

Boston University
College of Communications
Design & New Media
CM323 SAI M/W
Summer 2019

Prof. Joyce Walsh

- Final Project** 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, Pandora)
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, and 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**
- 6.17 Begin Project 3 | Visual Themes | InDesign
For next class: Read Chapter 7, First draft Project 3 cover (p 171 | Project Plan 3)
- 6.19 Critique Project 3 (cover)
For Next Class: Read Chapter 6, Revise Project 3 cover and design first draft of the poster
- 6.24 Critique Project 3 (poster & cover revisions)
For next class: Final revisions and prepare presentation for Project 3
- 6.26 Presentation of Final Projects!
Have a wonderful summer!