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:
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, 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” presentation board

Schedule:
03.30 Visual Themes | Concept Development Project 4
04.06 Submit Project 3 | InDesign | Critique Project 4
04.13 Critique Project 4 & 5
04.20 Digital Interface Design Strategies | Critique Projects 4 & 5
04.27 Final Presentations