

Boston University
College of Communications
Design Strategy & Software
CM323 AI 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: Spotify, Apple, 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**
- 4.01.20 Visual Themes & Introduction to InDesign | Critique P3 | Begin P4 cover
 - 4.08.20 Submit Project 3 | Advanced InDesign | Critique Project 4 cover
 - 4.15.20 Digital Interface Design Strategies | Critique Project 4 poster
 - 4.22.20 No Class | Monday Schedule
 - 4.29.20 Presentation of Final Projects