

Record Sleeves and Disk Labels Design Project Statement

Art 606 - Graphic Design III
Fall 2020, East Los Angeles College
Instructor: Steven Monaci (monacis@elac.edu)
Student: Edward Locke (edwardnlocke2020iphone@gmail.com)

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Requirement:

In this project, the instructor provided (1) templates for the sizes and shapes of the records sleeves and disk labels, and (2) basic information for five singles (Record Number, Record Title, Time, Song Title, Artist and Songwriters, and Name and Year of Album). The students are required to find the above information for the sixth single. The students will create a record sleeve and two labels (A and B sides) for each of the above six singles. Each label must contain (a) logo, (b) record company name, (c) the record number, (d) the song title, (e) the artist, (f) the songwriters, and (g) the time. The sleeve contains all of the above information plus the address/website of the record company and the information on which album the songs come from. The look of each sleeve should reflect the sounds of the music but there should also be a consistent style for the label. In addition, the students are required to create a logo for the fictitious music records company RadioActive from one of the ten initial design concepts, to be attached to the sleeves and the labels.

Design Strategy Used:

In this project, I choose to use the following graphic elements to reflect the essential spirit of the music, and the general mood or style is “fresh” or “happy” in terms of aesthetics. These graphic elements come from (1) screenshots of scenes, props, and images of the singers, from YouTube videos featuring the singles’ music, or (2) Google Image Search of digital photos of topics related to words from the lyrics. These graphic elements are composed in Adobe Photoshop to create digital illustrations. The stories of the singers and of the musical teams they are associated with, the “Official Videos” of their performance, and the lyrics of their songs, have been studied, in order to understand their historical settings, and to create illustrations that reflect the deep meanings in their musical creation and performance. For fonts, Snap ITC Regular is used for all Records Titles; and Tw Cen MT Condensed Extra Bold is used for all other texts. The URLs of relevant information, as well as graphic elements used, are attached below.

Sleeve and Disk Label Number One

Record Number: RA001

Record Title: *Nick Cave and the Bad Seeds*

Time, Song Title, Artist and Songwriters (Side A):

7:50 *Higgs Boson Blues*, words and music by Nick Cave and Warren Ellis

- Video: (<https://www.youtube.com/watch?v=1GWsdqCYvgw>)
- Singer: Nick Cave (https://en.wikipedia.org/wiki/Main_Page)
- Lyrics: <https://www.nickcave.com/lyric/higgs-boson-blues/>
- Graphic Elements: Flame trees, fire, and blue rays, from Google Image Search.

Time, Song Title, Artist and Songwriters (Side B):

6:36 *Jubilee Street*, words and music by Nick Cave and Warren Ellis

- Video: <https://www.youtube.com/watch?v=xCxHvNI9MmQ>
- Singer: Nick Cave (https://en.wikipedia.org/wiki/Main_Page)
- Lyrics: <https://www.nickcave.com/lyric/jubilee-street/>
- Graphic Elements: Wheel of love, rose, seeds, blue rays, cave, and image of Nick Cave the singer, from Google Image Search.

Album Name and Year: The 2013 album *Push The Sky Away*



Sleeve and Disk Label Number Two

Record Number: RA002

Record Title: *Can*

Time, Song Title, Artist and Songwriters (Side A):

3:34 *Vitamin C*, words and music By Can (Suzuki/Czukay/Liebezeit/Schmidt/Karoli)

- Video: <https://www.youtube.com/watch?v=8QgOGI5Oes0>
- Singer: German krautrock band Can
(https://en.wikipedia.org/wiki/Ege_Bamyas%C4%B1 and [https://en.wikipedia.org/wiki/Can_\(band\)](https://en.wikipedia.org/wiki/Can_(band)))
- Lyrics: <https://genius.com/Can-vitamin-c-lyrics>
- Graphic Elements: Airplane, cash, and fruits, from Google Image Search.

Time, Song Title, Artist and Songwriters (Side B):

3:03 *I'm So Green*, words and music By Can (Suzuki/Czukay/Liebezeit/Schmidt/Karoli)

- Video: <https://www.youtube.com/watch?v=R0A8Sbf5ut4>
- Singer: German krautrock band Can
(https://en.wikipedia.org/wiki/Ege_Bamyas%C4%B1 and [https://en.wikipedia.org/wiki/Can_\(band\)](https://en.wikipedia.org/wiki/Can_(band)))
- Lyrics: <https://www.flashlyrics.com/lyrics/can/im-so-green-02>
- Graphic Elements: Tree, prairie, fruits, and green eye, from Google Image Search.

Album Name and Year: *Ege Bamyasi* (1972)



Sleeve and Disk Label Number Three

Record Number: RA003

Record Title: *The Fall*

Time, Song Title, Artist and Songwriters (Side A):

5:42 *I Am Damo Suzuki*, words and music By Mark E. Smith/Karl Burns/Brix Smith

- Video: <https://www.youtube.com/watch?v=OE3qn0hsNuM>
- Singer: Damo Suzuki (https://en.wikipedia.org/wiki/Damo_Suzuki)
- Lyrics: <http://annotatedfall.doomby.com/pages/the-annotated-lyrics/i-am-damo-suzuki.html>
- Graphic Elements: Brass, drum, night city scene, image of Damo Suzuki the singer, from Google Image Search, and screenshots of YouTube video.

Time, Song Title, Artist and Songwriters (Side B):

6:13 *Cruisers Creek*, words and music By Mark E. Smith/Craig Scanlon/Brix Smith

- Video: <https://www.youtube.com/watch?v=x1DaNWuMKNQ>
- Singer: Damo Suzuki (https://en.wikipedia.org/wiki/Damo_Suzuki)
- Lyrics: <https://thefall.org/discography/data/single16.html>
- Graphic Elements: Creek, drum, and brass from Google Image Search.

Album Name and Year: *This Nation's Saving Grace* (1985)



Sleeve and Disk Label Number Four

Record Number: RA004

Record Title: *David Bowie*

Time, Song Title, Artist and Songwriters (Side A):

9:57 *Blackstar*, words and music By David Bowie

- Video: <https://www.youtube.com/watch?v=kszLwBaC4Sw>
- Singer: David Bowie (https://en.wikipedia.org/wiki/David_Bowie)
- Lyrics: <https://www.azlyrics.com/lyrics/davidbowie/blackstar.html>
- Graphic Elements: Candle, black star, skull, garage, night sky, rock, and image of David Bowie the singer, screenshots from YouTube video.

Time, Song Title, Artist and Songwriters (Side B):

4:44 *Dollar Days*, words and music By David Bowie

- Video: <https://www.youtube.com/watch?v=IXhCKubJCAg>
- Singer: David Bowie (https://en.wikipedia.org/wiki/David_Bowie)
- Lyrics: <https://genius.com/David-bowie-dollar-days-lyrics>
- Graphic Elements: Candle, dancers, garage, night sky, and fortress, screenshots from YouTube video.

Album Name and Year: *Blackstar* (2016)



Sleeve and Disk Label Number Five

Record Number: RA005

Record Title: *PJ Harvey*

Time, Song Title, Artist and Songwriters (Side A):

3:11 *Silence*, words and music By PJ Harvey

- Video: <https://www.youtube.com/watch?v=xwbArbn5QWk>
- Singer: PJ Harvey (https://en.wikipedia.org/wiki/PJ_Harvey)
- Lyrics: <https://www.azlyrics.com/lyrics/pjharvey/silence.html>
- Graphic Elements: Mountains, sky, and image of PJ Harvey the singer, from Google Image Search.

Time, Song Title, Artist and Songwriters (Side B):

3:11 *The Mountain*, words and music By PJ Harvey

- Video: <https://www.youtube.com/watch?v=0xsddqZ8yTU>
- Singer: PJ Harvey (https://en.wikipedia.org/wiki/PJ_Harvey)
- Lyrics: <https://genius.com/Pj-harvey-the-mountain-lyrics>
- Graphic Elements: Eagle, broken trees, mountain and sky, from Google Image Search.

Album Name and Year: *White Chalk* (2007)



Sleeve and Disk Label Number Six

Record Number: RA006

Record Title: *Whitney Houston*

Time, Song Title, Artist and Songwriters (Side A):

3:46 *Saving All My Love for You*, words and music by Michael Masser and Gerry Goffin

- Video:
<https://www.youtube.com/watch?v=ewxmv2tyeRs&index=19&list=PLCtjNzIcWOqfJAYY2KSXyLEMBxdrfQ7Sj>
- Singer: Whitney Houston (https://en.wikipedia.org/wiki/Whitney_Houston)
- Lyrics: <https://www.azlyrics.com/lyrics/whitneyhouston/savingallmyloveforyou.html>
- Graphic Elements: Night sky, roses, and image of Whitney Houston the singer, from Google Image Search.

Time, Song Title, Artist and Songwriters (Side B):

4:38 *Where Do Broken Hearts Go*, words and music by Frank Wildhorn and Chuck Jackson

- Video: <https://www.youtube.com/watch?feature=share&v=wa3tfVjGCQ8&app=desktop>
- Singer: Whitney Houston (https://en.wikipedia.org/wiki/Whitney_Houston)
- Lyrics: <https://www.azlyrics.com/lyrics/whitneyhouston/wheredobrokenheartsgo.html>
- Graphic Elements: Broken heart, roses, woman with open arms, and winter scene, from Google Image Search.

Album Name and Year: *Whitney Houston* (1985) for *Saving All My Love for You*, and *Whitney* (1988) for *Where Do Broken Hearts Go*.



The Logo of the RadioActive Records Company



For the Selected Design of the RadioActive Records Company logo, the font used for the name of the company is Copperplate Gothic Bold.