

# Keyword: iconic

## designing for audio/ exploring Adobe CS

### aims and grading

- PA [20%] - to understand the means to designing for lasting appeal, incorporating digital and analogue components
- TC [40%] - to achieve a comfort with digital apps comparable to analogue techniques
- CA[30%] - to demonstrate a processive, exploratory approach to composing visual solutions for non-visual subject matter
- P [10%] - to create presentation folio that clearly communicate your intentions and demonstrates the chronological development of an entire project

### introduction

All aspiring designers who work to define the image/ visual campaign for a musical artist's latest output or any contemporary audio, might hope to achieve an 'iconic' work. One that will be associated with the sound and the cultural moment that the audio inhabits.

Historically, designing for the audio/ music industry gives a designer more creative scope than any other source of commission. This is an important freedom in the generating of memorable 'iconic' artwork - an aggressive marriage of iconoclasm and marketing.

### the project

Scenario - your portfolio is short one project - you have no samples demonstrating your abilities in designing for audio. A successful project of this kind will finally give you the rounded folio you need to secure that first design assistant position at your preferred graphics studio.

You select some contemporary/ obscure/ unusual audio to work on and decide to follow a processive approach that has worked for you with other projects.

You break the project into distinct components to get the most out of each developmental stage. An approach that will lead you to that all important never-seen-before zeitgeist-defining solution.

### product/ format

Chronologically organised portfolio that charts your developmental and production stages - brainstorming/ research - textual and visual sources/ technical experiment/ creative alternatives/ final production/ dummy product/ in-situ simulation.

### final project deadline

To be announced...