



BLOODY CIVILIAN

Label:0207 DEF JAM

Project Type: Debut EP

Title:ANGER MANAGEMENT

NOTES ON CREATIVE DIRECTION

There are many ways to deal with anger. Some take a peaceful approach whilst others express it through rage. I worked closely with Nigerian artist Bloody Civilian to actualise the latter route focusing on the chaotic and oftentimes unpredictable nature of processing pain and hurt.





Anger Management

NOTES ON ART DIRECTION

Taking inspiration from Dizzle Rascal's 'Boy In The Corner' Album artwork, I utilise the corner and the spotlight to convey and empathise how isolation sometimes leads to transparency and illumination of ones emotions and feelings whether positive or negative.

I approached the artwork (and creative overall) with a darker colour palette to act as a constant motif of the kind of darkness one runs away from. Bloody's desire to get comfortable with the pain and hurt is expressed in her pose.

The hand-written title was inspired by the many moments Bloody has taken to her journal to express her emotions. On the basis of familiarity and relatability, I used the handwriting font to allow her audience to make the connection between her music and their personal and intimate moments.



Music Videos

Continuing with the themes of rage, anger and darkness the creative direction utilises a DIY approach, a darker colour palette and an emphasis on lawlessness/chaos to elevate Bloody's message.



Press Images

The creative direction for Bloody's press images during this era was minimal yet effective. I utilised the plain, block colour Blue via styling and elevated it by selecting a similar, plain blue and white backdrop to solidify the message of isolation, darkness and chaos.

