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\textprime W \times 4.75\textprime L  
2  Poster 6.5\textquoterect 10\textquoterect (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 +  
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\textquoterect presentation board

Schedule  
11.02  Visual Themes | Begin Project 4  
11.09  InDesign | Submit Project 3  
11.16  Advanced Photoshop & InDesign | Critique Project 4  
11.23  No Class | Happy Thanksgiving!  
11.30  Digital Interface Design Strategies | Critique Project 4  
12.07  Presentation of Final Projects