

Approaches

Hand-drawn feel

Draw the same object in different styles/vibes

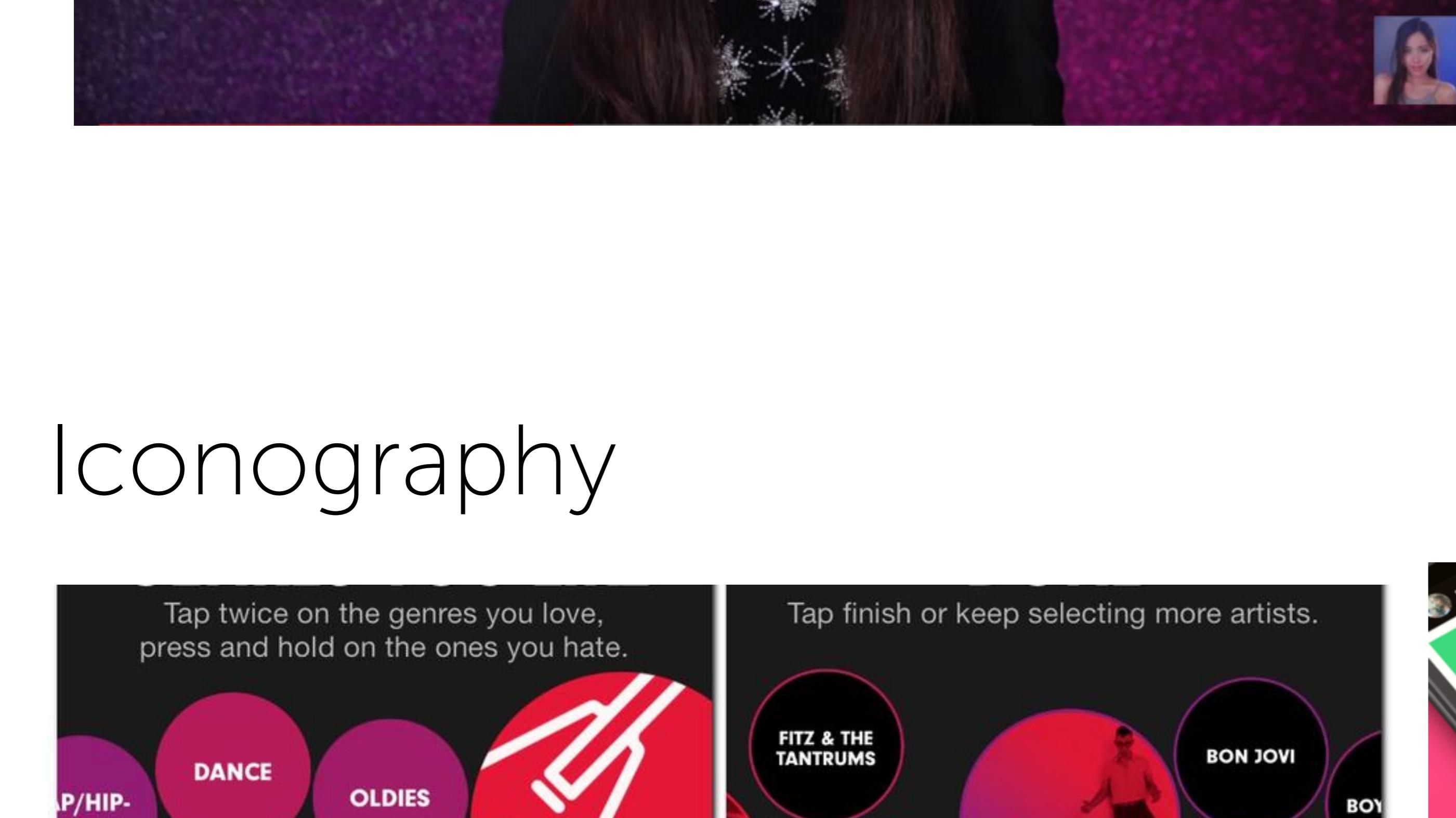
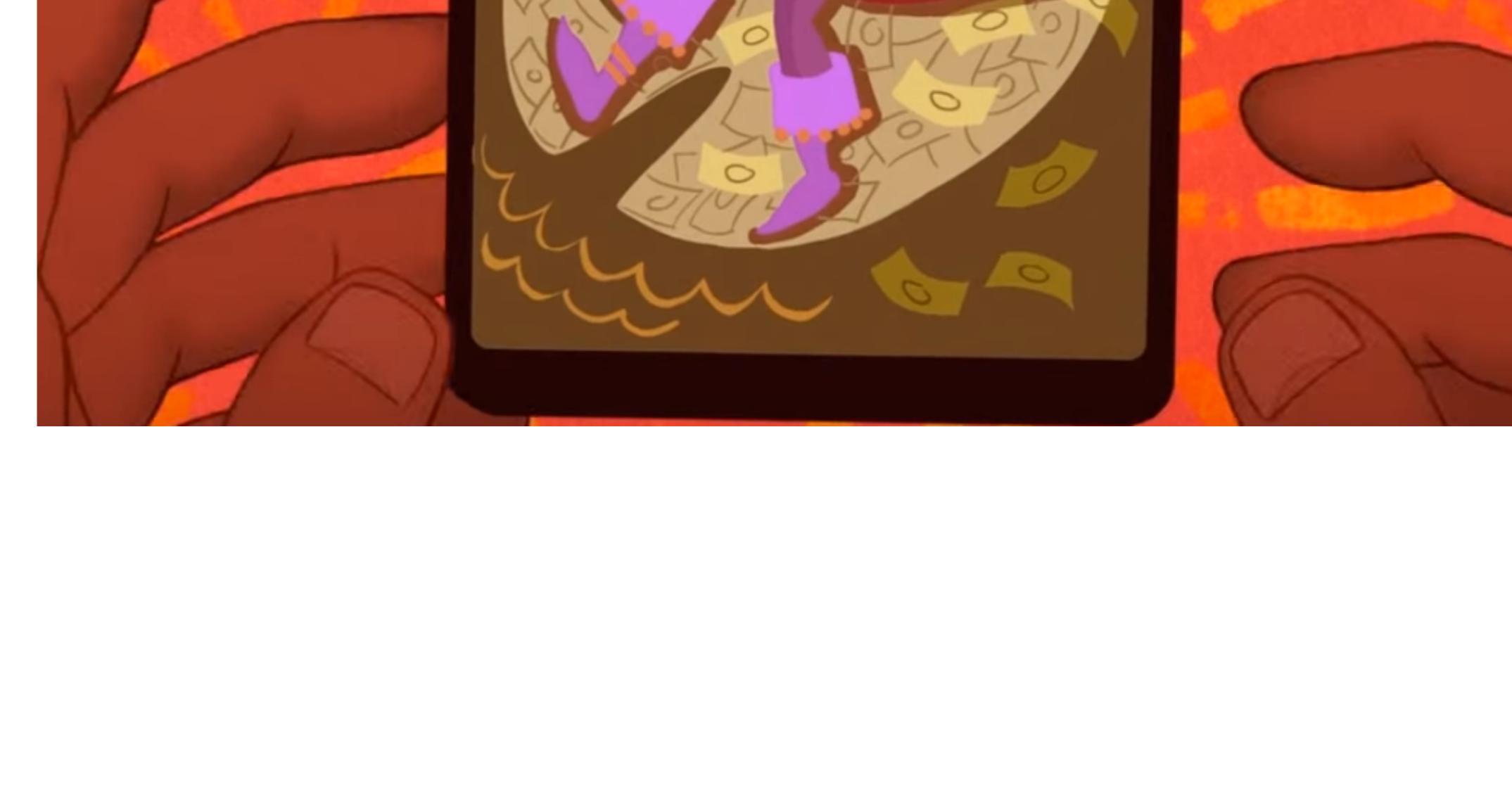
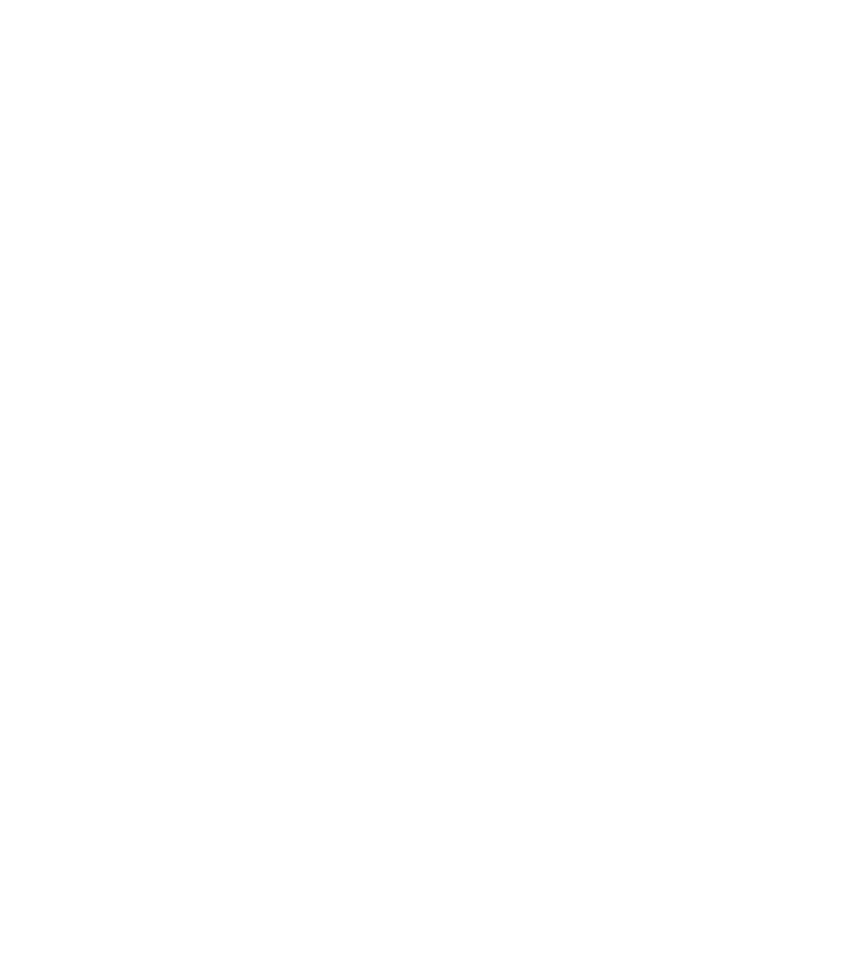
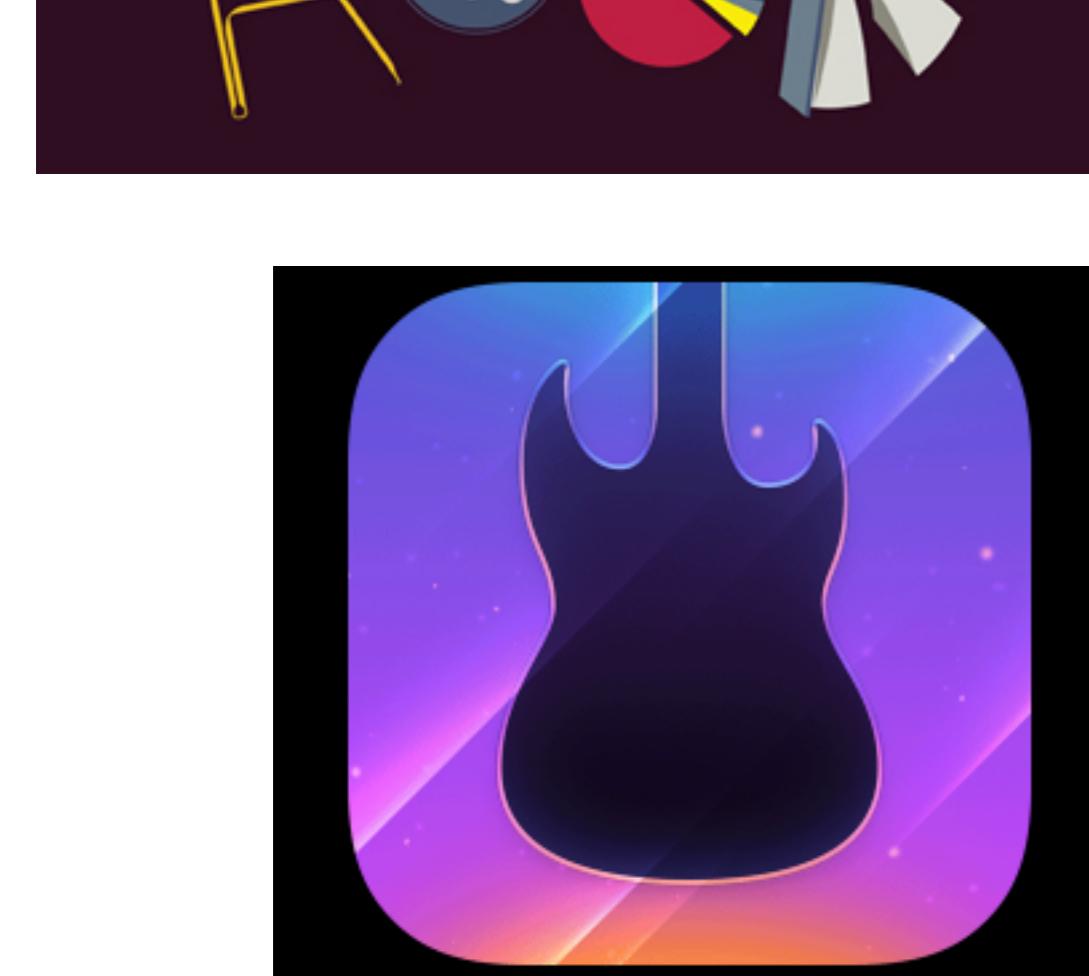
Fancy typography

Fancy BG + simple type

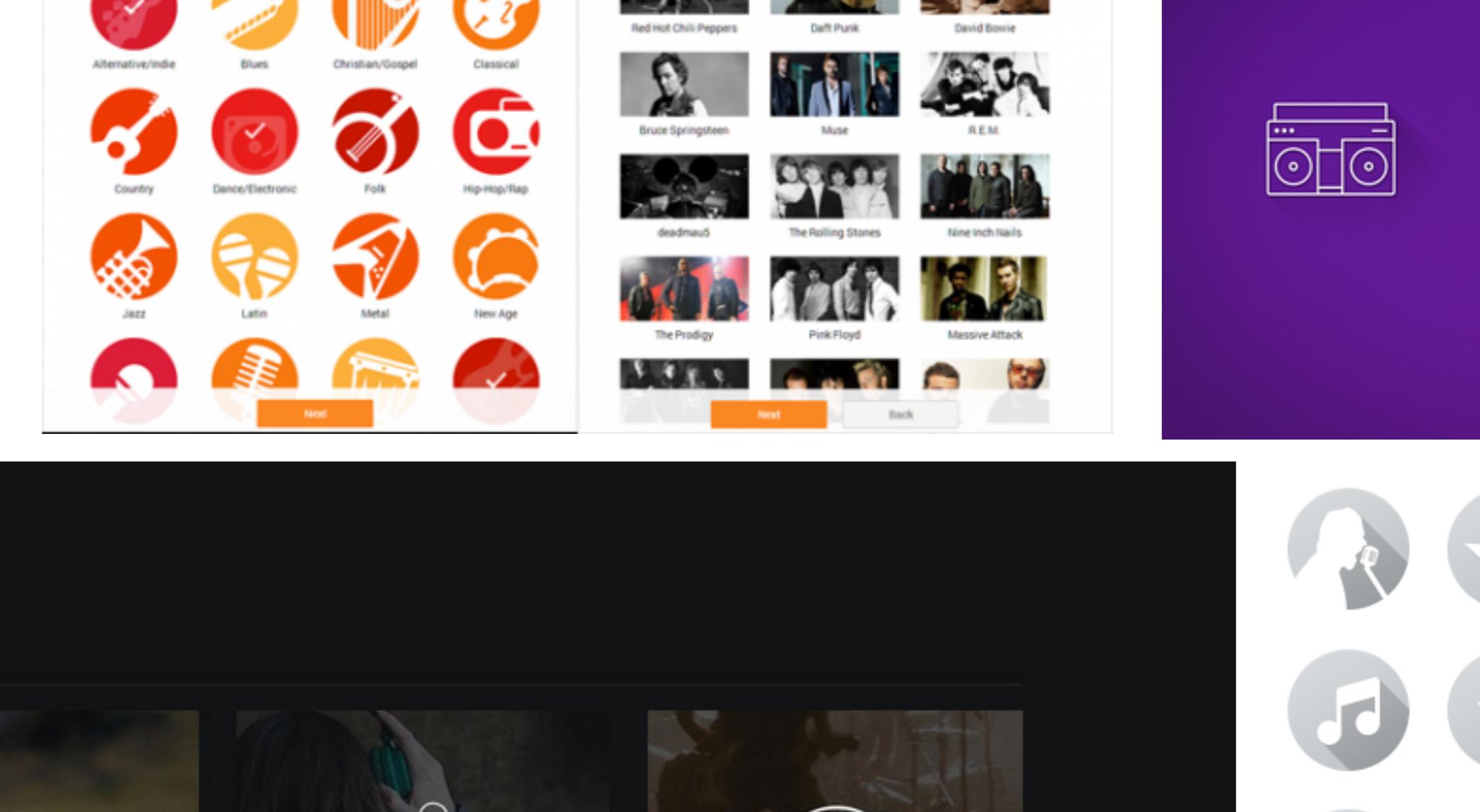
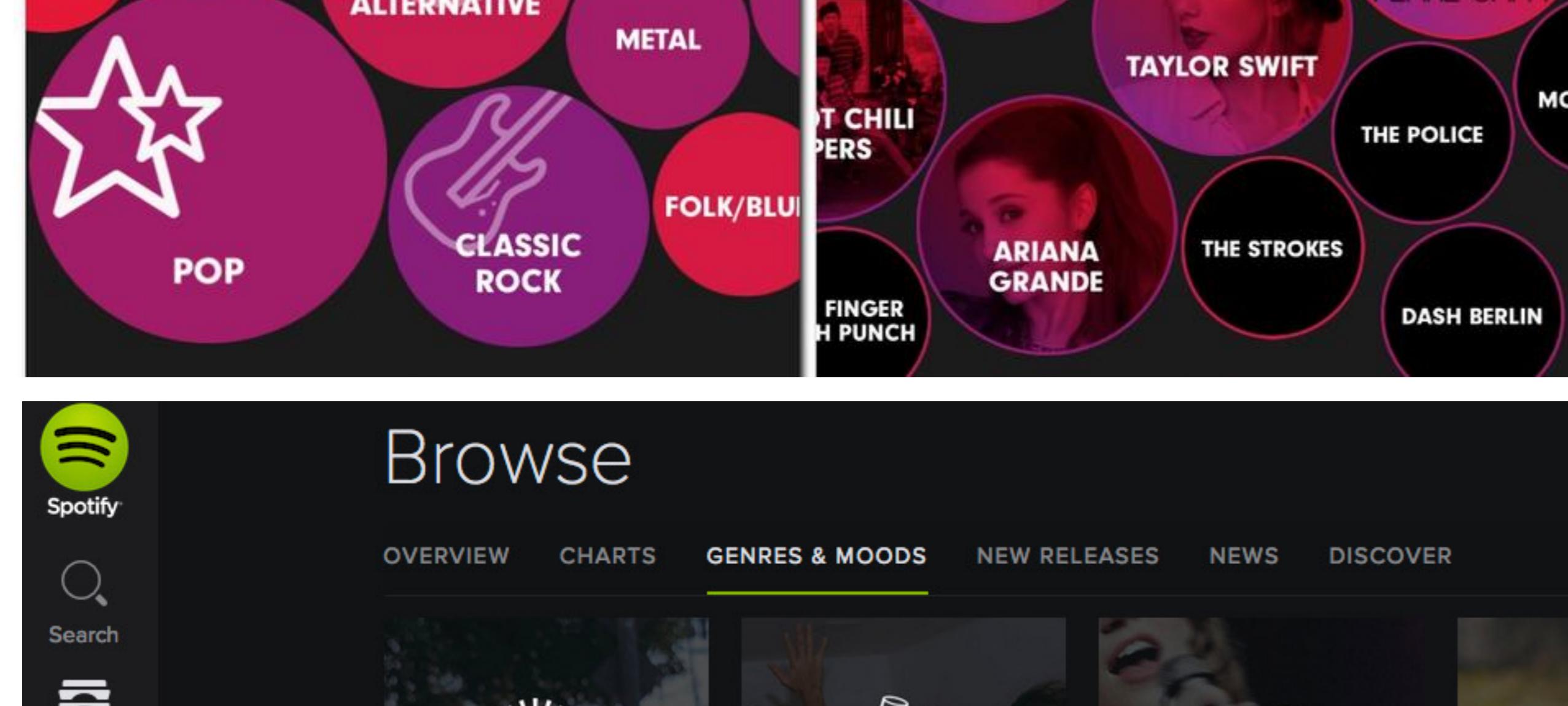
Isometric

Iconography (overdone)

Pretty Styles



Iconography



Tropicália

"Tropicália, or Tropicalismo, was at once a response to military dictatorship and an attempt to expand Brazilian music by infusing ideas from all parts of the globe, even so far as an attempt to create a 'universal music.' "

<http://therisingstorm.net/rock/tropicalia/>

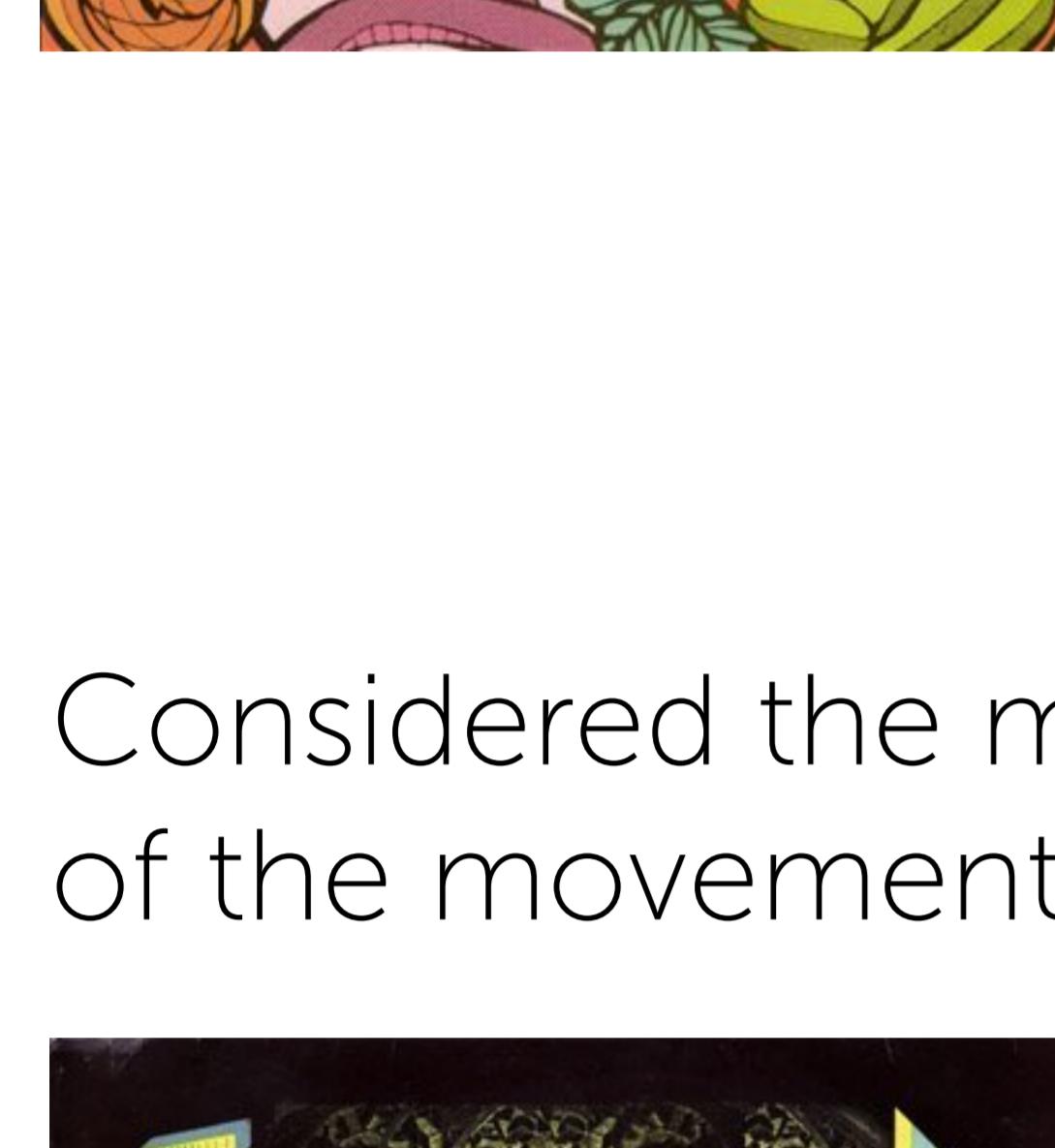
"The manifesto, which was published in 1928 and written by Oswald de Andrade, states that Brazil is at its best when it is cannibalising other cultures, taking in their music, art and literature and producing something that is both better and uniquely Brazilian."

"a period of musical inventiveness between 1967 and 1970 which has hardly any parallel."

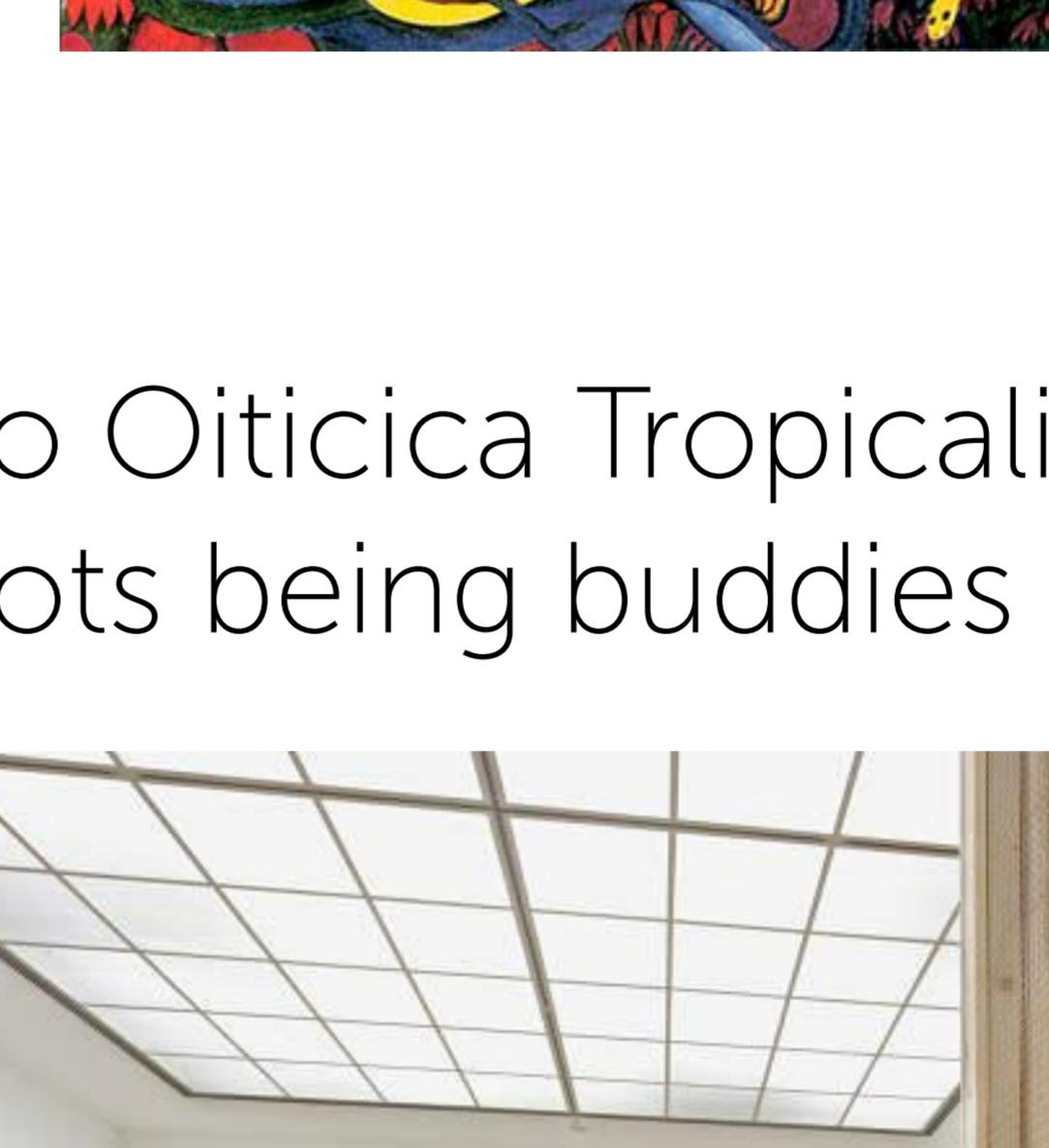
<http://soundsandcolours.com/articles/brazil/the-best-tropicalia-albums-3059/>

Contrasting colors
Multicolored
Blocky broken text OR
curvy (think art nouveau)

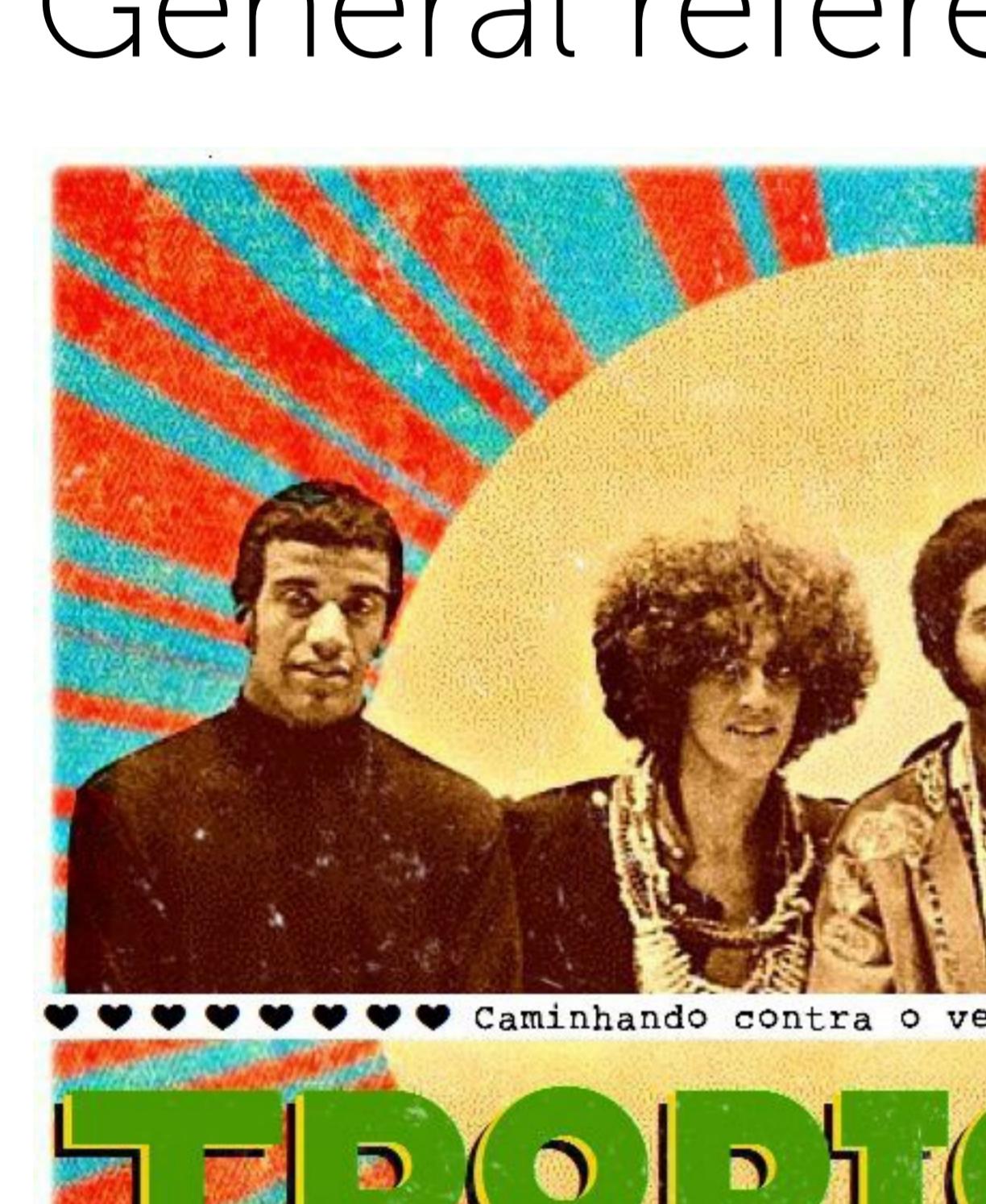
Album art for Caetano Veloso
Prominent musician for the movement



Album art for Gal Costa – Gal
One of the most psychedelic albums



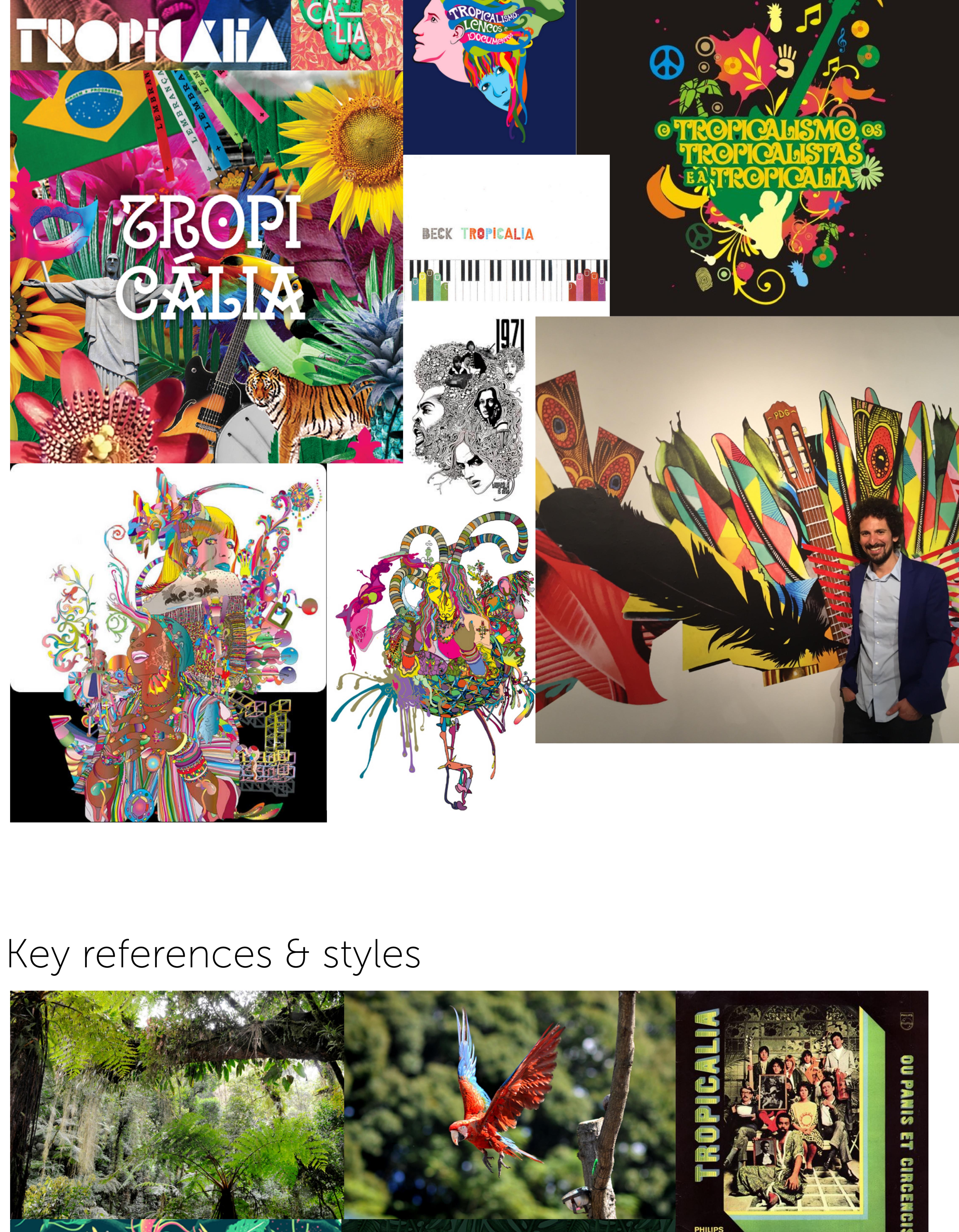
Considered the musical manifesto
of the movement



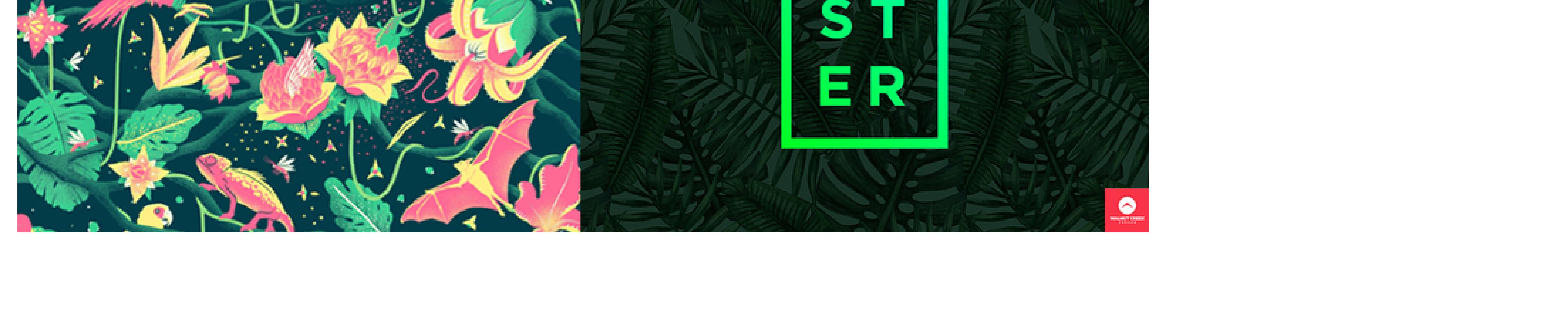
Helio Oiticica Tropicalia art installation
Parrots being buddies here :D



General references



Key references & styles



KPOP

Personal knowledge

Diverse genres within KPOP
Mish-mash of varying sounds (EDM; reggae; pop; ballad)
Choreographed routines are vital
Performance aspect is huge (often use headset microphone)
Glowsticks are iconic differentiators between different fandoms
Varying concepts (cute; sexy; dark/edgy; sombre; tough; lovely)
Top charting songs can be unexpected music styles

What other people view kpop as

Fun, bubbly, addictive music
Dances
Colorful
Crazy fashion
Group acts over solo acts

General references



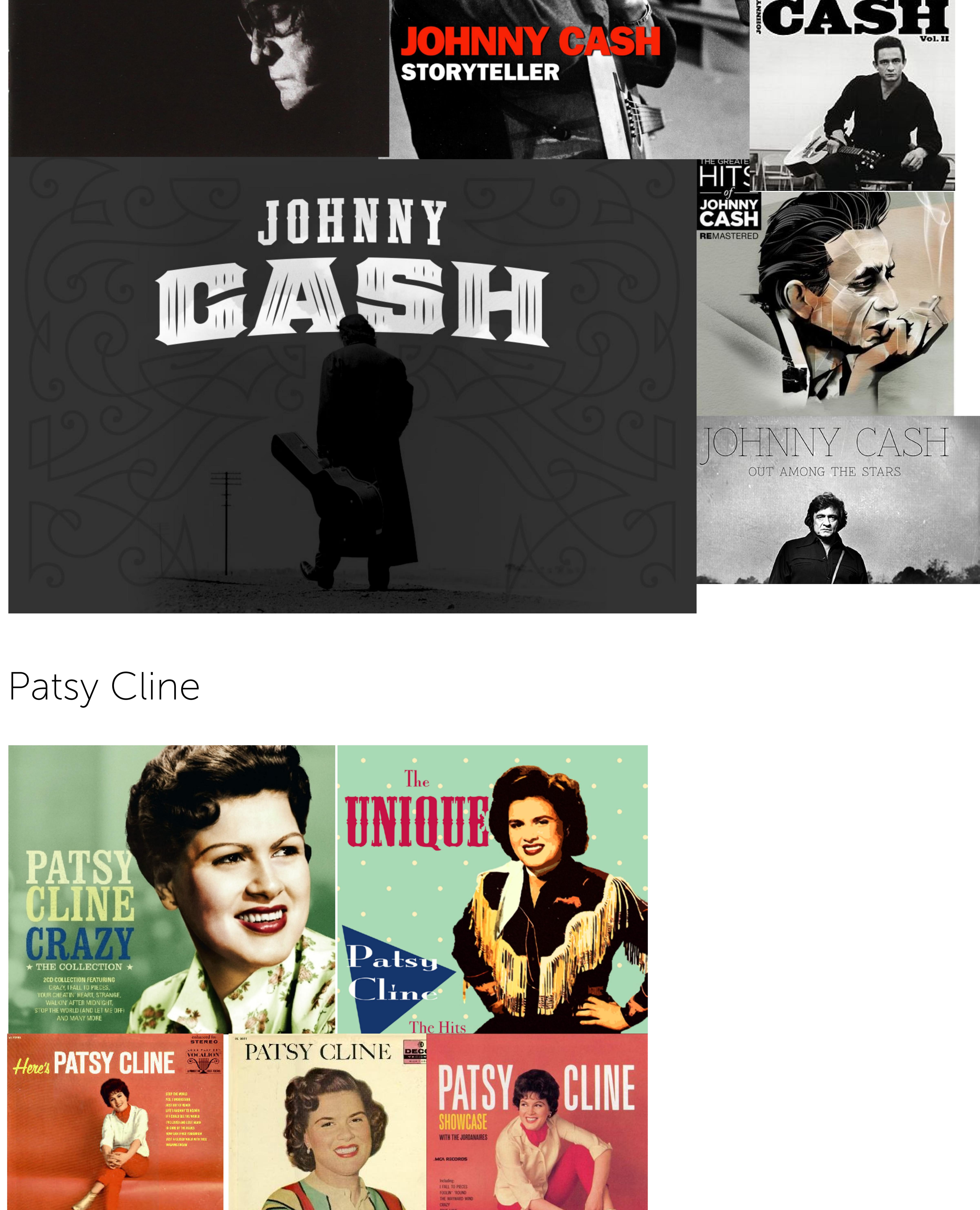
Key references & styles



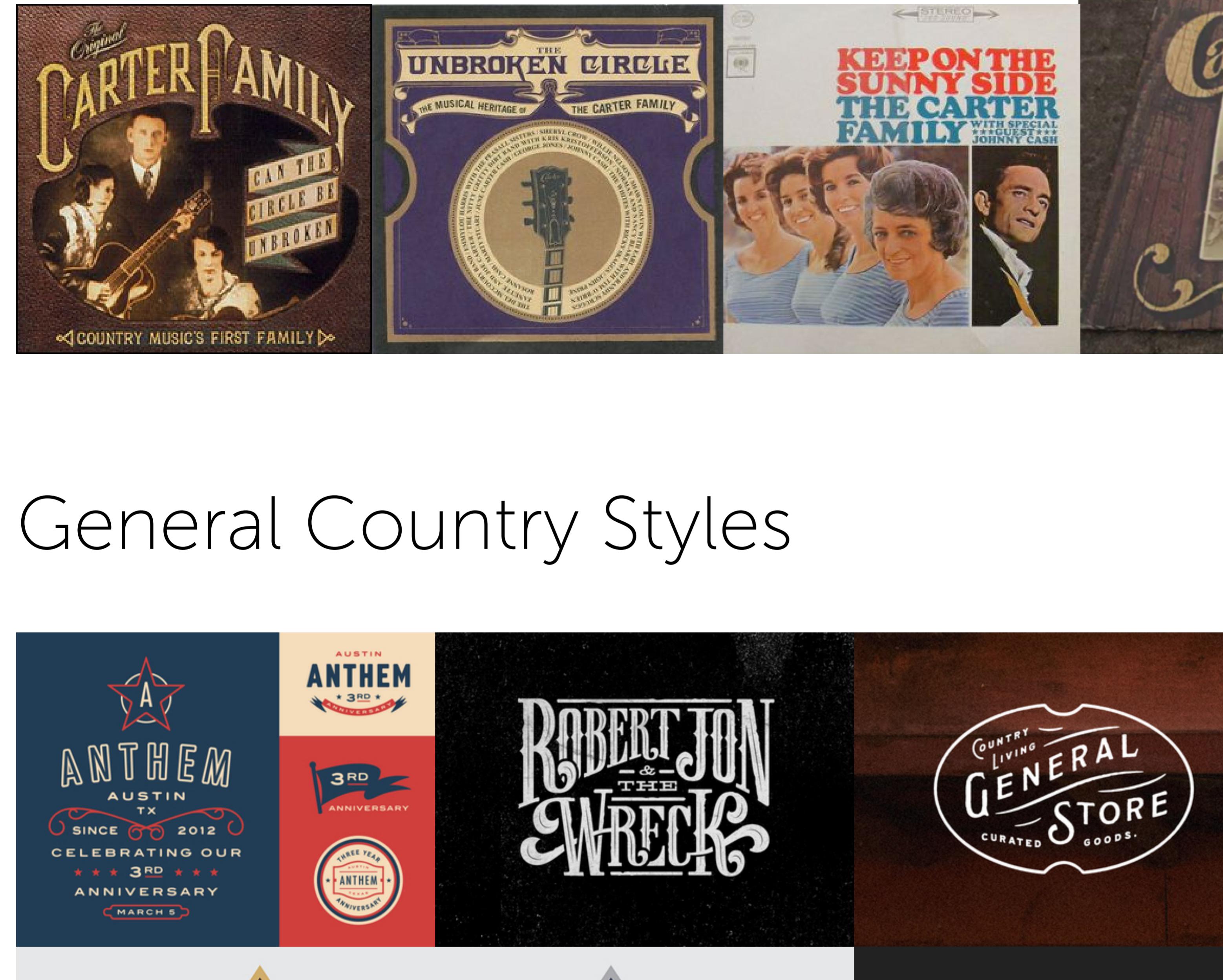
CLASSIC COUNTRY

Can be really really really tacky
Sounds very different from modern country
Johnny Cash seems so classy though
Type is key (bold)
Black, white and red?
Different from normal country, emphasis on CLASSIC

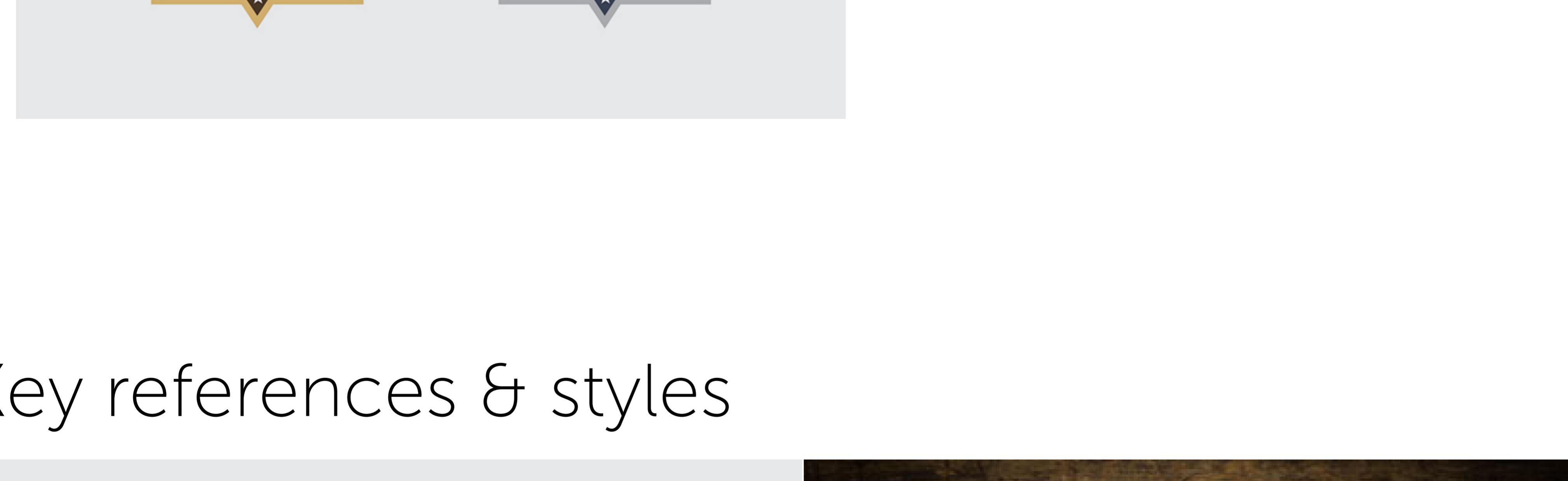
Johnny Cash



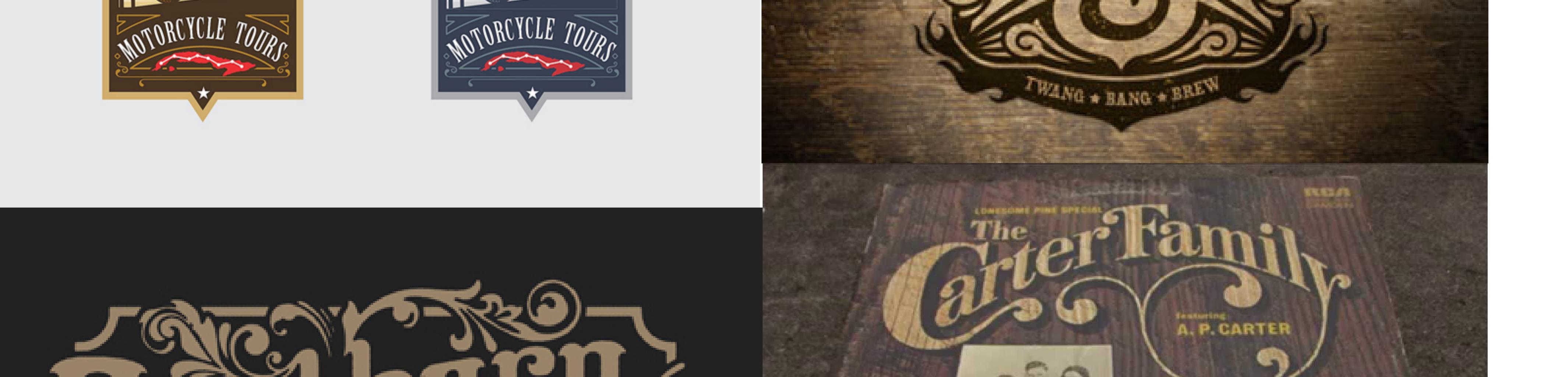
Patsy Cline



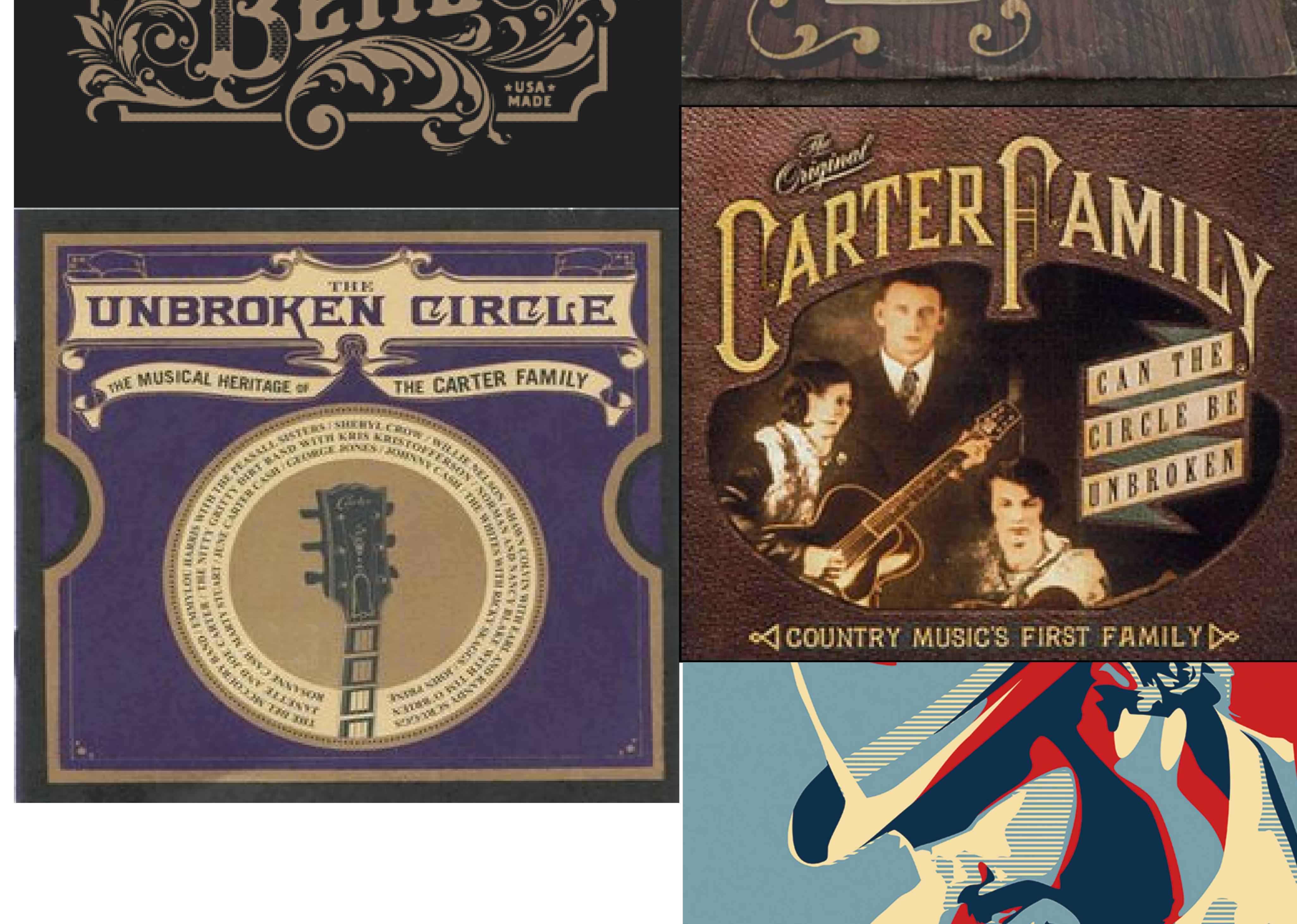
Carter Family



General Country Styles

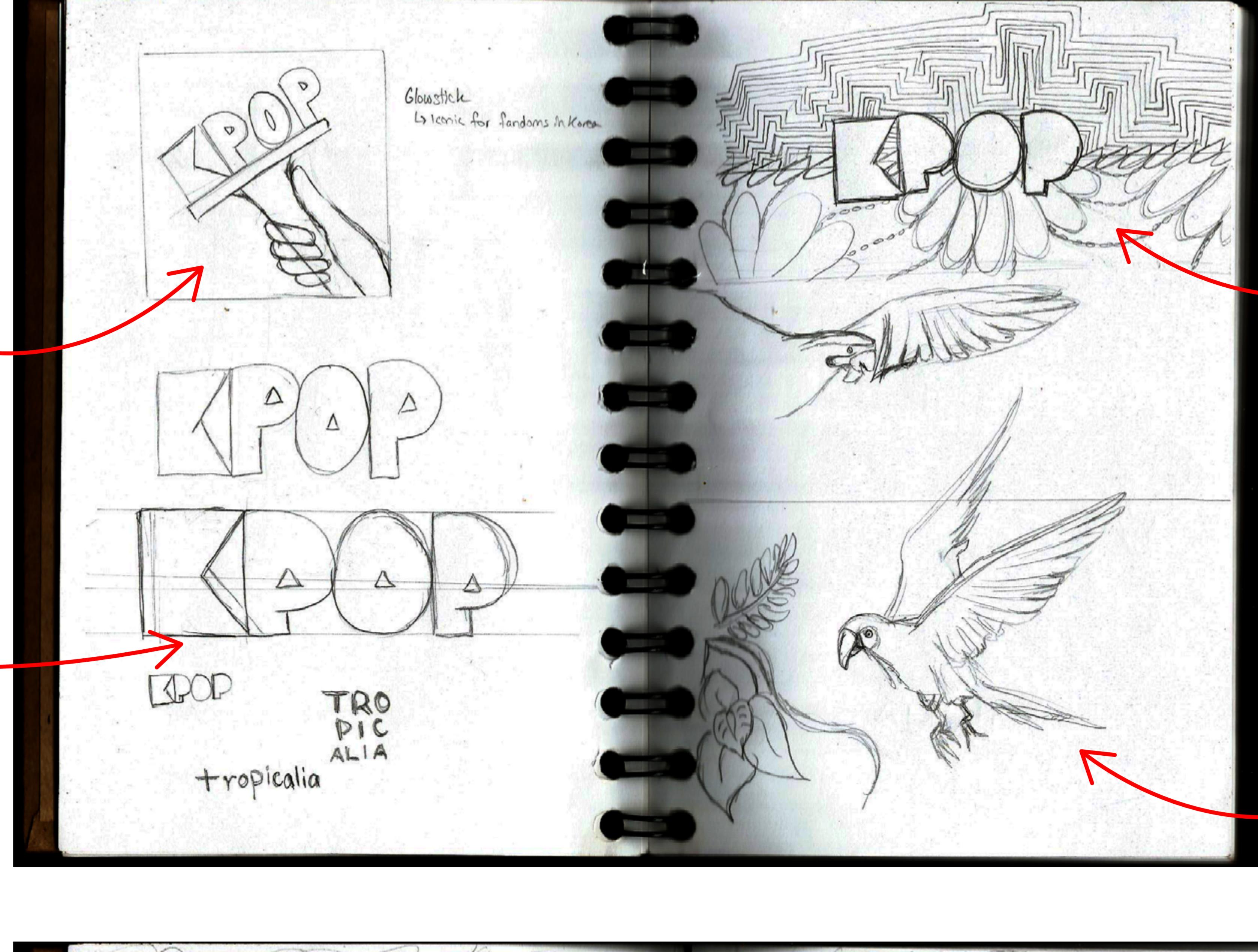


Key references & styles



Process

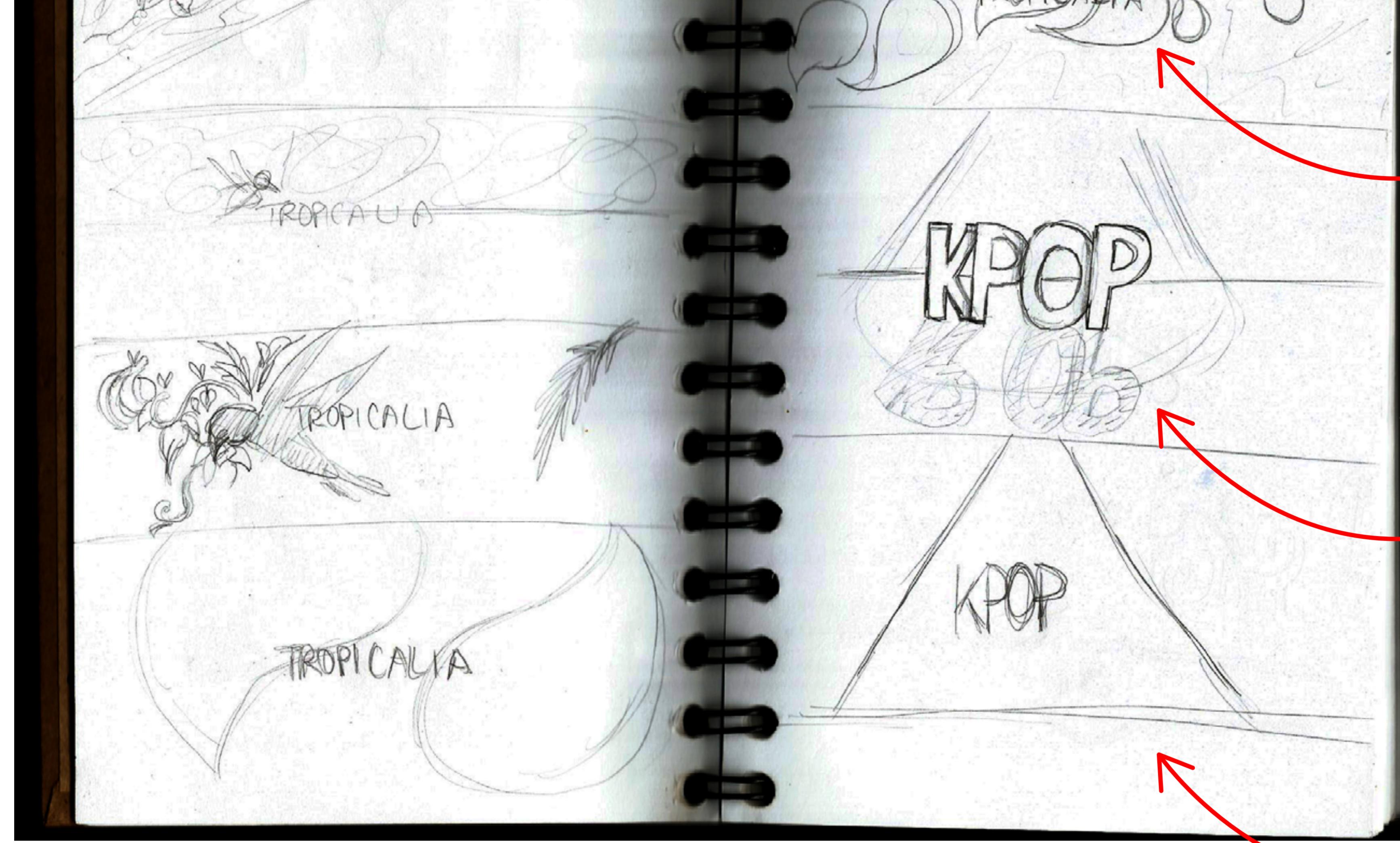
KPOP
Glowstick



Getting an
idea for type

KPOP1: Techno
meets bubbly

TROP1: Parrot +
intricate
vegetation



TROP2: Bold
BG element;
bold color

KPOP2: Literal
stage

KPOP3: Abstract
stage glam

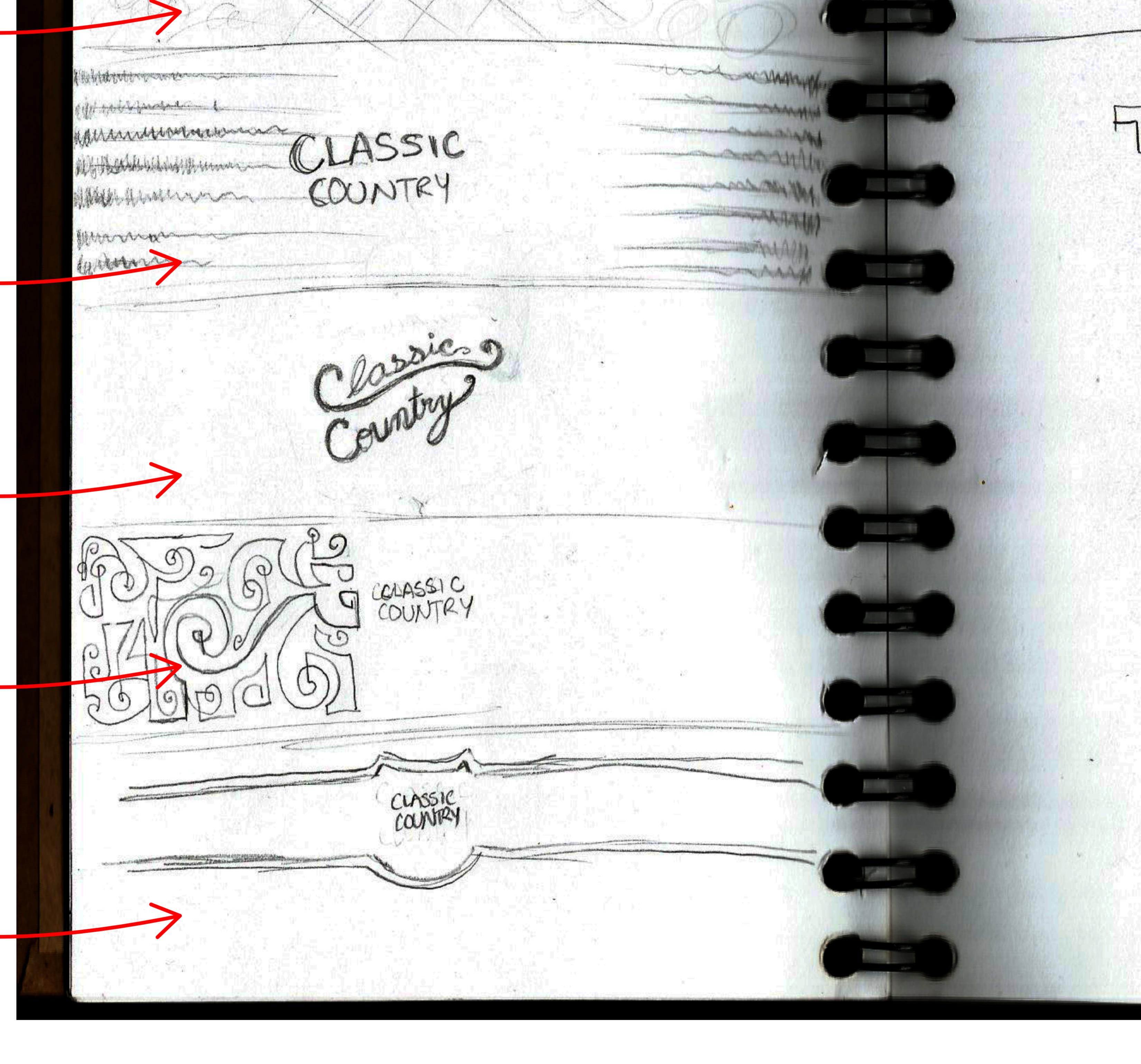
KPOP4: More abstract
zigzag bg + glam bubbles

CC1: Simple to represent
classic, use that lined
look from newspapers

CC2: Exploring
custom type

CC3: Intricate bg +
simple type

CC4: Big element in
back, simple type



CC5: Grainy bg; brown
or gray

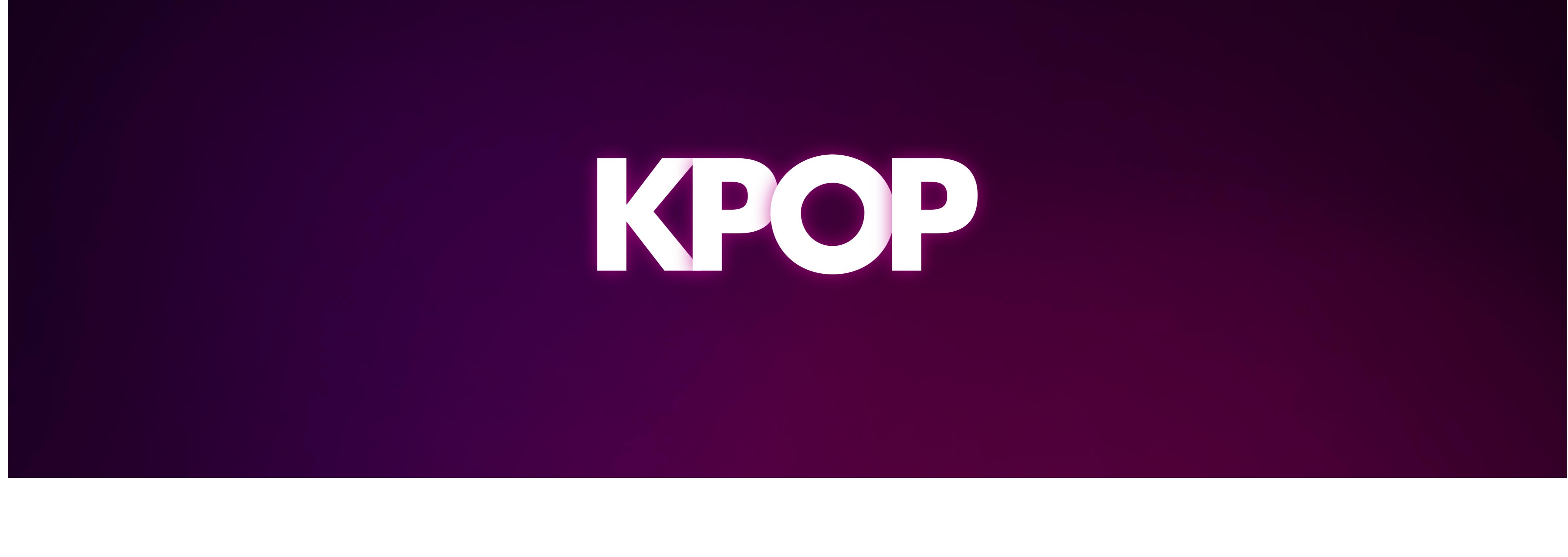
TROP3: Exploring blocky
type

grainy

TROPICALIA

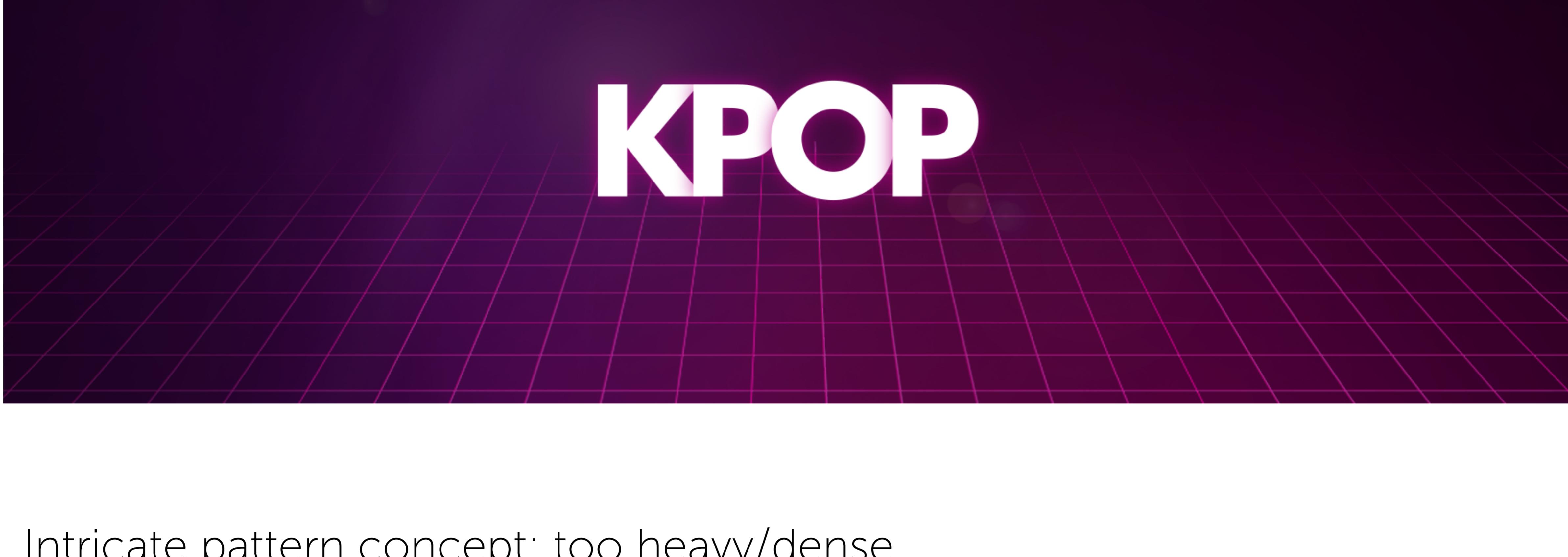
Iterations

Simple gradient; nice but I could push it further



KPOP

Stage concept; too literal



KPOP

Intricate pattern concept; too heavy/dense



TROPICÁLIA

Bold, simple



TROPICÁLIA

Simple; but not very country (more classic rock feel)



CLASSIC
COUNTRY

Simple, colors feel modern



CLASSIC
COUNTRY