

# MS NOW's CLOCK IT podcast art

MS NOW's new line of podcasts needed new visual identities, beginning with key cover artwork. The hosts had to be featured, & the art had to convey the vibe of their points of view & topics they'd cover.

Opting to lean into the cultural side of their purview rather than the political, I started with different colorful overlay treatments, talent poses, & bold fonts. As I honed the details that worked, I would also test them by incorporating them in different ways, or introducing new supporting elements to ensure the final product truly spoke to the heart of the show.

Photoshop



PB

