

Design Process

Album Cover:

The design is based around the idea of showing both sci-fi and natural theming around the subject and even display the group to show who creating the track. I've used a bit of rule-of-thirds when placing down the bush and the bluebell flowers. Using the feather tool from the effects toolbar helped with making the edges of the images smoother, having them blend with the image behind them more seamless. I've made the members of the group more transparent, allowing for more aspects of the design still being visible.

Poster:

I've used the design of the album cover and enlarged it to show more of a cinematic theming around the sci-fi/nature feel to the design. The enlarged design can also highlight more of the design in more detail not being able to be seen in a smaller design.

Postcard:

I've used a more simplistic design to help with mass production to advertise for the track. I've tried to maintain the theme around using both the music video and the lyrics' theme. I've done this through referencing a scene from the video, while making the color scheme more blueish tone. I've also using radial blur to show motion and intensity of the spaceships within the chase.