

Most indie artists choose visuals on what looks cool, and that's okay.

But if you want to cut through the noise, you'll need to understand why visuals matter and their importance to shaping how your music is received.

The reason?

The brain processes images in 13 milliseconds, but processing text can take 10-12 times longer. If someone plays your music, your visuals are already doing their job.

High quality visuals help build credibility, because listeners expect the music to live up to what they see.

Artwork sets your audience's expectations by signalling the mood and genre. This is where it stops being decoration and starts becoming part of the story you're telling with your music.

You could be wondering, what is personal branding for musicians?

Personal brand is the overall impression that people have on you as an artist. It's your clothing style, your social presence, and the general vibe people pick up from you.

The Rolling Stones and Pink Floyd have iconic artwork and logos but their strong personal branding comes from intention and consistency. Their visuals don't just look good, they reflect the music and the storytelling.

Your visuals can look cool but their real value comes from how clearly and consistently that they support your music and & who you are as an artist.

