



DECO 2013
Generative Design Systems
Dominique Quitoriano
ID # 305184113

Assignment One
Album / Poster CONCEPT
MODULAR REMIXd 'The Album'



The COMPANY

Modular is an Australian music label representing international and national artists. Such musicians include Ben Lee, Cut Copy, Jack Johnson, Wolfmother and the Yeah Yeah Yeahs!

The CONCEPT

I propose the release of a compilation album containing 'remixed' releases from the artists of the Modular label; the overall graphical 'feel' of the album will reflect a break beat, dance or electro ethos for 'Summer 2006'.

The exclusive tracks will appeal to existing fans, attract new listeners and serve as a label sampler and create interest to other new artists and releases!

The concept for my Generative Design project is to design multiple graphic concepts that will encompass this idea.



The GRAPHICS

Research Modular People Website
The Modular website and overall layout uses a lot of 'white space' and primary colours to highlight areas of graphical interest.
The logo and style of the graphics are sometimes naïve and hand drawn and all the major headers utilise a 'rainbow' palette.



Screenshot of Modular Website Captured at:
<http://www.modularpeople.com/03/08.asp>



My DESIGN

My design approach was to create images that would align with the overall Modular image and also reflect the 'remixed' nature of the album; its major 'point of difference'.

The first concept in the design process was to create something that would look like a vinyl record and therefore reflect the nature of the music.

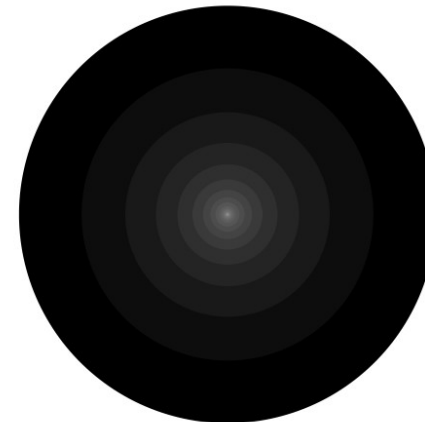


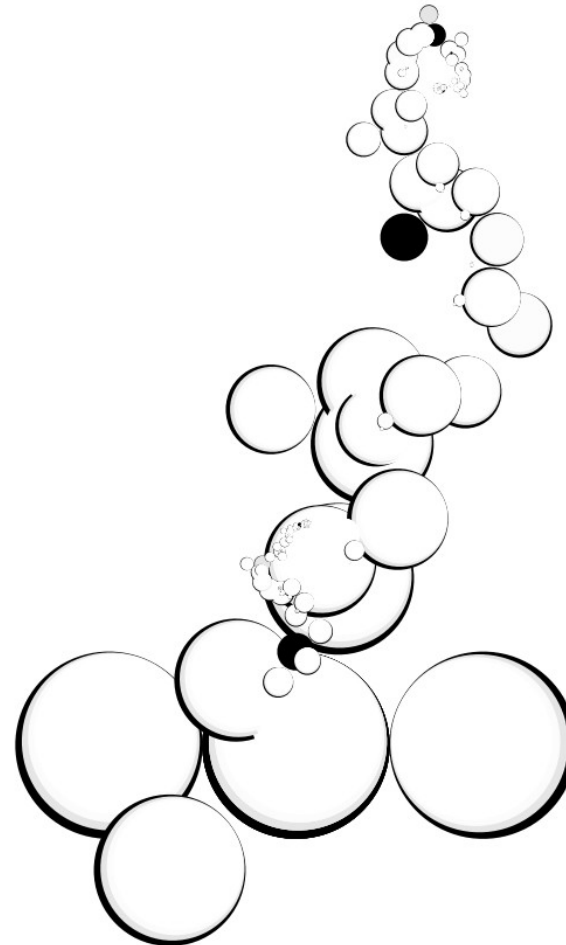
IMAGE from CONTEXT FREE



I wanted to create a visual image that would look like sound – ‘light and airy.’

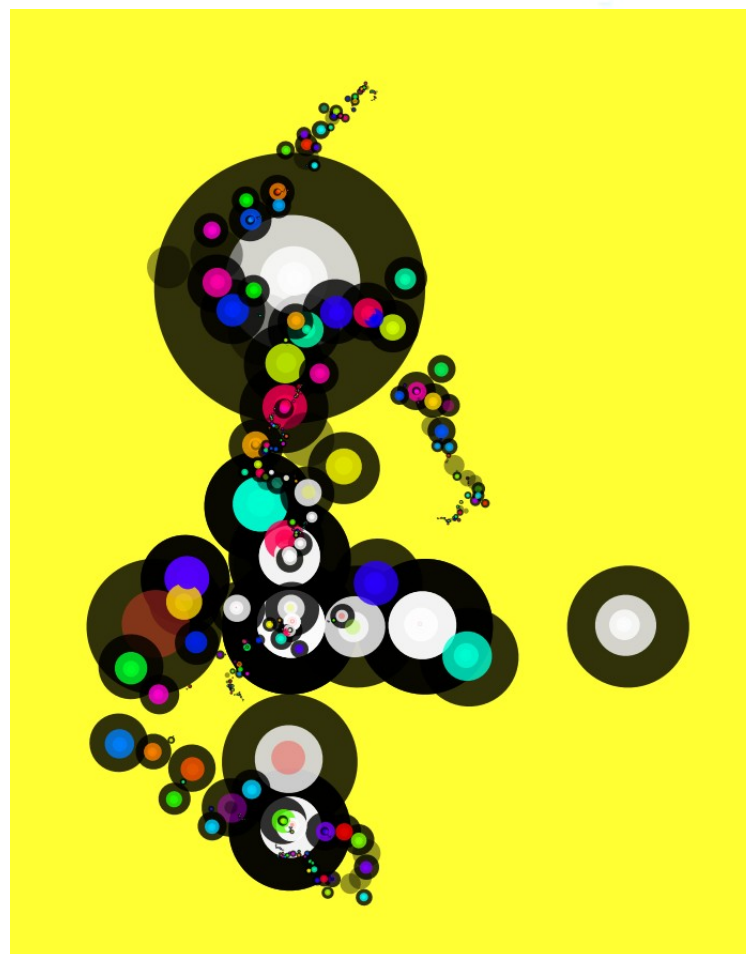
I decided to use the ‘vinyl’ shape and repeat it along a path.

I tested it using opaque shapes and I thought more of water or bubbles when I designed this idea.





The last step was to create the idea of SOUND. I chose to manipulate the opacity of the images and juxtapose the black and white circles with random colour (like the primary colours of the Modular website).



I chose the background colour yellow because I think it reflects summer however the effect could easily be achieved with a white background!