

Rationale:

For my album page ([index.html](#)) I decided to make my song list a part of the background by making use of a font that looks like window lights. This creates an effect that makes it difficult to tell the difference between the background and the song list.

The song I chose to do the lyric video is an upbeat, bitter-sweet, hip-hop, love song. Because of this, I decided to use a large font size to convey the ecstatic energy shown throughout the song. Due to the songs mostly positive nature, I decided to use the upper right quadrant of the screen, because that section is mostly positive. I made exceptions for words and phrases that have negative connotations. Words and phrases such as “bad”, “crash”, “wreck” and “looking at me sideways.”

I used a black, white and red colour scheme because those are the colours found within the original album cover. I made use of positive space to highlight keywords that carry more meaning in the sentence.

I used spiral animations to represent the circular shape of sunflowers. I used wave animations to represent how Swae Lee sings “Ooo Ooo Ooo,” because the way he sings it is best visually represented like a wave. I made use of fade ins and character rain outs to complement the hip-hop beat of the song.