CD ARTWORK PROJECT SPECIFICS

TASK : Create artwork for a CD "Best Of" or "Compilation"

PRE-PRODUCTION: BEFORE you do ANYTHING on the computer
- Check out the examples & demonstration
- Determine what kind of collection you will make… a "Best Of" or a "Genre Specific Compilation"
- Get a hold of the music and determine what to use and what will fit on one 80 minute CD
- This is a deadline driven project which is expected to be completed on time or before the deadline date of:

PRODUCTION #1: 2 Points for all completed work
- Create a minimum of 5 thumbnail sketches for your Cover & Back
- Create a minimum of 5 thumbnail sketches for your back insert
- Create a minimum of 5 thumbnail sketches for your CD disc art
- Create a minimum of 3 thumbnail sketches for your mobile device ad / print ad
- Create a minimum of 3 slogans which will help sell your compilation.

PRODUCTION #2: 2 Points for all completed work
- Critique your layout with Mr. Juul / other students
- Revisions
- First Draft final cover in Photoshop 300 dpi
- First Draft final insert in Photoshop
- First Draft final create disc artwork saved in .jpeg format. Have the .PSD of the CD art handy.

PRODUCTION #3: 2 Points for all completed work
- Feedback - Revisions
- Create a final inside and outside cover in Photoshop 300 dpi
- Create a final back cd insert in Photoshop
- Create a final mobile device ad / print ad

POST - PRODUCTION: 2 Points for all completed Post-Production Work
- See Mr. Juul to print on both sides
- Print your CD artwork using page setup. Again, see Mr. Juul
- Carefully use the cutting mat and exacto knife only and a metal edge ruler to cut out your CD inserts
- Place them inside the empty jewel case along with your printed and burned CD.

SPECIFICS:
CD INSERT: 4.79"w x 4.79"h
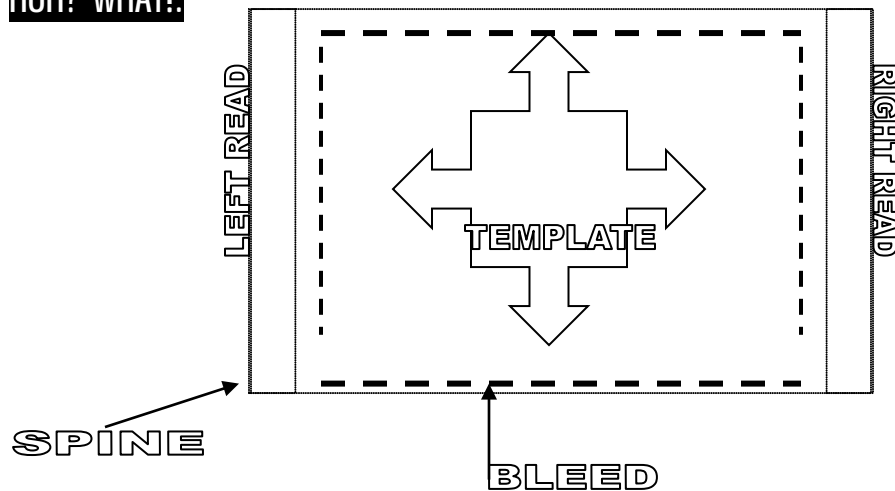BACK INSERT: 5.95"w x 4.70"h
SPINE: ¼" on left and right sides.
Left side is left reading, right side is right reading

LEFT READ   RIGHT READ

OUTCOME: This project incorporates:

- ♦ Critical Thinking
- ♦ Sketching and Drawing
- ♦ Full Design Process knowledge
- ♦ Copywriting
- ♦ Feedback & other student based decisions
- ♦ Measuring
- ♦ Color Theory

- ♦ Photoshop knowledge and skill
- ♦ Layout knowledge
- ♦ Industry Terminology

HUH? WHAT!:

1. RIGHT READING / LEFT READING -

2. SPINE -

3. TEMPLATE –

4. BLEED -   Printers term for an assumed or invisible border about 1/8" around the inside of the live area. Due to printing limitations and to ensure no text or artwork is cut off during printing, it's a good idea to not put text in the bleed area.

5. FORMAT - The "Format" means the size and shape of the printed piece.