

The Saturdays CD album cover

Name of band using logo to make it recognisable to audience.



Use of blue font, a feature continued throughout adding continuity. The blue faded font also fits to the pop genre of the band appealing to their teenage girl audience.

Band members, similar pose to the website therefore adding continuity to link the products together. Fun expressions to appeal to their target audience.

This is The Saturdays CD front cover. It shows continuity throughout by using similar styles to their website, this makes it memorable and recognisable for their audience. Again the colour blue has been used to gain less sex appeal due to their target audience being teenage girls. However, their fun, bonny expressions adds a slight 'playful' feeling.

My CD cover

Band name / logo



Songs

Band members

By analysing The Saturdays CD cover a main feature is the continuity represented throughout. I have tried to create this by using the same design of the band name which has also been represented in my website. The background has also remained similar keeping to pastel colours with a flower pattern. This, like The Saturdays, adds girliness and less sex appeal, appealing to my target audience. I have included pictures of the band members that are also used within the website, this is also similar to The Saturdays, and makes it more memorable to the audience. These pictures include money to highlight the key song 'Money-That's what I want'.