

“Album cover art over the years” script by fenix frias

1: Music is one of the most consumed forms of art.

2: It is one of the world’s biggest universal languages and can bring people together like nothing else.

3: You listen to it in the gym, at parties, in the car, on the way to school.

4: But thats the thing, nowadays you only listen.

5: What about your eyes connecting with the art that music brings to us?

6: Album cover art is just as important as the music.

7: It gives us a feeling of what the music is like and if im being honest is just flat out cool looking sometimes.

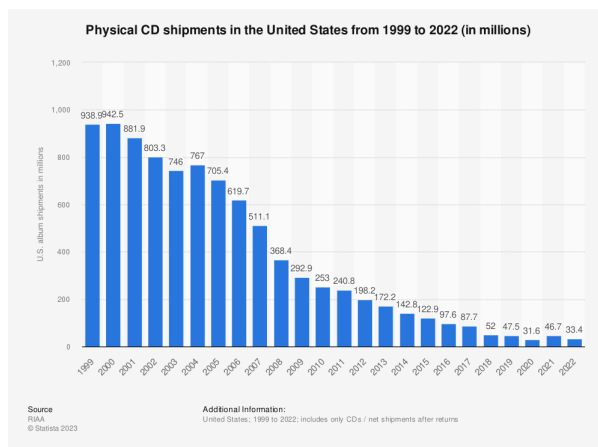
8: but unfortunately as the world of digital media and streaming gets more popular, there is less of a focus on the album art.

9: For example, this (Donda album cover)

10: Now why am I showing you a black square? Well this is an album cover.

11: Kanye West's album “Donda” was an album with many different flavors and a celebration of his late mother.

12: But even with how good the music may be with an album, the lack of album cover was disappointing.



13: Especially considering the fact that his track record of album covers has been so great with “The College Dropout”, “Late Registration”, and “Graduation”

14: But unfortunately kanye isn't the first nor the last artist to have let album cover art die in their discography.

15: Now this also doesn't mean that there aren't some very well thought of and conceptual album art out there, there's just less of a focus on it

16: But how come no one cares about album covers anymore? Well it's honestly pretty simple, no ones buying them.

17: Everything is digital nowadays. There are over half a billion music streaming service subscribers in the world.

18: Services like spotify, apple music, tidal, amazon music, and many others have made listening to music so easy and cost effective



19: When I think about great conceptual album art, I think of Paula scher's “Boston” Self-titled album cover.

20: Lets see what she has to say about it, in her episode of Netflix's series “Abstract”. (Play clip)

21: Yea it is pretty stupid but there is a concept behind it that speaks to the music.

22: People loved this album cover and did very well in sales in the first month.

23: There are a lot album covers that are not as conceptually sound but the process behind the making if the cover is very impactful.

24: Lets look at Travis Scott's "Rodeo".

25: The album cover features an action figure of his likeness, created by Dan Chung.

26: They made a stop motion set to capture images for the cover but also made a music video for his song on the album "90210"

27: (Play small portion of 90210 music video)

28: This is something that is lost in music and I hope to not see this die.

29: I hope to see more artist incorporate more concepts in their album art and see that it is very important.

30: I hope this art form doesn't die out.