

Keyword: iconic/ stage 3: 12" cover art page layout component

aims and grading

- PA [10%] - to make a quick study of the relationship of text to image in existing cover art
- TC [40%] - to learn the fundamentals of Adobe InDesign
- CA [30%] - to create 3 eye-catching alternative layouts that represent the accompanying music
- P [20%] - to present final artwork in a common music format and all supporting material representing the duration of the Keyword: iconic project

introduction

The 12" format is on the wane. A costly and resource hungry process compared to providing music via computer downloads. But while the process is still available, artists today continue to release limited editions and dance remixes on 12" vinyl. It remains for the moment the music designer's dream dimension making for real iconic collectors' items.

brief

Having completed Stages 1 and 2 you should now have plenty of material to develop some initial design proposals for client approval.

Based on the response to the recent review of your Keyword: iconic work to date, your job now is to take your preferred concept/ image/ type combination, and layout three alternative square format cover art designs using Adobe InDesign.

Your three designs are to follow the list below -

- a purely typographic solution
- a pure image solution
- a text-and-image solution

Your typographic solution and text-and-image solution must carry at least the name of the artist and the title of the album/track. You can use any other copy you wish in addition.

The designs must stand out in the racks at the largest record stores. If you have not done so thus far, please show evidence that you have studied existing presentation of music cover art.

product/ format

For your cover art you will be working to a 12" square format. All artwork will need to be printed using a 150 lpi halftone screen. Consequently, a minimum of 225ppi is the resolution you need for any imported raster art.

deadline

Time is short. Please take care to allow some hours for planning your designs on thumbnail sheets prior to final production.

Crit on _____
All artwork for final submit on _____