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 Visual Themes | Begin Project 4
4.08 Advanced InDesign | Critique Project 4 cover
4.15 Digital Interface Design Strategies | Critique Project 4
4.22 No Class
4.27 Final Presentations