



DREAMWEAVER EP COVER

I created album artwork for Adelaide rock band *Knight Over Day's* debut EP release, *Dreamweaver*, using material provided by the band and essential existing elements such as logos, musical and visual styles, and lyrical themes as inspiration. Also considered in the design is the target audience of not only the band's existing listeners, but also potential listeners, record labels, venues and management. The design was produced for 10-inch gatefold vinyl, meaning that it can be opened to reveal more content. Therefore I produced four 'faces', the front, back, and inside left and inside right, each face featuring different but connected artwork.

To begin my concept for the design, I studied the lyrical themes of the title track 'Dreamweaver' and other tracks such as 'Skies Above'. I found that some general themes included control, omnipotence and divine power, but also that of mental deterioration and suicide. Lighter themes such as relationships are also explored, but I found that they did not provide as much opportunity for creativity in their representation. I envisioned the concept of the Dreamweaver: a being that exercised extensive power over nature, as this could be represented in many ways and tied into the album's themes. The design's message to the audience is one of entrapment and intrigue, prompting inquiries into the album's themes, and inviting multiple listens to gain a full understanding.

I studied existing album covers both from my collection of music and from others', separating them into categories and determining the reasoning for their effectiveness, and in some cases, ineffectiveness. The styles best suited to my design were the ones including abstract and experimental ideas in a photographic or minimalist style, as they provide for intriguing and meaningful designs suited to the musical style and lyrical themes. I was inspired by the fantastical works of artists René Magritte and Vladimir Kush, as they depict surreal and paradoxical scenarios in semi-realism. These artworks create long-lasting interest, as they take some time to completely understand and interpret, and have details that aren't uncovered until subsequent viewings. These are admirable qualities in an album cover, as it needs to create lasting interest and be an iconic and eye-catching representation of the band and their music.

I find my final design is aesthetically pleasing as it is a simple concept adorned with subtle detail, using subtle colours with minimal logo and type elements. I was able to simulate depth, but I think this attribute could have been furthered for a more dynamic design by imitating shadow casting between planets, and from the mesh shells onto the surfaces. Though the placement of the planets is effective I think this could have also been refined to the same end, with increased size difference between planets forcing perspective. I believe that I was extremely effective in meeting the demands of my brief as I not only designed the artwork, but also created a physical album cover and vinyl record as proof of its authenticity and effectiveness.