



Figure 1. Castle in Christmas Ball.



Figure 2. Crystal Fields.



Figure 3. Christmas Night In The City

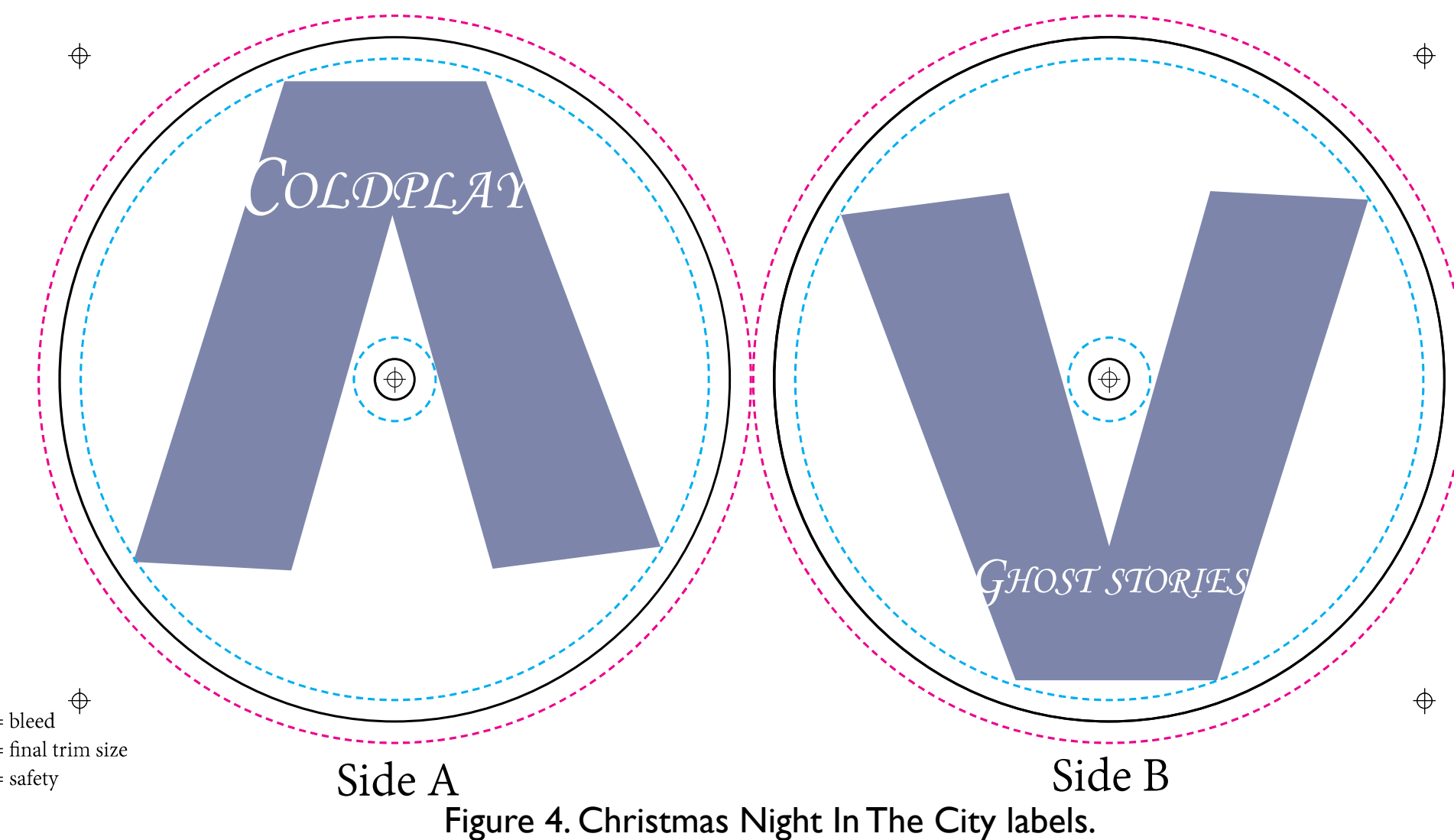


Figure 4. Christmas Night In The City labels.

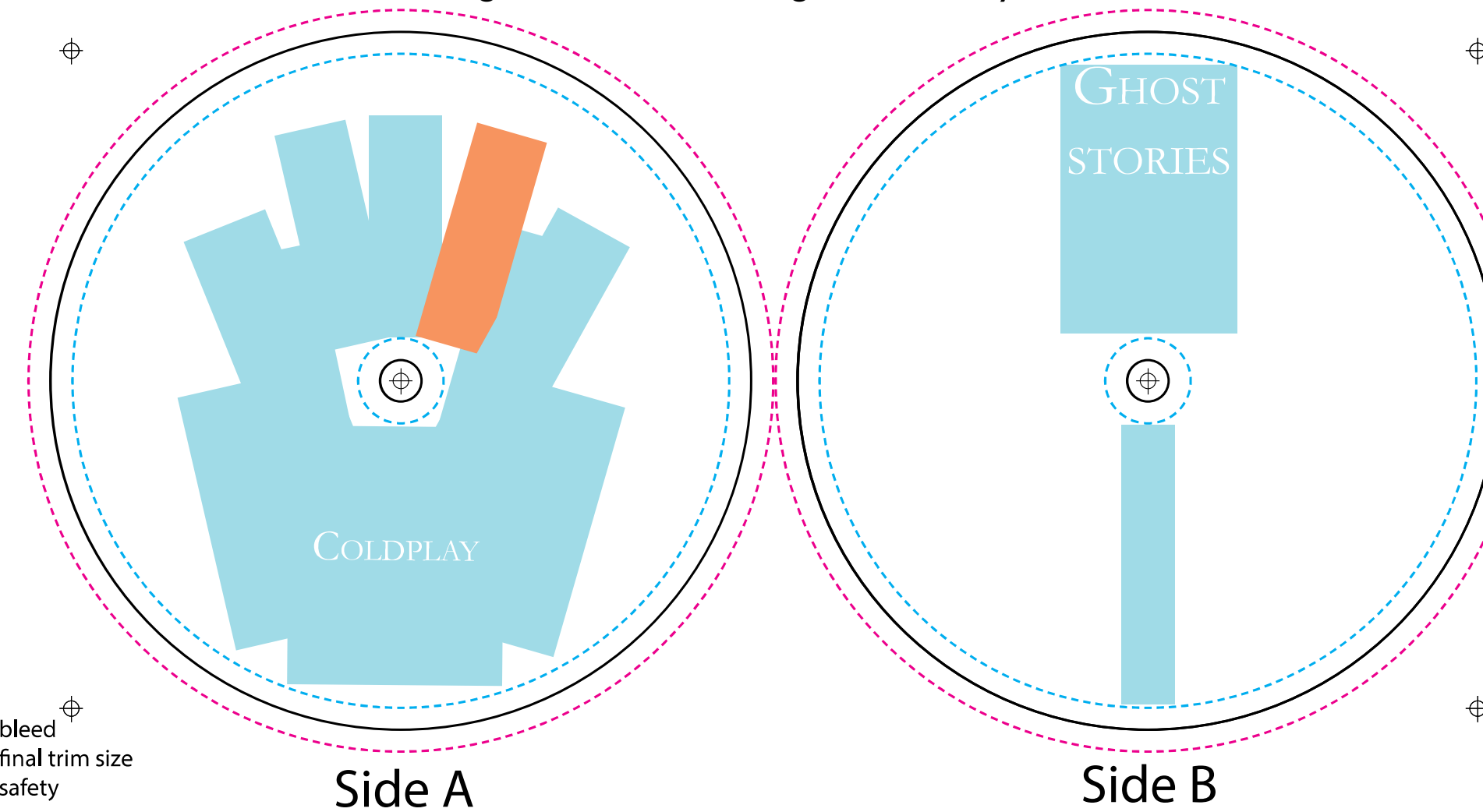


Figure 5. Crystal Fields labels.

Process for Brief #3

Learning to  
redesign a sleeve  
and label  
for an album.

Coldplay:  
Ghost Stories

*This page shows the prototypes of the brief.*

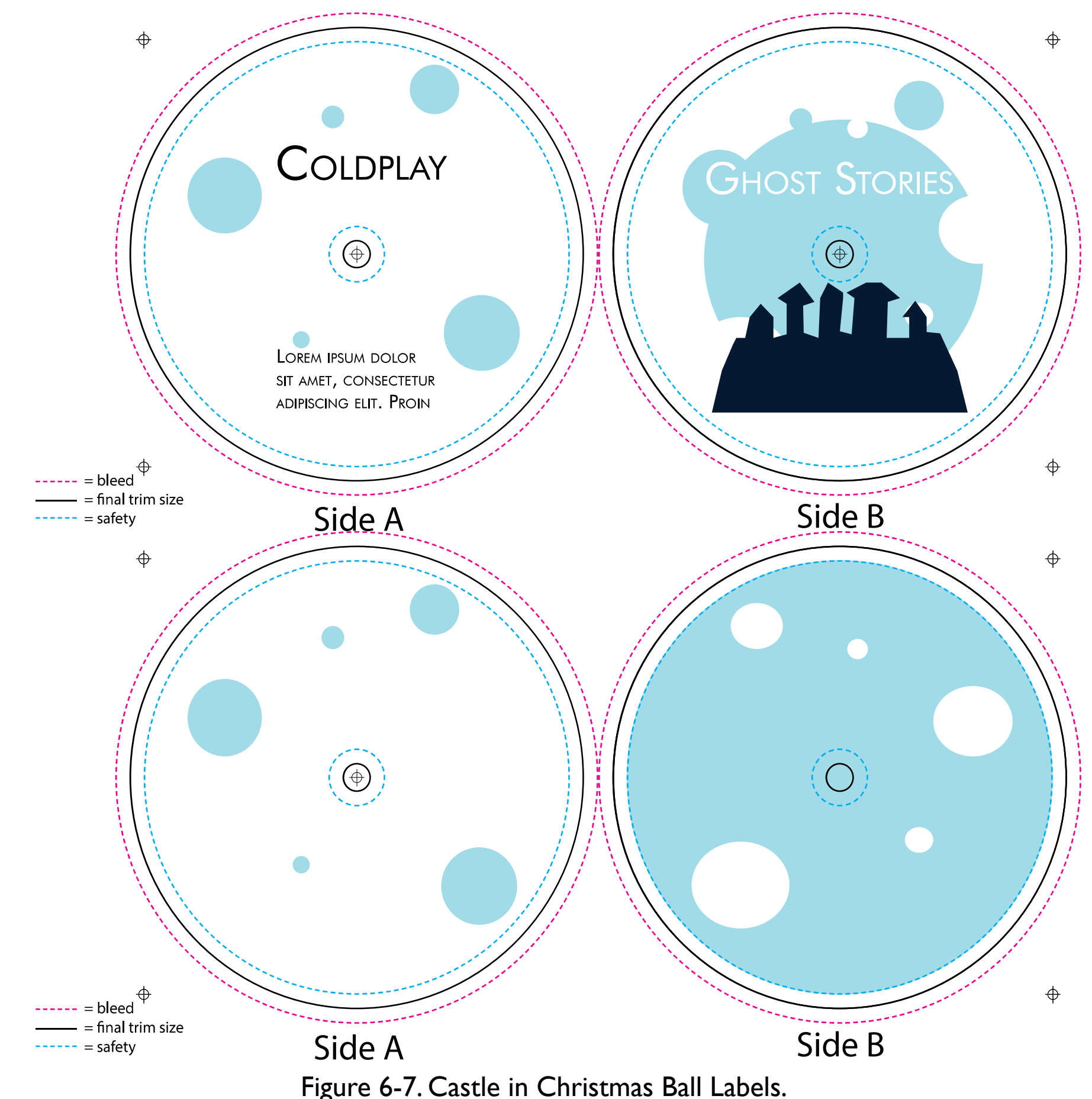


Figure 6-7. Castle in Christmas Ball Labels.







# Intentions and ideas

## Visual Essay

To me, ***Coldplay: Ghost Stories*** evokes a sense of human universality and joy. Good vibes. This is interesting as the album was released in the context of the frontman's famous breakup. It either shows a certain positivity and optimism (or some kind of media opportunism) when you think about it.

Like many other Coldplay titles, the songs in this album tend towards the electronic side but words like alternative rock and soul music can describe them well too.

## Intentions

My first intention was to match the visual images I got in my head when I listened to ***"A Sky Full Of Stars"*** with the vibes I got from it.

So I thought about Christmas – a time and place that often evokes feelings of universality and joy. Maybe it didn't help that we started working on this brief around late November. So again there is a sense of happiness in the songs of this album. I pictured something snowy, blue, and peaceful Christmas towns. Christmas lights and mountains also cropped up. My intention was to represent these Christmas lights as primitives that would embody the color palette attached to my emotions: **red, blue, orange.**

## Ideas

When I listen to this album, I think about a symphony that expands ad infinitum into the sky. I wanted to communicate this sense of expansiveness and the joy in the album's musical chords.

In my first prototype, I envisioned castles in the sky. The castles became buildings. Then I thought of clouds. At this point I felt I needed to go back to the moodboard and see what mood I had captured initially. The frostiness of winter, the Christmas lights, and the icy beauty of mountains and fresh air came to the front as important elements. The idea of purity came as well. Subjectively of course, the album represented some kind of ideal purity in terms of the vibes I got from it. It probably did because of childhood nostalgia of listening to this album. In the end, this idea of purity translated into crystals--big chunks of jagged shards blue-ish in color.

A lot of prototypes emerged. The three strongest iterations were selected in terms of how closely they stood against the concepts of **"joy", "universality", "happiness", and "expansiveness"**. Between these four concepts, "purity" was dropped and I selected the one that was closest to all these and the moodboard and color palette associated with my emotions as I listened to the album: The mountainous, rocky night town with Christmas lights and modern buildings. For that iteration, I had included clothes on a line, which I linked to this (...)

(...) sense of “**familial gregariousness**”, “**playfulness**”, “**intimacy/closeness**” that led to the concept of “**happiness**”. Plain clothes also related to the title of the album, Ghost Stories in a strange way, by way of people wearing clothes but the clothes being merely ghosts by themselves (and the fabric) without their proprietary human wearer.

# References

Reference images on the moodboard and inspirations:  
Banff City, Avenue, Alberta:  
[https://www.tripadvisor.co.za/LocationPhotoDirectLink-g154911-i178996293-Banff\\_Banff\\_National\\_Park\\_Alberta.html](https://www.tripadvisor.co.za/LocationPhotoDirectLink-g154911-i178996293-Banff_Banff_National_Park_Alberta.html)

Banff, Alberta:  
<https://www.mustdocanada.com/places-to-experience-christmas-in-canada/>

Heavens beneath:  
<https://www.deviantart.com/yuumei/art/The-Heavens-Beneath-with-video-tutorial-link-577402513>

Frost trees:  
<https://dissolve.com/stock-photo/Nighttime-View-Christmas-Tree-Blue-Light-Decorations-rights-managed-image/102-D1233-8-361>

Leaven-worth town:  
<https://parade.com/722917/parade/5-u-s-towns-that-are-crazy-for-christmas/>

Small town:  
<https://travel.usnews.com/gallery/9-small-towns-that-go-all-out-for-christmas>

Snowy Town Square:  
<https://www.pinterest.ca/pin/161425967867487756/?lp=true>

Model against Christmas lights:  
<https://wallhere.com/en/wallpaper/507174>

Philadelphia Village:  
<https://www.visitphilly.com/things-to-do/attractions/christmas-village-in-philadelphia/>

Christmas lights:  
<https://www.libertyridgeva.com/2018/12/busch-gardens-christmas-town-event-schedule/>

Dublin city at Christmas:  
<https://www.fitzwilliamhoteldublin.com/christmas/>

Snowy city:  
<http://freeios8.com/mt37-christmas-blue-night-winter-city/>

Blue string lights:  
[https://www.123rf.com/photo\\_125024283\\_blue-string-lights-wood-background-lightbulbs-bokeh-merry-christmas-street-lighting-in-street-party-.html](https://www.123rf.com/photo_125024283_blue-string-lights-wood-background-lightbulbs-bokeh-merry-christmas-street-lighting-in-street-party-.html)

Vilnius Lithuania:  
<https://www.afar.com/magazine/9-perfectly-christmassy-european-cities-without-the-crowds>





Figure 9-15. Analogue Sketches + Color Studies

## Analogue Sketches + Color Studies





Figure 15. Analogue Sketches + Color Studies

## Analogue Sketches + Color Studies





Figure 16. Christmas Night In The City Without Clippers

An early version didn't have clippers on the clothes hanging. The professor remarked that and I corrected it in the ensuing days (it did not take actual days). I also had an issue with the template lines being moved (the red lines). I had moved the anchor lines of the template layer by accident. Following the critique I also removed the code bar on the back sleeve because I thought it would look professional or good compared to the actual album I had in my possession, but it didn't look professional or good so I removed it in the end. I also changed the contrast between the grid-shaped buildings' windows so that opposing colors were more... contrasted. I also changed the position of the Christmas balls in the air slightly. Critically, I moved the album title and group name below the hanging line and removed their curvy positioning on the x-axis that was supposed to match the hanging line. I reduced the fontsize of the tracks in the back sleeve, following Ms. Tamzyn's comment that they were oversized. Finally, I decided to add more texture to the background to make it compositionally balanced (vertical columns of shaded blue). See result on page 9.

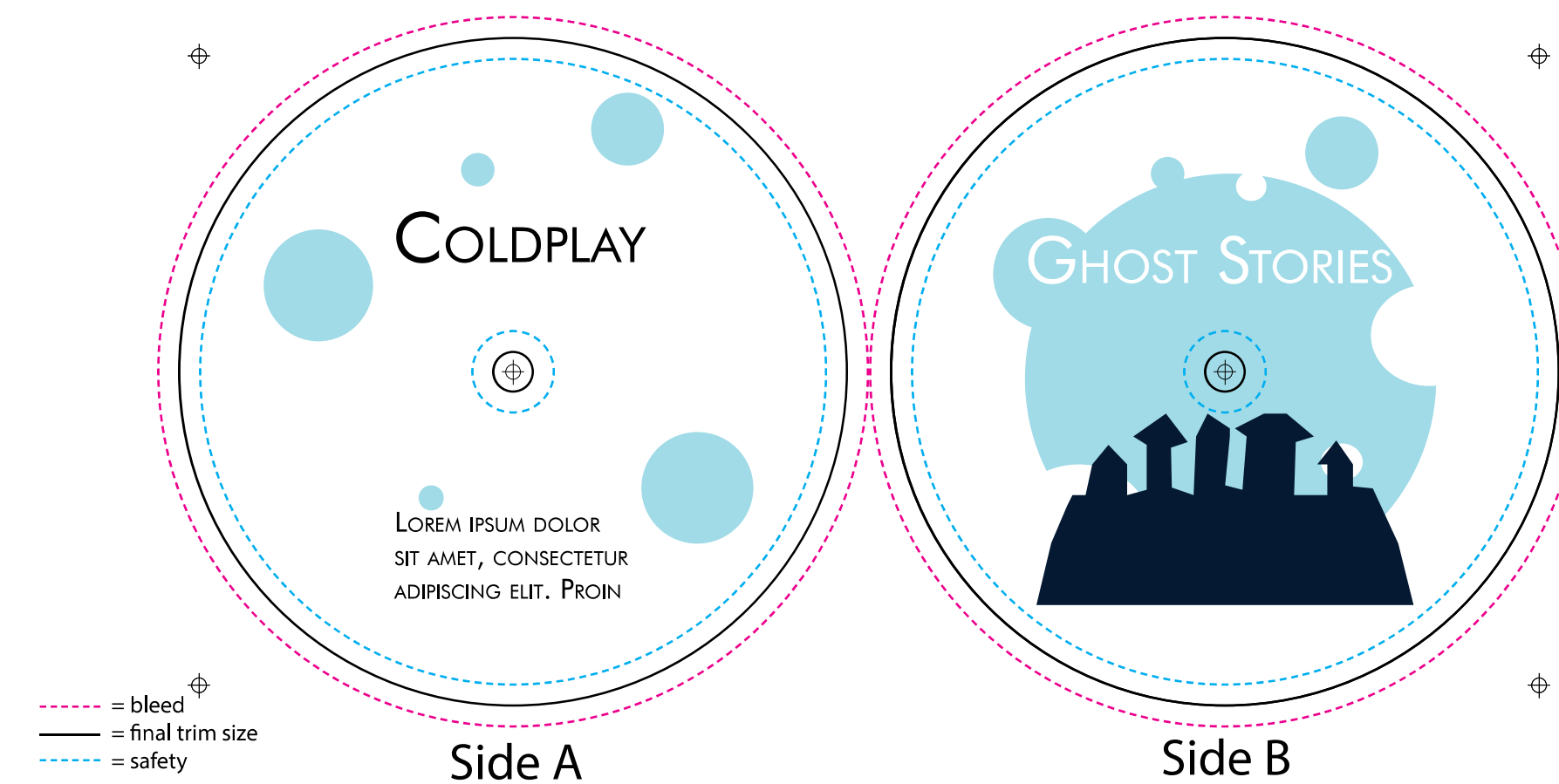


Figure 17. Selected Label Concept

For the labels, I mixed the ellipses of another iteration with the building/castle of the selected "Christmas Night In the City" iteration (the final version on the next page). I added the labels A, B and the group + album titles on each side as well as added the final version's concept of hanging clothes for label B. I tried to make a contrast that followed the sleeve's color contrast. See the final result on page 10.

*All the other digital iterative prototypes are on page 1.*



Figure 18. Critical Iterative Development Turning Point For Christmas Night In The City

A critical point of the quick-iteration process was to decide if the hanging clothes would loop ad infinitum in the distance towards the mountains. I also removed the mountains to see the effect without being too much influenced by it. In the end, this idea did not survive the selection process because it looked like the piece was communicating something else than the concepts of playfulness and joy I was also looking for (it only had a take on expansiveness) and it took too much visual space relative to other elements around it. After sacrificing this concept, I really felt like I was getting slightly better at taking visual decisions.



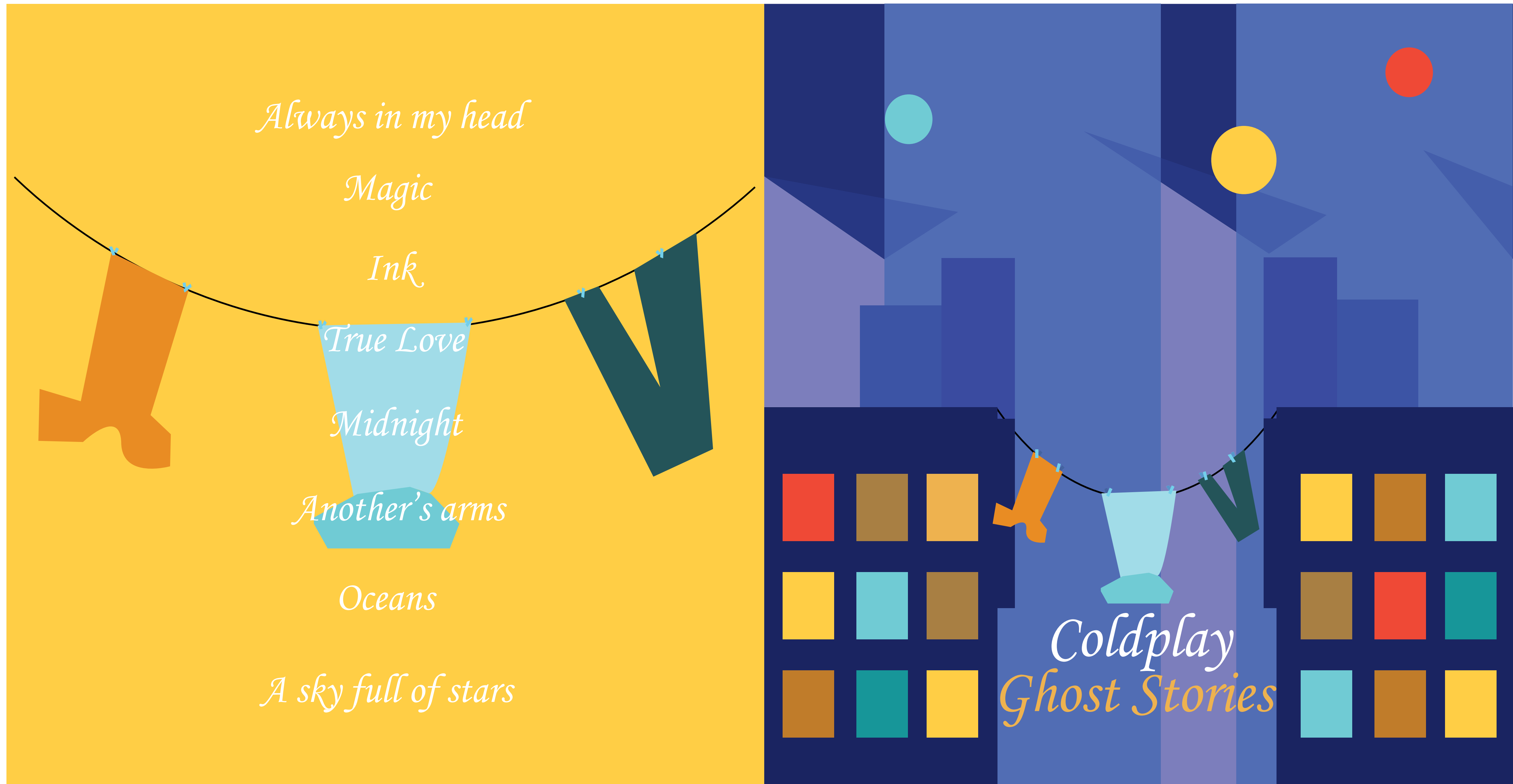


Figure 19. Final Sleeve

## Final Result: Sleeve



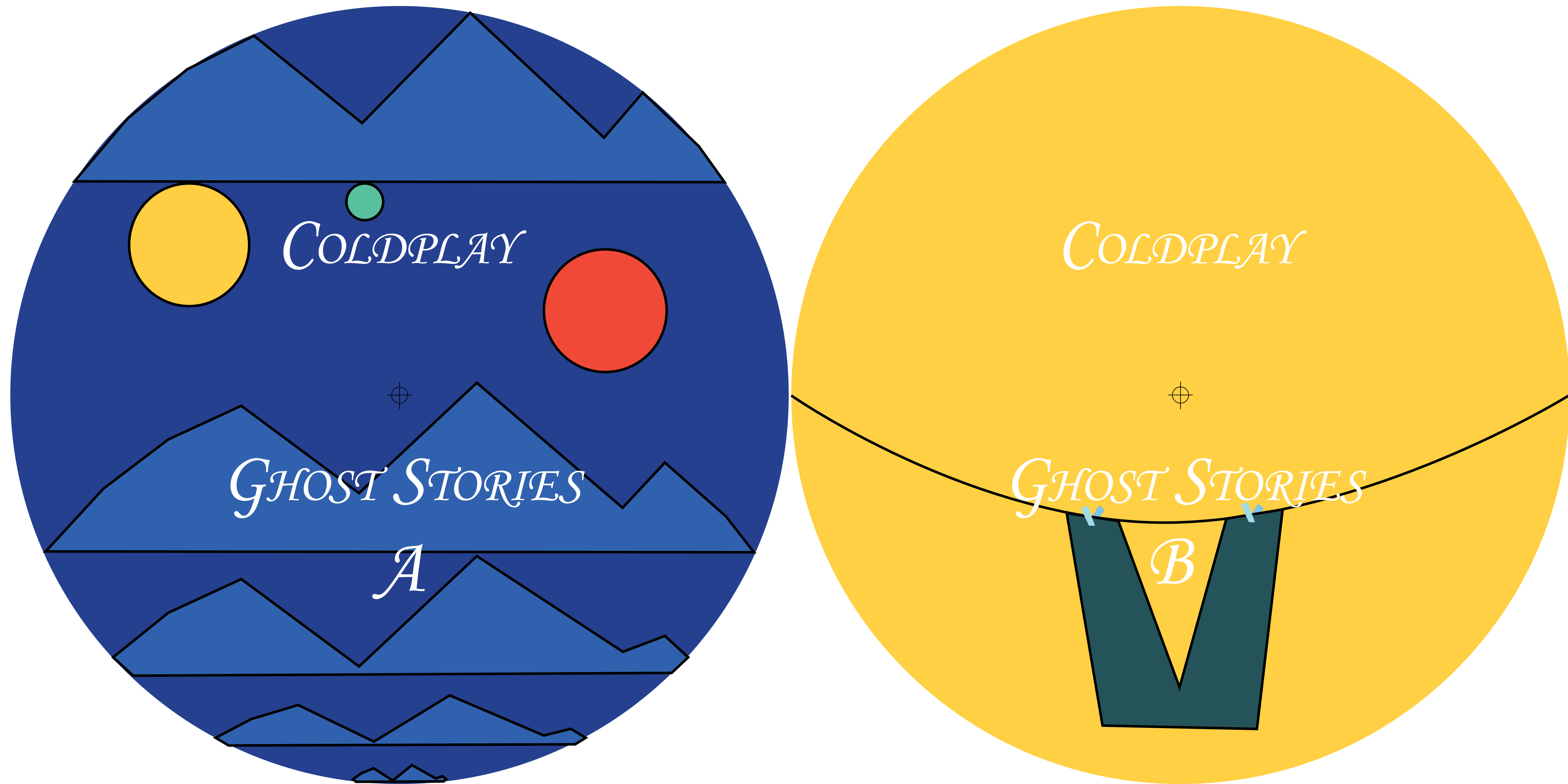


Figure 20. Final Labels

Final Result: Labels