Final Project

Multi-Format Music Designs
Design a CD front cover, a large web ad, and a banner ad
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. Web Rectangle 300 px X 250 px
3. Leaderboard 728 px X 90 px
4. Your cover design on a digital display such as iTunes, Spotify, Pandora

Color

Full Color

Copy for CD

Name of musician(s) and CD title

Copy for Web Ad

Name of musician, CD title, headline, click through (can be on either web ad)

Copy for Banner Ad

Name of musician, CD title, headline
(keep copy short and sassy)

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 all pieces
6. Edit images in Photoshop, place into InDesign
7. Add copy in InDesign

Final Presentation

Display the cover, both ads and a digital display (ex: iTunes or Spotify) full size
Display the two ads in a browser window (Show browser frame around website)
Display all five designs on both sides of one 11 X 14” presentation board

Schedule

3.23 Visual Themes | Concept Development Project 4 | InDesign
3.30 Submit Project 3 | InDesign | Critique Project 4
4.06 Advanced Photoshop & InDesign | Critique Project 4
4.13 Digital Interface Design Strategies | Critique Project 4
4.20 No Class | Monday Schedule
4.27 Final Presentations