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# Sonic: Visuals For Music



## Synopsis

What does your favorite music look like? How can you visualize raw energy or sophisticated lounge sounds? And how could you create packaging for that album? Sonic answers these questions with 320 striking pages of today's best-designed record covers and concert posters. Worlds apart from another rehash of the standards of the 1960s and 70s, this book focuses on contemporary examples from underground and indie music, pop, alternative rock and electronica. An engaging cover and packaging design have become key reasons for listeners to buy music in its traditional forms. With the rapid proliferation of MP3s, effectively designed music covers are increasingly necessary for the success of an album in today's stagnating music industry. Sonic is a source book designed to inspire music insiders and graphic artists creating music packaging. With its stunning visuals from today's most exciting music, Sonic also appeals to a general audience of concertgoers, gift givers and all those interested in intelligent "pop" culture.

## Book Information

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Average Customer Review: 4.4 out of 5 stars Â Â See all reviewsÂ (5 customer reviews)

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## Customer Reviews

SONIC - Visuals for Music compiled and edited by Robert Klanten, Hendrik Hellige, and Tom Hulan. Die Gestalten Verlag, Berlin, Germany; [...] 2004. 335 pp. \$50.00 hardcover, ISBN 3-89955-040-4. color photographs and illustrations. "Sonic" is an extended kaleidocope of the colors, shapes, and images of CD covers, album covers, and promotional and tour posters for popular singers and groups mostly from Europe and the United States. The innumerable graphics, art work, photographs, and combinations of these in all styles--from realistic to ironic to psychedelic to postmodern--are presented without captions except for notes on the name of the individual or art

shop that did the design, the performer, and the medium (e. g., CD cover). In visually cataloging the hundreds of commercial works used in promoting and selling popular singers and bands in the highly competitive field of popular music, "Sonic" contains the many styles of state-of-the-art and some cutting-edge marketing; and also the diversity of the contemporary visual culture, as seen also in film, music videos, and TV advertising. It's a book to enjoy for anyone interested in the field of popular music and today's visual culture. Commercial artists and marketers especially would benefit from it. Contact information for the designers noted with the particular works is found in a section at the end of the book.

"Sonic" is a good book to have an idea what was happening around the first 10 years of the 21st century (I mean, some graphic conceptions that were really in use around that time). It's mainly focused on (almost) mainstream records, but also has some experimental works on it. Maybe it might be missing strong or popular sleeves that came out by then, but still a fine collection of visual references. I really like that pictures cover almost full page, and have just the work and studio information; nothing else needed. Graphic Designers, Art Directors or simply, music and sleeve lovers should have a copy.

i bought this because im a graphic designer who works primarily in the music industry, and love seeing other peoples work for inspiration and such. i was afraid this would have a ton of lame artwork surrounding major label artists (dont get me wrong, their stuff is good, but there are so many great indie bands with amazing artwork), but to my surprise, this book is heavily based on just fantastic artwork of both established and not-so-established bands. really has some amazing work in it!

Music is trendsetting. Music design is as well. Sonic delivers contemporary covers, posters, and ads from music today which is great for any designer wanting to stay current with the trends of design.

great images from all over the world (mostly europe and western countries. awesome graphics and photography.

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