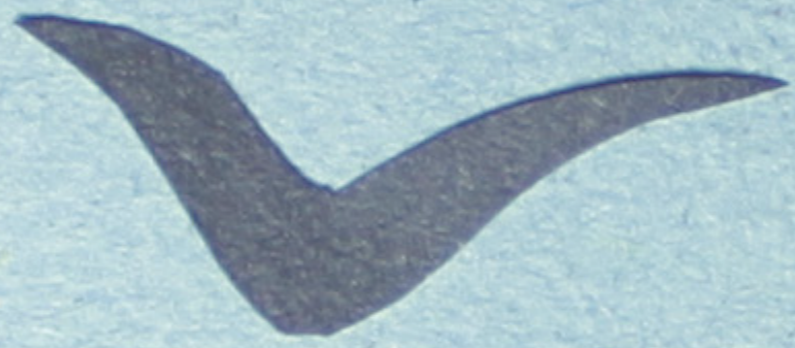


Designing a CD Cover

Design & Research
by
Gaia Canestrari

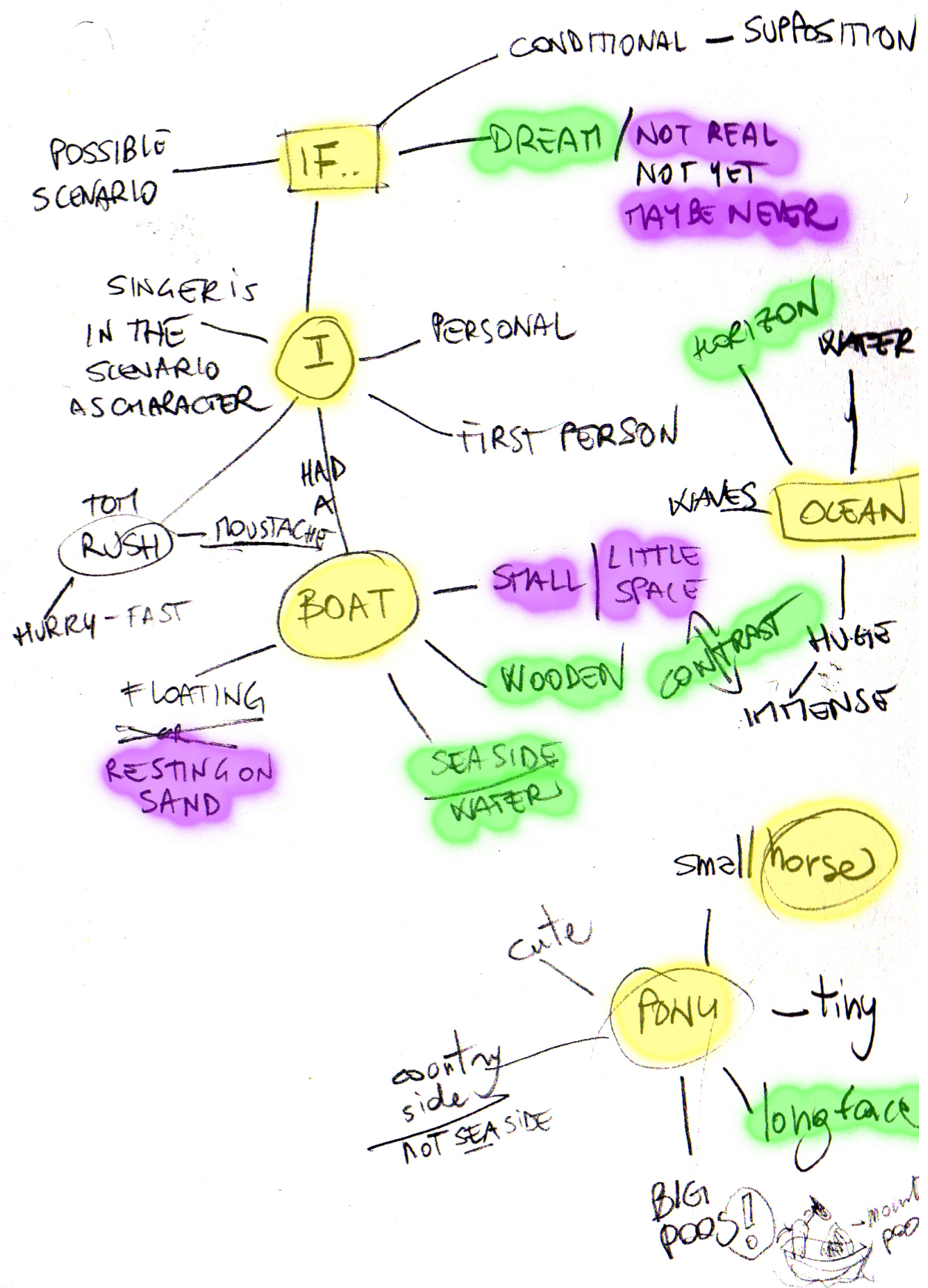


Brainstorming

Modelboard Inspirations

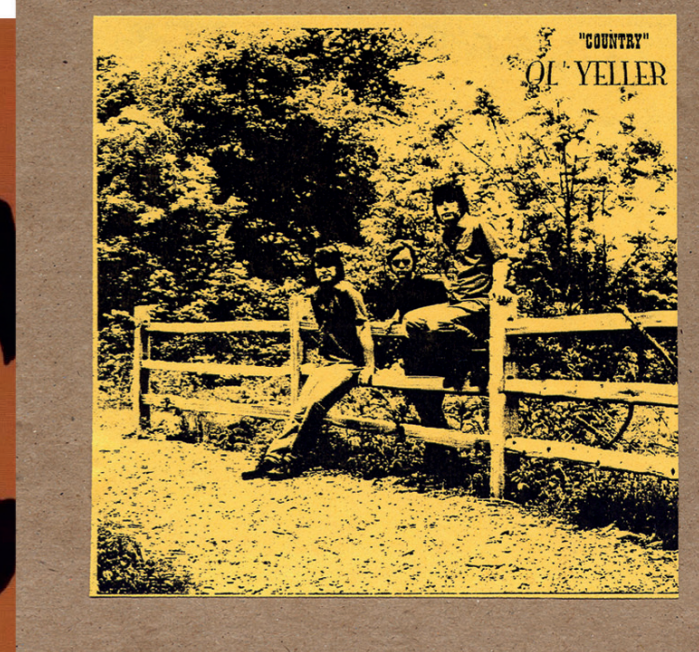
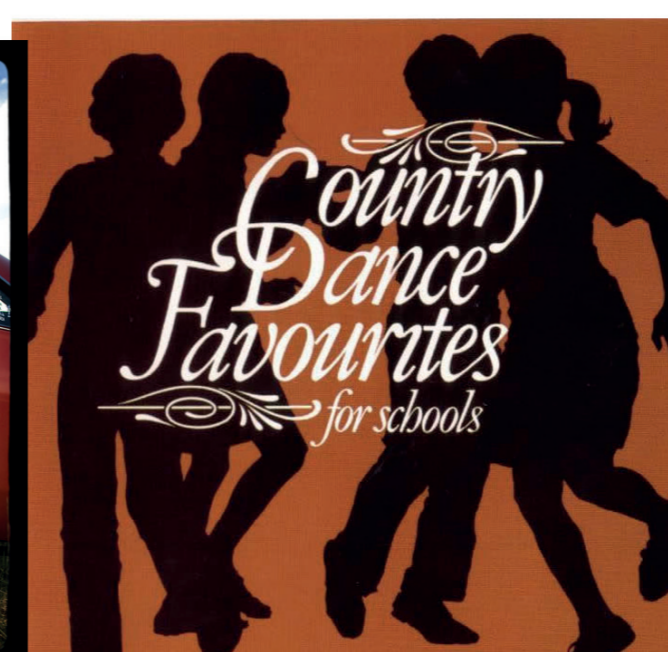
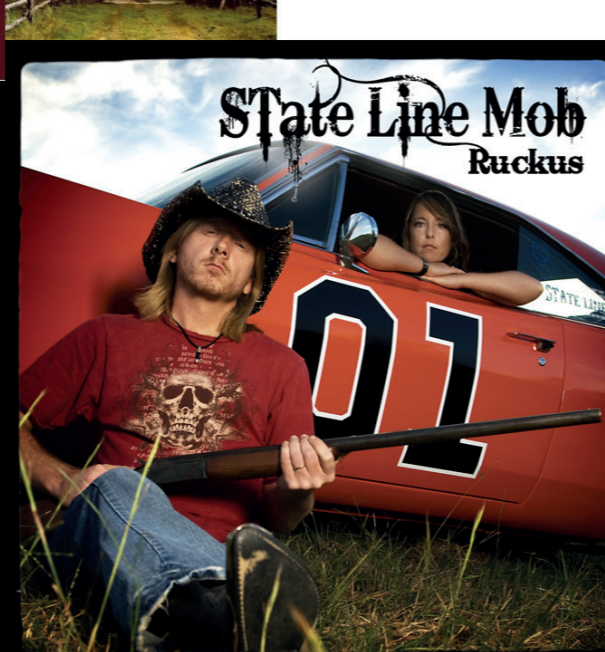
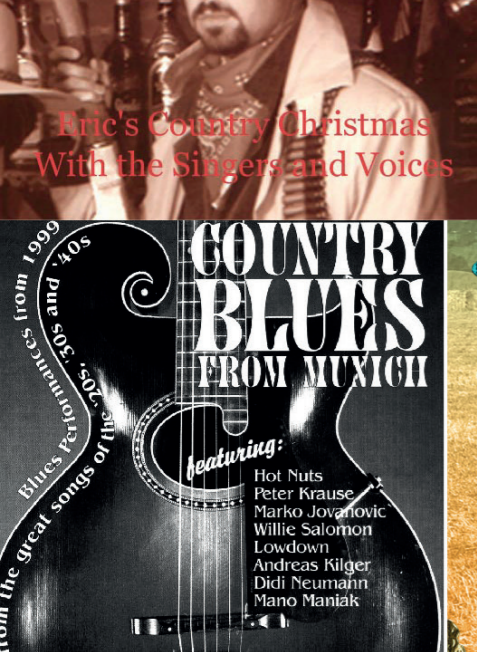


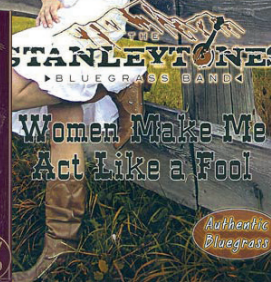
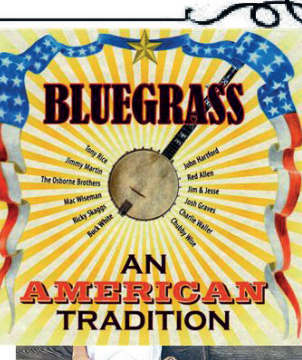
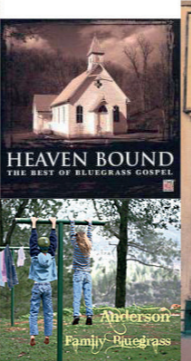
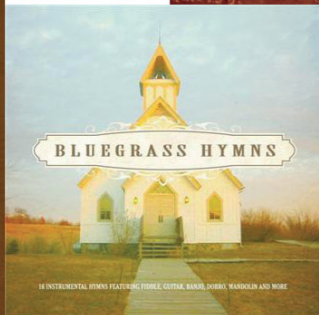
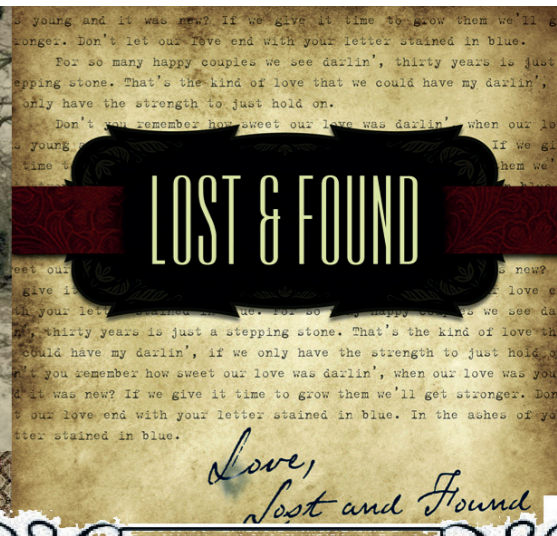
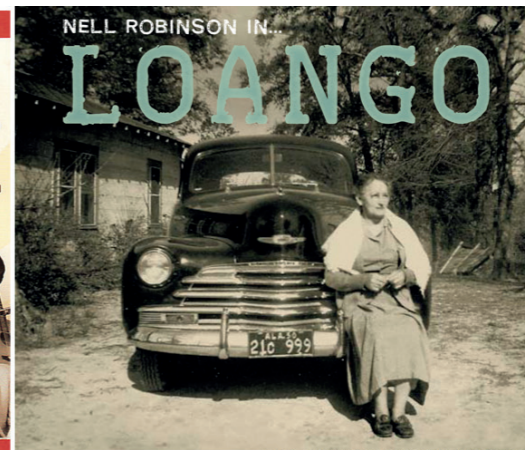
song listening.





COUNTRY MUSIC

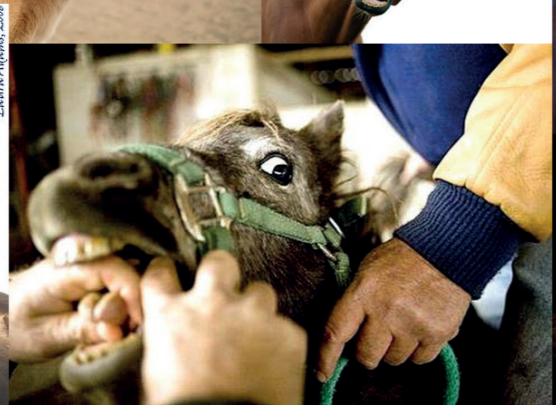
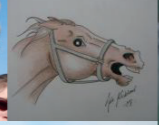
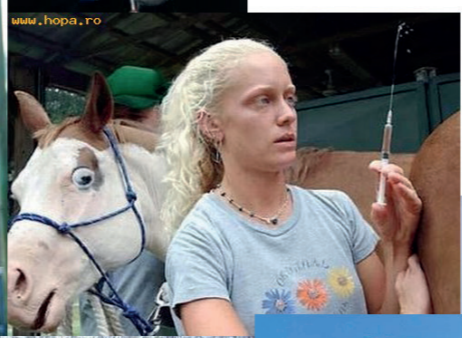
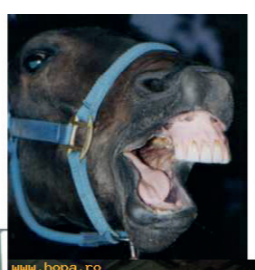
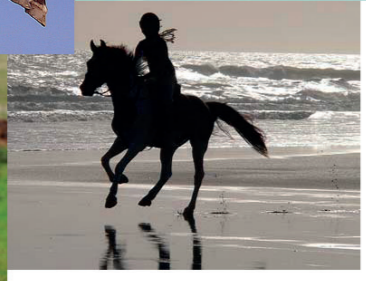




Welcome to Club Farah
Horse Riding Vacations

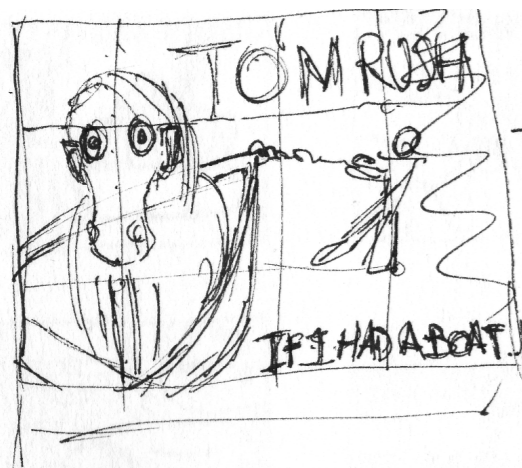


HORSES, WATER, RIDERS & BOATS



© Lauren Adams 2016

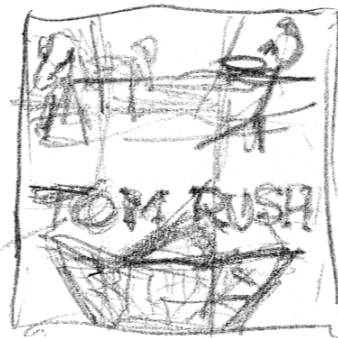
© Daily Haha



→ man pulling boat on beach towards sea
horse in boat rather puzzled and hardly fitting in

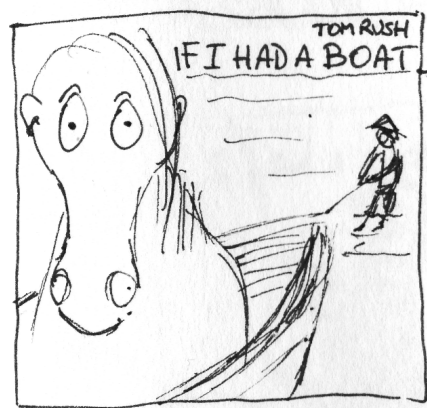
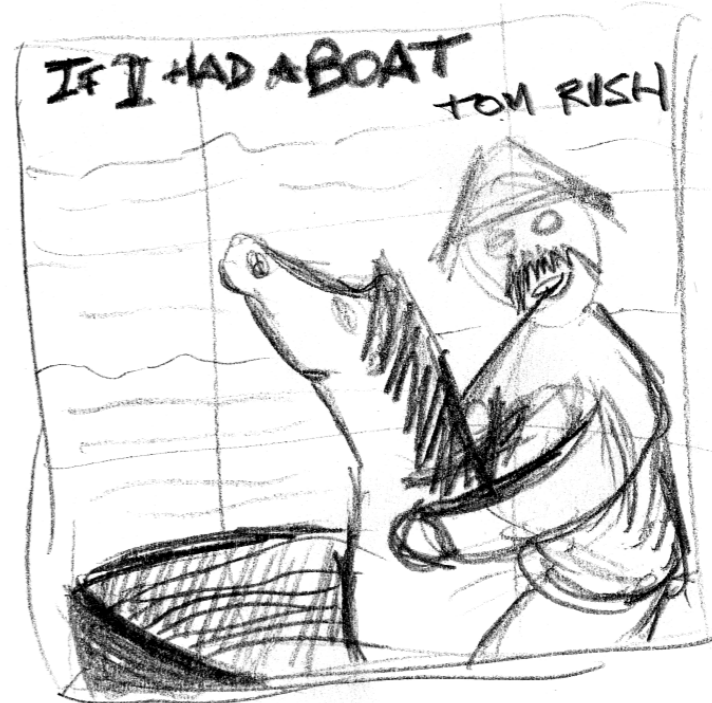


big tom rush moustache!
→ can see nothing but see...



looks like a piece of paper folded and uncolored / map like? scribbled

→ paper boat



→ horizon / ocean - sky
→ man is already half in the water / boat is just about to get in

→ TYPE JUST CARE OUT OF WATER DRIPPING AND POSSIBLY STAINED (WATER ON INK - WATERLOO EFFECT)

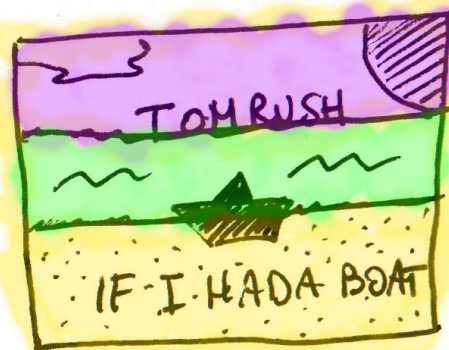
TOM RUSH
IF I HAD A BOAT



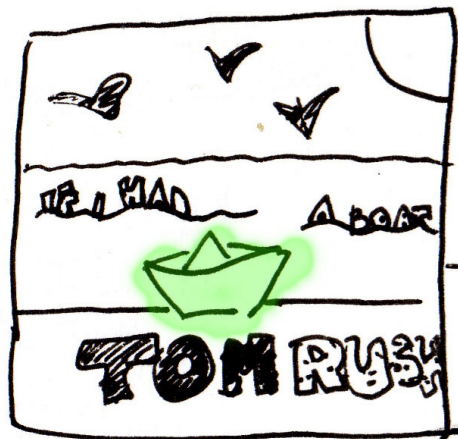
→ like a scribble on paper

Artist's name as an autograph / signature

sketching ideas

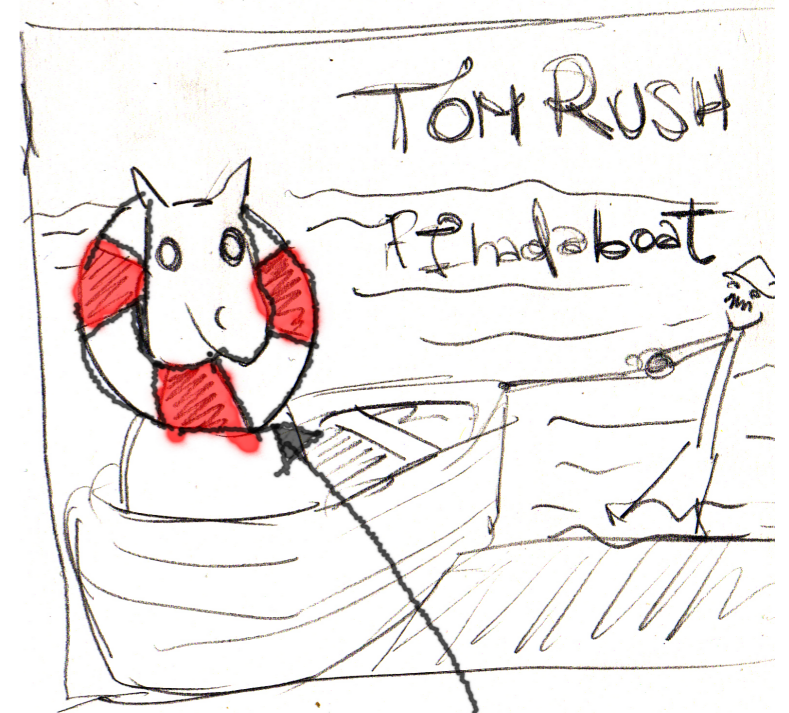
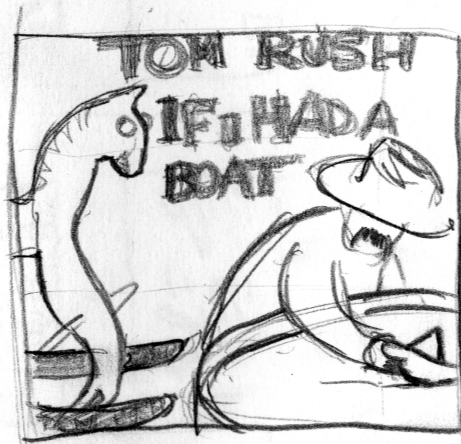


3 LAYERS OF PAPER / MATERIAL



PAPER BOAT

NOT REAL
↓
DREAM
↓
IF

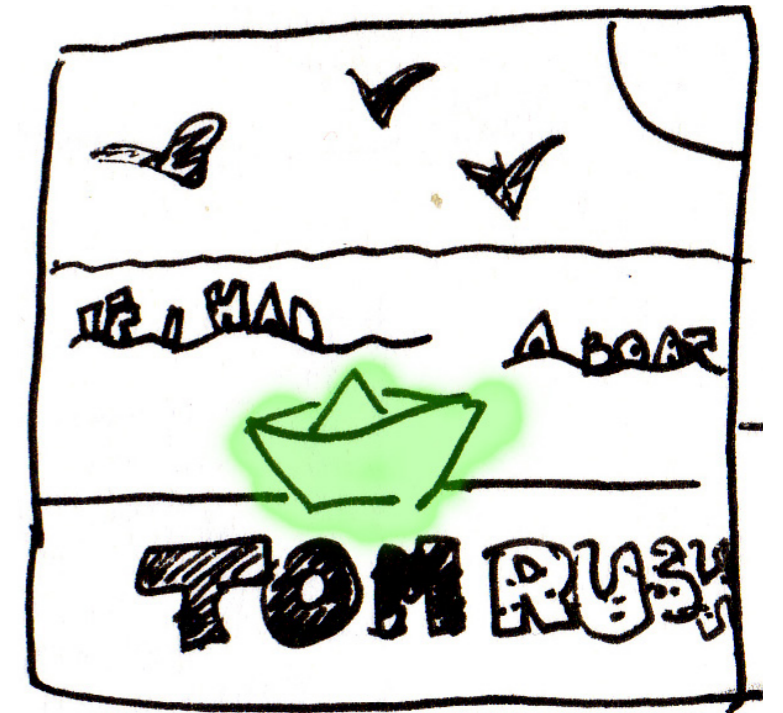
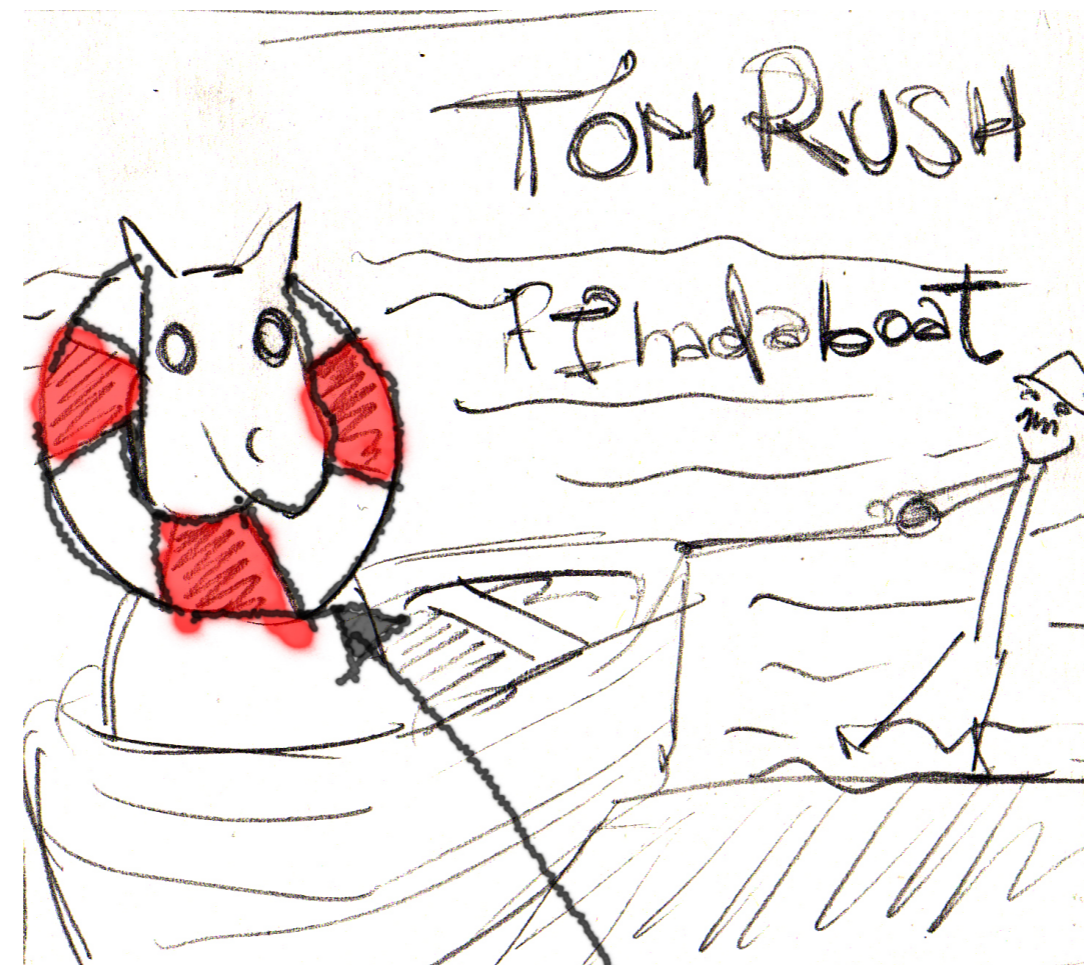
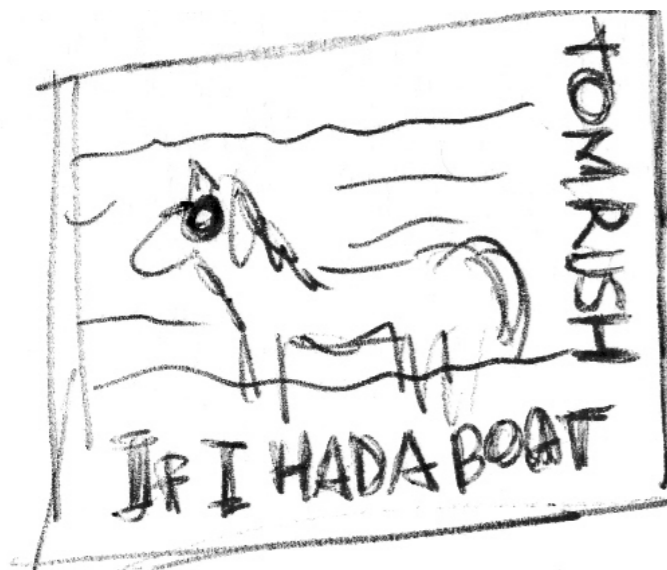


LIFE BUOY

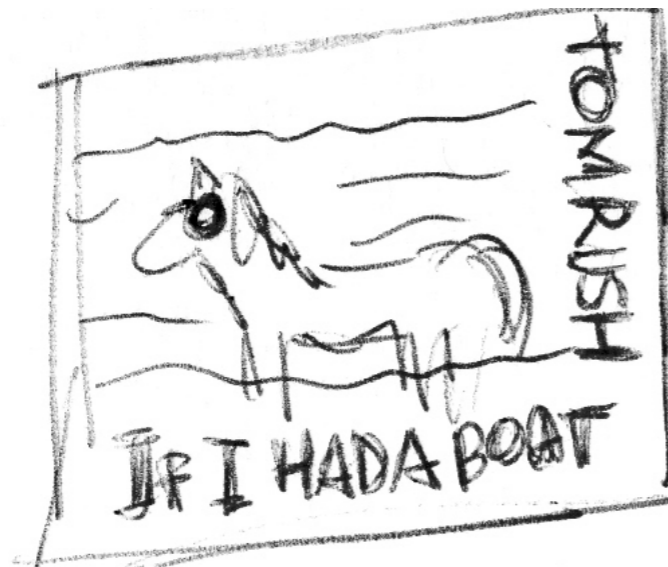
Comic effect!



choosing
three
design ideas



First design proposal.

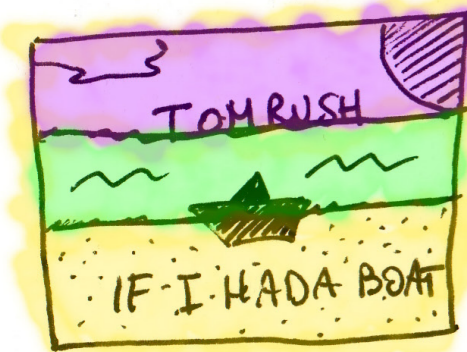


Acrylic Paint on Paper, Photoshop

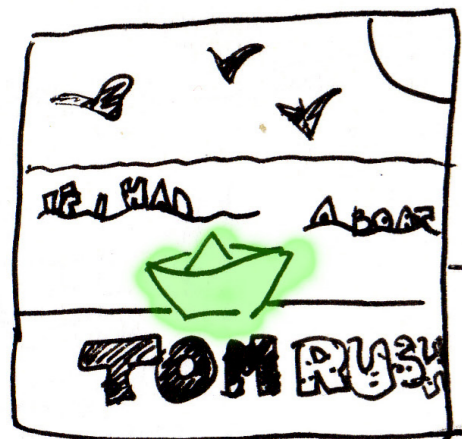
The subject openly contrasts the title of the single: no boat, no water. A remote sense of the water is merely present in the reflection of the type. This was created to instigate curiosity in the observer.



Acrylic Paint on Paper



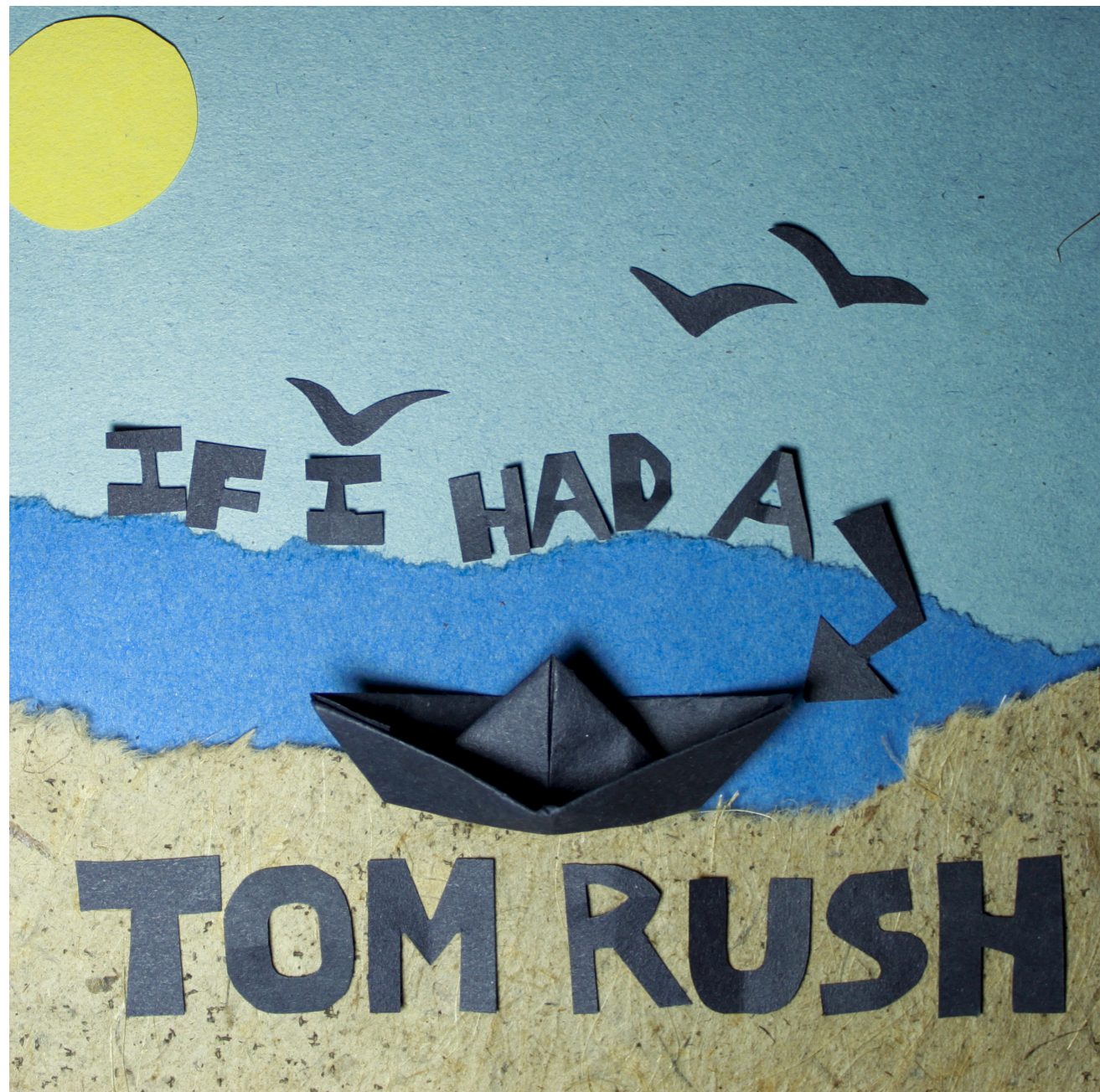
3 LAYERS
OF PAPER/
MATERIAL



PAPER
BOAT

NOT REAL
↓
DREAM
↓
IF

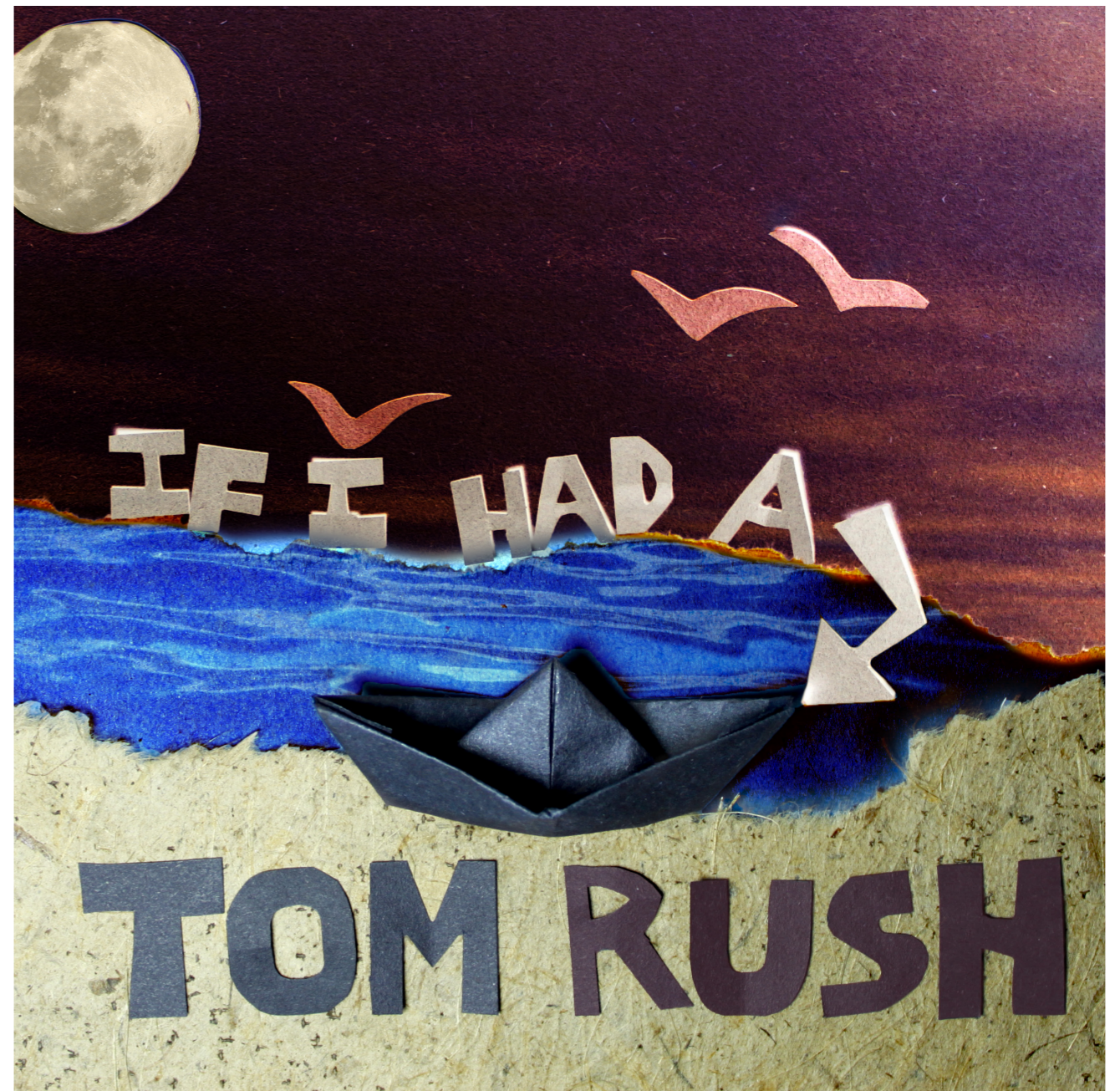




Paper.

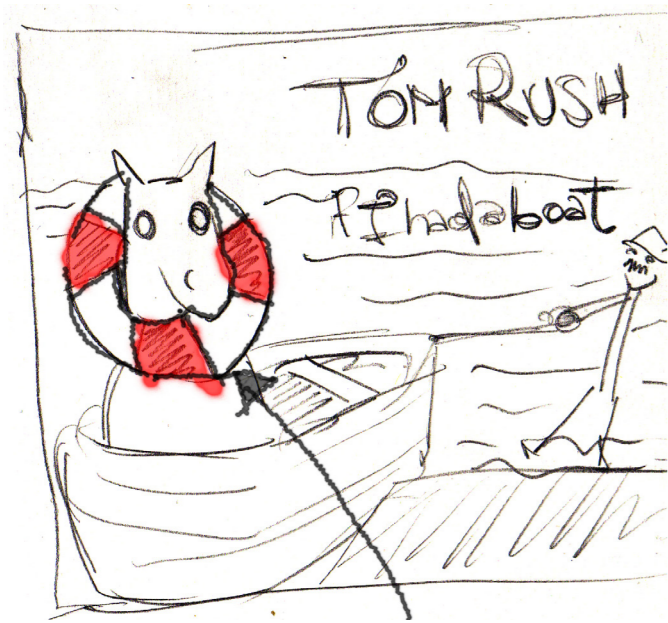
The scenario and its features are voluntarily surrealistic. The song is about a dream. What *would* happen if the singer had a boat? I imagined him playing in an inflatable paddling pool with a paper boat. The pool is gone, the boat stayed.

Second design proposal.



Photoshop, Paper

Whereas the initial design might have given the idea that it was made for children, the retouched version is aimed at attracting an adult public,



A bewildered horse hangs on to his lifebuoy while Tom Rush is trying to pull the boat offshore.

Acrylic paint, sand and glue on paper:
it lays out the basis for the CD cover.



A more amusing “horse expression“
which will liven up the painting



Photoshop, Acrylic Paint, sand and glue on Paper
With a new face and a little more lighting, the painting is ready to meet the type.

TOM RUSH
if I had a boat

TOM RUSH
if I had a boat

TOM RUSH
if I had a boat

TOM RUSH
if I had a boat

Third design proposal.



The type is inspired by the font “Bleeding Cowboys”, by Gyom Séguin, also used in the moodboards.

Chosen design

