

CD Case Design

Description

Music has a wide range of influences and styles. It speaks to us in many different ways (political, social, emotional, etc.) In this project you will have to redesign a music album.

Requirements

- Decide on music CD album to redesign
- Research CD examples and/or packaging designs (8-10 total)
- Write a description of what your approach will be in the redesign of music album
- Recreate group/artist name in illustration
- Design the cover/label for the CD
- CD case front, back & sides (no jewel cases)
 - Name of the album & group should be included
 - You can use a colored paper (prefer matte)
- Booklet: must have 4 spreads (8 pages total)
 - Front and back cover (1 spread) and three interior spreads
 - Not all of the lyrics of all the songs have to be included in the booklet
 - Layout of lyrics will be done in InDesign
 - Typical booklet size: 4.75" x 4.6875"
- You must shoot all the photography
- You must create any illustrations you want to use in the design
- Use Toggl.com to track your time

To Think About

- Color usage?
- What type of message/experience you want to create for the viewer?
- How will the photography be used: altered, unaltered, collage...
- How does booklet relate to CD case without repeating the same elements?
- What do you want the viewer to experience?
- How much or little color saturation should be in the design?
- What is the mood?
- Think about the total visual qualities of the packaging, inside and outside.
- How will the images relate to one another, color and type?
- You should mock-up your container more than once.

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OP 1231

Spring 2017

TTh 7:30-10:20 am

Jan 17th-May 5th

Final: May 9, 7:30 am

OP 1220/1224

CD Case Design - Part 1

Description

This part will be focusig on the research and prep work.

Requirements

- Research 10 examples of CD albums
- 4 color studies
- Written description of artist/group (type, style, etc.)
- 5+ sketches of cover, label and name of artist/group
- Use Toggl.com to track your time

To Turn in

- Upload to class Google drive
 - Research write up on 10 examples
 - Color studies
 - Description
- Sketches
- Toggl report to be included in your process book

Grade determinations

- Total points for this step in assignment: 10 points

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CD Case Design - Part 2

Description

Making progress on graphics.

Requirements

- 2 booklet spreads done (without content)
- Move into Illustrator and finalize artist/group name rebuild
- Initiate any illustrations to use
- Complete taking any more pictures needed
- Use Toggl.com to track your time

To Turn in

- Upload to class Google drive
 - 2 booklet spreads
 - Artist/group name rebuild (.eps)
 - Contact sheets of all photos to use
 - Started illustrations (.eps)
- Toggl report to be included in your process book

Grade determinations

- Total points for this step in assignment: 10 points

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CD Case Design - Part 3

Description

Finalizing the spreads and mock ups.

Requirements

- Finalize illustrations
- Complete all spreads
- Complete booklet layout with content
- Finalize case design and CD label
- Finalize mock-up (without content)
- Use Toggl.com to track your time

To Turn in

- Upload to class Google drive
 - Spreads (pdf)
 - Case Design (pdf)
 - CD Label (pdf)
- Mock-up
- Toggl report to be included in your process book

Grade determinations

- Total points for this step in assignment: 10 points

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CD Case Design - Part 4

Description

Finished product and photographed.

Requirements

- Print and complete all requirements from the info sheet
- Photograph your piece
 - Showcase each part, cover, booklet, case and label
 - 5 angles of each part
- Use Toggl.com to track your time

To Turn in

- Upload to class Google drive
 - Photographs of finished piece
- Case
- Booklet
- Label
- Toggl report to be included in your process book

Grade determinations

- Satisfying requirements 75%
- Design edge and flow 25%
- Total points for this step in assignment: 30 points

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