Boston University
College of Communications
Design & New Media
CM323 SA2 T/Th
Summer 2018

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

6.19   Visual Themes | InDesign
6.21   Advanced InDesign | Critique Project 3
6.26   Digital Interface Design Strategies | Critique Project 3
6.28   Presentation of Final Projects