

JONI MITCHELL HEJIRA

# Good Design

## Joni Mitchell Hejira



### Typeface

The intentionally minimized font prioritizes Joni's image over name recognition, directing the viewer's focus to the graphic. The sleek serif font acts to convey a formal message to the viewer.

### Alignment

The road traveling through her body establishes a visual hierarchy that positions her as the album's focal point. The alignment of her hands further defines her silhouette, contrasting it with the negative space of the background.

### Contrast

The cover relies on strong black versus white contrasts, from the snow-covered trees to the barren desert road, to Joni's black outfit against a plain white background. These visual oppositions reinforce the album's central theme of leaving with dignity.

HEJIRA

