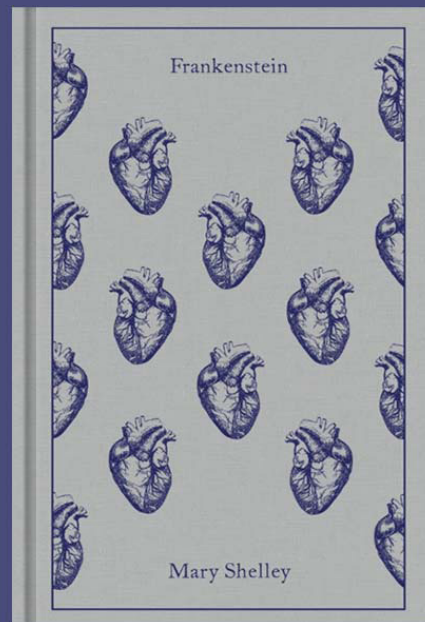
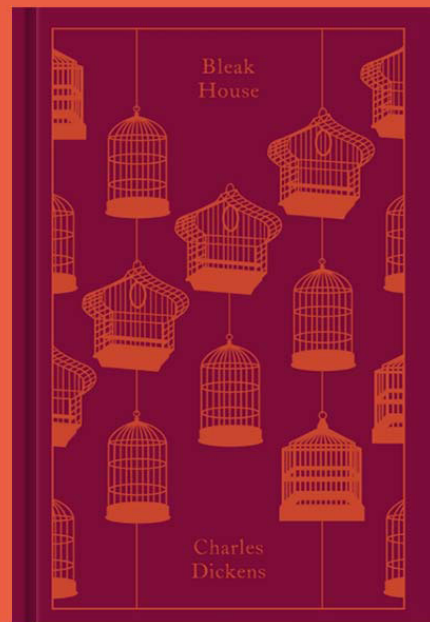
Exploring a location - The Abbey Road Studios Rebrand



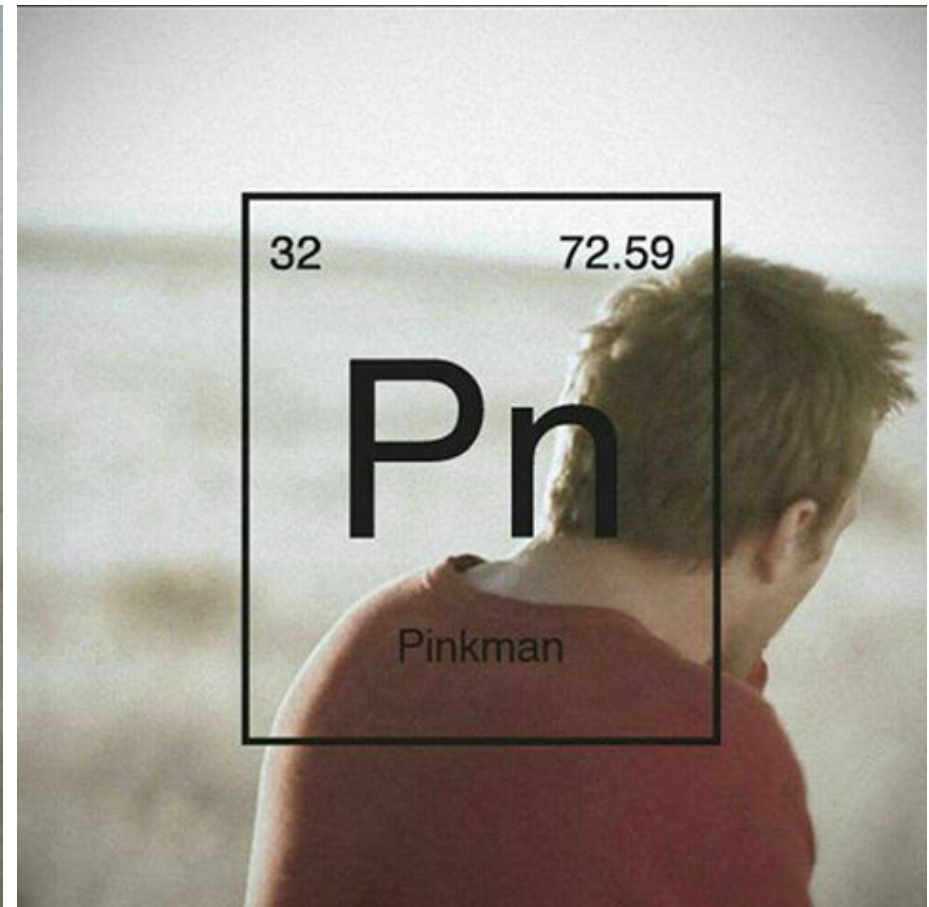
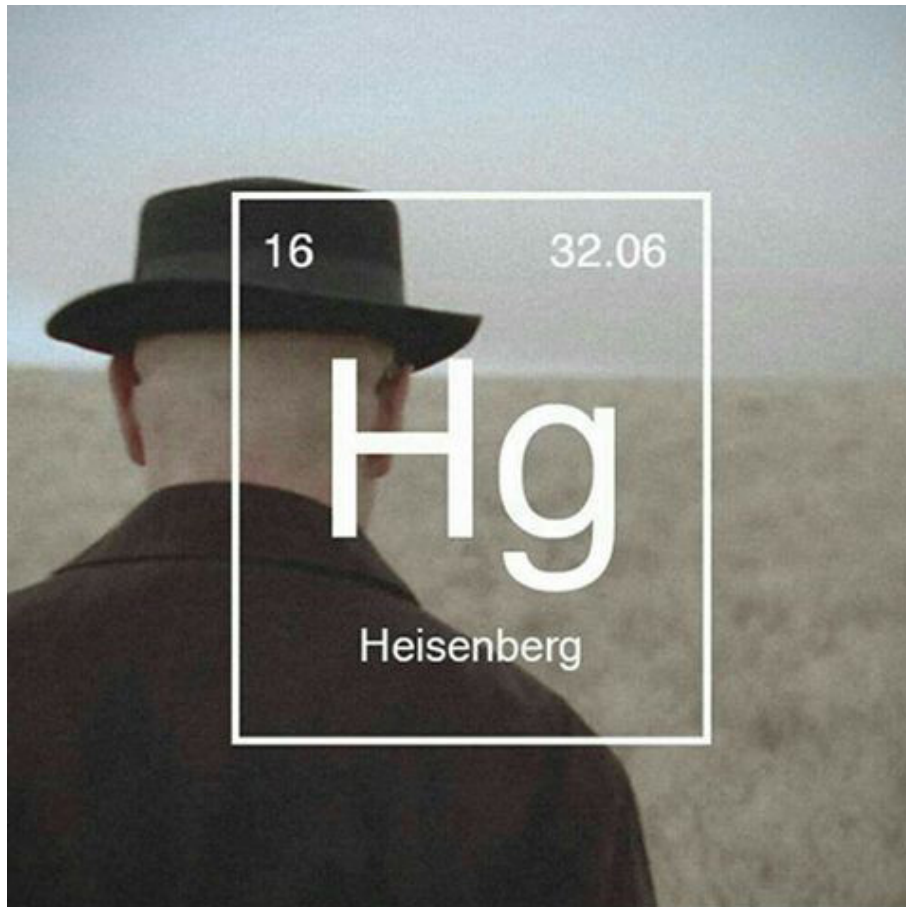


Exploring an Object - Penguin Classics Clothbound Editions

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.

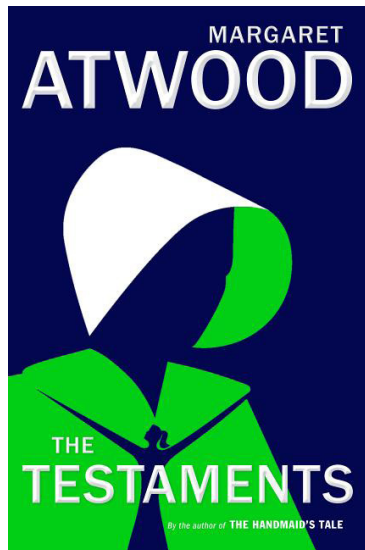


Using an icon

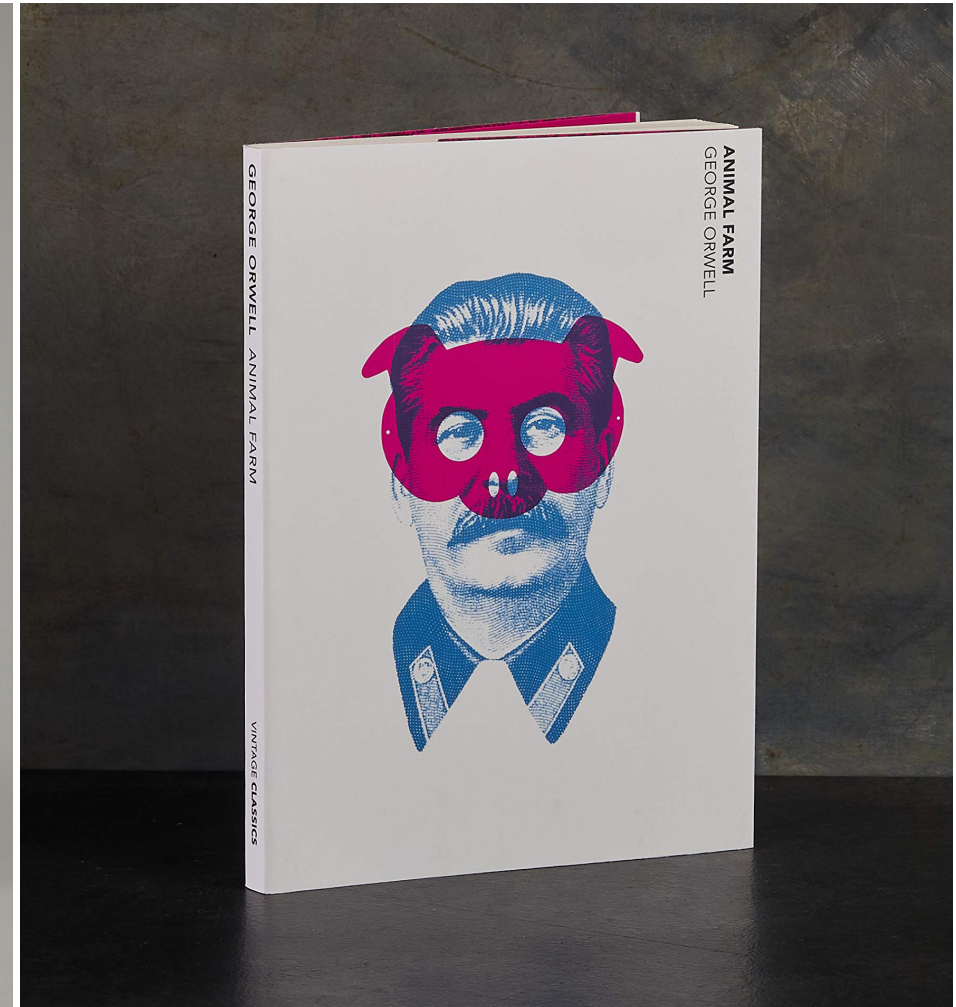


Exploring a Theme

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.

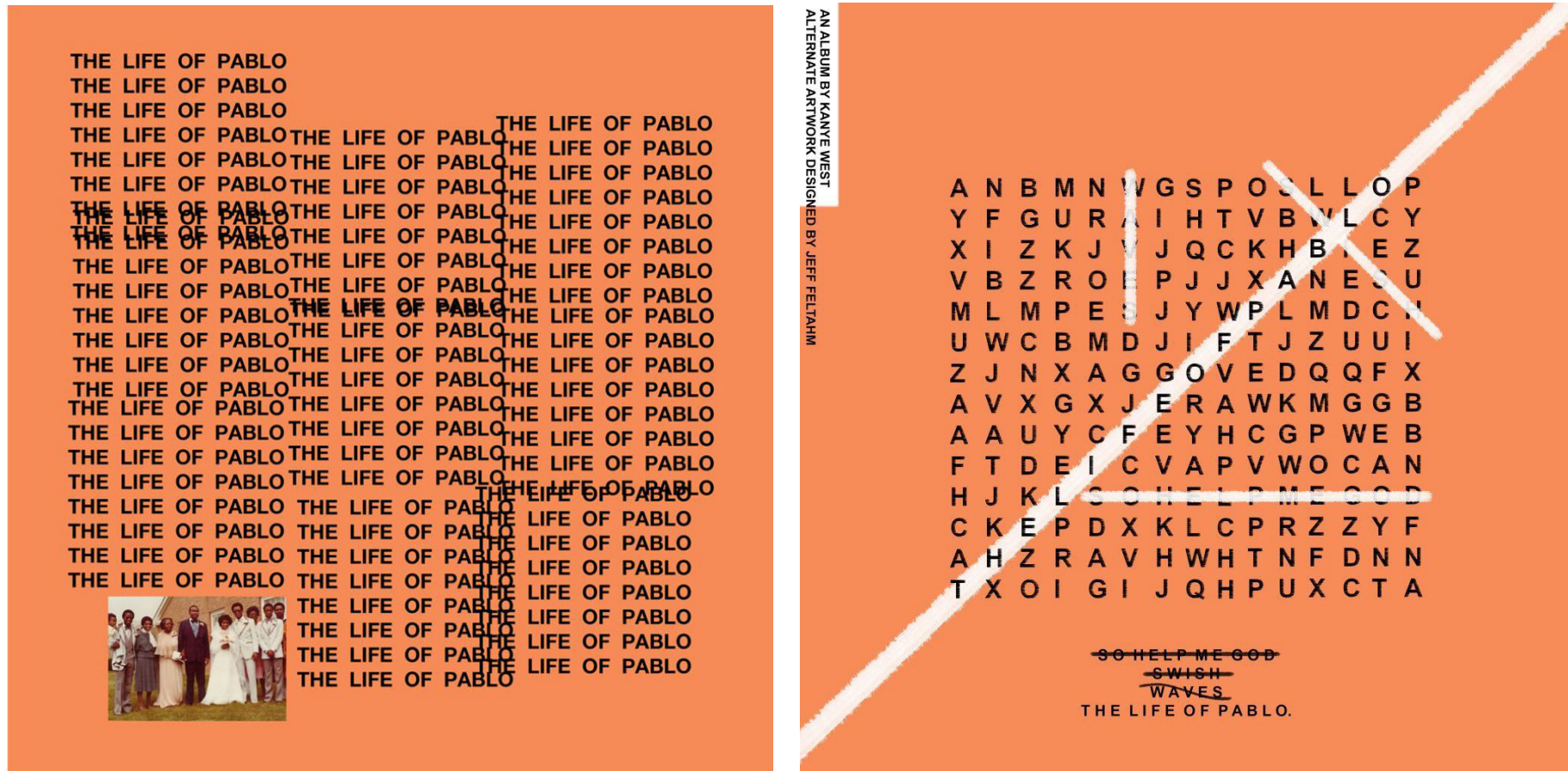


Referencing a moment



Taking A Cue

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



Typographic solutions

This is something that we will be discussing further in our next session.

What can you say, through the type itself?

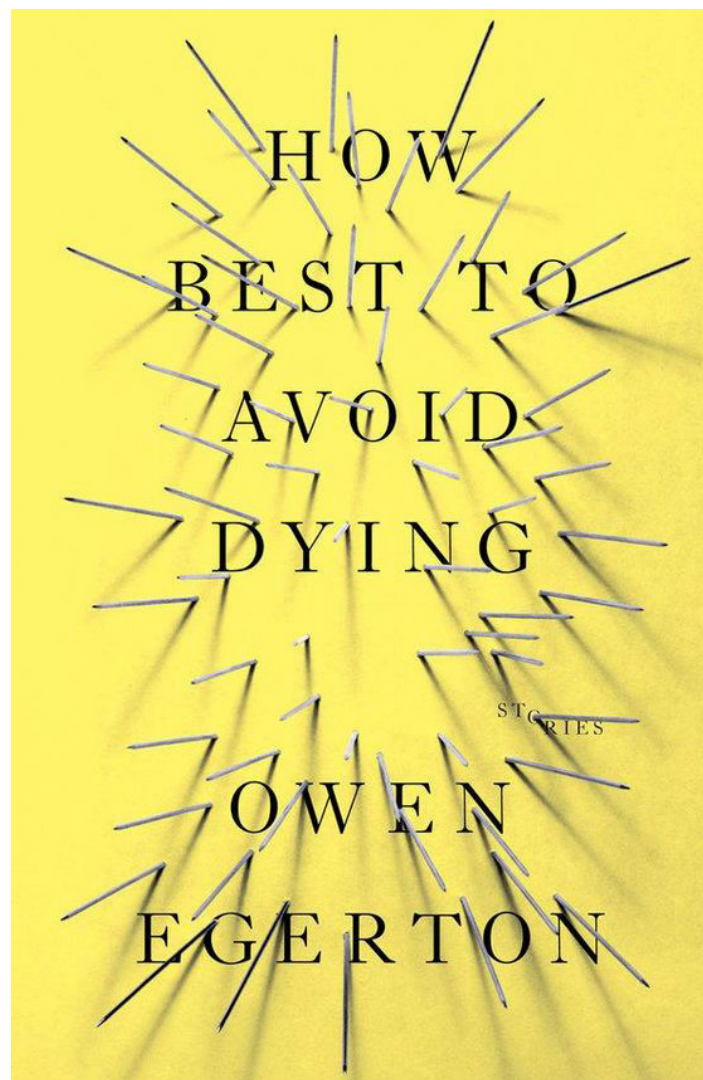
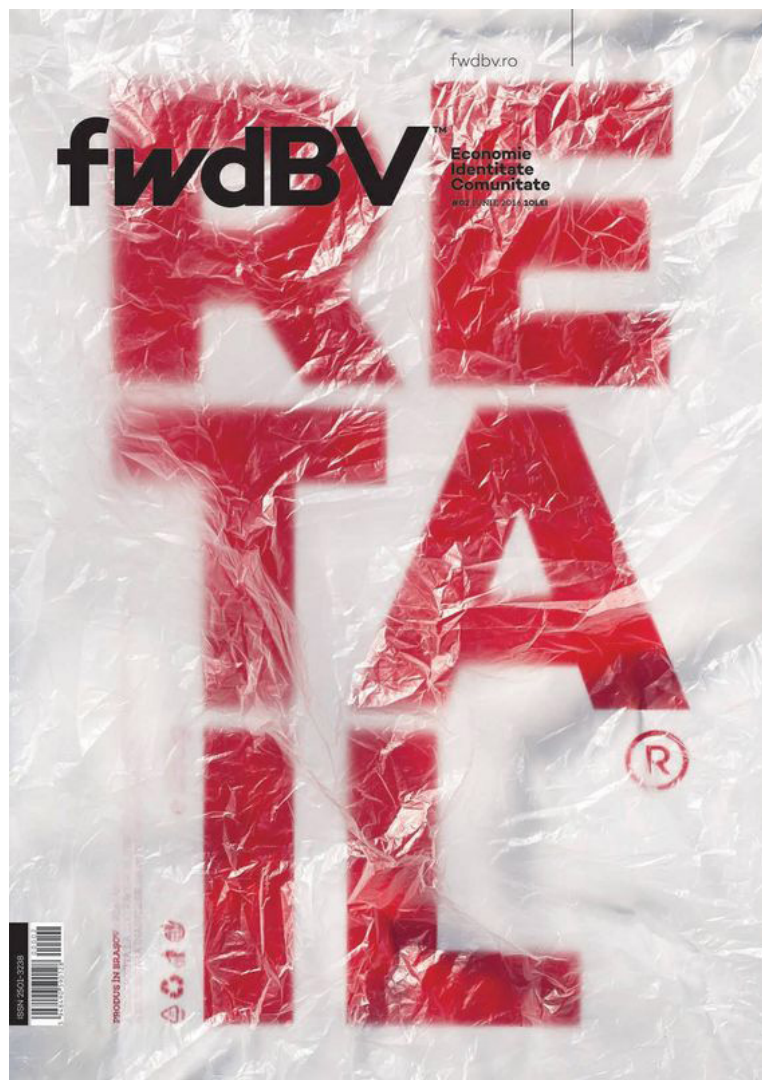


Medium

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.





Things to think about this week.

Whats your Book or Album choice?

If unsure, explore a few options at the brainstorming phase.

Brainstorm

Map out all aspects of your stories or songs.
Have these ready for next week.

Visual Research

Make a start with your research.