

Project 3: Record Design Rationale | DESN330 | Keira Zanbak

The neutral colour of the background on the dust jacket paired with the blue-ish purple colours creates an overall cool tone which reflects the music, since it has more of a laid back feel to it. The colours provide a good contrast of light and dark, creating a balance, somewhat like night and day, and the two papers meeting together in the center of the cut out circle are kind of representative of two elements coming together, despite the rough edges and opposing directions. This speaks to the music because it seems to want to try and find the right balance and a way to come together and make things work. The addition of the page from the dictionary provide contrast to the solid colours of the paper in the background as it helps to give the piece more texture, as well as, the main definition shown, talks about a point of focus which relates to the music and the title, in that it's about finding balance.

In the sleeve the blue colours take over, representing some of the lower tones of the music, and also being more opposite of the dust jacket, which had a lighter feel to it. Similarly, it could be seen as a representation of night and day, with the sleeve being the night because of how the circular piece of the dictionary page appears to be rising up from behind the darker piece of paper, like the moon rising over the side of a mountain. The darker coloured paper shows a bit of the other side of the page in the ripped part, to provide a bit of contrast and to make the different pieces of blue paper stand out a little more from each other. Like the dictionary page from the dust jacket, the circle is the missing piece from the front, but it is less complete and is missing more words.

The center labels are similar to the cover but, since the label is a circle, the elements are arranged differently, as they all try to meet in the center of the label. While the blue pieces of paper remain similar to the dust jacket, the page from the dictionary is not in any sort of shape, and for side A, unless it is turned the right way, is mostly unreadable, while side B is entirely unreadable. It helps to provide an interesting texture to the label, but it also tells a bit of a story, as you go further into the record the text from the dictionary becomes more and more unreadable, and you have to find different ways to read it that are more unusual, kind of like how in the music things seem more difficult to understand the more they are kept inside.

The different types of papers used to create each piece are some what like puzzle pieces, with some being more of a rough texture, some being ripped up or missing parts of the page, like how in the songs, there's a bit of an inner struggle to find balance and to find a way to be alright.

The type used in the title of the record is quite bold and has a high contrast between the thick and thin stokes of the letters. It fits well with the text from the dictionary page but also, it sort of contrasts everything else in the piece because of how it is more noticeable and more clean looking compared to all the textures of the paper. It fit well for this reason, since the more upbeat songs tend to stand out a bit from the slower songs, but not so much as to take over and change the entire mood of the record. The second typeface used is similar to the title

because of its high contrast in thick and thin strokes but, it is not as bold as the first, providing a calmer feeling, which is present in the majority of the music. The colours chosen: white, blue, and black made the most sense to choose because they sort of blend in with the surrounding colours but, still stand out enough to be readable.