



Design & Illustration

:: project

CD Cover Design & T-Shirt Design

Can you create a *memorable* CD cover design and visually-related t-shirt design that will reflect the musical stylings of a recording artist and move people to want to buy their music?

:: project overview

You will design the following:

- 1) A CD cover, spine and back cover
- 2) A CD face (for the disc)
- 3) A T-shirt that visually relates to the design components that you used in your cover design

Using what you know about attention-grabbing, memorable art, you will create drawings that will either be used in your final design *or* act as a springboard for your design work. You WILL: A) create thumbnail sketches, B) use gesture drawing as the base for all your drawing work, C) create a compelling composition. You will continue to learn how to arrange graphics and text, how to compose your artworks and how to get the technology to work in concert with traditional art media. You will continue to develop your own artistic process and will learn how to collaborate as an artist & designer in our work environment.

:: process

Read the assignment from the WIKI site: www.design_illustration.wikidot.com

Go to: Assignments – Semester 1 – CD Cover and click on 'Assignment'

1. Click on your desktop and create a new folder by going to 'File – New Folder' (or ⌘N). Name the folder 'CD' (no spaces). Put a copy of the book cover assignment in this new folder.
2. Create at least *one* subfolder. Name it 'T-Shirt'. You may also want a folder called 'Imagery' that will house your reference and inspiration imagery.
3. Choose a band. They (or he/she) will be your silent (or not-so-silent) 'client.'

'style' or 'vibe'?

5. List 3 adjectives that describe the look that you are going for. Put these words in your pasteboard area of your document.
6. Create 4-5 thumbnail sketches that have *different* compositions
7. Experiment with some physical (not virtual) art materials
8. Scan some stuff and start to create the art for your cover
9. *SIMULTANEOUSLY* work on your t-shirt design(s)
10. Create 3 different cropping, scale and/or composition options for your cover.
11. Pass your final art to your peer to complete the text work; discuss and collaborate
12. Do the text work for your peer's cd cover design.
13. Conduct an in-progress critique (informal, peer-to-peer)
14. Revise work
15. Critique (formal with oral presentation)
16. Add your high-resolution .tiff file to your InDesign portfolio
17. Post your .jpg artwork to the wiki site

:: parameters & requirements

Physical Size & Specs: CD design should fit in a standard jewel case. Artwork for the cd face (sticker) should fit on a standard disc. T-Shirt design should be on an 8^{1/2}" x 11" document

Color: CMYK

Format: Export your project as a 300ppi tiff file and name it CD_YourFirstName.tiff

Hand in your work: 'Hand in' your .tiff file to Lisa's Drop Box

Finishing details: 1. Print on a heavier weight, 'nice' paper, 2. Consider the 'finish' of the paper, 3. Trim to size (be accurate and precise) – *craft matters!*

Post Your Work: Post your work to the class wiki site by following the instructions on the site's side bar menu: Post Your Work!

:: design tips & considerations

Try:

- Using repeating forms to create unity?
- Create a design that has an interactive, keep-sake quality or serves another purpose?
- Paper engineering?: Pop-up, tear-off, etc.?
- Gradients?
- Using directional devices in your composition to guide the viewer through the artwork
- Bleeding edge (go off the frame)?
- Create a continuous field with a pattern?
- Use fonts as the 'art'/illustration?
- Take your own photographs

:: beyond the classroom

- Submit your design to the musical artist
- Collaborate with the musical artist
- Print the t-shirt using silkscreen