

# JOB 2-MUSIC CD PACKAGE

Open Date: \_\_\_\_\_  
Roughs Due: \_\_\_\_\_  
Proofs Due: \_\_\_\_\_  
Final Due Date: \_\_\_\_\_

For this job, you will choose a music CD of your choice to Re-design. Combining a CMYK bitmap image and vector artwork with Type on a supplied template to create a complete CD packaging.

You should choose one from the following layouts (pictured to right):

- CD Wallet Option 1
- CD Wallet Option 2 and disc label
- CD Jewel Case 4 page booklet and tray inlay

If time allows you may add a disc label to layouts not requiring one.

Through this project you will explore:

- Working with templates supplied from outside sources
- Combining Vector art with place bitmap images in AI
- Importance of Typography in product design
- Package/Structural design
- Formatting type in AI
- Printing and making mock-ups of your package design
- Presenting and Critique

**RESEARCH & REFERENCE:** You will be responsible for research and reference, turning in examples of the style/theme you choose.

You will create concept roughs on paper with pencil to further enhance your knowledge of creating thumbnails, roughs and compositions.

**COLOR:** This Job will be done using process colors only. All images and artwork must be in CMYK.

**DESIGN and THEME:** This job will focus on typography, and emulating a particular look or style. Although you are incorporating bitmap images your layout and the bulk of your design should be done in Illustrator.

**TYPOGRAPHY:** You will type, format and use Illustrator's type capabilities in this project. You will link text boxes, format paragraphs using leading, point size, space before a paragraph, smart punctuation, and spell check. You must type, copy fit, and format all text yourself.

You will create outlines of the typeface you use for the major titles, band name, etc. Keep in mind that your choices in typefaces are a key component to achieving the look or style you are designing for. You will be graded on your choices of fonts and your ability to correctly format them.

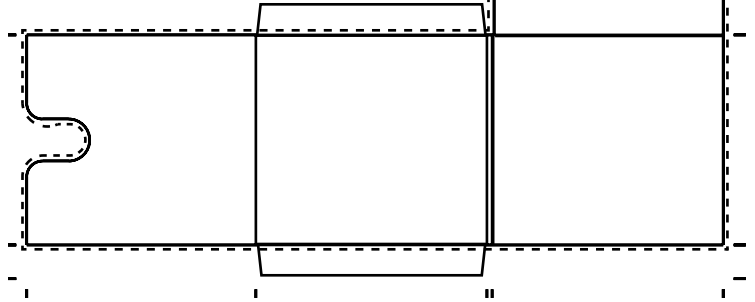
**DETAILS:** Details sometimes make the design and are a critical design consideration. Consider adding sku, record company info. etc. to add to the believability of your mock-up. I'll expect to see details such as these in your design. In addition you'll want to be sure to include artist and production credits, thank you's, and such in your layout. If space allows (dependant on your package choice) you may include additional artwork, photos, lyrics or other appropriate content.

**DIMENSIONS:** The final dimensions are dependant on what layout you choose. See Templates for specifics.

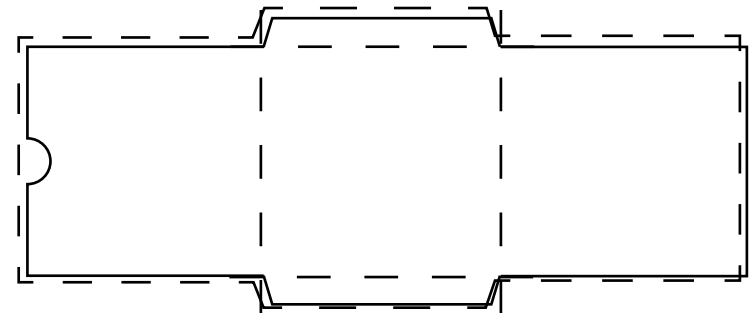
**PRINTING and MOUNTING/PRESENTATION:** You will need to print and fold/package your layout into a mock-up of a finished CD Package. Most all layouts will fit on 11 x 17 and therefore can be printed at the lab. Printing CD Wallet 1: This layout is just slightly larger than 11 x 17 with crop marks. Because of this unusual size, you might wish print your final, color mockup in your choice of one of the following ways: On the East Campus: on the Epson 1280 printer in the lab or tile printing on the Color Laser Printer. On the Osceola Campus: Tile printing on the Color Laser printer in the lab. Off Campus Source: Kinko's, CopyMax or other service provider who is able to print oversized prints of roughly 11 x 19.

**Wallet Option:**  
**Choose from one of two layout templates provided.**

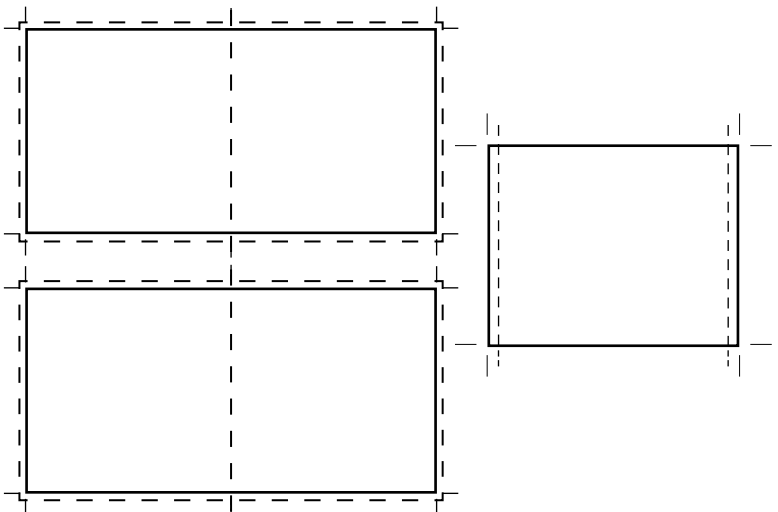
CD Wallet 1 (Slightly larger than 11x17)



CD Wallet 2 plus Disk Label



**Jewel case Option:**  
4 page booklet insert plus Tray Inlay (templates provided)



# Grade Sheet

Student Name: \_\_\_\_\_

## Grading Elements

**Poss. Pts.**

**Your Grade**

Research, resources and copied examples.....  deadline met ..... 15 \_\_\_\_\_  
materials gathered from various sources, such as copies of CD Packages, artwork, examples of styles, packaging, etc. All items turned in with project.

Roughs.....  deadline met ..... 15 \_\_\_\_\_  
well thought out pencil roughs and thumbnails following the graphic design process – completed on time and turn in with finished project.

Use of typography ..... 15 \_\_\_\_\_  
Well thought out use of fonts and placement as per design style.  
You must create outlines of fonts, *with the exception of the lyrics and small type.*

Proper formatting text/copy ..... 15 \_\_\_\_\_

Overall design, details, composition and creativity ..... 15 \_\_\_\_\_

Print proof, turned in for proofing and corrections made .....  deadline met ..... 15 \_\_\_\_\_

Mounting and Presentation .....  deadline met ..... 10 \_\_\_\_\_  
Trimmed, folded and mock-up done properly. Attention to details and neatness

**Total Possible Grade** ..... **100** \_\_\_\_\_

Notes: