



## **Graphic Design- CD cover design- Digital Collage**

### **Essential Questions:**

How have designers created engaging, visually interesting CD or Album Art that intentionally expresses Mood, and captures the Feeling or Style of the music being represented?

How have designers incorporated Typography and Imagery to create powerful designs that are strong and expressive? How does layout and alignment of Type affect the flow of the design?

**Photoshop Tools:** Learn in more depth how to use the basic selection tools including: all Marquee tools, Lasso Tools, Quick Selection, and Magic Wand.

Use all of the expertise you have gained over tools last quarter to develop your design, including type tool, pen tool, color sampler and swatches, adjustments, blending modes, fx, etc.

### **Creative Problem:**

You have been chosen to design a CD cover for your favorite musician or band! The design needs to be fresh, new, and original! (no copying what has been done before) You can create album art for a friends' band, or an imaginary band that you create.

Make sure your design format matches the CD cover format – you will be putting your design in a Jewel Case for display: Your Design should be 5 inches wide x 4 ¾ inches tall, and 300 dpi (resolution)

### **Design Concepts and Criteria:**

Create, develop and find imagery that expresses the mood of your chosen musician or band  
Combine Typography and Imagery to create your cover intentionally to express the feel of the chosen music genre.

Use the following design criteria to develop your design:

Strong contrast and creation of a Focal Point

Variety of size and scale of objects- arranged to create a sense of depth in the composition- even if you are creating a sense of flat space

Texture- specific development of texture to add to the mood/feel of the music (photograph of wood or concrete floor, gnarled tree trunk, or scanned collage paper)

Use at least one of each of these types of images:

Drawn (by hand or with pen tool)

Scanned- collage paper, sketches, or written words on notebook paper, etc

Digital photography

Found imagery on copy right free site (record the website)

### **Visual Journal Assignment and Visual Research: Title a page in your sketchbook “CD Design”**

1. Brainstorm different bands/ genres you would be interesting in designing for, develop a list of words that describe the sound and style of the music to you,
2. Brainstorm different images and colors that could represent the sound of the music visually
3. Complete CD design visual research assignment: **Find at least 5 examples of CD cover designs** you find interesting and in the genre you are thinking about designing in, **Respond to each one:**
  - Describe the layout of type and image (which has more focus- or is it equal? What is the alignment of the Type?)
  - Describe how the design expresses the feel of the genre/style/ sound of the music?
  - What about this design do you want to take inspiration from for your own design?
4. Draw at least 2 thumbnail studies in your sketchbook before beginning your CD design.