



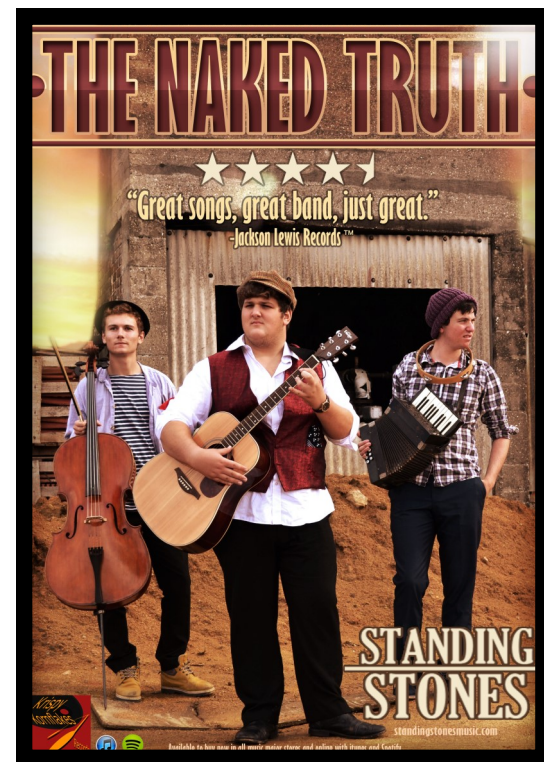
Front cover

Our front cover features our band in an outdoor location, standing with a heroic posture. This constructs them as an independent group, who stand up for their belief and music. We used this convention from the Mumford and Sons cover below. They are pictured in an ‘outdoor’ location, standing as a team with instruments. **Mise-en-scene** Our mise-en-scene was very important as it would be the most obvious thing about our genre. We decided to replicate the costumes that Mumford & Sons are usually pictured in. This consisted of fancy clothes like button shirts, waistcoats, smart shoes and folk hats. This represents them as a sophisticated group of people, who care strongly about their music. **Colour** For the colour scheme, there is a colour filter that is conventional of folk genre, and that is slightly de-saturated colours, with intensities on browns, reds and oranges. We exaggerated this convention to the extend of a western film. In comparison to the Mumford and Sons album, we have heightened the saturation of our image and really exaggerated the browns, reds and oranges. We did this to create an eye-catching colour scheme, and give the band a ‘warm’ vibe toward the audience. **Text** Finally, we have used the conventional folk font type in the Mumford and Sons digi-pack. The features a serif font with text decoration like underlines and artistic dots. We replicated the underline convention in our band’s logo. This encodes the idea that our band is a polished group with a professional approach to music.



Back cover

We wanted to keep the same theme throughout the digi-pack, so we decided to stick with the same colour scheme from the front. This would be pleasing for the consumer as they wouldn’t run into a radical change in theme which could differ their interest. We also kept the same artificial skyline as the front cover, again to make the presence of the band ‘warm’ and ‘rich’. **Text** For the font we used the same font as we used for the title text on our front cover. We did this again to keep the same theme running from front to back. This was done as the Mumford & Sons digi-pack performed the same convention. **Images** For the images on the back, we decided to go with an arranged pile of the band’s instruments and clothes. We did this to make a visual metaphor of our title ‘The Naked Truth’, as it encodes the idea that the band are elsewhere, naked. Although this idea was not used in the Mumford & Sons digi-pack, it is still a convention to have the back cover displaying the band’s instruments. In comparison, our digi-pack and the Mumford & Sons digi-pack both use feature an element from the cover, on the back. We use the instruments and the band’s clothes, Mumford & Sons use the shop windows, this is done to keep a running theme. **Other features** To create a plausible professional digi-pack, we had to replicate digi-pack conventions. These were things like the use of a barcode, record label, band website and various other band information.



Advert

To give all our products a clear relation, we decided to use the image from the front cover of our digi-pack. This also helped us out as the original image had empty space at the top of the photo that we could use to put our titles on. **Composition:** Our advert’s composition is very similar to that of the Mumford & Sons one pictured above. We liked the convention of displaying our band standing up in thirds of the shot, this separates them as individuals and gives each member a more unique presence, but pictured as a whole the band act as one, strong-standing music group. We also put our main singer at the front of the members, to show him as the most important member, or the leader of the band. **Text** We decided to create a completely new title text that would be a lot more eye-catching to the spectator. Although this was not completely conventional of the folk genre, it steers toward a more western font which is what the theme of our music video and digi-pack tries to focus on. Also, we kept the same font from our logo, but added a black stroke to it, to make it bolder and easier to separate the band name from the album title. **Other features** To make the poster more professional, we wanted to add some music poster conventions, these were things like a modest star rating, a comment from a reviewer, the record label and logos for distribution methods. Although the Mumford & Sons poster above does not feature some of the elements, we looked at other folk adverts to see that this was infact conventional.

