

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.

HEJIRA



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.

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.