

Steve Lacy Vinyl Package: Process Book

Dimitri Tasakos



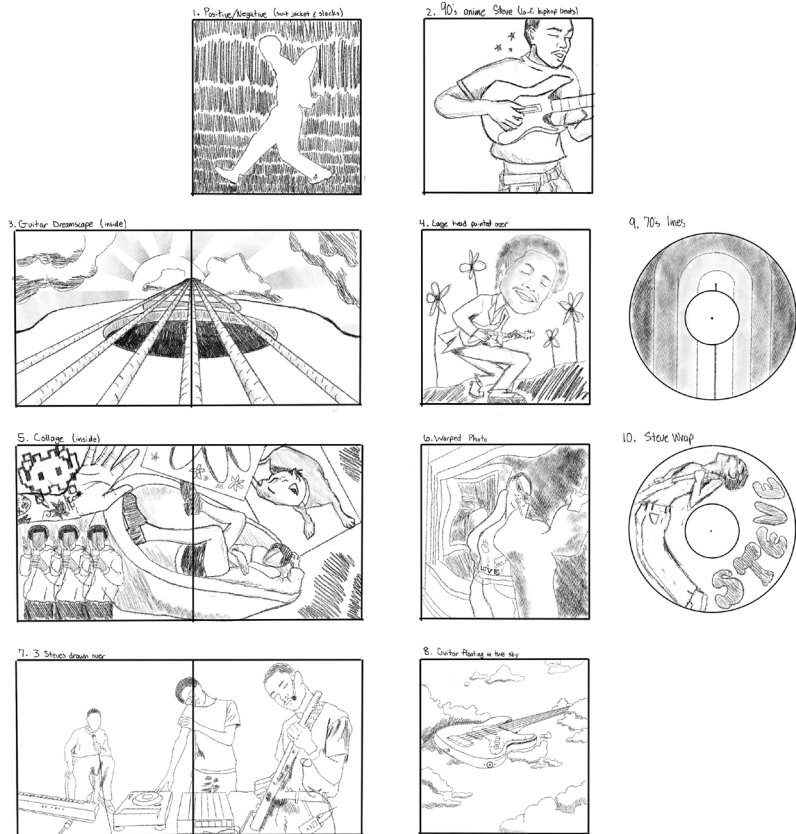


Table of Contents

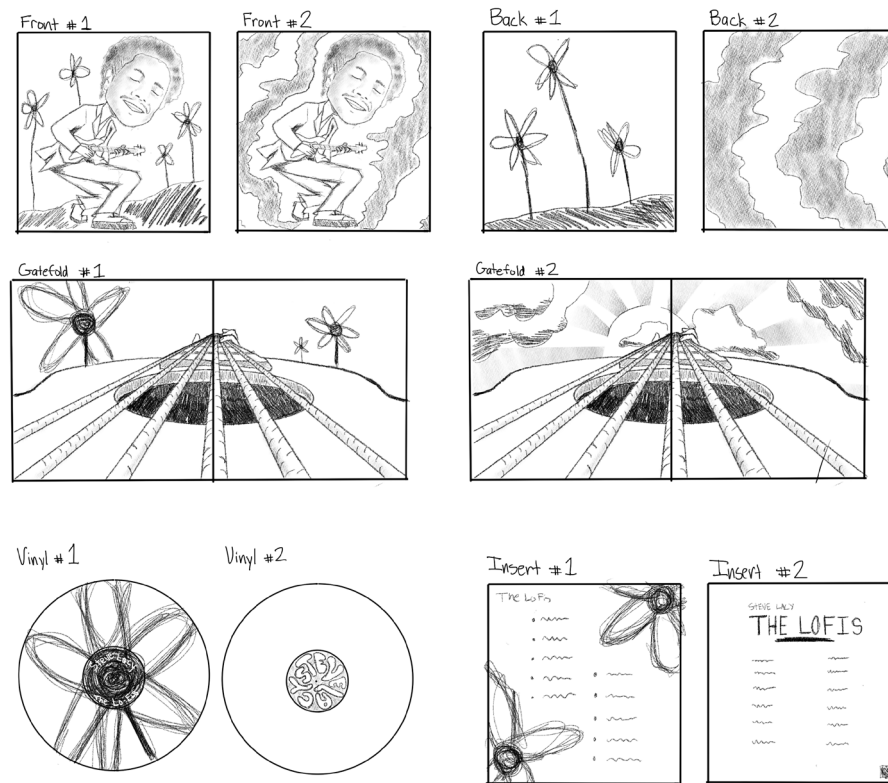
2	Initial Sketches	16	Back of Insert Process
4	Front Cover Process	22	Gatefold Process
6	Color Studies	26	Vinyl Process
8	Back Cover Process	30	Promo Poster Process
10	Type Studies	34	Final Mockups
14	Front of Insert Process	40	Contact

Initial Sketches

First Pass



Second Pass



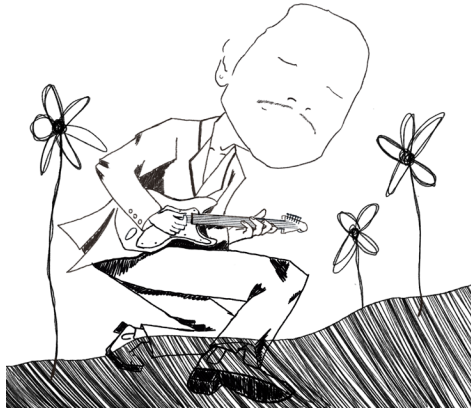
Front Cover Process

Initial Sketch

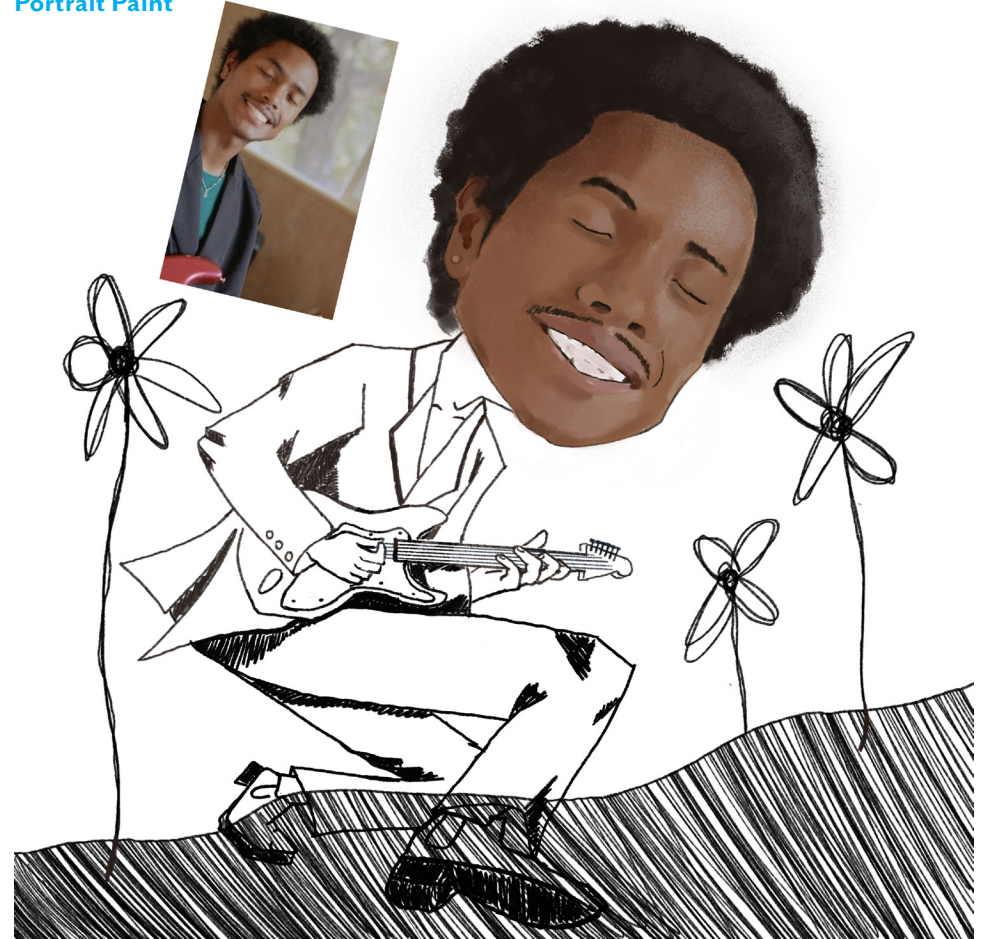


For the concept I decided to create an ethereal environment that complimented Steve Lacy's sound, as well as the body of artwork he has used for past work.

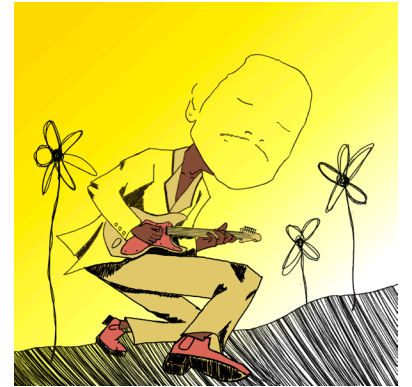
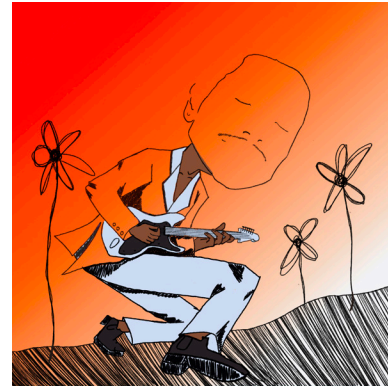
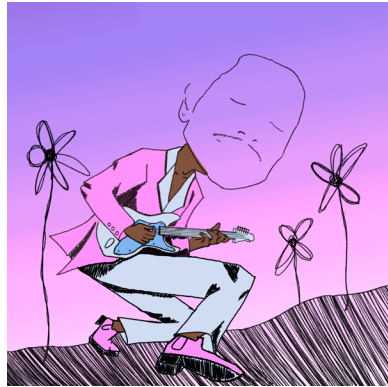
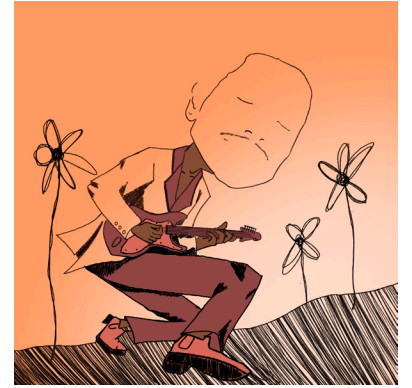
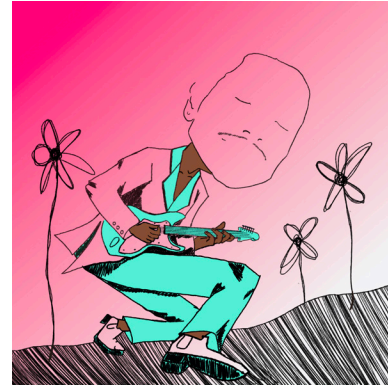
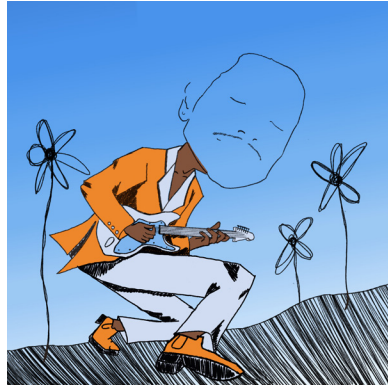
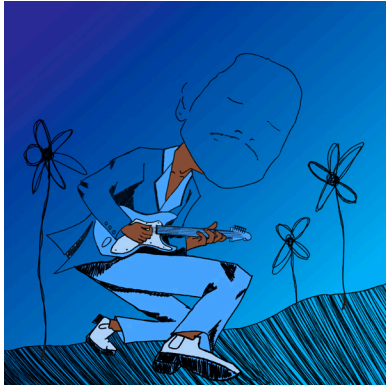
Final Linework



Portrait Paint

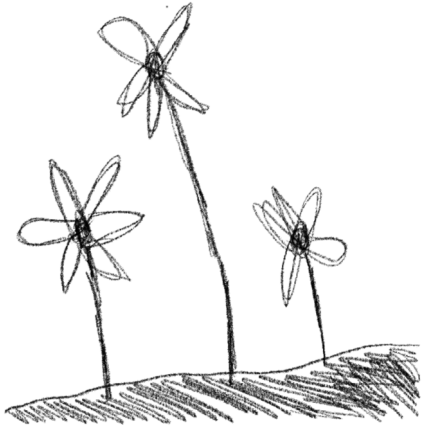


Color Studies



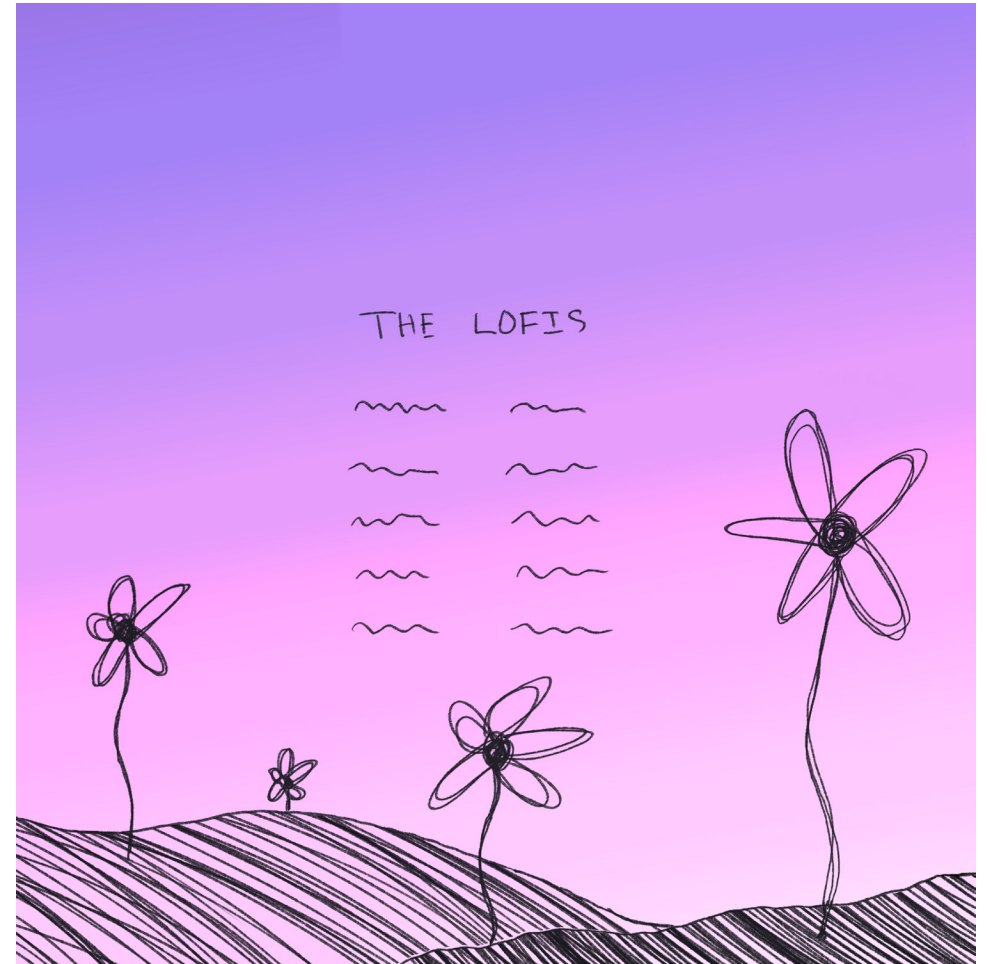
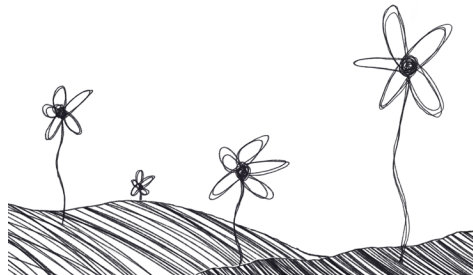
Back Cover Process

Initial Sketch



For the back cover I wanted to continue the scene so that when it's unfolded, it is one large landscape. I also left the back more open to save space for a title and tracklist.

Final Linework



Type Studies

Font Families

THE LO-FIS

Pirulen Regular

The Lo-Fis

Glodok Display

The Lo-Fis

Bely Display Regular

The Lo-Fis

Superior Title Regular

The Lo-Fis

Sketchy Medium

The Lo-Fis

Yink Regular

The Lo-Fis

Dimitri Font

THE LO-FIS

Tomasa Regular

The Lo-Fis

Manofa Light

THE LO-FIS

Juniper Std Medium

Handwritten Type



Stem Jany
The Lo-Fis

A Atomic Vomit
When I
That's No Fun
Cocky Girl

B Hummer
4real
I Think I Should
Daze

C Uxxx
Jars of it
Bars 16
Infrunami

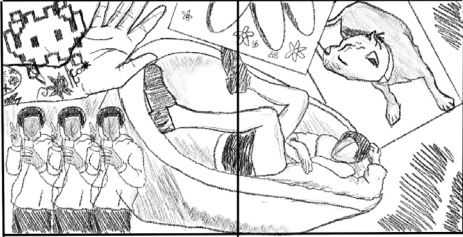
D Out of Me Head
Donchano
The Song



Front of Insert Process

Initial Sketch

5. Collage (inside)



For the inserts I thought it would be a good opportunity to reference some of his old album art by including photo collage. I thought this was a nice way to break up all of the hand drawn illustration.

Collage Color



Collage Greyscale

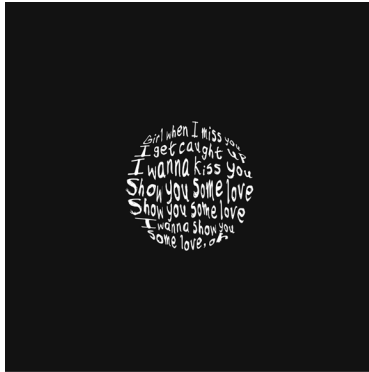
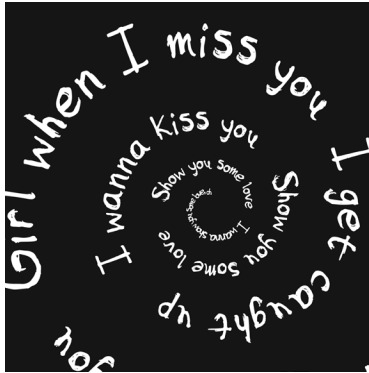


I decided to convert the collage to greyscale so that the purple hues didn't dominate the system as a whole.

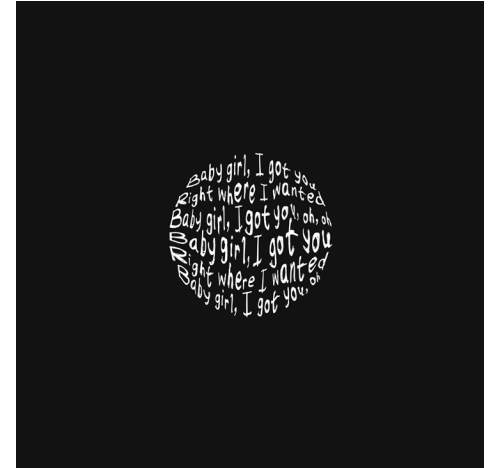
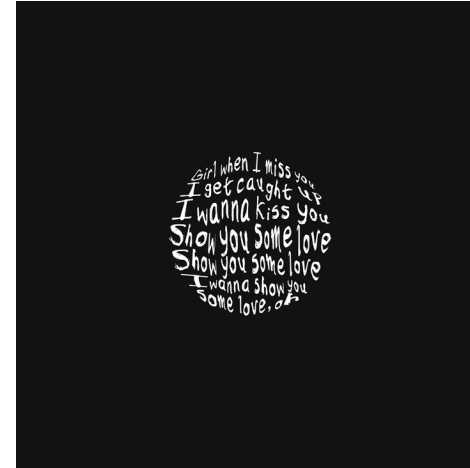


Back of Insert Process

Type Studies



Final Type Compositions



For the back of the inserts I wanted to leave a lot of negative space to give some visual rest. I also thought this would make a nice opportunity to work with type so I used song lyrics to create the shape of a vinyl label.



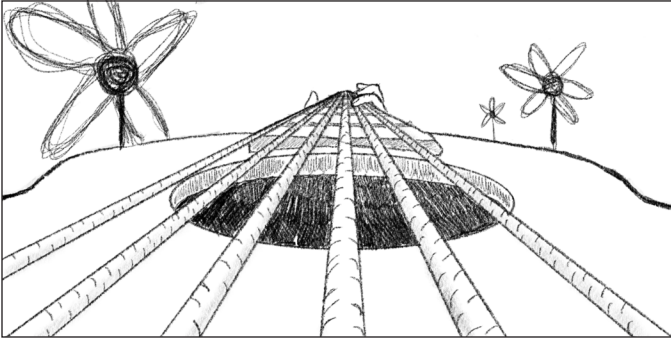
Baby girl, I got you
Right where I wanted
Baby girl, I got you, oh, oh
Baby girl, I got you
Right where I wanted
Baby girl, I got you, oh

Girl when I miss you
I get caught up
I wanna kiss you
Show you some love
Show you some love
I wanna show you
some love, oh



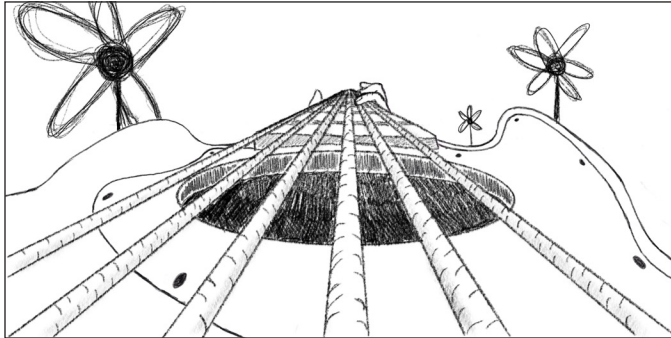
Gatefold Process

Initial Sketch

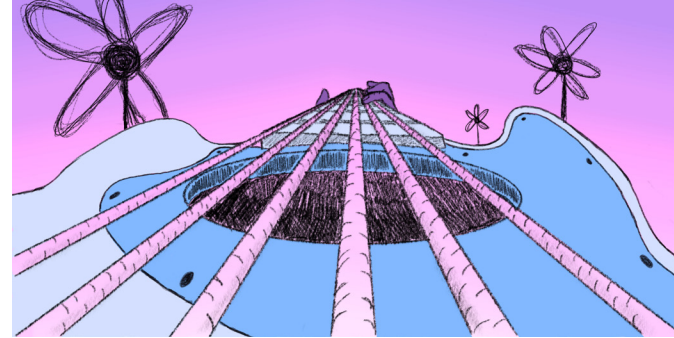


My idea for the gatefold was that as a viewer we would now be looking from the perspective of his guitar, rather than at Steve himself.

Final Linework

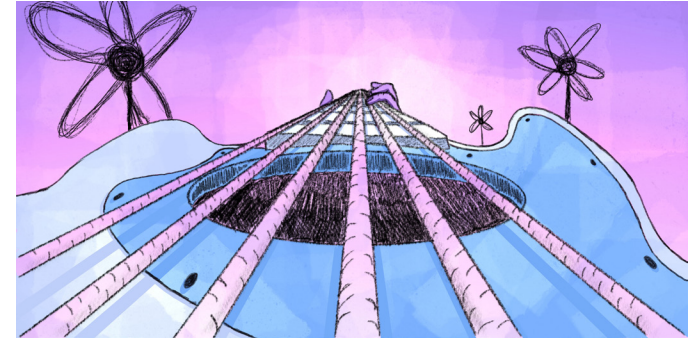


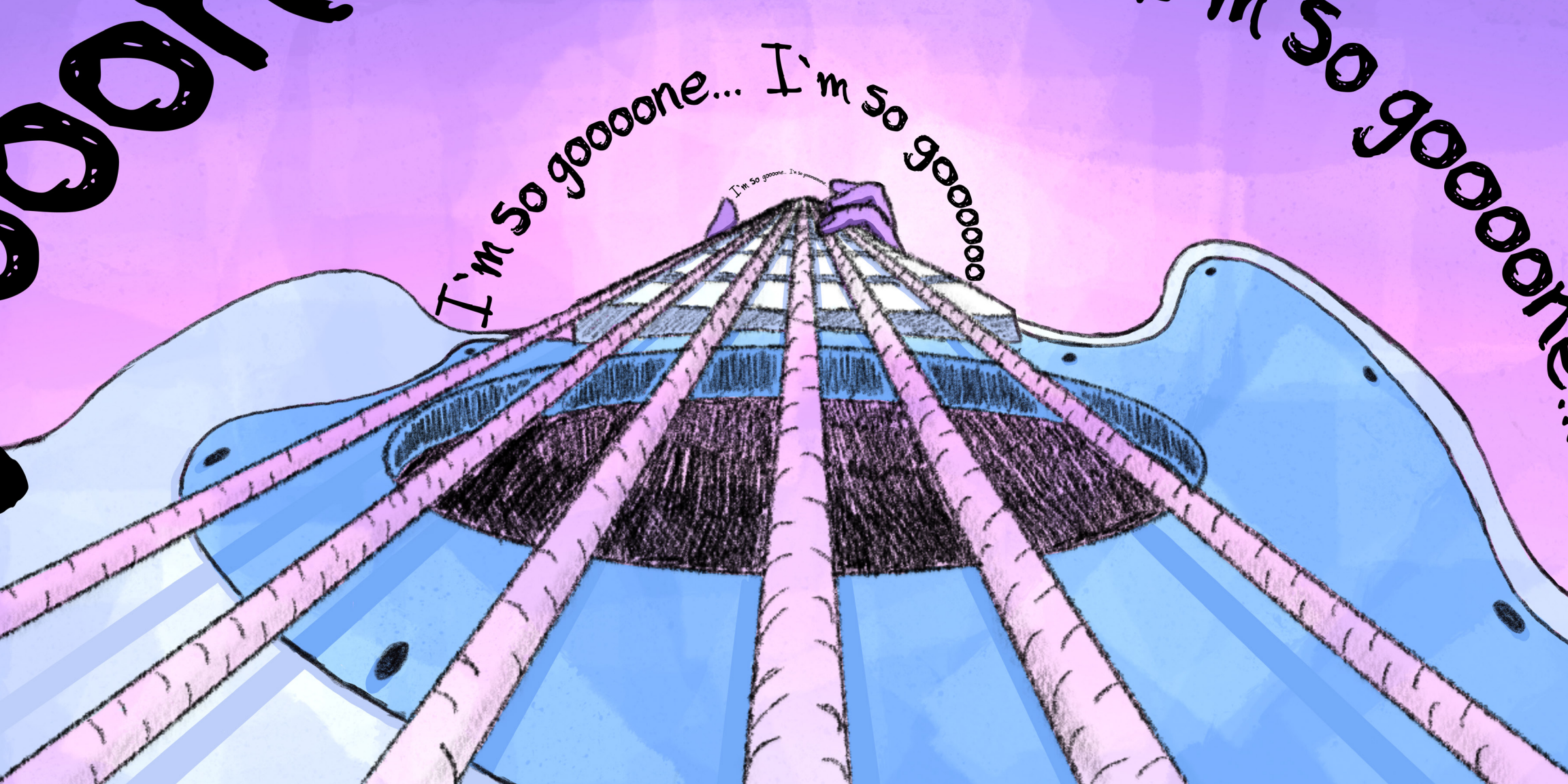
Flat Color



I wanted to create something that still maintained the foreshortened and textured quality of the cover and back.

Light & Shadow





I'm so gooone... I'm so gooone...

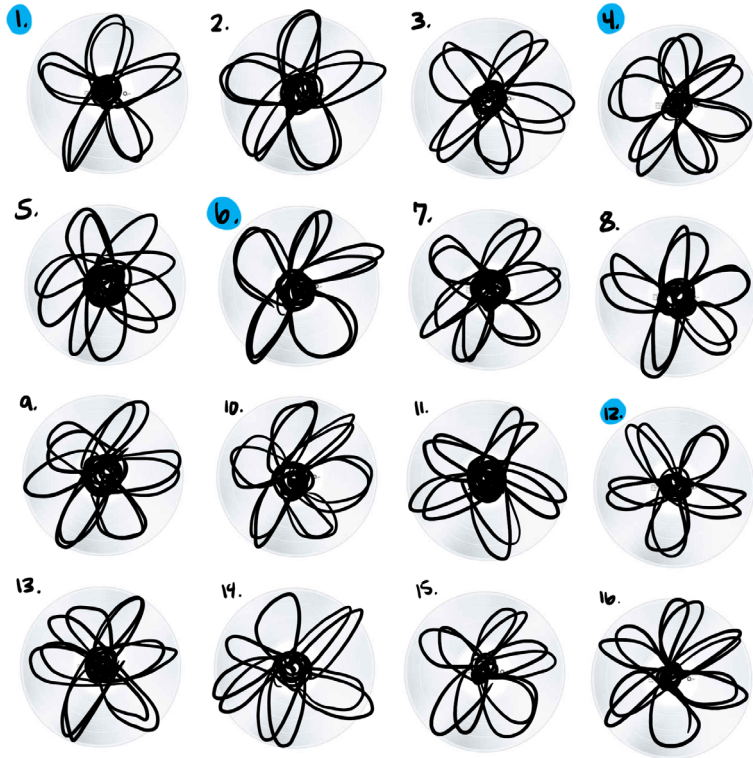
I'm so gooone... I'm so gooone...

I'm so gooone...

I'm so gooone...

Vinyl Process

Flower Studies



Label Studies

A

Atomic Vomit
When I
That's No Fun
Cocky Girl

B

Hummer
4real
I Think I Should
Daze

C

Uuu
Jars of it
Bars. 16
Infrunami

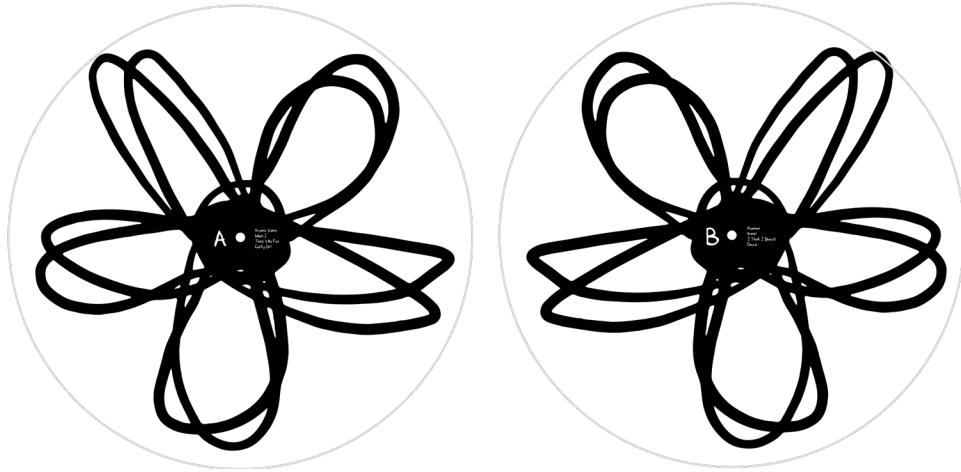
D

Out of Me Head
Donchano
The Song

For the vinyls I immediately knew that I wanted to use the flower motif I created on clear vinyls. I really wanted to take advantage of the use of the spinning motion so I drew tons of flowers and tested them using After Effects.

Vinyl Process

Final Lockup Vinyl 1

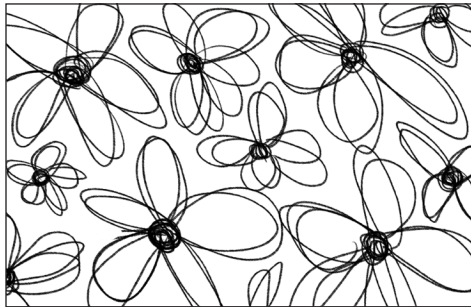
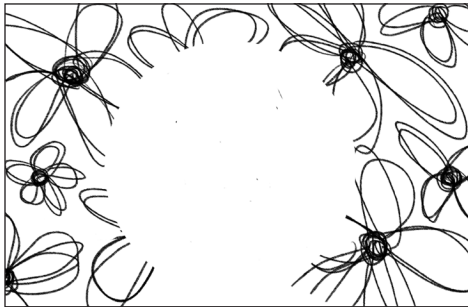
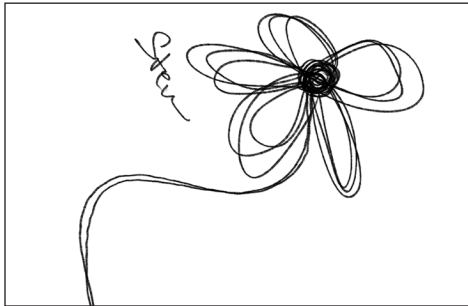


Final Lockup Vinyl 2



Promo Poster Process

Comp Sketches



Repurpose Texture



For the promotional poster we were challenged to repurpose old assets. I thought it would be smart to reuse the light and shadow layers I created for my illustrations, and layer that with a flower pattern to create a composition that complimented the rest of the set.



Steve Lacy



The Lo-Fis Tour



9/12 Los Angeles, CA
9/14 San Francisco, CA
9/17 Portland, OR
9/19 Boise, ID
9/22 Seattle, WA
9/23 Everett, WA
9/30 Las Vegas, NV
10/4 Chicago, IL

Dallas, TX 10/11
Cleveland, OH 10/17
Nashville, TN 10/19
Atlanta, GA 10/25
Philadelphia, PA 10/27
Washington, DC 11/1
New York, NY 11/5
Buffalo, NY 11/7

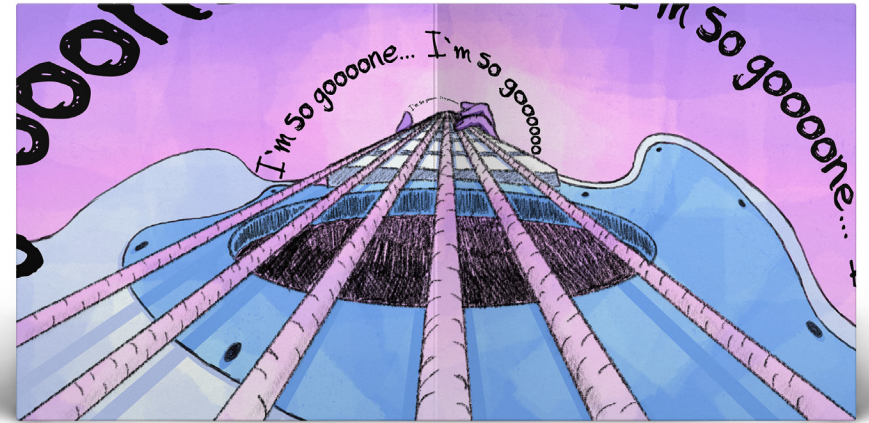
To bring it all together I chose the composition with some of the flowers masked out in order to leave appropriate space for the important text.

Final Mockups

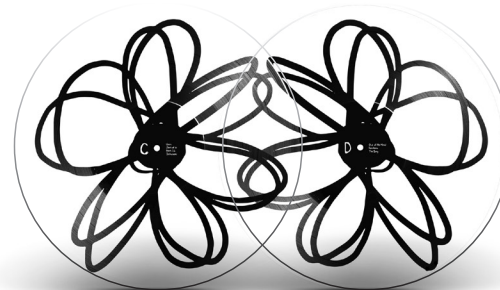
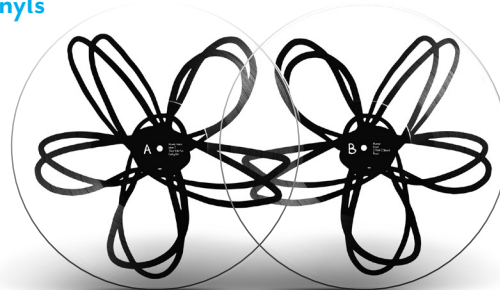
Front & Back



Gatefold



Vinyls



Final Mockups

Jacket/Sleeve/Vinyl

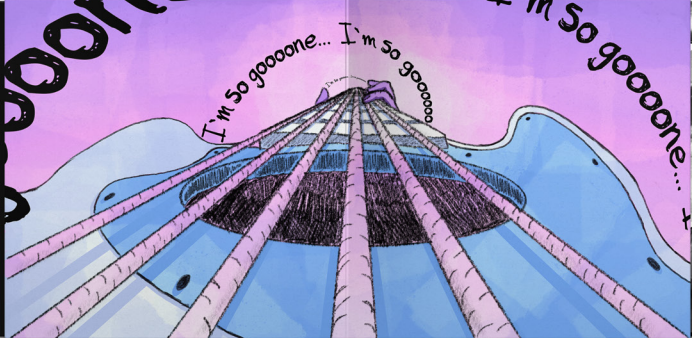
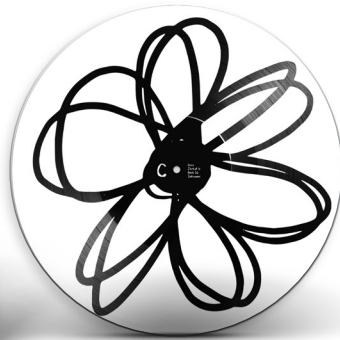
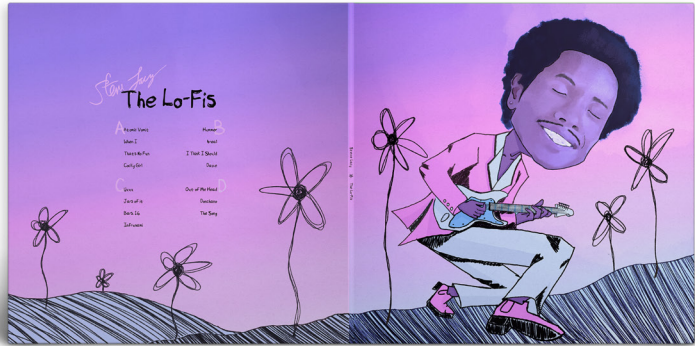


Promotional Poster



Final Mockups

Full Package



Very proud of how this vinyl package turned out as a whole. I feel this project really emphasizes my skills in illustration and composition, as well as construction because we later made these by hand. It also shows my ability to think conceptually and brand not only business' but also individuals. I felt really at home designing for a musician and it made me really happy when other fans of Steve Lacy validated that this project fit the vibe of his music.

DIMITRI



DESIGNS

Thank You!

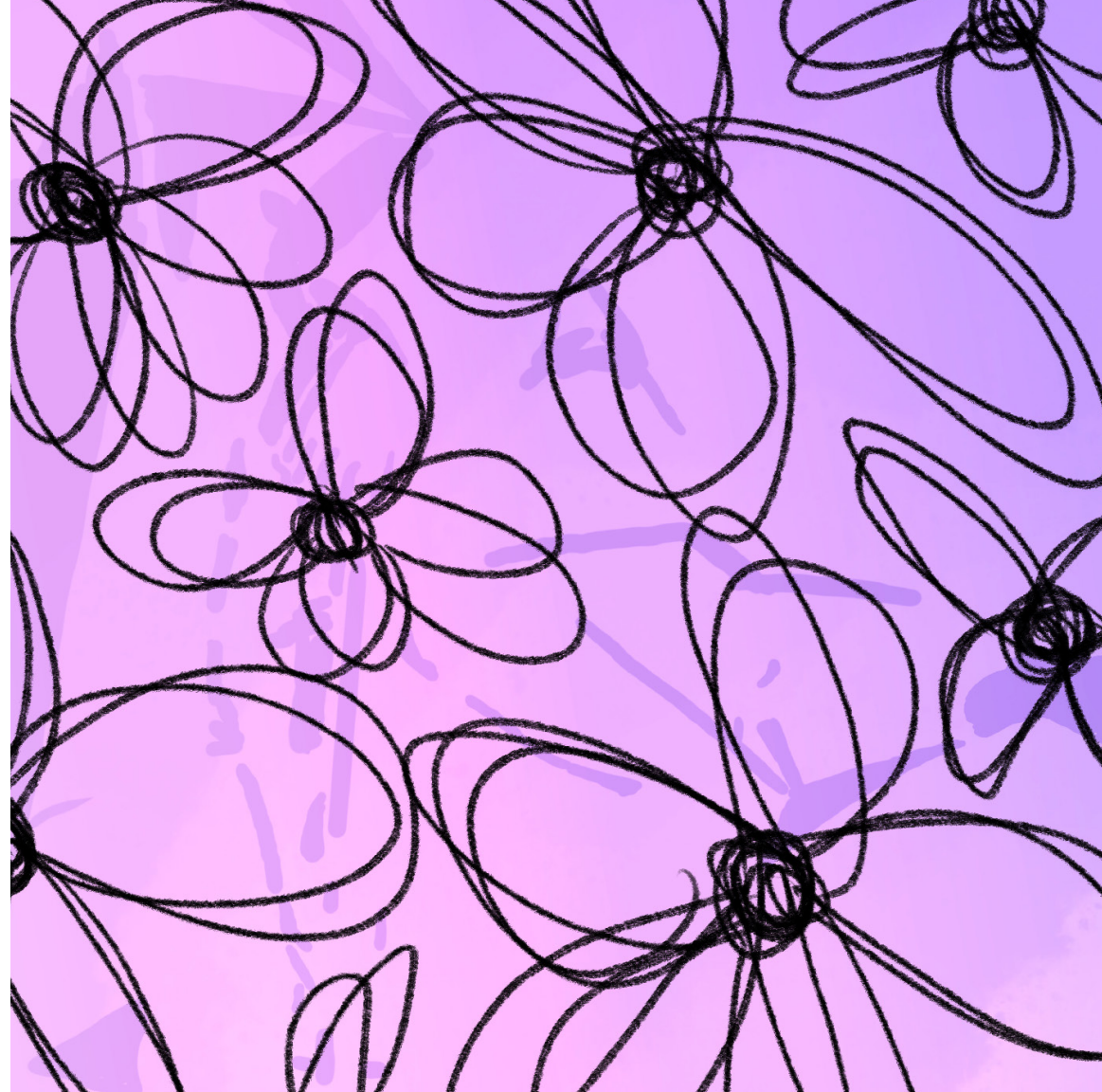
Here's how you can contact me.

40 – Dimitri Tasakos

Phone: (425) 418 - 3244

Email: D.Tasakos@DimitriDesigns.com

Website: DimitriDesigns.com



DIMITRI



DESIGNS

