

Boston University
College of Communications
Design Strategy & Software
CM501 SA2 T/Th
Summer 2022

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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.)

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 letter size pages in a pdf
Put both designs into a two page pdf in this order: cover, poster

Schedule

6.21	Visual Themes Introduction to InDesign HW due next class: Read Chapter 7 & First draft Project 3 cover (pg 206)
6.23	Critique Project 3 cover HW due next class: Revise cover & First draft Project 3 poster
6.28	Critique Project 3 poster HW due next class: Revise Project 3 poster & cover as needed
6.30	Presentation of Final Projects