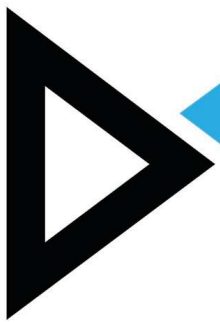


DREW MORGAN CREATIVE

PROCESS BOOK 1:

Vxxrhees Logo and Album Covers

TABLE OF CONTENTS

FIRST STEPS.....2
Concept/Goals
The Logo
-Preliminary Sketches
-Computer Sketches
-Sucide Girl Cover
-Social Media

FOLLOWING SUCCESSES.....17
XIII (SLICE!) Cover
Sad Wxrld Cover

FINALE.....31
Mockups/Overview

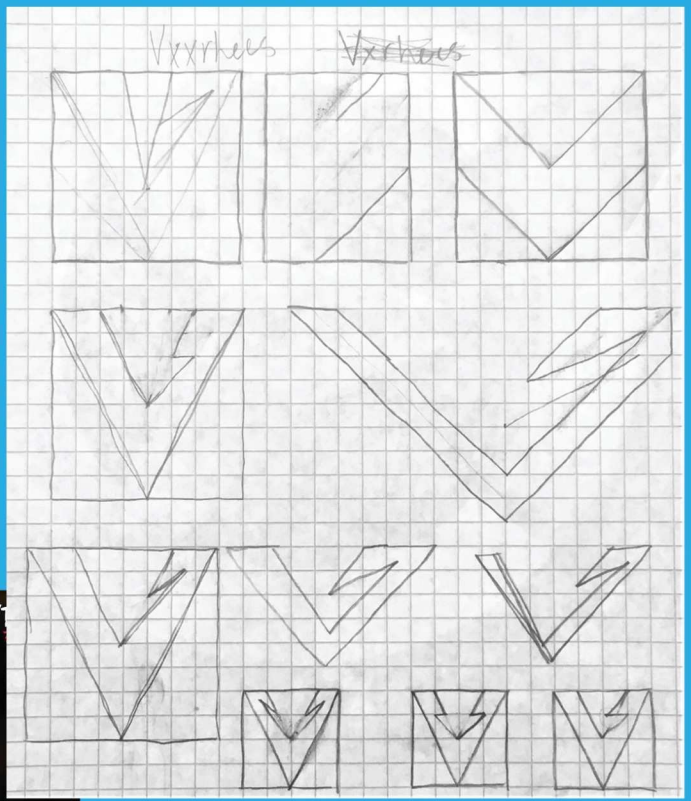
FIRST STEPS

THE LOGO

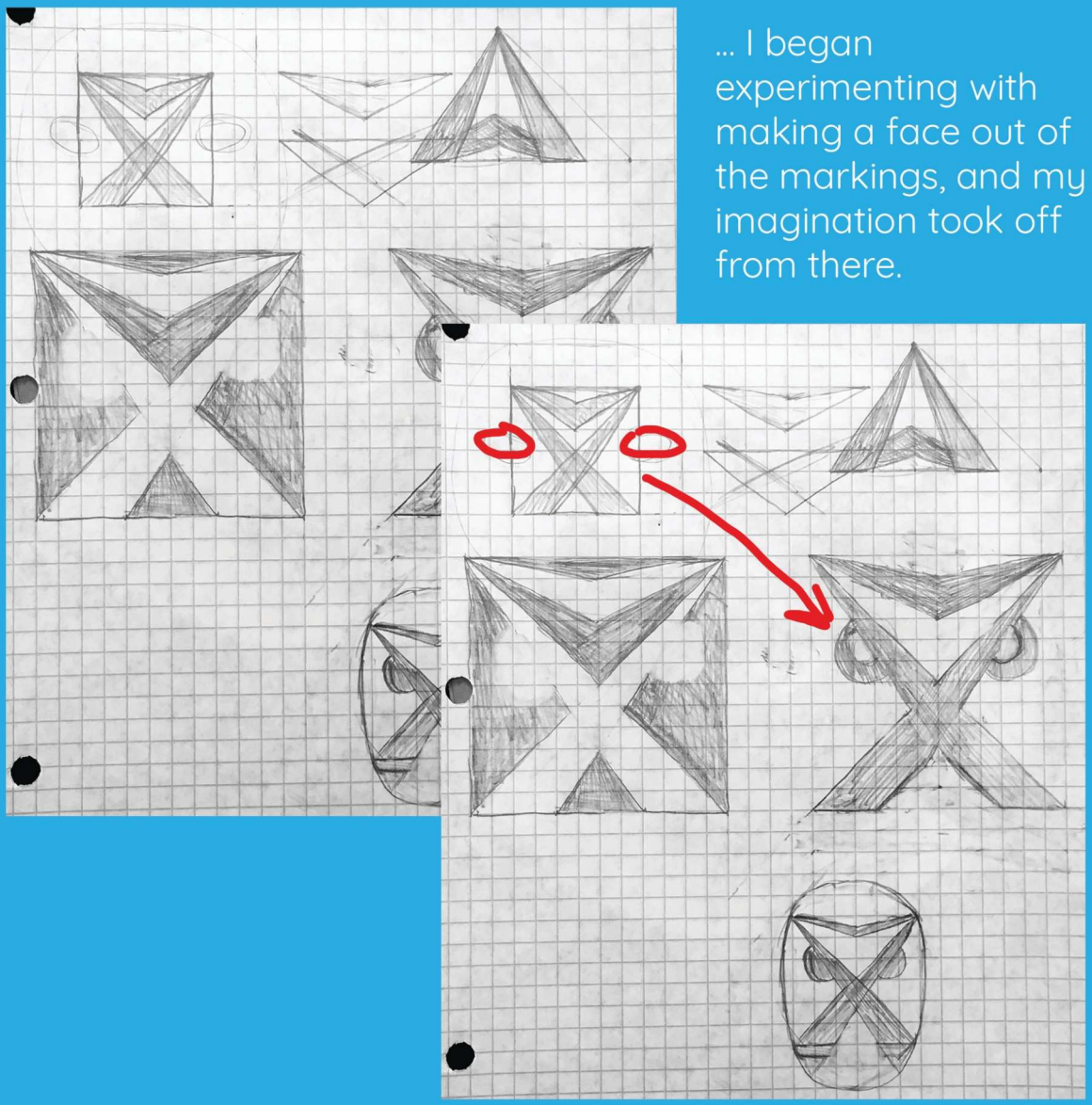
Vxxrhees is a new up-and-coming artist in the Emo-rap genre. Their name is a spin on the name of Friday The 13th's killer, Jason Voorhees. Their music's subject manner ranges from being in Jason's point of view as he kills people, reminding the world of just how sad it currently is.

Their music hits hard and the lyrics are dark as all-get-out, so I was tasked with making a logo that was as sleek as a machete blade. The other visuals are meant to reflect themes such as death, darkness, and blood. You can find his music along with my designs on YouTube, SoundCloud, Spotify, and other sevices, such as iTunes.

... I started out wanting to do a sharp ‘V’ shape, but it didn’t quite give the feeling of a “killer” such as Jason...



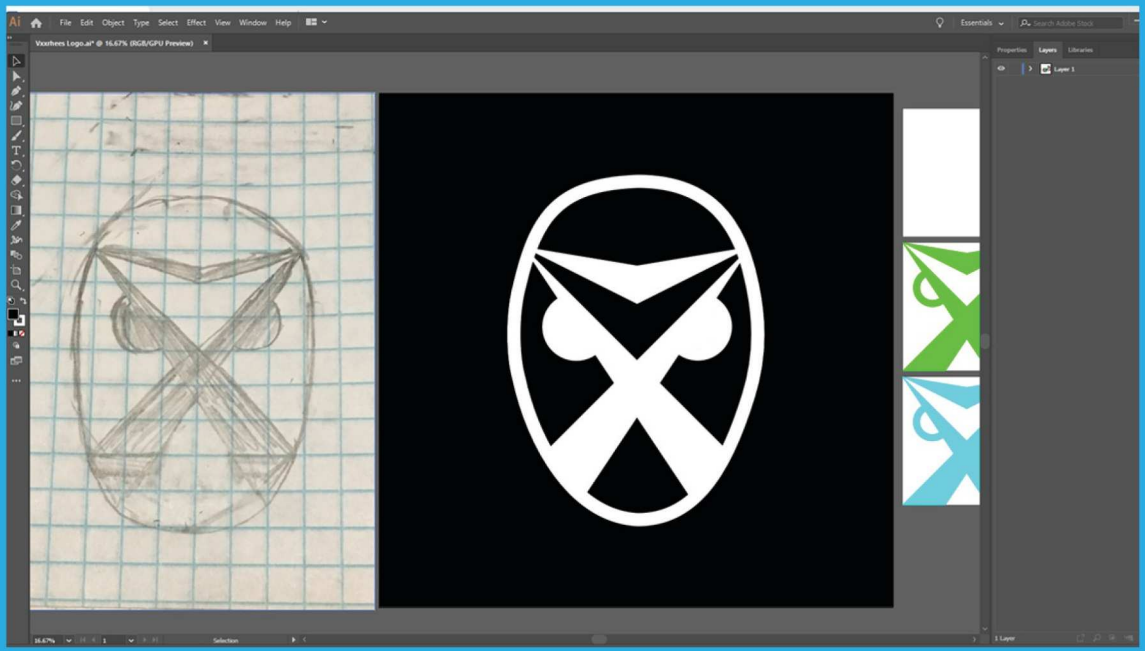
... I noticed that he always has 3 distinctive marks on his hockey mask, and decided to work with those instead....

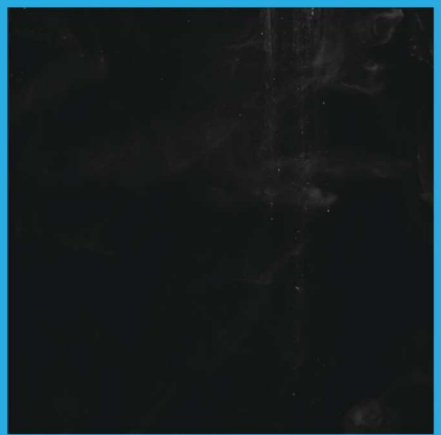


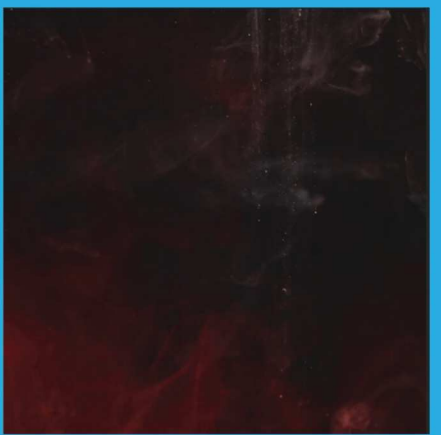
... I began experimenting with making a face out of the markings, and my imagination took off from there.

Happy with what I created, I thought I was already done. I made finalized versions of the logo and sent them to the client, much to their approval...

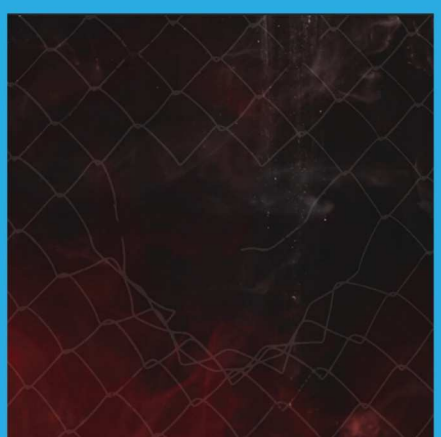
... As it turns out, I was far from done. I decided to mess around with the mask idea, and it was even better than what I had already! I finalized the new logo and marched on to further impress the client with my new discovery...

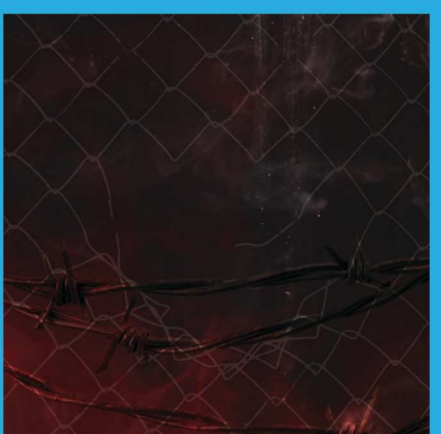




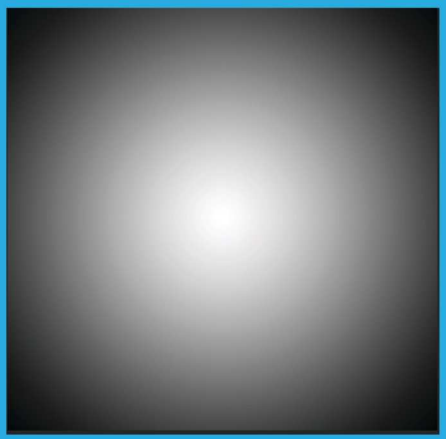


This is a step-by-step process of creating the background for the purpose of presenting the logo with imagery that conveys the mood of the brand.





I recolored the original red/green design to have more white in it instead, so the background can complement the new mask shape/color.



THE LOGO (Finalized)

The logo was finally complete, much to the approval of myself and my client. Now that the logo was finished, it was time to begin working on the album cover for the first Vxxrhees music release, “Suicide Girl”...

SUICIDE GIRL COVER

The logo was used as a base for the first album cover to set the tone for future Vxxrhees designs. I went with neat serif typefaces such as Minion Variable Concept and Sitka to contrast with the chaos of the background. The typefaces also have a gothic look to them, which matched perfectly with the darker tone of Vxxrhees' lyrical content.

VXXRHEES
"SUICIDE GIRL"

VXXRHEES
"SUICIDE GIRL"
11.5.18

SOCIAL MEDIA POSTS

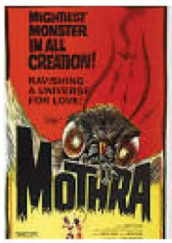
Since the single was going to be their first release, it was only natural to give it some attention on social media. The post pictured here was made to be shared as a story on multiple platforms, such as Snapchat and Instagram. This and other posts got the song lots of attention from the start, and garnered Vxxrhees their first fans.

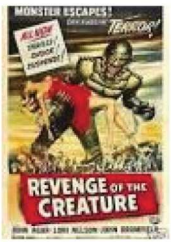
FOLLOWING SUCCESSES

XIII (SLICE!) COVER

With Vxxrhees' first single releasing to a warm reception, a sequel was inevitable. I was requested to create a cover for their next single, "XIII". The song was a slight departure from the suicidal theme of the previous release, and instead focused on the horror movie origins of their title. "XIII" (or "SLICE" as it's better known, coined from the chorus repeating the word multiple times), is a song centered around a murder taking place from the point of view of the infamous killer and the artist's namesake, Jason Voorhees. To make a cover art for this single, I looked to the aesthetic of classic horror movie posters, and used a color palette inspired by the original 1931 "Dracula" movie poster!

VXXRHEES PRESENTS
SLICE!


MIGHTIEST MONSTER IN ALL CREATION!
RAVISHING A UNIVERSE FOR LOVE!
MOTHRA


MONSTER ESCAPES!
TERROR!
REVENGE OF THE CREATURE

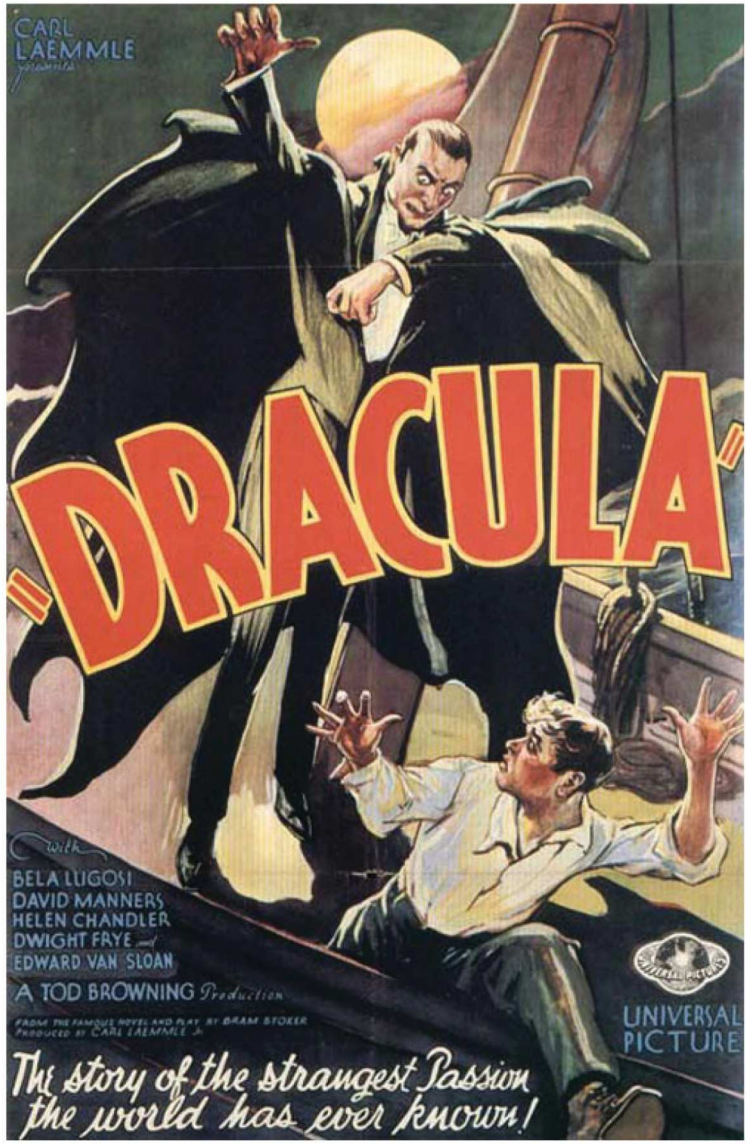
CARL LAEMMLE
THE PHANTOM OF THE OPERA

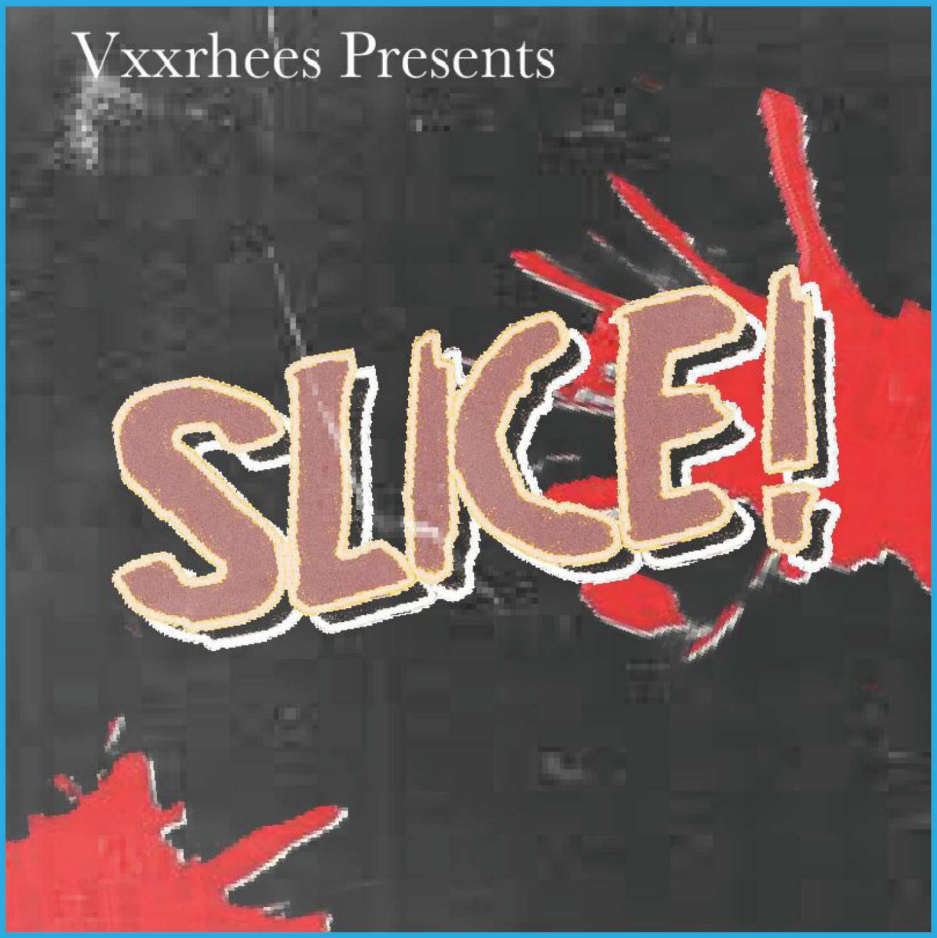
the Brain Eaters

KARLOFF
The BRIDE of FRANKENSTEIN

3D
ROBOT MONSTER

KING OF THE ZOMBIES


CARL LAEMMLE
presents
DRACULA
with
BELA LUGOSI
DAVID MANNERS
HELEN CHANDLER
DWIGHT FRYE
and
EDWARD VAN SLOAN
A TOD BROWNING Production
FROM THE FAMOUS NOVEL AND PLAY BY BRAM STOKER
PRODUCED BY CARL LAEMMLE JR.
UNIVERSAL PICTURE
The story of the strangest Passion the world has ever known!



I made a demo version of the layout on my phone, and later finalized a clean version in Photoshop. (For the title, I used the Friday 13 font by Norfok Incredible Design)

VXXRHEES PRESENTS
SLICE!

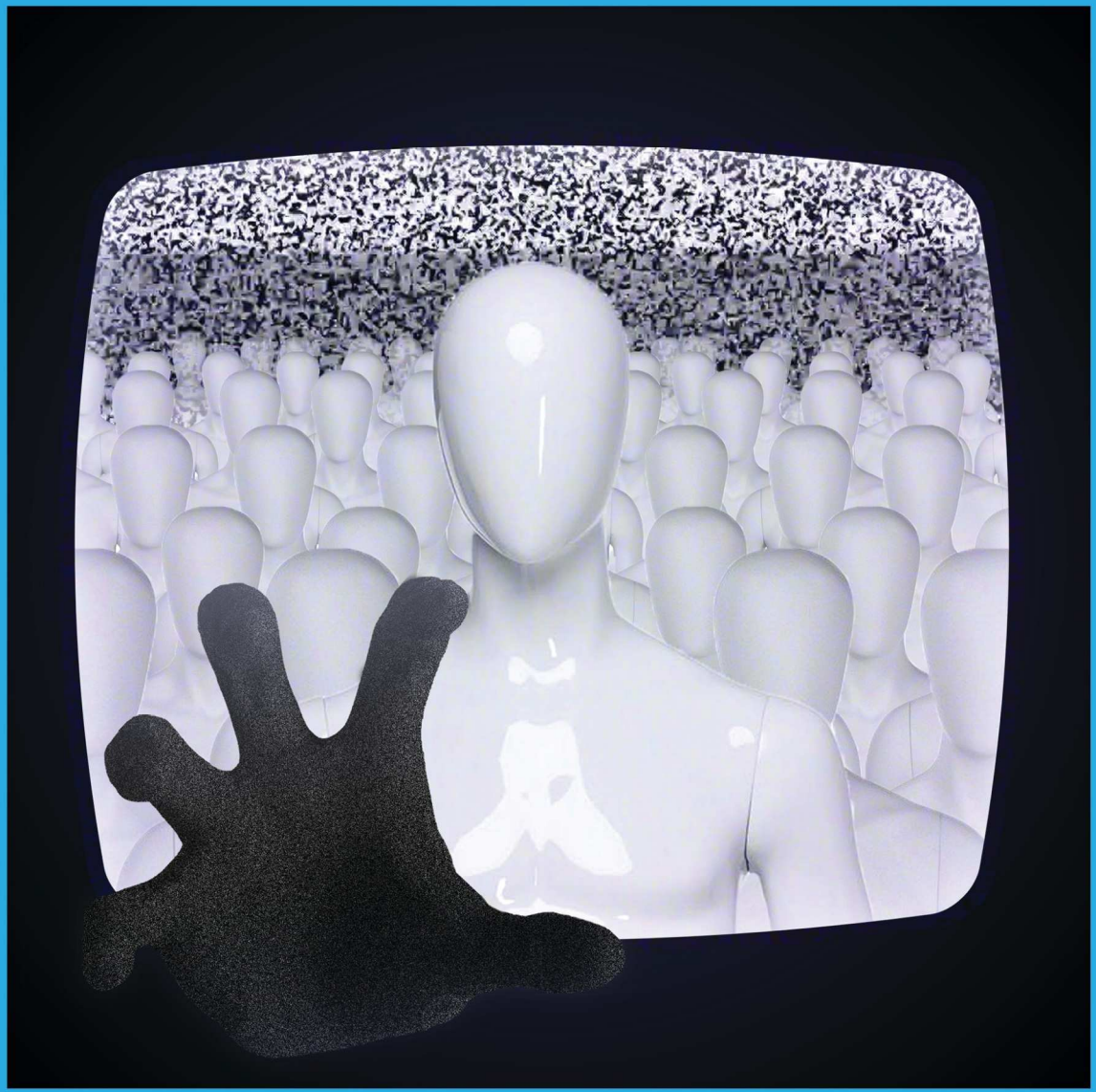
VXXRHEES PRESENTS
SLICE!
CE!

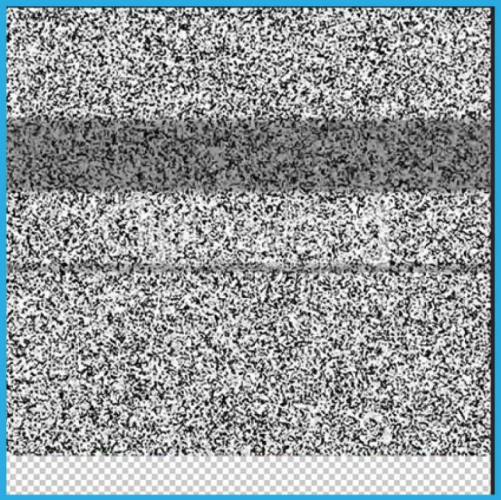
XIII COVER

The “XII” release was met with warm reception like its predecessor, but didn’t quite get the same numbers. Nevertheless, the cover was complimented not only by the client, but also a few fans who listened to it!

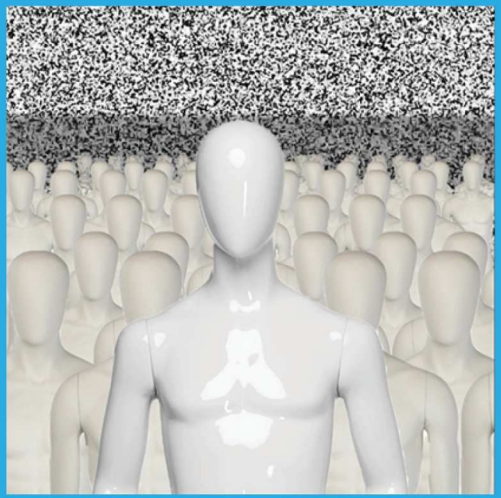
SAD WXRLD COVER

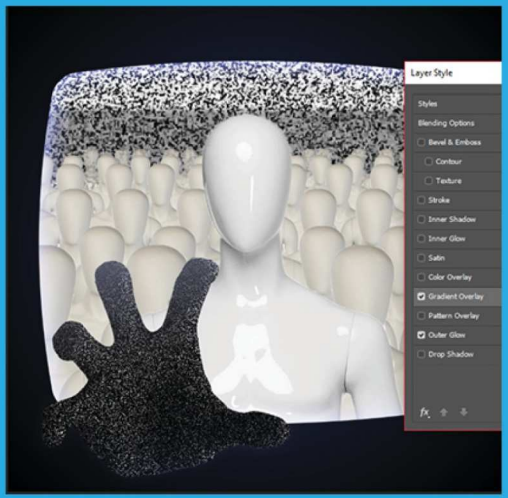
“Sad Wxrld” was a song based on the artist’s beliefs on the current state of the world. To make a cover art for this single, I made a symbolic version of the “blind sheep” they mention in the song. I thought an army of faceless mannequins inviting the viewer into their TV was a great way to do that.

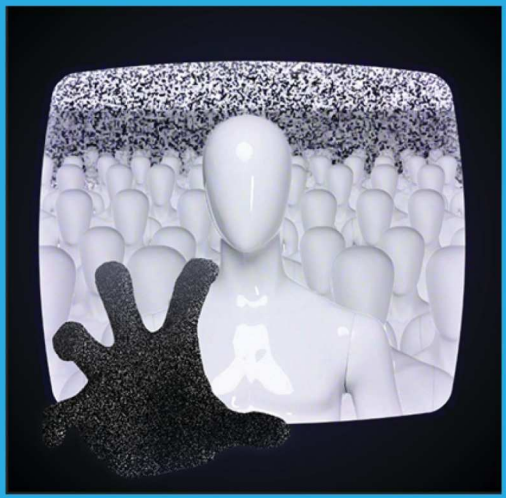




I made a demo version of the layout on my phone,
and later finalized a clean version in Photoshop.




Layer Style
Styles
Blending Options
Bevel & Emboss
Contour
Texture
Stroke
Inner Shadow
Inner Glow
Satin
Color Overlay
Gradient Overlay
Pattern Overlay
Outer Glow
Drop Shadow
fx



SAD WXRLD COVER

The “Sad Wxrld” release was not reaching peak numbers anytime soon, but the cover was a fan favorite, garnering compliments from a select few of Vxxrhees fans.

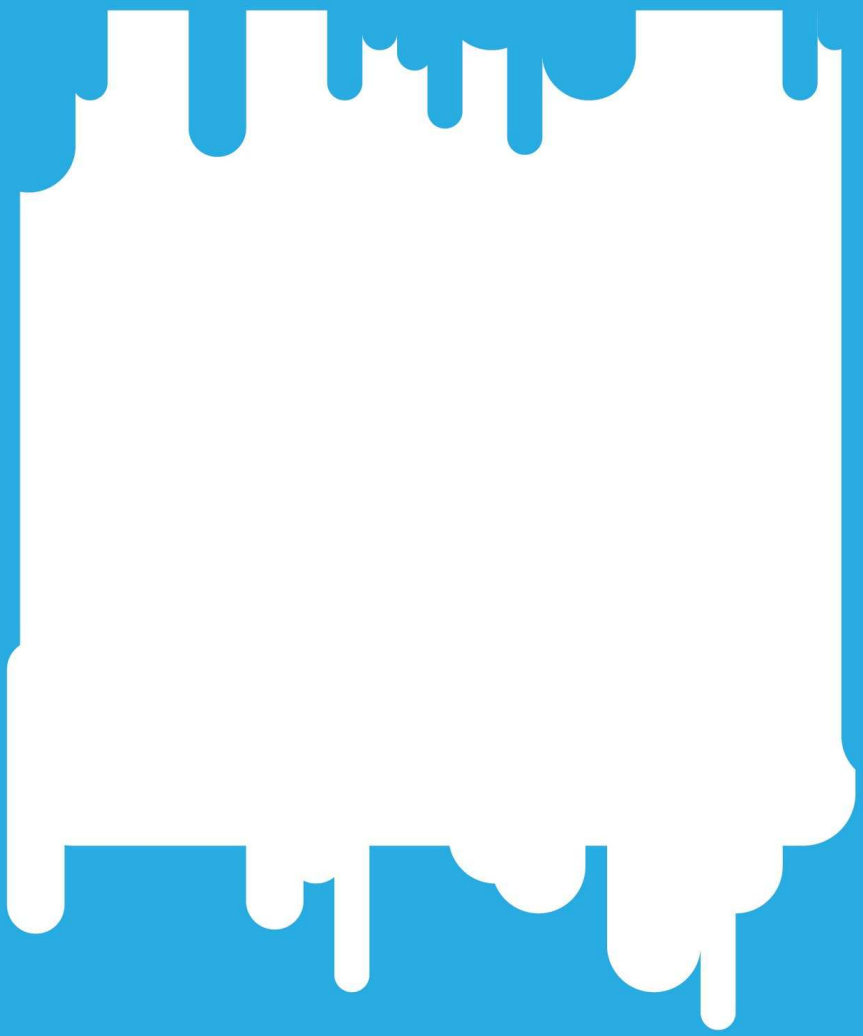
FINALE

VXXRHEES PRESENTS
SLICE!

VXXRHEES
"SUICIDE GIRL"

FINALE

As a new music artist, having a good brand and design for your products can make a great first impression with your starting audience. I was fortunate to have the opportunity to design for a new artist at the start of their musical career, and make a lasting impact on their audience for years to come. These projects were a valuable experience for me, and inspire me to do more for those in need of a good design system.

VXXRHEES
"SUICIDE GIRL"

VXXRHEES PRESENTS
SLICE!