

Boston University
College of Communications
Design Strategy & Software
CM323 SA2 Tu/Th
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 (such as Spotify, Apple, etc.) NOT REQUIRED: Your poster displayed in situ (public display such as a bus stop, bulletin board, etc.)
Color	Full Color
Copy	Band name and album name Band and album name, the word "tour" or "concert," date, city, venue
To start	<ol style="list-style-type: none">1 Brainstorm ideas about selected music2 Think about a visual theme3 Search for images: photographic or illustration4 Identify one or two appropriate typefaces5 Establish a visual theme throughout both pieces6 Edit images in Photoshop 4.72" square files, then place into InDesign7 Add copy in InDesign8 For the poster, edit images in Photoshop 6.5" X 10" files9 Add poster copy in InDesign
Final Presentation	Display the cover and the poster full size on separate pages in a pdf 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 2 page pdf on our Google share drive
Schedule	<ol style="list-style-type: none">6.18 Visual Themes & Introduction to InDesign Create a first draft of the cover6.23 Advanced InDesign Critique cover (p 171) Refine the cover design and create a first draft of the poster6.25 Digital Interface Design Strategies Critique poster Refine the poster and cover (as needed)6.30 Presentation of Final Projects