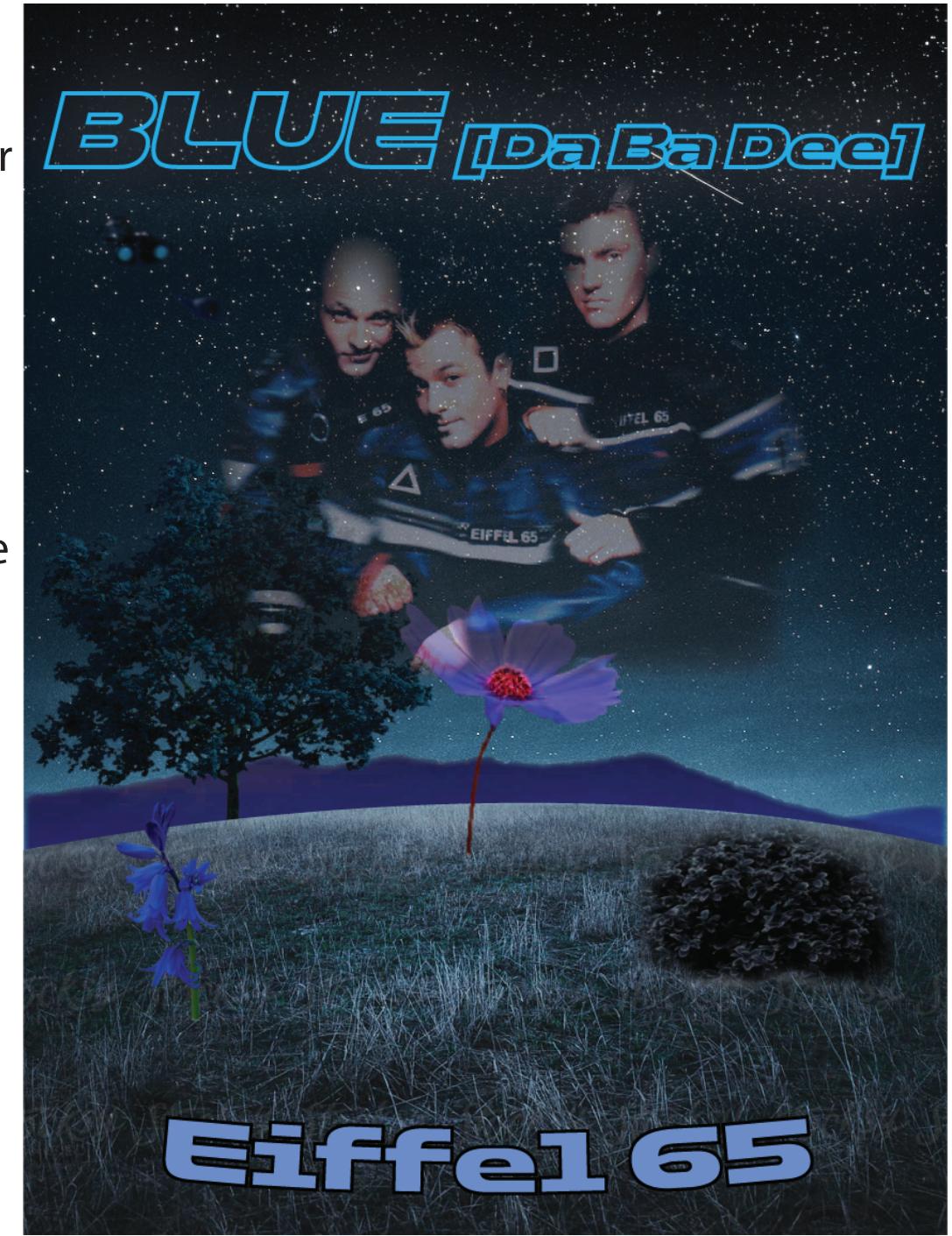




Donovan Lee
Final Project

Summary:

In my final project, I've decided to create some designs of postcard, album cover, and poster for the Italian Eurodance group, Eiffel 65. The designs are based around a combination of both lyrics of their famous/infamous songs "Blue [Da Ba Dee]" and the music video for the song. I've changed the color scheme to mostly base it off of the color with the same name, blue. I've also added a form of sci-fi and nature theming around the designs to help display the eurodance rhythm of the song and added a glow to the title of the track to add more of the sci-fi tone of the designs. I've made a sort-of modernized, yet tried to make it seem plausible as a late 90s or early 2000s cover art, to reference how the popularity of the song was started around that time frame. The font, Shader (XBold/Black Version) , to help replicate the visuals of many neon signs found around large cities.



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.

Design Process: Color Scheme

The color scheme of the album cover, poster, and postcard are mostly around red, green, cyan, blue, black and white. This color scheme is based around the theme of the song as the point of view is viewing the world in a blue monochrome



Final Project: #00AEEF

C=100%
M=0%
Y=0%
K=0%



Final Project: #2E3192

C=100%
M=100%
Y=0%
K=0%



Final Project: #262760

C=100%
M=98%
Y=31%
K=23%



Final Project: #293693

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Y=0%
K=1%



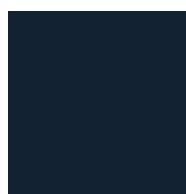
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Final Project: #0E1D2E

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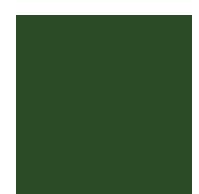
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K=62%



Final Project: #3A4A57

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Y=48%
K=33%



Final Project: #2B4B23

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Final Project: #3A81C3

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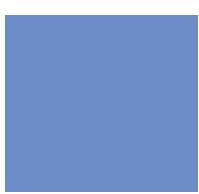
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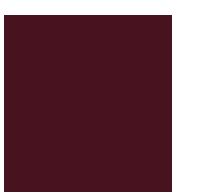
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M=71%
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K=0%



Final Project: #6D8DC8

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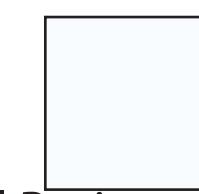
Final Project: #4B101F

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K=64%



Final Project: #441717

C=44%
M=84%
Y=74%
K=69%



Final Project: #F7FCFE

C=2%
M=0%
Y=0%
K=0%



Final Project: #231F20

C=0%
M=0%
Y=0%
K=100%

Design Process: Font

I've used the two versions of the Shader Font:

Shader (Extra Bold (XBold))

Shader (Black)

Shader (XBold)

A B C D E F G H I J

K L M N O P Q R S T

U V W X Y Z

a b c d e f g h i j k l m n

o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Shader (Black)

A B C D E F G H I J K

L M N O P Q R S T U

V W X Y Z

a b c d e f g h i j k l

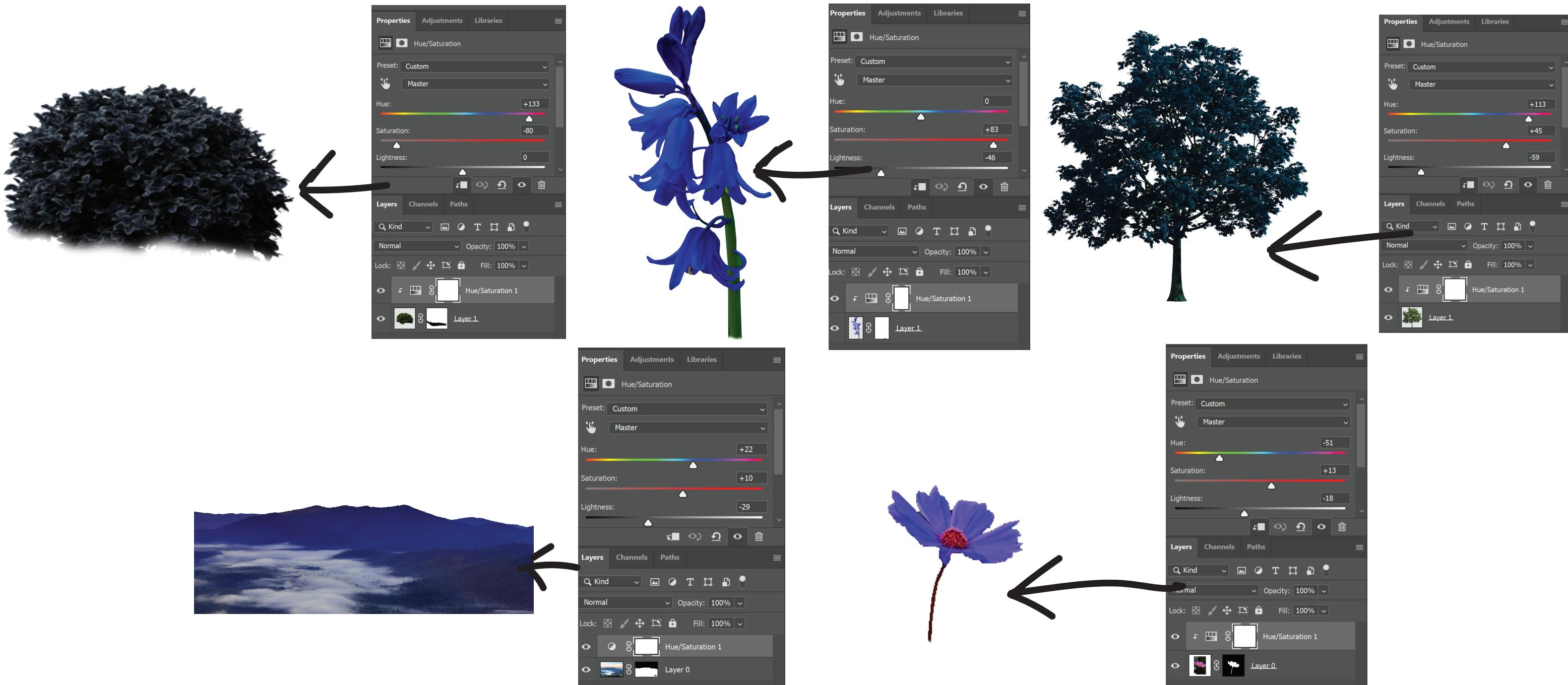
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w x y z

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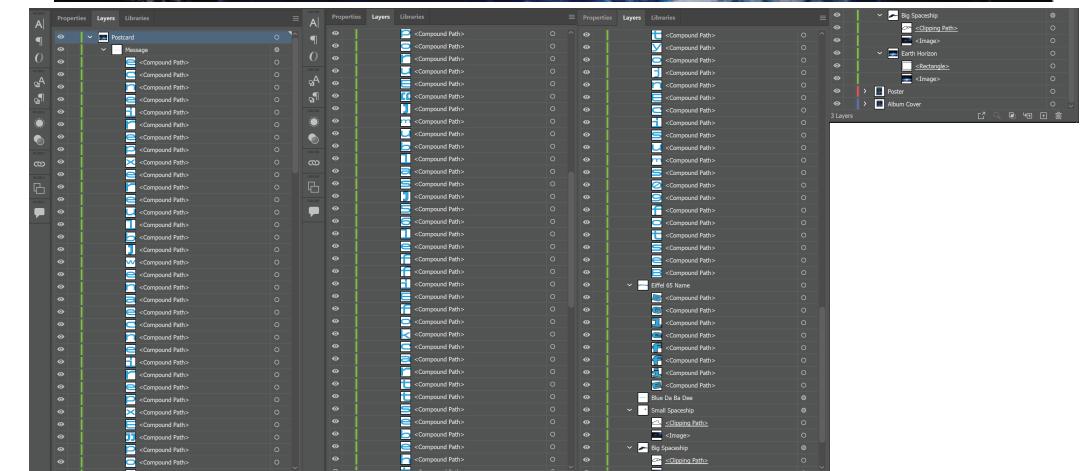
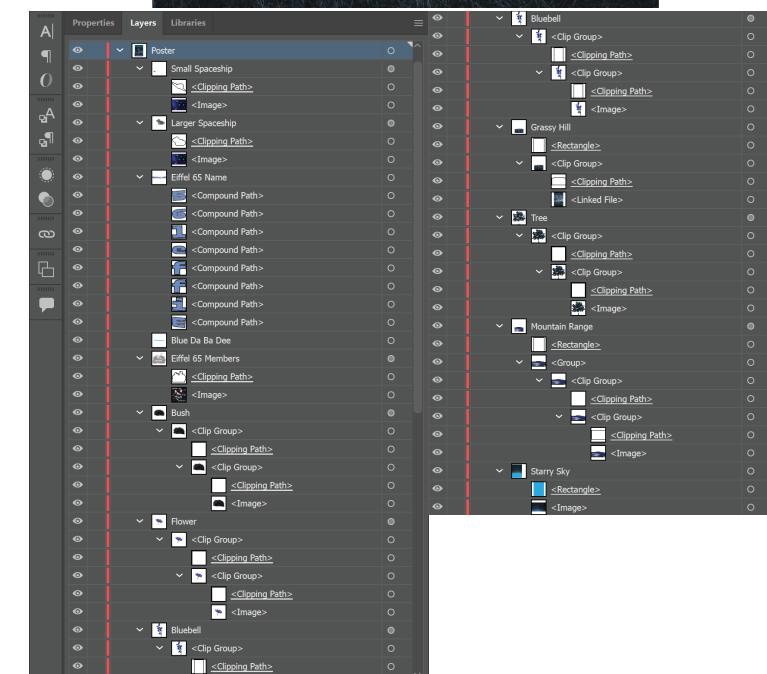
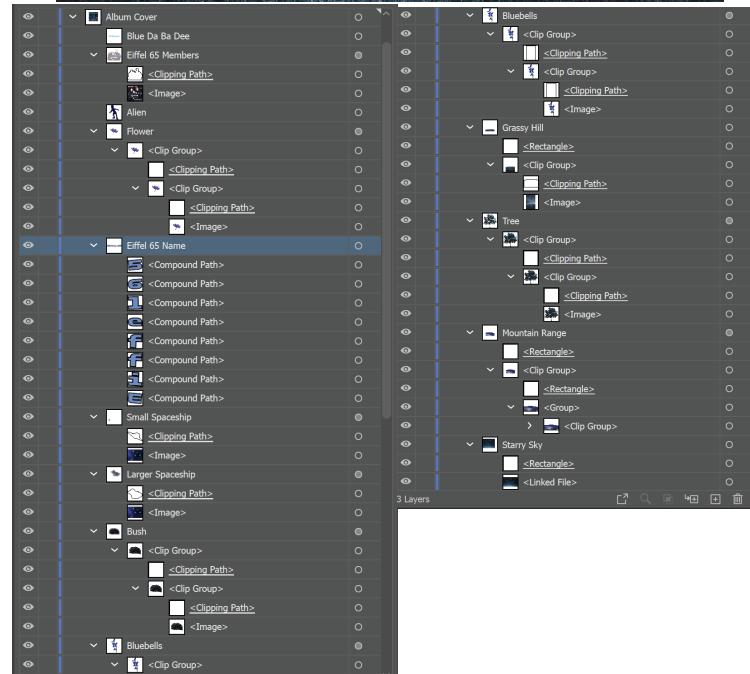
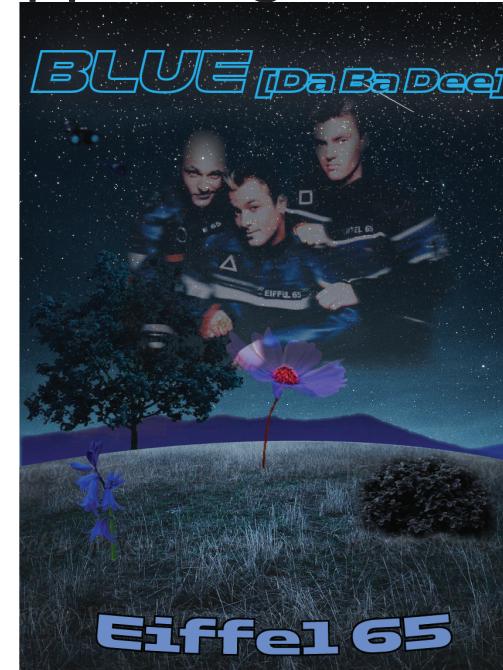
Design Process: Photoshop Panels

Despite the majority of the design are in Adobe Illustrator, some of the images used in Adobe Photoshop to help with adding more details to help some small amount of touch-up to improve the design.



Design Process: Illustrator Panels

The artboards (album cover, poster, and postcard) are made within Adobe Illustrator. To help with having many of the images to fit in each artboard, I would create a rectangle with the same proportions of the artboard and use them to create clipping masks to allow the background to fit. I also used the pen tool to help with clipping out the background of other images. For the title, I created a parallelogram and used the “Mesh with Top Object” to distort it with a slant, appearing like if it was italicized.



Why Eiffel 65 and “Blue [Da Ba Dee]”?

Eiffel 65 is an Italian Eurodance and Pop Group that formed in 1997. They were once split in 2005, but reformed in 2010. The music genres that specialize in Eurodance, Italo dance, Europop, electronic, italo house, and trip hop. Their first album is “Europop”, released in 1999. Within the album is a track famous/infamous in social media: “Blue [Da Ba Dee]”, often dubbed as “I’m Blue”.

I’ve chosen this specific track as it was a childhood song I used to listen to and me revisiting the other tracks Eiffel 65 made feel that I could be able to create an album cover for their most famous track. There’s even recent iterations of this song, such as David Guetta’s “I’m Good [Blue]” and T-Pain’s Version of “I’m Blue”.