Fenix Frias
Design Theory

Project Outline

Introduction

With tools like AI and the adobe suite,design is becoming easier to conceptualize. One thing that you can see getting impacted is recent album covers. You can see a dip in quality due to the use of unexciting graphics.

Background/Review of the Sources

When it comes to the album covers of this generation, I don't get the same feeling from album art in the 70s to 90s. Now this could be because of the nostalgia attached to these albums, but I feel album art has become less of a priority to some artists. Now this is not to say that all new album covers are bad but there are some that are just lazy. One album cover from the 70s that I can really appreciate the quality of is *Boston's* self-titled album designed by paula scher.

Rationale

When it comes to album covers and their impact, I always look back to the iconic *Nirvana* smiley face. The design of that album cover was so sound and successful, that some people were wearing *Nirvana* merch without having any knowledge of the band whatsoever. Album covers can not only bring a lot of publicity but they can also add value to the album itself and can be considered high art. One album cover I can think of off the top of my head that is high art in my eyes is Kanye and Jay-z's *Watch The Throne*. are examining and why you are exploring this topic. Why is it meaningful to you?

Method and Design

I will first be looking for how many mediums of album cover design there are and when it became most popular. Then I will compare different album covers from the same genres and compare and contrast the design principles followed by the

designer. Then I will show the complexities of old album art compared to the new album covers.

References

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