Boston University
College of Communications
Design Strategy & Software
CM323 SA1 M/W
Summer 2020

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Project 3	Multi-Format Music Designs
	Design an album 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
Format	Album cover 4.72″ X 4.72″
	Poster 6.5″ X 10″ (these are poster proportions re-sized to fit on the paper.)
	SUMMER 2020:
	NOT REQUIRED: Your cover design on a digital display
	NOT REQUIRED: Your poster displayed in situ
Color	Full Color
Copy	Band name and album name
	Band and album name, the word "tour" or "concert," date, city, venue.

To start

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 4.72″ 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 on separate pages in a pdf
Display the cover in a digital display (ex: Spotify, Apple, etc.)
NOT REQUIRED: Display the cover in a digital display (ex: Spotify, Apple, etc.)
NOT REQUIRED: Display the poster in situ (a public display ex: bus stop, bulletin board, etc.)
Display both designs in a two page pdf on our Google share drive

Schedule

6.22	Visual Themes & Introduction to InDesign
	Create a first draft of the cover
6.24	Advanced InDesign	Critique cover (p 171)
	Refine the cover design and create a first draft of the poster
6.29	Digital Interface Design Strategies	Critique poster
	Refine the poster and cover (as needed)
7.01	Presentation of Final Projects