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