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
6.20  Visual Themes | InDesign
6.22  Digital Interface Design Strategies | Critique Project 3
6.27  Advanced Photoshop & InDesign | Critique Project 3
6.29  Presentation of Final Projects