Boston University
College of Communications
Design Strategy & Software
CM323 Tuesdays
Fall 2018
Prof. Joyce Walsh

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: 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	11.13	Visual Themes | Begin Project 4
	11.20	Logos
	11.27	Advanced Photoshop and InDesign | Critique Project 4 cover
	12.04	Digital Interface Design Strategies | Critique Project 4 poster
	12.11	Final Presentations