

CASE STUDY #1

DESIGNING COVER ART AND VISUALS FOR AN ALBUM RELEASE.

We were commisioned by a new up and coming Hip/hop artist to create a full package of visuals for this new album called "THE SINS I PRAYED FOR" which includes front and back cover arts, merchandising for his fans as well as visuals that can be used to promote the release on social media

We discussed the theme of his album, the story he wanted to tell, and the overall vibe he was aiming for during a Zoom call with the artist. He provided us with a mood board featuring examples of cover art that aligned with the style he envisioned.

The project is a rap/hip-hop album that delves into strong religious themes, addressing the guilt and sins the artist experienced during a significant period of his life while also exploring the theme of redemption.





To reflect the dark vibe the client aimed for, we selected a black and red color scheme. Additionally, we incorporated stained glass elements commonly found in churches to align with the religious theme.

As the focal point, we feature the artist's image, slightly blurred to maintain a mystical atmosphere. Since it's a rap album, we also incorporated graffiti on both the front and back covers, creating a connection between the two sides for a cohesive look.



After the front and back covers were approved, we proceeded to create the designs for the merchandise.



The final step was to create digital assets, such as banners and 'Out Now' videos, to promote the project on social media and various platforms.



OUT NOW
OUT NOW
OUT NOW



OUT NOW



Spotify



Apple Music



YouTube

Here, you can see the color spectrum used throughout this project.



THE SINS
I PRAYED FOR