

“Wrench in the Gears” Album Cover Design

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My final design consists of cover art for the newly released Hip-Hop single, titled ‘Wrench in the Gears’. Commissioned by established music artist, J-Gems, this composition will be released with any Vinyl copies of the track, and makeup the thumbnail for any digital versions of the song on all streaming platforms.

Conveying the chaotic and industrial atmosphere of the song, my cover art for the single ‘Wrench in the Gears’ features a representation of one of the fictional characters in the song, surrounded by an assortment of lettering from the Typewriter Font Family. The piece contains varying font sizes and an unstructured placement of objects, such as the various gears and tools to be floating in the background which creates a disordered aesthetic, coinciding with the narrative of the song lyrics. The composition is composed of a greyscale pallet, alluding to the metallic ambiance.

Much of the illustration is purposely incomplete or unstructured to simulate the aggression of the singer, multiple sets of sketch lines making up the silhouette of the character and background, similar to the abstract style of Radiohead’s ‘Ok Computer’ album cover. A jumblement of words such as “yes”, “no”, “no pain”, “no gain” scatter the page in a seemingly random manner, further conveying this anger, like illogical thoughts. Some present phrases contradict each other, such as “yes” and “no”, referencing the explored concept of competing consciousness, present throughout the song.

I sought inspiration from several album covers such as Kanye West’s ‘Kids See Ghosts’, illustrated by Takashi Murakami, and Radiohead’s ‘Ok Computer’, illustrated by Stanley Donwood. However, despite the various exploration I conducted, I found my primary inspiration from Reg Mombasa, an Australian artist responsible for the ‘Let’s Go To Paradise’ album art. I analyzed this piece with the goal to retain the chaotic nature of the composition, as I was fascinated with how the elements worked together to create chaos without becoming overly busy. I believed this could work with what I was trying to achieve for the ‘Wrench in the Gears’ cover, the main concept of the song being a competition for power.

My final piece successfully meets the criteria of the brief, by including the name of the music producer, be composed of a 3000 x 3000 pixel ratio, display the name of the track and communicate the disruptive aesthetic of the track.