

ARTIST

Marvin Gaye

ARTISTS

Jake, Joe, Gracie, Laney

WHAT'S GOING ON

Index

| 91 | INTRC |
|----|-----------|
| 92 | APPROACH |
| 93 | IDEATION |
| 94 | ASSETS |
| 95 | ASSETS 2 |
| 96 | THANK YOU |

WHAT'S GOING ON?

A soulful, loving album addressing the hurt in america in the early 1970s, What's Going On is a classic in Gaye's discography and beloved by many all over the world.



OUR APPROACH

We wanted to create an album release that would remain true to the original message of the album, while using new design methods to appeal to new audiences.

1 BOLD

album

To reflect the brave and needed

message and sound of the

THREE WORDS

2 WARM

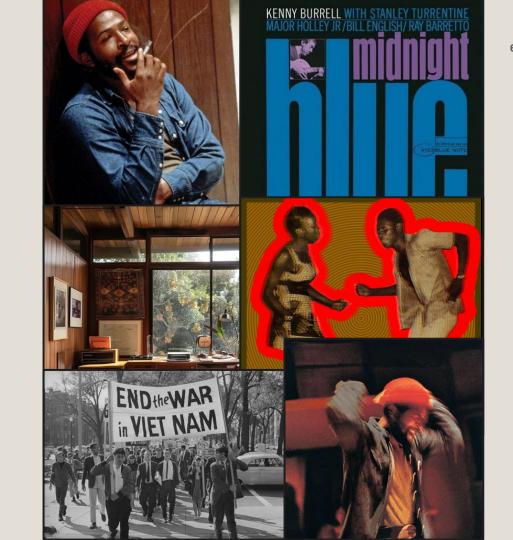
To reflect the overall vibe, color palette and earthiness of the album

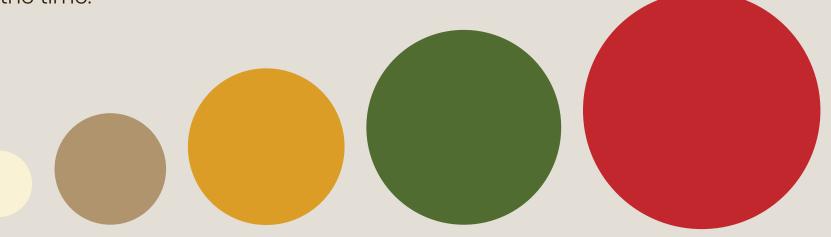
3 SOULFUL

To reflect the deep and emotional nature of the album

DESIGN MOODBOARD

We drew inspiration from mid century modern design, jazz album cover design, the civil rights movement, and anti-vietnam protests.





APPROACH

IDEATION

ASSETS

ASSETS

HANK YOU

TYPOGRAPHY:

We studied the previous album and decided to repeat the use of the font pentz

We studied 1970s era jazz albums and repeated the use of fonts like futura

We studied vietnam-era picket signs and created a hand drawn type to use for the album cover

Pentz Classic

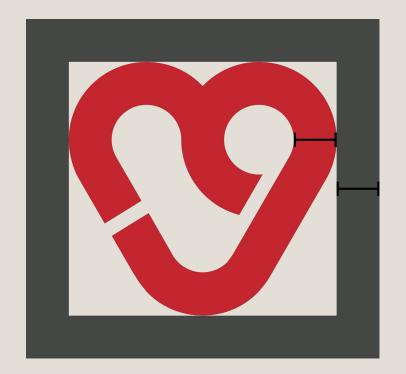






LOGO MARK:





APPROACH

IDEATION

ASSETS

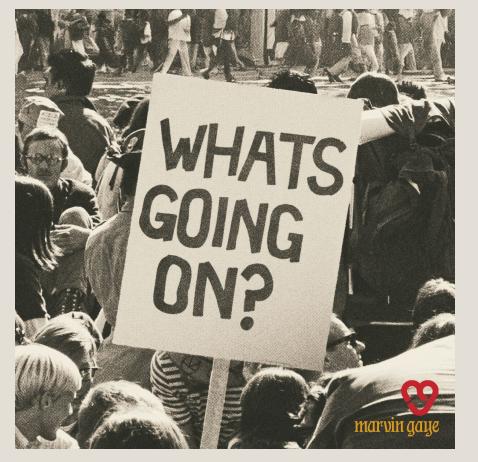
ASSETS

THANK YOU

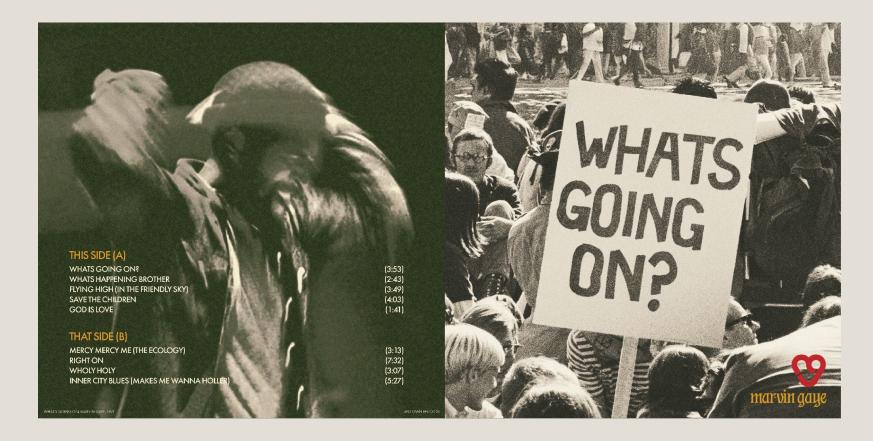
ALBUM COVER:

Icon of a picket sign to suggest the anti-war themes of the album.

Custom type to resemble other hand-painted signs



VINYL JACKET:



VINYL JACKET MOCKUPS:





VINYL JACKET:

WHAT'S GOING ON

Hey hey-hey Hey, what's happenin'? Hey, brother, what's happenin'? Boy, this is a groovy party (Hey, how you dain'?) Man, I can alight Yeah, brother, solid, right on What's happenin's Hey, man, what's happening?

Everything is everything We're gonno do a get down today, boy, I'll tell ya

[Verse 1] Mother, mother There's too many of you crying Brother, brother, brother There's far too many of you dying You know we've got to find a way To bring some loving here today, yeah

We don't need to escolate You see, war is not the answer For only love can conquer hate You know we've got to find a way To bring some loving here today, oh (Oh)

WHAT'S HAPPENING BROTHER

[Verse 1] Hev. baby, what you know good? I'm just getting back, but you knew I would Words hall when will it end? When will people start getting together again?

Are things really getting better like the newspaper What else is new my friend, besides what I read?

[Varsa 2] Can't find no work, can't find no job, my friend Money is fighter than it's ever been Say, man, I just don't understand what's going on across this land Ah, what's happening, brother? Yeah, what's happening? What's happening, my

Nerse 31 Are they still getting down where we used to go and dance?
Will our ball club win the pennant, do you think And tell me, friend, how in the world have you Tell me what's out and I want to know what's in

[Yerse 4] What's the deal, man? What's happening? What's happening, brother? What's happening, brother? Ah, what's happening, brother? What's happening, my man? Whoa, ah, ah, what's happening, brafter? Say, man, whoo, what's happening, brother?

Flying high in the friendly sky lying high without ever leaving the ground, no Rost of the loks are fired and weary Oh, Land, and have laid their bodies down go to the place where danger awaits me and it's bound to forsake me So stupid minded can't help it, so stupid minded But I go crazy when I can't find it In the morning. I'll be alright, my friend Butsoon, the night will bring the poins The pain, awful pain

[Verse 2]
Flying high in the triendly sky
Without over leaving the ground
And I ain't seen nothing but trouble, baby
Nobody really understands, no, no And I go to the place where good eeling awaits me Self destruction's in my hand Oh, Lord, so stupid minded Oh, but I go crazy when I can't find it Well, I know I'm hooked, my friend To the boy who makes slaves out of men

Rying high in a friendly sky Flying high in a friendly sky

FLYING HIGH (IN THE FRIENDLY SKY) SAVE THE CHILDREN

just want to ask a question: Who really cases to save a world in despair? Who really cases? (Ohlh) There'll came a time (There'll come a time) When the world won't be singing (When the when the word worth be singing (when the world won't be singing). Bowers won't grow (Rowers won't grow, not). Bells won't be ingin' (The bells won't be ringin'). Who really cares? (Who really cares?). Who's willing to try? (Who is within to try?). To seve the world (To save the world). That's destined to die (That is destined to die) When I look at the world [When I look at the It fills me with sorrow ()t fills me with sorrow) Little children today (Children today)
Are really gonna suffer tomorrow (Really suffer (Oh!) What a shame (What a shame) Such a bad way to live (Such a bad way to live)
Oh, who is to blame? (Who is to blame?) We can't stop living [When we can't stop living] vivo contratop imagi vivon we contratop imagi (Chhhill Live, Live) (Live for life) Live for life (But let live everybody) Live life for the children (Live life for the children!) (Oh, for the children!) You see, let's, (Oh!) Let's save the children (Oh) Lat's ...let's save all the children (Save the babies! Save the babies!) [And if you want to love, you got to save the (Oh, you've got the feeling, you've got the feeling) You will save the babies! All of the children!)

[Yerse 2] But who really cares? Who's willing to try? Yoah To save our world, yeah To save our sweet world To save a world that is destined to die Oh-ah-ah la Oh-oh, oh, dig it, everybody

GOD IS LOVE

Oh, don't go and talk about my Father (Ah, talk about my Father)
God is my friend (Jesus is my friend) He made this world for us to live in [He made (his world) And gave us everything (Lord gave us everything) And all he asks of us (Peacel) Is we give each other love, oh, yeah

| Nees 2| Defended and talk about my Fafor (Dort) | Old weaked on the because and upon our blak about of narrol | Dort) | Old weaked on the because and upon our blak about of narrol | Some of the week black of narrol | Some of the week black with the mercy, please hove mercy, | Some of the week black with the plant of native black with the plant | Some of the week black with the plant | Some of the week black with the plant | Some of the week black with the plant | Some of the week black with the plant | Some of the week black with the plant | Some of the week black with the plant | Some of the some of the plant | Some loves us, oh yeah) And He'll forgive all our sins (He'll forgive our sinst, oh, yeah And all He asks of us, oh, yeah is we give each other lave, ah, yeah

Love your mother (She bore you)

Love your father (He works for you) Love your sister (She's good to you! Love your brother (Love), your brother

And when we call on Him for mercy (Mercy, Father) He'll be meroful, my friend, ch, yeah (Oh, yes, He wil, yes, He will) All he cake of us, I know-

MERCY MERCY ME

Wagh-oh, oh, mercy, mercy me Oh, things ain't what they used to be, no, no Where did all the blue skies go? Everyday, that's alright Poison is the wind that blows from the North Oh, when we love each other and South and East

[father] Wooth-oh, mercy, mercy me (Ah, Oh, just feel it, feel it Oh, things ain't what they used to be, no, no God know that's alright, yes

[Vorso 3] Oh, oh, oh mercy, mercy me [Help us, Father, have mercy, please help us, Father)

Oh, things ain't what they used to be, no, no
For those of us who simply like to socialize [Have mercy, you oughta help us, Father] | How mercy, you aughts help us, trahard | Fact through old us with Rodintion underground and in the sky And head the per [Floose have mercy, ah, help us, Father] Let me say to you. Animak and Birds who live nearby are clying [Oh, pace help us, Father, Father, help us, Father] [Bridge] Oh, fool it, feel

[Verse 4] [Verse have mercy, ah, mercy, Father! What about this overcrowded land? Ittave mercy, Father, oh, have mercy, Father) How much more abuse from man can she stand? [Please have mercy]

RIGHT ON

7:32

Hey, baby, that's alright, people I know that's alright

I know that's alrigh

some of us feel the icy wind of poverty blowing in the gir

For those of us who tend the sick And heed the people's cries Let me say to you right on

Yeah, oh, oh, lord, lord, lord, people And I say, right on

WHOLY HOLY

Ch, yeah

we can) forever

Wholly holy Come together Wholly holy

People, we all got to come together People, we all got to come together Money, we make it 'Couse we need the strength, power and all Before we see it, you take it Whally holy (Oh, Lord) Gettogether, one another

Wholly holy, wholly holy, wholly (Yeah) Make me wanto We should believe in one another (Believe The way they do my life No, no, no, no

To increase finance Bills pile up sky high (Oh, Lord) We can conquer hate | 'Cause Send that boy off to die [Chorus]

We need him (Oh, Lord)
Wholly (Wholly holy) We can rack the world's foundation (Yes, [Verse 3] we can) Hang ups, let downs Everybody together, together and holy Bad bracks set backs (Whally hally, wholly)

Natural fact is

Will haller love, love, love across the nation Oh, honey, that I can't pay my taxes

Wholly holy All together and holy (Wholly) We practain love, our salvation Oh, oh, och, och och

INNER CITY BLUES Spand it on the have-not's

INNER CITY BLUES

Rockets, moon shots

[Chorus] Oh, make me wanna haller The way they do my life (Yeah) Make me wanna haller This ain't living, this ain't living

No. na, baby, this ain't living

[Verse 2] Inflation, no chance

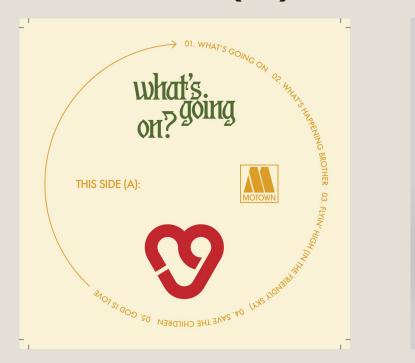
[Chorus]

Norm 41 Crime is (Wool) increasing Trigger happy policing Panic is spreading God knows where we're heading

WHAPS GOING ON, MARVIN GAYE, 1971

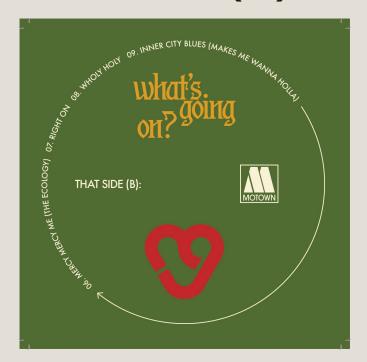
MOTOWN RECORDS

VINYL CENTER (A):





VINYL CENTER (B):





CD INSERT:







16

CD BACK:



CD DISK:





APPROACH

IDEATION

ASSETS

ASSETS

THANK YOU

CD DISK MOCKUPS:





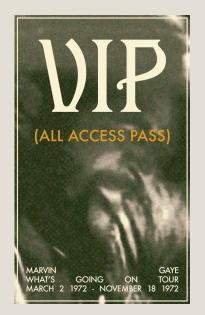
TOUR POSTER:





VIP PASS:







INSTAGRAM POSTS:









ANIMATIONS:









APPROACH

IDEATION

ASSETS

ASSETS

THAMK YOU

TOUR TEES:









SWEATSHIRT & SWEATPANTS:







ACCESSORIES:











26















THANK YOU