



ALBUM COVER CONCEPT

ABOUT

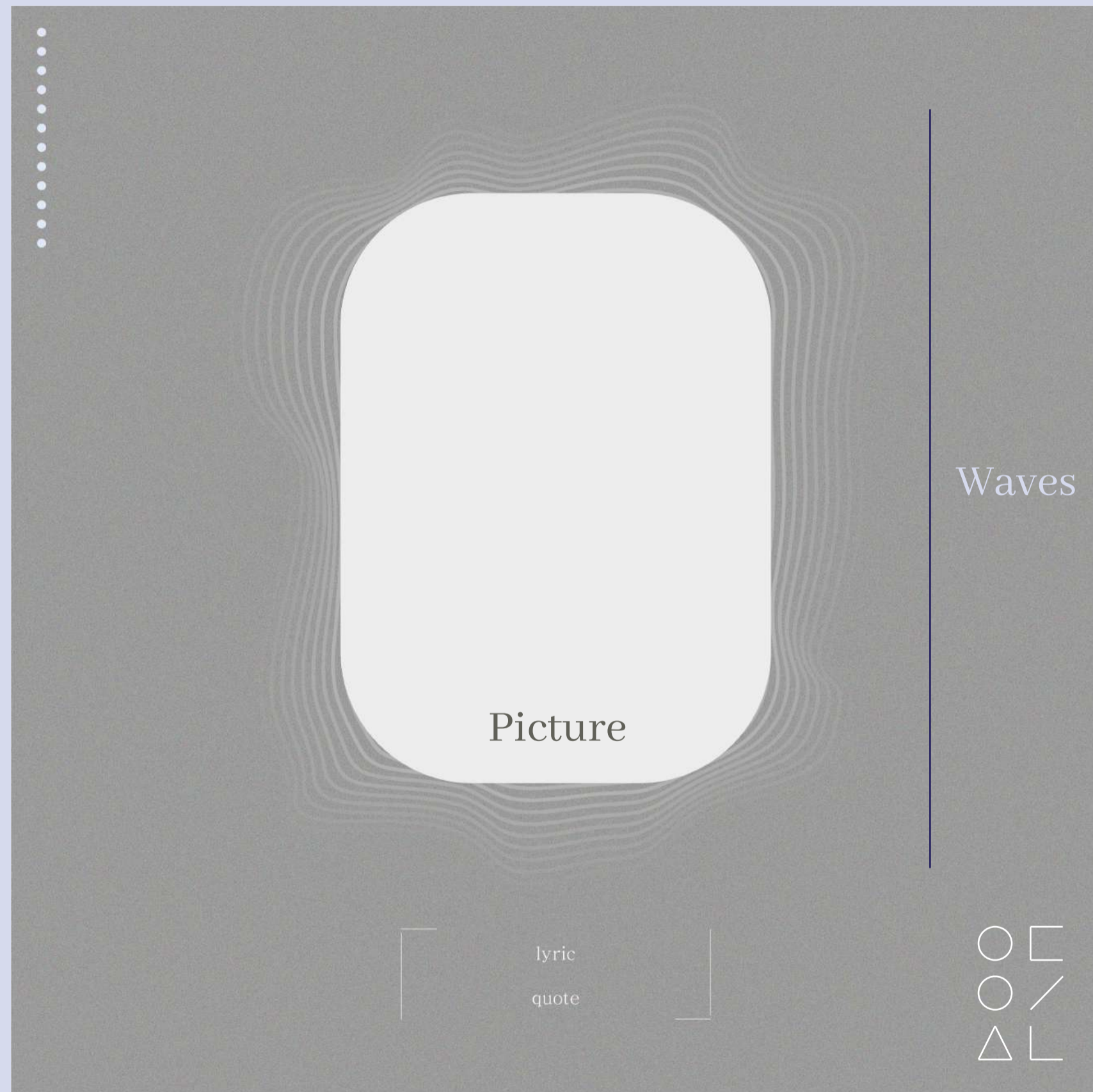
“Commonly stylized as LOOΠΔ (Korean: 이달의 소녀) is a South Korean girl group formed by Blockberry Creative. The group was introduced to the public through a pre-debut project that began in October 2016, where each of the 12 members were revealed in a periodic fashion by releasing a promotional single over the following 18 months.” - Wikipedia

Loona has a whole storytelling which involves many symbols and concepts, such as (and not limited to) colours, animals, locations and fruits. In fact, “이달의 소녀” can be translated to “girl of the month”, extolling the twelve members and each of their unique aesthetics.

The following project tries to bring a collection of the twelve pre-debut singles using the symbols mentioned before in form of shots taken from the music videos and little illustrations recalling stickers.

LAYOUT

Release order



Picture

Waves

lyric
quote

Loona logo

Lyric insert

Tools: Adobe Illustrator + Photoshop

LOONA 1/3 (+ YEOJIN)



Heejin



Hyunjin



Haseul



Yeojin



Vivi

LOONA ODD EYE CIRCLE



Kim Lip



Jinsoul



Choerry

LOONA YYXY



Yves



Chuu

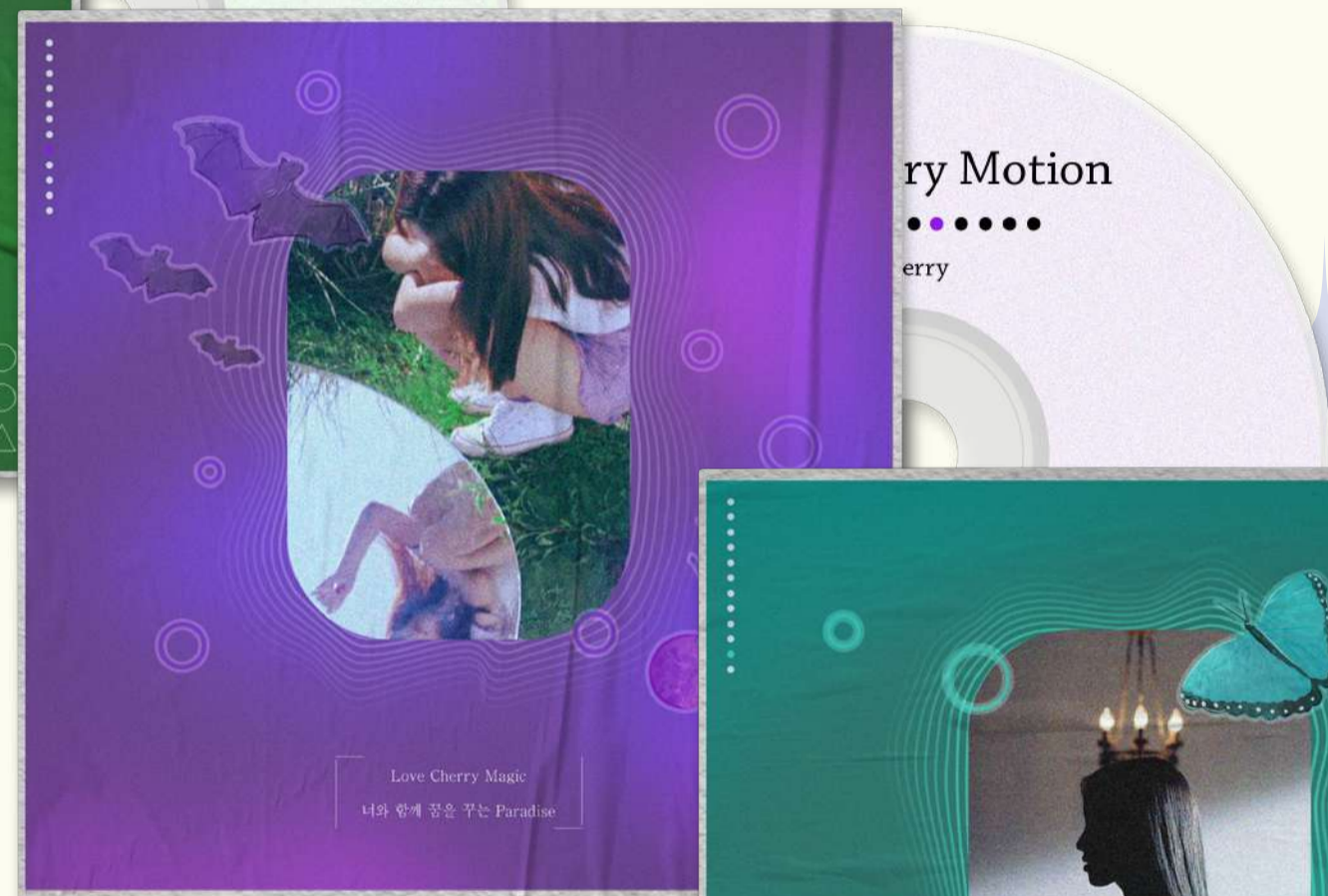


Gowon



Olivia Hye

MOCKUP



MOCKUP



MOCKUP



NOTES

This is a fictional project. No profit were made with the shown results.

Loona, LOOPΔ, 이달의 소녀 and related materials are intelectual property of Blockberry Creative.

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