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Project 3- Passion Project

ART408 Publication Design

Professor Donna Greene

Fall 2021

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Goals and Expectations:

Reflect on your portfolio and your needs for future prospects and what subject you are very passionate about. Write a proposal about the multi-media campaign (multi-page booklet and one additional media) you'd like to create for this project.

Consider reaching out to local businesses or start-ups that align with your passion and ask if they need help with a marketing campaign or packaging materials.

One of the easiest ways to begin building your client base is by reaching out to non-profits or local businesses in your area.

Consider implementing mock-ups or sketches in advance, so you can give these businesses a sense for your skill and vision. Perhaps you think a local fundraising event needs new marketing materials, or want to help a non-profit with their online marketing materials. Ideally, in exchange for your services, these businesses will offer to leave a testimonial on your portfolio.

Client and Project Needs:

- Must be a minimum 8-page booklet
- Must include the title and lyrics of the songs and music include a page designed and illustrated for that song's aesthetic
- Must accurately represent The Sonder Bombs

Target Audience:

- Fans of the Sonder Bombs, pop-punk fans
- Age: 16-35
- Background: Like Sonder Bombs, in the pop punk scene, activists, LGBTQ+, musicians, artists
- Primary Audience: Fans of the Sonder Bombs
- Secondary Audience: Activists who like music and art

Purpose of Project:

- To provide audience with a visual presentation of the Sonder Bombs' music, a Record booklet

PUNK

Heller & Chwast describe American punk as *“Like other twentieth-century youth movements, current youth culture has invented its own dominant design language. As signals of rebellion, comics are mainstays of the new style, and the basic primitivism of the collage technique helped to express essential rawness,”*.

According to Wikipedia, *“The main aesthetic of punk visual art is to shock and/or perplex the viewer so as to create a sense of challenge, empathy, or revulsion in viewers; often by using acidic or sarcastic wit.*



Characteristics associated with punk art is the usage of black or gray colors, and letters cut out from newspapers and magazines: a device previously

associated with Dada collage and kidnap ransom notes.”

The Sex Pistols were revolutionary to punk and the success of punk on mainstream culture and trends and often implemented the above characteristics in their album art.

The punk scene is full of outsiders and those unhappy with the current socio-economic climate. This causes overlap between what is punk, queer, or communist. NPR describes this intersection stating, “The term “punk,” by the way, has a long queer history predating its use in contemporary music. A “punk” has always meant a person up to something disreputable and socially deviant. In Shakespeare’s English, it meant a female prostitute; later it also connoted young men who sold sex to older men. Punk and queer are a match made in the gutter. Punk rock embraces this abject status. It celebrates it and rejects the society that rejects it. It is all about bad behavior, anarchy, anti-sociality and noise. It is about claiming a freedom from dulling and hypocritical normative pressures. In other words, punk is queer.”

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Atom

Well I'm sure you have a
reason for all of your rage
But that doesn't mean I have
to like it
And I don't foresee us being
friends after all of this ends
But hey! You don't have to
like that
Cause I can't afford the
friendships you prescribe
yourself
And I'd like to say I'll try but
I don't think that I'll be much
help
Cause you're too selfish to
be
Around and I don't wanna be
brought down
You're too selfish to be
around and I don't wanna be
brought down
Well I don't know what you
want me to say
You don't talk to me anyways
Just on your bad days
Just on your bad days
And I can't afford the

friendships you prescribe
yourself
And I'd like to say I'll try but
I don't think that I'll be much
help
You're too selfish to be
around
And I don't wanna be
brought down
You're too selfish to be
around
And I don't wanna be
brought down
(I can't afford
Prescribe yourself
I'd like to try
Won't be much help)
You're too selfish to be
around
And I don't want to be
brought down
You're too selfish to be
around
And I don't wanna be
brought down

U(ke) Ain't Enough

Uke is not enough
U gotta pick up a guitar
If U wanna write real stuff or
Be a real punk rock star
Uke is not enough
Uke is not enough
U are not enough
Funny how I didn't ask
What U thought
So U can kiss my ukulele
Punk rockin' ass!
Uke is not enough
U gotta pick up a guitar
If U wanna write real stuff or
Be a real punk rock star
Uke is not enough
Uke is not enough
U are not enough
(u are not enough!)
FUCK!

Pot & Kettle

It's not my fault that you still
have my number memorized
It's not my fault that when
you call, I just don't have the
time

And one day I'll see you on
the bus and not
Feel the need to tell anyone
One day when we cross
paths
The sight of your face won't
make me so mad
I understand that you're
having trouble letting go
But it's your fault that you're
a person I don't wanna know
anymore
And one day you'll see me
on the bus and not
Feel the need to tell anyone
One day when we cross
paths
The sight of my face won't
make you so sad
I wish jokes didn't apply to
me but now they do
And I wish I could shut my
eyes without seeing you
And when I lay my head to
rest
I'm just another damsel
you've distressed
You're not the first but by far
you're the worst

To take a chunk from my
chest
I digress
I obsess
I always knew that shit with
you would end in tragedy
But ain't it fuckin hilarious,
you still actually blame me
And one day I'll see you at a
show and we'll
Both pretend like we don't
know
This was the best outcome
for something
That should've been over
years ago
I wish jokes didn't apply to
me but now they do
And I wish I could shut my
eyes without seeing you
And when I lay my head to
rest
I'm just another damsel
you've distressed
You're not the first but by far
you're the worst
To take a chunk from my
chest
I digress

It's not that I don't care
I just can't allow myself to
It's not that I hate
I just can't be around you
It's not that I don't care
I just can't allow myself to
It's not that I hate
I just can't be around you
I wish jokes didn't apply to
me but now they do
I wish I could shut my eyes
without seeing you
I wish jokes didn't apply to
me but now they do
I wish jokes didn't apply to
me but now they do
Title
I don't wanna be your merch
girl
I wanna be your goddamn
idol
And I don't wanna have to
work twice as hard
For the same mother fuckin
title
But I realize
That I probably won't

Be so lucky
What's more modern than a
female rockstar
The kind you wanna picture
on her knees
I don't plan on being anyone
else's
So I'm not a priority
But I realize
That I probably set
My sights too high
It's not enough to buy my
merch
If you can't look me in the
eyes
I don't want a weaker
handshake
Than what you gave all the
guys
It's not enough to buy my
merch
If you can't look me in the
eyes
I don't want a weaker
handshake
Than what you gave all the
guys
I don't wanna be your merch
girl

I wanna be your goddamn
idol

Shoot 2 Kill

I think about profiting from
your death
More than I probably should
It's a chance I hope I never
get
Unless of course I realistically
could
Imagine all the attention
we'd get
All the people who'd come
to our shows
And I'd much rather you
expire
Than have to be the one to
expose
That you're not that great at
what you do
Your passion's fake
And so are you
I think about profiting from
your death more than I
probably should

Wild

"You drive me wild" he said
As I'm writhing in his bed
& I wouldn't picture myself
Anywhere else
Kiss me again
Ignore the clock
Kiss me again
Oh don't ever stop
Oh shit I might be stuck now
Yeah he snuck into my heart
somehow
& I wouldn't have it
Any other way
Kiss me again
Ignore the clock
Kiss me again
Oh don't ever stop

Something I Said

I guess space is good
I'm just not quite sure if we
really should
Or if we could
I've never seen you look at
me like you did
Made me feel like a stupid
kid who's

Fucked up again
I'll fuck up again
I'm fucking up again
Was it something I said?
It was something I said!
I guess this is good
Conversation so
misunderstood
As if I would
I've never seen you look at
me like you did
Soggy eyes and tremblin' lip
Did I fuck up again?
Oh I fucked up again
And I'll fuck up again and
again and again
Was it something I said?
It was something I said!
I'll fuck up again
I'll fuck up again
I'll fuck up again
I'll fuck up again
I'll fuck up again
I'll fuck up again
I guess space is good
I'm just not quite sure if we
really should
Or if we could

Dimly Lit

Yeah
Yeah
You know not what you are
But you're my dimly lit
shooting star
And you'll never ever see
Cause I'll never ever ever tell
you so
Cause I didn't ever want you
to know
Just what you do to me
Yeah
Yeah
I tore and I scratched
But I can't seem to detach
Well trust me I have tried
Well I didn't want this
It's not how I thought it
would be
So I'm sorry
Yeah
Yeah
You can look past whatever
you like
Well me, I could look past
your whole life
I'd take you in

Like one single whole breath
of sin
And I'd revel in
In you
You

Twinkle Lights

There's nothing really wrong
with me
I'm just choking almost
constantly
There's nothing really wrong
with me
At 14 years old I finally had to
say
No and at 14 years old I
finally had to let go
And at 14 years old I was
basically fully grown
I was 14 years old but still the
saddest kid I'll ever fuckin'
know
I don't really talk about it
though
So I'll pretend that I'm fine
Then proceed to watch my
best friend lose her mind
There was nothing I could say

or do
 And there's no amount of
 time that would've helped
 you
 Although I tried too
 Well there's nothing really
 wrong with me
 I'm just choking almost
 constantly
 Oh there's nothing really
 wrong with me
 Well at 19 years old I still had
 never really been told
 That at 19 years old I'm
 fucking allowed to fucking
 say no
 And at 19 years old there's
 only a few ways this could go
 I was 19 years old but still
 not stronger than his hands
 across my throat
 But that's the way it goes
 That's the way it goes
 There's something really
 wrong with me
 Cause I'm choking almost
 constantly
 Oh there's something really
 wrong with me

I Don't Have One Anymore

"My threshold for like,
 bullshit with men, is just I
 don't have one anymore"
 It's gotta be hard to break
 even
 When you're doin the same
 thing the dude before you
 just did
 Take a seat, not for me to
 peek through
 But for you to take a break
 from standin on those worn
 out shoes
 I'm worn out on you
 I'm worn out on you
 I'm worn out on you
 Well now everyone's leaving
 Cuz you failed once again to
 change the narrative
 I'm red-faced & seething
 Shut the doors, there's
 nothing new in store and I'm
 so bored
 I'm worn out on you
 I'm worn out on you

I'm worn out on you
 You could help me
 That's what they all say but I
 don't buy it
 No I don't buy it
 Moving forward from here I
 think you should stay clear of
 me
 (Cease & desist I thought I
 knew you better than this)
 Moving forward from here I
 don't have to explain myself
 to you or anyone else
 (Cease & desist I thought I
 knew you better than this)
 Moving forward from here I
 think you should stay clear of
 me
 (Cease & desist I thought I
 knew you better than this)
 Moving forward from here I
 think you should fear me
 (Cease & desist I thought I
 knew you better than this)
 You should fear me You
 should fear me
 (Cease & desist I thought I
 knew you better than this)
 (I'm worn out on you)

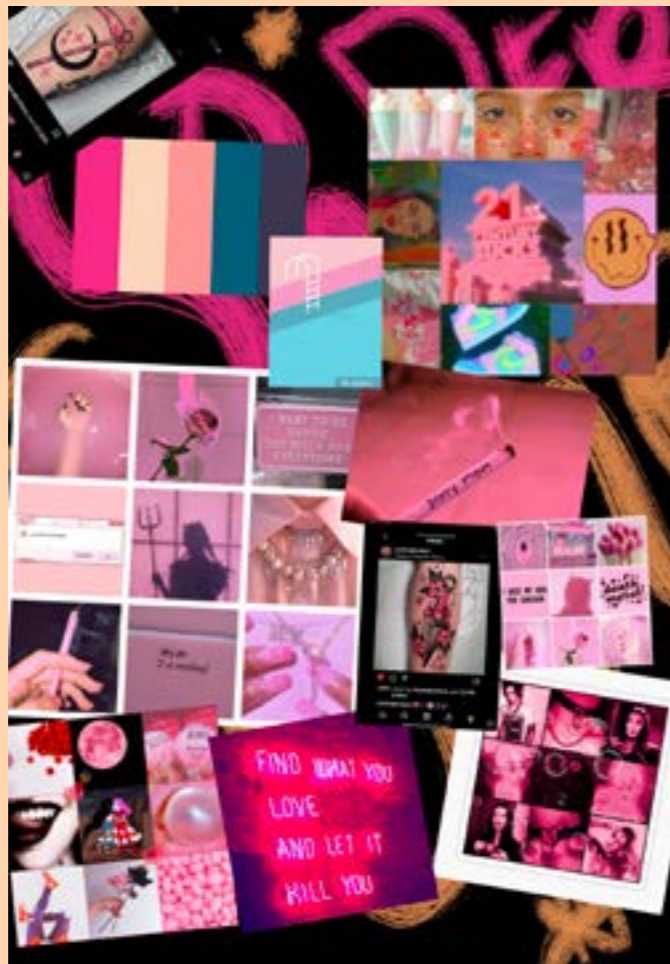
You should fear me You should fear me
(Cease & desist I thought I knew you better
than this)
(I'm worn out on you)
You should fear me You should
(Cease & desist I thought I knew you better)
(I'm worn out on)
You should

End of My Daze

I will love you till the end of my daze
You're just waiting for these drugs to fade
away
I will love you till this bottle is empty and the
Shit storm inside my mind will gladly
befriend me
But I, I don't need you I don't want you but
you want me to
No, I don't need you I don't want you but
you want me to
It's just the booze it's just the booze it's just
the booze tonight
You were always bound to lose but that's
alright
You will hold me till the sun begins to rise
I'll be fine with it as long as we both have
glossy eyes
And I, I will try to forget you again

Just another mistake written down in red
pen
I don't need you I don't want you but you
want me to
No, I don't need you I don't want you but
you want me to
It's just the booze it's just the booze it's just
the booze tonight
You were always bound to lose but that's
alright
Have another shot, take another hit
That's all you've got when you wait for it
I don't need you I don't want you but you
want me to
No, I don't need you I don't want you but
you want me to
It's just the booze it's just the booze it's just
the booze tonight
You were always bound to lose but that's
alright

Mood board & Inspiration



I was particularly inspired by Xanthian Moon, my tattoo artist. She specializes in anime, neo-traditional, and bubblegum traditional tattoos.

I was inspired by aesthetics such as bubblegum grunge, bubblegum punk, girly-punk, pastel goth, and bubblegum vampire.

I drew design inspiration from Aries Moross and Art Chantry. I aimed to combine Moross's hand-drawn typography with Chantry's punk aesthetic.

TEESHIRT- TITLES

Avenir Medium- body

Avenir Roman- captions



#f7d7be



#de955c



#de955c



#005d78



#3b374f



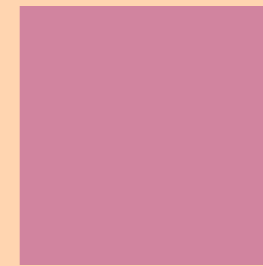
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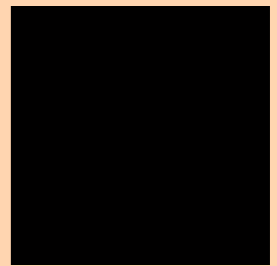
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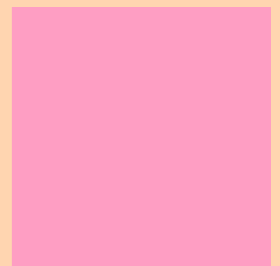
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#f8c8cd



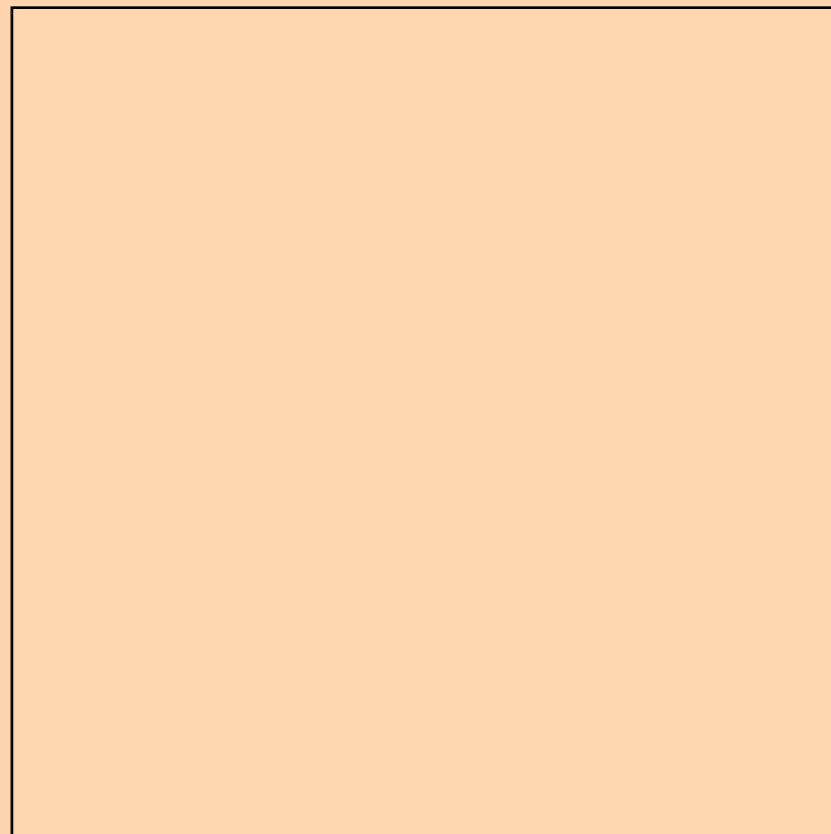
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Process Book-

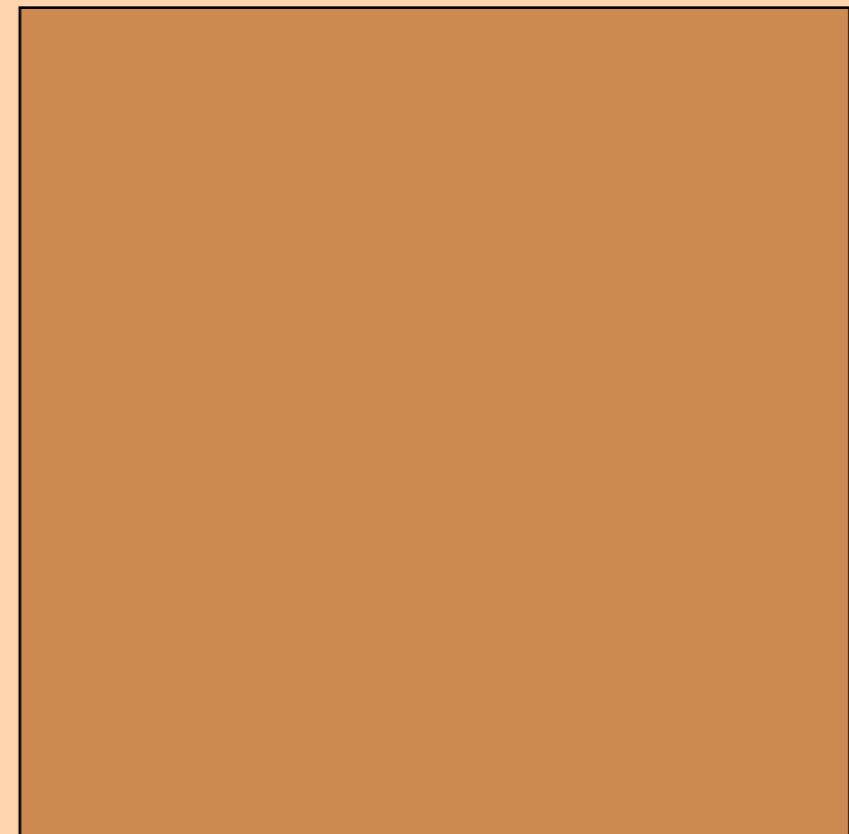
Avenir Heavy- Titles

Avenir Medium Oblique- Subheadings

Avenir Roman- Body



#ffd5b0



#cc8a50

Process Critique

During our in class process critique, I showed my booklet with my desired type and layout with the sketches shown above. I had previously used the typeface "ClickClack" for my body copy. This proved to be illegible and negatively impacting the readability of the body text.

I additionally chose to add two songs not featured on the original album, "i dont have one anymore" and "End of my Daze". I chose to add two songs to make my booklet a multiple of 4 for printing purposes.





THE SONDER BOMBS

MODERN FEMALE ROCKSTAR

THE SONDER BOMBS

Willow Hawks - Vocals, Ukulele, Guitars
 Jimmy Wilkerson - Guitars
 Eric Heald - Drums, Auxiliary Percussion

Jake Stephens - Bass, Auxiliary Percussion
 Steve Perrino - Piano on "Rainbow Lights"
 Gang Vocals - Madeline Finn, Tabor Smith, Kira Schmitt, Marcy Hamerly, & Lydie Schulz

All songs written by The Sonder Bombs
 All songs recorded & mixed by Steve Perrino of Complex Audio
 Mastered by John Maderno of Florida Mastering
 Produced by Steve Perrino & The Sonder Bombs
 Vocal Production by Mardian Finn
 Drum Tech: Dan Roberts
 Guitar Tech: Nate Miltzow

Artwork by Mitch Anlycki

ATOM

Well I'm sure you have a reason for all of your rage
 But that doesn't mean I have to like it
 And I don't foresee us being friends after all of this ends
 But hey! You don't have to like that
 Cause I can't afford the friendships you prescribe yourself
 And I'd like to say I'll try but I don't think that I'll be much help
 Cause you're too selfish to be
 Around and I don't wanna be brought down
 You're too selfish to be around and I don't wanna be brought down
 Well I don't know what you want me to say
 You don't talk to me anyways
 Just on your bad days
 Just on your bad days
 And I can't afford the friendships you prescribe yourself
 And I'd like to say I'll try but I don't think that I'll be much help
 You're too selfish to be around
 And I don't wanna be brought down
 You're too selfish to be around
 And I don't wanna be brought down
 I can't afford
 Prescribe yourself
 I'd like to try
 Won't be much help!
 You're too selfish to be around
 And I don't want to be brought down
 You're too selfish to be around
 And I don't wanna be brought down

U(KE) AIN'T ENOUGH

Like is not enough
 U gotta pick up a guitar
 If U wanna write real stuff or
 Be a real punk rock star

Like is not enough
 Like is not enough
 U are not enough

Funny how I didn't ask
 What U thought
 So U can kiss my ukulele
 Punk rockin' ass!

Like is not enough
 U gotta pick up a guitar
 If U wanna write real stuff or
 Be a real punk rock star

Like is not enough
 Like is not enough
 U are not enough
 (U are not enough)

FUCK!

POT & KETTLE

It's not my fault that you still have my number memorized
It's not my fault that when you call, I just don't have the time
And one day I'll see you on the bus and not feel the need to tell anyone
One day when we cross paths
The sight of your face won't make me so mad

I understand that you're having trouble letting go
But it's your fault that you're a person I don't wanna kiss anymore
And one day you'll see me on the bus and not feel the need to tell anyone
One day when we cross paths
The sight of my face won't make you so sad

I wish jokes didn't apply to me but now they do
And I wish I could shut my eyes without seeing you
And when I lay my head to rest
I'm just another dancer you're distressed
You're not the first but by far you're the worst
To take a chunk from my chest
I digress
I obsess

I always knew that shit with you would end in tragedy
But ain't it fuckin' hilarious, you still actually blame me
And one day I'll see you at a show and we'll both pretend like we don't know
This was the best outcome for something
That should've been over years ago

I wish jokes didn't apply to me but now they do
I wish I could shut my eyes without seeing you
I wish jokes didn't apply to me but now they do
I wish I could shut my eyes without seeing you
I wish jokes didn't apply to me but now they do

It's not that I don't care
I just can't allow myself to
It's not that I hate
I just can't be around you
It's not that I don't care
I just can't allow myself to
It's not that I hate
I just can't be around you

I wish jokes didn't apply to me but now they do
I wish I could shut my eyes without seeing you
I wish jokes didn't apply to me but now they do
I wish I could shut my eyes without seeing you
I wish jokes didn't apply to me but now they do

Another DAMSEL
YOU'RE DISTRESSED

TITLE

I don't wanna be your march girl
I wanna be your goddamn kid
And I don't wanna have to work twice as hard
For the same mother fuckin' title
But I realize
That I probably won't be so lucky

What's more modern than a female rocker
The kind you wanna picture on her knees
I don't plan on being anyone else's
So I'm not a priority
But I realize
That I probably set
My sights too high

It's not enough to buy my march
If you can't look me in the eyes
I don't want a weaker handshake
Than what you gave all the guys
It's not enough to buy my march
If you can't look me in the eyes
I don't want a weaker handshake
Than what you gave all the guys

I don't wanna be your march girl
I wanna be your goddamn kid

SHOOT & KILL

I think about profiting from your death
More than I probably should
It's a chance I hope I never get
Unless of course I realistically could
Imagine all the attention we'd get
All the people who'd come to our shows
And I'd much rather you expire
Than have to be the one to expose
That you're not that great at what you do
Your passion's fake
And so are you

I think about profiting from your death more than I probably should

ASSHOLE

DIE

XX

SMILING

WILD

"You drive me wild" he said
As I'm settling in his bed
& I wouldn't picture myself
Anywhere else

Kiss me again
Ignore the clock
Kiss me again
Oh don't ever stop

Oh shit I might be stuck now
Yeah he stuck into my heart somehow
& I wouldn't have it
Any other way

Kiss me again
Ignore the clock
Kiss me again
Oh don't ever stop

WILD

SOMETHING I SAID

I guess space is good
I'm just not quite sure if we really should
Or if we could
I've never seen you look at me like you did
Made me feel like a stupid kid who's
Fucked up again
I'll fuck up again
I'm fucking up again

Was it something I said?
It was something I said

I guess this is good
Conversation so misunderstood
As if I would
I've never seen you look at me like you did
Slippery eyes and tremblin' lip
Did I fuck up again?
Oh I fucked up again
And I'll fuck up again and again and again

Was it something I said?
It was something I said

I'll fuck up again
I'll fuck up again
I'll fuck up again
I'll fuck up again
I'll fuck up again
I'll fuck up again

I guess space is good
I'm just not quite sure if we really should
Or if we could

DIMLY LIT

Yeah
Yeah
You know not what you are
But you're my dimly lit shooting star
And you'll never ever see
Cause I'll never ever tell you so
Cause I didn't ever want you to know
Just what you do to me

Yeah
Yeah
I tore and I scratched
But I can't seem to detach
Well trust me I have tried
Well I didn't want this
It's not how I thought it would be
So I'm sorry

Yeah
Yeah
You can look past whatever you like
Well no, I could look past your whole life
I'd take you in
Like one single whole breath of air
And I'd never let
In you
In you

TWINKLE LIGHTS

There's nothing really wrong with me
I'm just chinking almost constantly
There's nothing really wrong with me

At 14 years old I finally had to say
No and at 14 years old I finally had to let go
And at 14 years old I was basically fully grown
From 14 years old but still the saddest kid I'll ever fuckin' know

I don't really talk about it though
So I'll pretend that I'm fine
That proceed to watch my best friend lose her mind

There was nothing I could say or do
And there's no amount of time that would've helped you
Although I tried too

Well there's nothing really wrong with me
I'm just chinking almost constantly
Oh there's nothing really wrong with me

Well at 19 years old I still had never really been told
That at 19 years old I'm fucking allowed to fucking say no
And at 19 years old there's only a few ways this could go
I was 19 years old but still not stronger than his hands across my throat

But that's the way it goes
That's the way it goes

There's something really wrong with me
Cause I'm chinking almost constantly
Oh there's something really wrong with me

I DON'T HAVE ONE ANYMORE

"My threshold for like, bullshit with men,
is just I don't have one anymore"

It's gotta be hard to break even
When you're doing the same thing the dude
before you just did
Take a seat, not for me to peek through
But for you to take a break from stands on
those worn out shoes

I'm worn out on you
I'm worn out on you
I'm worn out on you

Well now everyone's leaving
Cuz you failed once again to change the
narrative

I'm red-faced & sweating
That the doors, there's nothing
new in store and I'm so bored

I'm worn out on you
I'm worn out on you
I'm worn out on you

You could help me
That's what they all say but
I don't buy it
No I don't buy it

Moving forward from here I think you
should stay clear of me
(Cause & deceit I thought I knew you better
than this)

Moving forward from here I don't have to
explain myself to you or anyone else
(Cause & deceit I thought I knew you better
than this)

Moving forward from here I think you
should stay clear of me
(Cause & deceit I thought I knew you better
than this)

Moving forward from here I think you
should fear me
(Cause & deceit I thought I knew you better
than this)

You should fear me You should fear me
(Cause & deceit I thought I knew you better
than this)

I'm worn out on you
You should fear me You should fear me
(Cause & deceit I thought I knew you better
than this)

I'm worn out on you
You should fear me You should
(Cause & deceit I thought I knew you better
than this)

I'm worn out on you
You should
(I'm worn out on you)

END OF MY DAZE

I will love you till the end of my daze
You're just waiting for these drugs to fade away
I will love you till this bottle is empty and the
shit storm inside my mind will gladly befriend me

But I, I don't need you I don't want you but you want me to
No, I don't need you I don't want you but you want me to
It's just the booze it's just the booze it's just the booze tonight
You were always bound to lose but that's alright

You will hold me till the sun begins to rise
I'll be fine with it as long as we both have glossy eyes
And I, I will try to forget you again
Just another mistake written down in red pen

I don't need you I don't want you but you want me to
No, I don't need you I don't want you but you want me to
It's just the booze it's just the booze it's just the booze tonight
You were always bound to lose but that's alright

Have another shot, take another hit
That's all you've got when you wait for it

I don't need you I don't want you but you want me to
No, I don't need you I don't want you but you want me to
It's just the booze it's just the booze it's just the booze tonight
You were always bound to lose but that's alright

THANK YOU!

MODERN FEMALE ROCKSTAR
Blending together the folkie and the fiery can be cartoonish if not executed properly. On paper, adding a ukulele to a pop-punk band's arsenal seems like a eye-opening proposition, calling to mind the hair-teasing days of MySpace's stronghold over alternative music rather than today's heart-rendering version of the same genre. Luckily for The Sonder Bombs, the ukulele enhances the band's self-assured humor and balance, creating a dynamic, nuanced counterpoint to frontwoman Willow Hawks' acrobatic vocals and shimmering guitars. On **MODERN FEMALE ROCKSTAR**, the band's proper debut for Take This to Heart Records, Hawks assures their listener base that the ukulele isn't the product of a out-of-control ego. It's a weapon in a battle to be taken seriously in a male-dominated scene.

The Sonder Bombs began as a duo in 2016, with Hawks and their writing partner Jimmy Williams trading off abrasive and melodic punches against a DIY universe which places gender politics at the bottom of a list of priorities. After enlisting drummer Erik Heald and bassist Kevin Cappy in order to enhance their messages' sonic weight, the quartet quickly recorded **MODERN FEMALE ROCKSTAR** with Steve Perrino and Madeline Finn to accomplish a tone that complements

Hawks' snarl tones and her sweet biting criticism. Opener "Atom" underscores this duality—vocal control soars to aggressive highs, with her melody spitting apart to shout and howl against a selfish convenience friend. Lead single "Title" features the LP's most acerbic thesis statement, with the arrangement bending behind Hawks' perlocution: "I don't want to be your bitch girl / I want to be your goddamn bitch / And I don't wanna have to work twice as hard / For the same motherfucking title."

For these Midwestern upstarts, self-confidence starts when it crosses paths with self-analysis. After a brisk eight tracks burning bridges and rebuilding inner strength (including the sub-minute "Shoot 2 Kill," which plays out like a working revenge fantasy), the adventure ends with "Twinkle Lights," Hawks' open letter to her former selves, with stopovers at fourteen and nineteen. This is where she charts her lumpy ride to understanding herself and her artistic pursuit, but *The Sonder Bombs'* first proper outing already barrels full speed ahead, defining a new era of excitedly combative, unapologetic pop punk.

MODERN FEMALE ROCKSTAR is out now on [CD/ep/album](#) via Take This to Heart Records
Released October 12, 2019

Final Products

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I feel my design solution does an exemplary job of “creating a minimum 8-page record booklet for ‘Modern Female Rockstar’ by The Sonder Bombs. I put a lot of heart and energy into this project which I believe coincides with the ideals of both The Sonder Bombs and Punk as a movement.

I aimed to create an illustrated lyric booklet that would come with a vinyl record of the album. This booklet needed to represent the visual style of “bubblegum punk” and be personal to the songs I chose. I feel I accomplished this greatly through my illustrations, type choices, and color palette. I additionally did extensive research to ensure I was inspired by punk and queer designers, artists, and musicians to develop informed designs.

I feel my solution clearly conveys appreciation for both punk and The Sonder Bombs. To ensure unity across all three of

my products (booklet, sleeve, and record label) I utilized common imagery themes, color palette, brushes, and techniques. I feel I have created a very cohesive image for the album.

I think I was successful in capturing the rawness and collage-techniques of punk as well as added the bubblegum flare. I think I also did a great job at capturing the vibe and aesthetic of each song. I really struggled with legibility in this piece and I believe it could still be improved upon. It had proven to be difficult to achieve punk, hand-written type, and accessibility all in one piece.

I learned a lot about the cultural history of punk, queer, and feminism in the making of this piece. I also strengthened my design skills by coordinating the layout and illustrating 16 pages of content.