Boston University  
College of Communications  
Design Strategy & Software  
CM323 A1 Wednesday  
Spring 2020  
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, 4.75” square files, then place into InDesign  
7 Add copy in InDesign  
8 For the poster, edit images in Photoshop 6.5” X 10” files  
9 Add poster 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**  
3.25 Visual Themes | InDesign Introduction  
4.01 Advanced InDesign | First draft Project 4 cover  
4.08 Critique Project 4 cover  
4.15 Critique Project 4 poster  
4.22 Digital Interface Design Strategies | final critique  
4.29 Final Presentations