

**Boston University**  
**College of Communications**  
**Design & New Media**  
**CM323|CM741**  
**Spring 2018 Tuesdays**  
**Prof. Joyce Walsh**

- Project 4** Multi-Format Music Designs  
Design a CD front cover and a concert (or tour) poster  
For a band, performer, concert, or festival
- Objectives** Concept development  
Integrate type and image  
Establish a visual theme
- Formats 1** CD front cover 4.75" W X 4.75" L  
**2** Poster 6.5" X 10" (these are poster proportions re-sized to fit on the paper.)  
**3** Your cover design on a digital display (such as iTunes, Spotify, etc.)  
**4** Your poster displayed in situ (on public display such as a bus stop, bulletin board, etc.)

**Color** Full Color

**Copy for CD** Band name and album name  
**Copy for Poster** Band name, album name +  
the word "tour" or "concert," date, city, venue, Live nation (or similar) logo, web address

- Design Strategy**
- 1 Brainstorm ideas about selected music
  - 2 Think about a visual theme
  - 3 Search for images: photographic or illustration
  - 4 Identify one or two appropriate typefaces
  - 5 Establish a visual theme throughout both pieces
  - 6 Edit images in Photoshop, place into InDesign
  - 7 Add copy in InDesign

**Final Presentation** Display the cover and the poster *full size*  
Display the cover in a digital display (ex: iTunes, Spotify, etc.)  
Display the poster in situ (a public display ex: bus stop, bulletin board, etc.)  
Display all four designs on one or both sides of one 11 X 14" presentation board

- Schedule**
- 4.10 Visual Themes | Begin Project 4
  - 4.17 Advanced Photoshop & InDesign | Critique Project 4 & 5
  - 4.24 Digital Interface Design Strategies | Critique Projects 4
  - 5.01 Final Presentations