

## Practitioner's Statement

### ***Frank Ocean – Imagined Reciprocity***

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The brief I created required me to design a cover and tour poster for Frank Ocean's hypothetical new and upcoming album, which I titled *Imagined Reciprocity*. Throughout this process I wanted to create my own aesthetic however still following a similar style to his previous albums and gel with his music. When brainstorming the artist I would use as my supposed 'client' it was an easy decision that I would choose Frank Ocean. Not only do I enjoy his music but I feel a connection on a more personal level, relating to his lyrics and the meaning he expresses. Frank Ocean's music symbolically conveys his feelings about love and his personal experiences. I chose the album name 'Imagined reciprocity' as together the words create a sense of lost love which is a topic he often covers throughout his music. I wanted this album cover to be simplistic and visually pleasing as that is the style he follows. The interplay between the half head and white outline was used as a representation of imagination which coincides with the album name. I often link this simplistic style with childhood and unlimited imagination, which is what I wanted to convey in the design to match the work produced by Frank Ocean.

There were two main illustrators/designers who inspired my final design. Although not a huge fan of his work, by researching Reg Mombassa, I gained an insight into the way he used drawings, colour gradients and bold black outlines. Aspects of his work stimulated ideas for my final design as they reminded me of childish thoughts and simple times. The straight angular shapes and flat colour that feature in Frank Ocean's half head was inspired by my research of Reg Mombassa.

The second illustrator/designer I was inspired by was Julia Geiser. Her work especially intrigued me with the collection of old images paired with unexpected objects. The juxtaposition of themes was very interesting and captivating although I struggled to understand the meaning behind them. In many of her works the old portraits are cut in half to reveal the flesh of a human. This is where the idea of Ocean's half head was generated.

In regards to my own work, the direction changed quite significantly from my first generation of concepts to my final. My original vision was to create something quite real and raw, hence the use of photographs. However, I didn't feel as though I was conveying the message that I wanted too, which is why the direction changed so considerably. I am very happy with the final product as the image is crisp, clean and simple which is what makes the final so aesthetically pleasing.

My own aesthetic has been further refined through completing this assignment and the feedback I have received highlighted my subtle use of pastel colour with clean simplistic fonts to convey a calming relationship to the music. My white outlines, which appear on the cover and poster, have helped to define my 'look' and provide another element of interest to pull the design together.