

**Boston University**  
**College of Communications**  
**Design Strategy & Software**  
**CM741**  
**Fall 2019**  
**Prof. Joyce Walsh**

**Project 5**

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 I**

- 2** CD front cover 4.75" W X 4.75" L
- 3** Poster 6.5" X 10" (these are poster proportions re-sized to fit on the paper.)
- 4** Your cover design on a digital display (such as iTunes, Spotify, etc.)  
Your poster displayed in situ (on public display such as a bus stop, bulletin board, etc.)

**Color**

Full Color

**Copy for CD**

**Copy for Poster**

Band name and album name  
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 InDesign | Begin Project 5 first draft
- 11.20 Advanced Photoshop and InDesign | Critique Project 5
- 11.27 No Class | Happy Thanksgiving
- 12.04 Digital Interface Design Strategies | Critique Project 5
- 12.11 Presentation of Project 5