



TIANA
MAJOR 9.

Label: MoTown Records and UMG
Project type : EP
Title: SIXIES AND SEVENS

NOTES ON CREATIVE DIRECTION

Navigating change is never easy and oftentimes the pressure feels unreal. These two themes served as my creative and art direction anchors for British Grammy Nominated artist Tiana Major9 and her Sixes and Sevens EP.

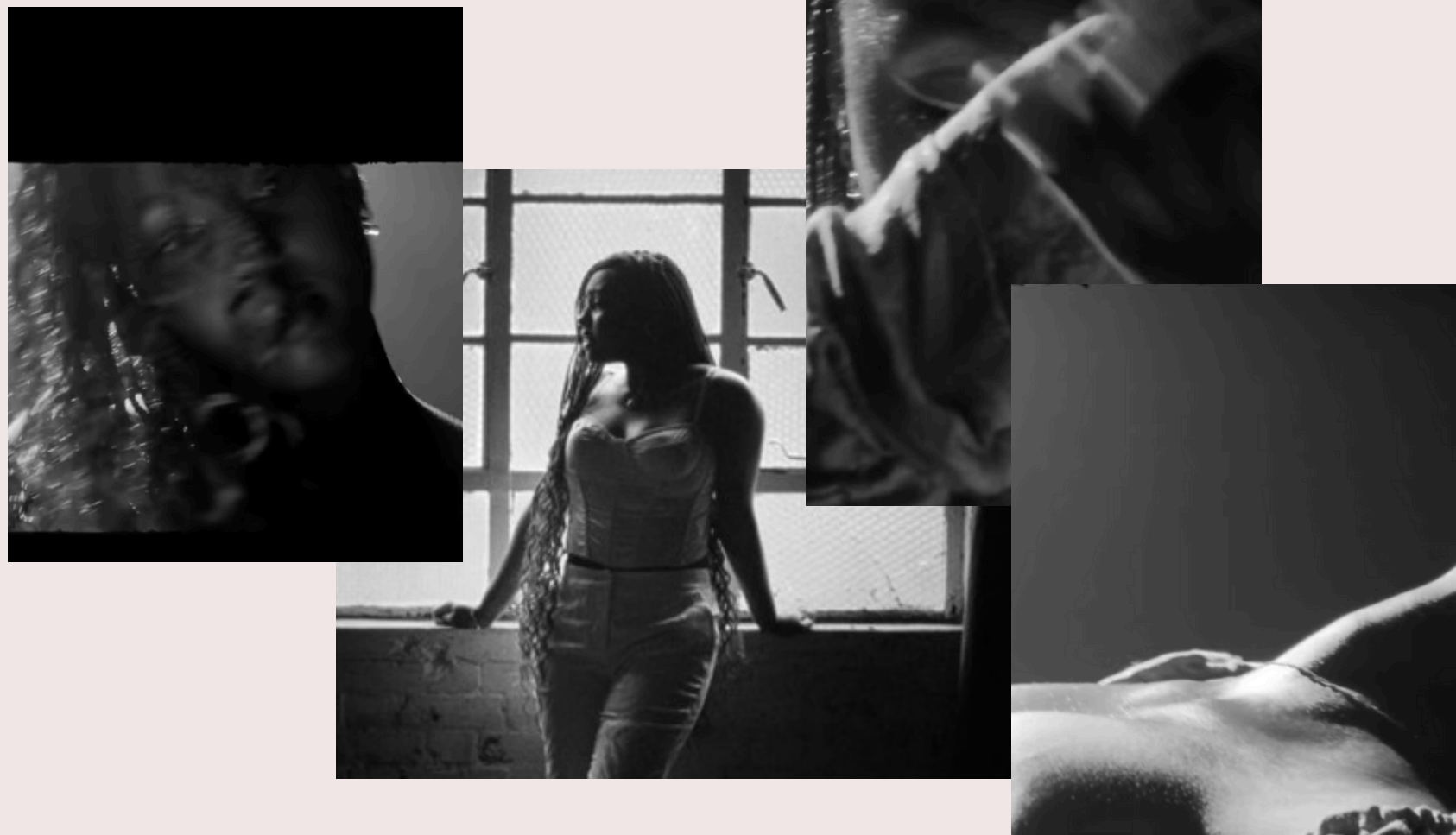


NOTES ON ART DIRECTION

Using an animated cover to emphasise the unreal and game-like quality of life, change and transformation which is elevated with the pastel and neutral tones to convey familiarity, comfort as well as the sometimes unsettling nature of peace.

Duplicated but slightly different version of Tiana in the mirror to bring to represent her internal conflict.

Water used as the logo to represent the unpredictable state of change and transformation as well as serving as a reminder for the audience to flow with the tides that come with growth.



Music Videos

Extending the themes of change and transformation to awareness and isolation, Tiana's music videos centered her and her point of view. I went for a minimal approach via a black and white tone to drive home and emphasise the point of beauty and isolation being one and the same.

Press Images

The creative direction for Tiana's press images during this era was simple. I utilised clashing patterns via styling and juxtaposed it by selecting a minimal, plain white wall to communicate the merging of peace and chaos.

