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
3.31 Visual Themes Intro to InDesign
4.07 Advanced InDesign Create first draft Project 4 cover
4.14 Digital Interface Design Strategies Critique Project 4 cover
4.21 Critique Project 4 poster (and cover as needed)
4.28 Final Presentations