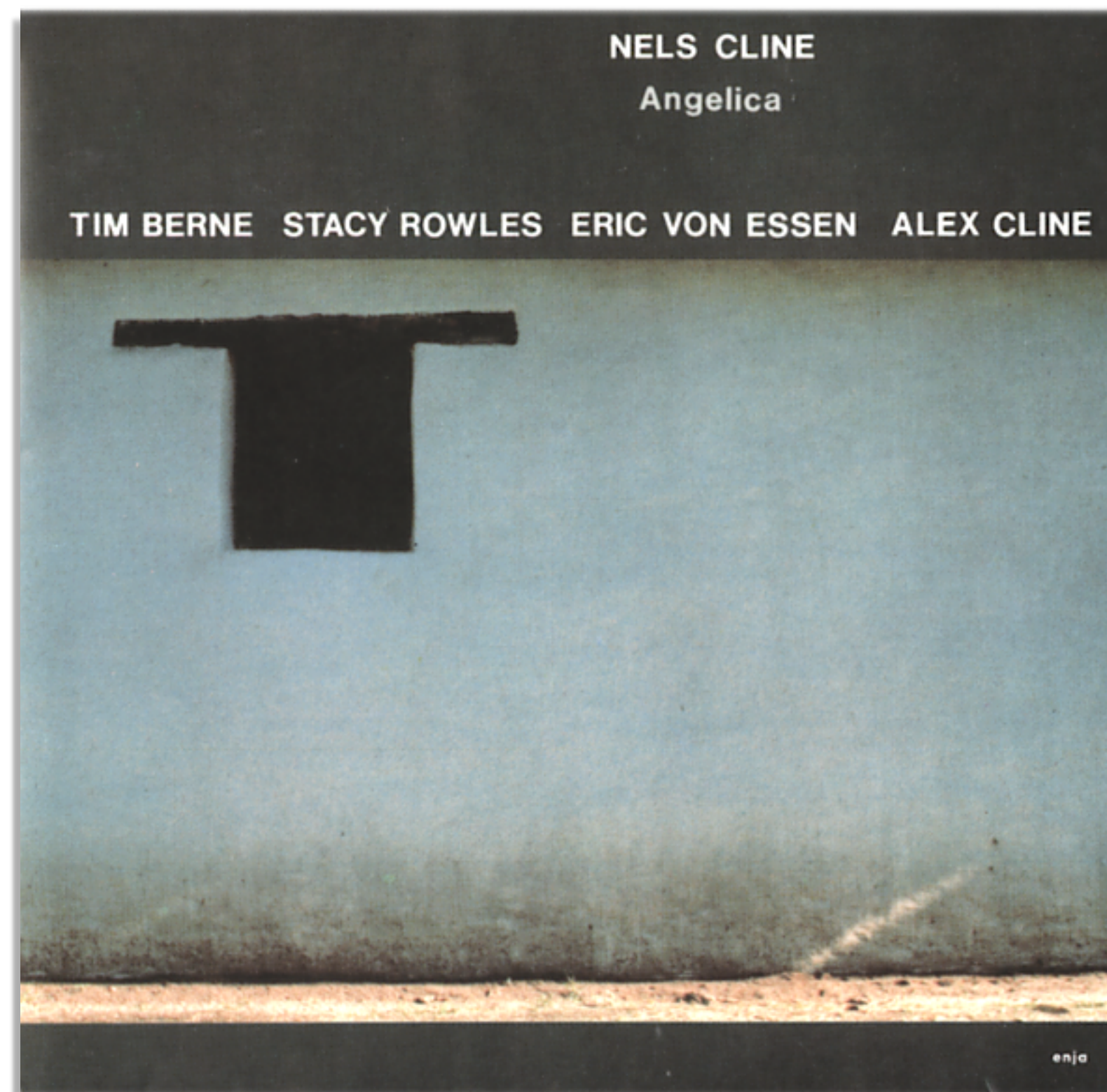




3

ALBUM COVERS

I've had the good fortune over the years to have the opportunity to design album covers for various artists, most of whom are in the avant-garde jazz realm. I've included three of them here as a good cross-sample of my graphic design and photography work.



For Nels Cline's first album of his career as a composer and band leader, I created this photograph for the cover art.

By the time this record was made, I had known Alex and Nels Cline for many years. Having sat in on all the recording sessions for this album, on the last day I told Nels that I had a strong feeling for the idea for the cover – but it was just a sense. I'd know it when I saw it. Nels had final approval for the cover artwork, so he commissioned me to make it.

For the next two weeks I drove up to San Francisco and back, the plan being to visit half of the California Missions on the way up, and, if I still came up empty, the other half on the way back. No luck on the visits up. Finally, with just three frames of film left and the last stop before coming home, I came into Mission La Purisima and found this wall. This was it. The sun was just beginning to climb up the wall, so I quickly popped off my last shots and left, fingers crossed.

Photography: Craig Syverson

Graphic design: Alex Cline

Produced and published by enja records, München, Germany

Departure was a project conceived by the great jazz bassist Gordon Stevens (former member of Moby Grape back in the psychedelic days). Having seen my work for Nels Cline and for Cryptogramophone Records, he asked if I would make the album art for the band's first release.

After attending the recording sessions, I conceived of the design idea. In addition to producing the graphics and layout, I also shot the photographs, including the portraits of the band members which were taken during the recording.

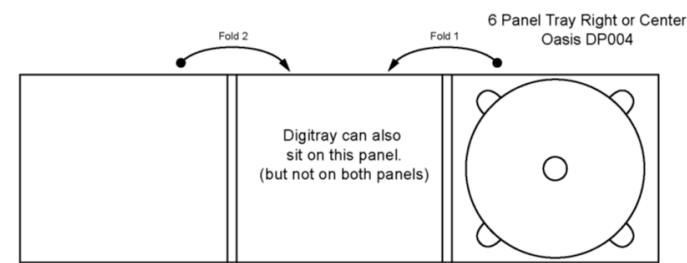
Photography and design: Craig Syverson
Produced and published by Open Path Records, Los Gatos, CA



6 PANEL
(right or center tray)
OASIS DIGIPAK®
ID # DP004

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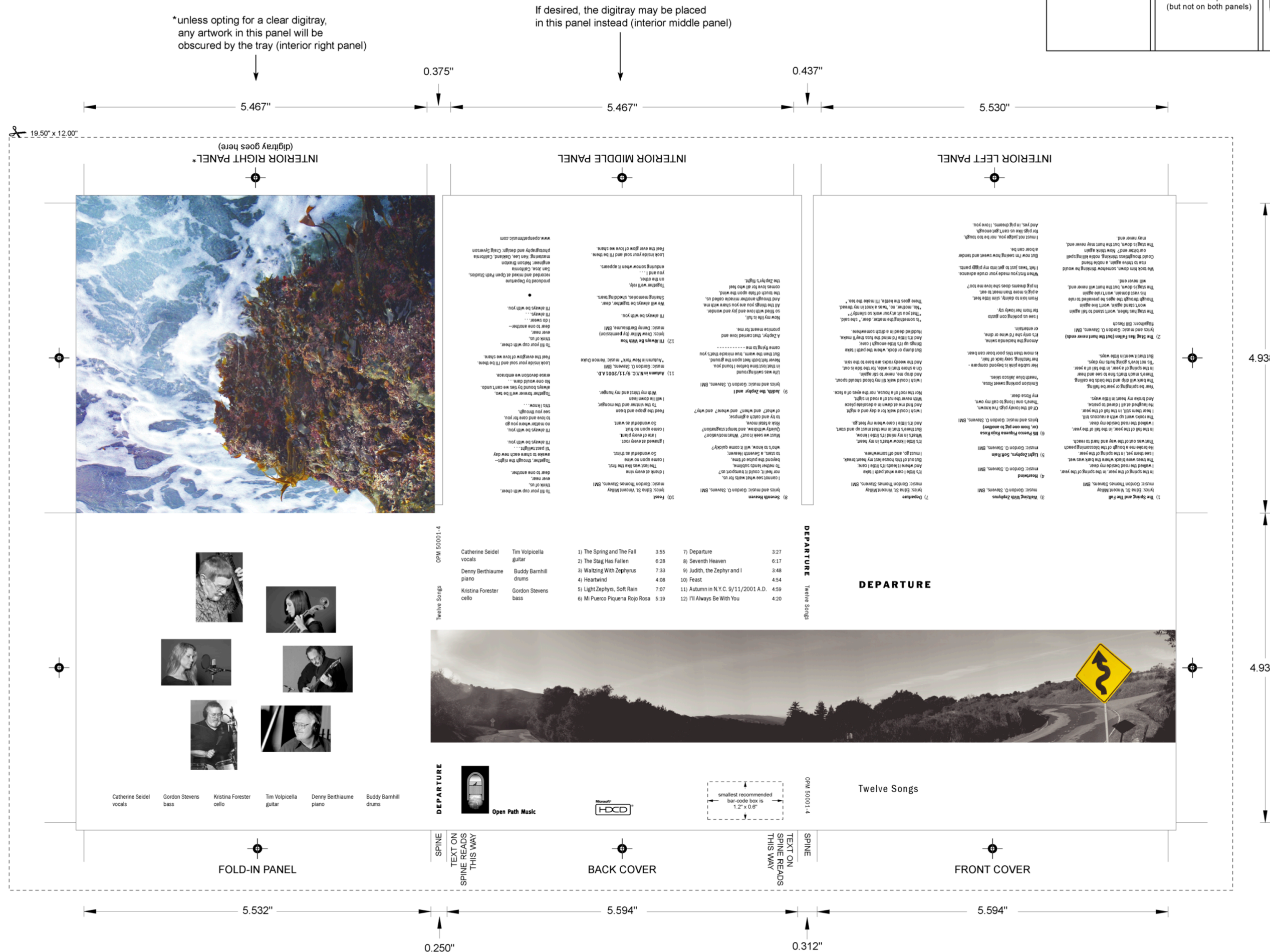
THIS FILM SHOULD BE:
RIGHT READING, EMULSION DOWN,
NEGATIVE, 175 LINESCREEN.



*unless opting for a clear digitrays, any artwork in this panel will be obscured by the tray (interior right panel)

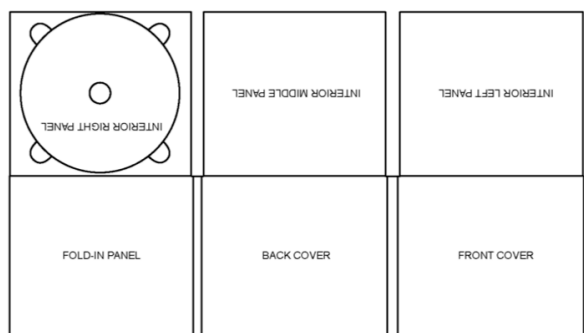
If desired, the digitrays may be placed in this panel instead (interior middle panel)

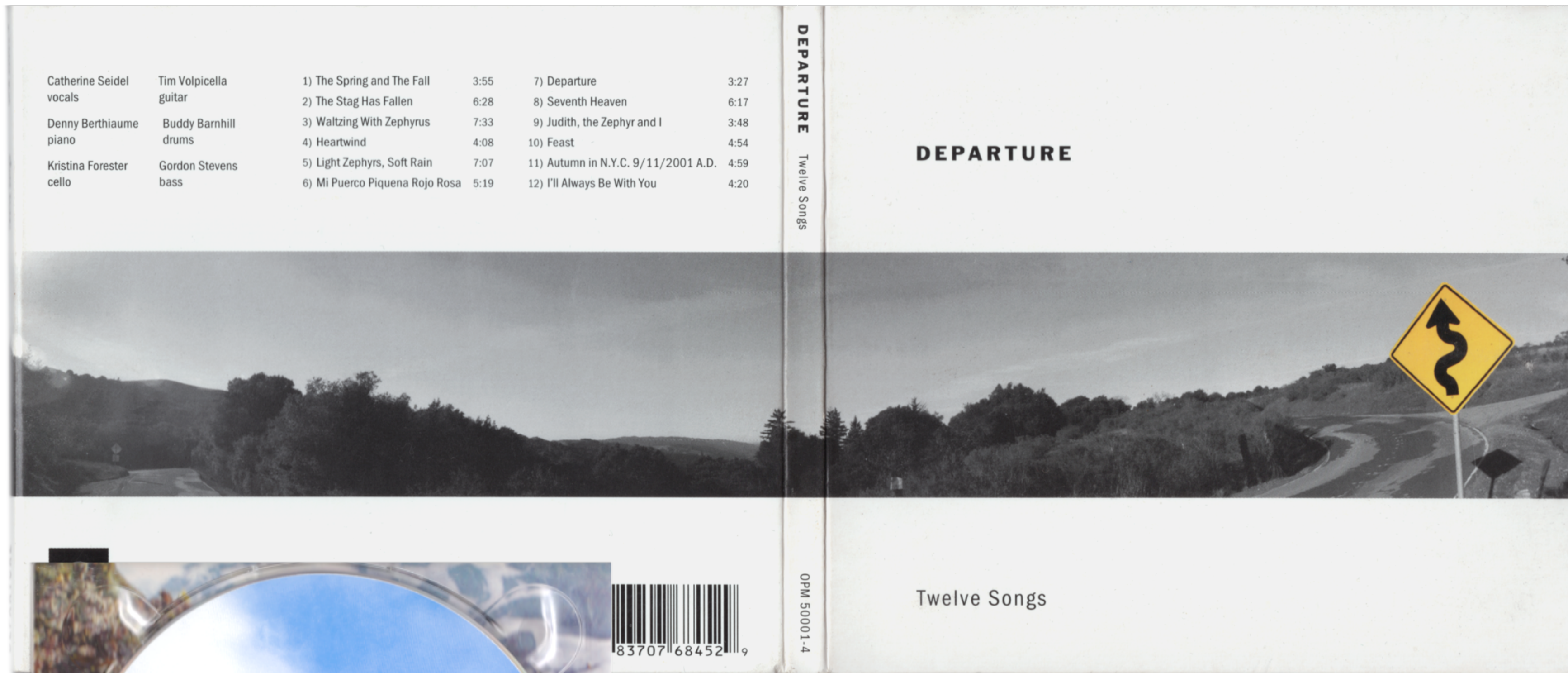
Text and images on these three top panels should be placed upside down so they display right side up once folded and glued.



Layout proof. The CD packaging was tri-folded hard paper.

Guy - since we have no bleed on the left side of the pano photo, please make sure we nail the positioning. If you think the tolerances are too tight for the printer, I can give you a slightly wider crop on the pano to be able to cheat it towards the spine wrap-around. Better than a white gap on the back cover. Thanks - Craig





Above: The cover panoramic photo which spanned across the front and back of the package.

Left: The disk tray was transparent, revealing the ocean photo behind the photo-impressed CD itself.

Front side of a large print flyer I designed for the band that was used for promoting the album. The portraits are the same as the ones used in the CD package.





Out of the number of album designs I made for Nine Winds Records, this was an especially rewarding one. The group didn't have a name for the album yet, so after hearing the takes from the recordings, I suggested "right of violet," because if the music was light it seemed it would be off to the right of the end of the visual spectrum. The other thing I thought of was the abstract imagery I had seen my IDEO colleague Martin Bone recently create.

I worked with Martin on the imagery and the layout. I was especially happy with the mustard color we got on to the CD. It's hard to photograph, but the words "right" and "violet" are reflective negative spaces on the CD.

Album title and cover concept: Craig Syverson
Digital imagery and design: Martin Bone & Craig Syverson
Photography: Howard Linton (inside portraits)
Produced and published by Nine Winds Records, Los Angeles, CA