

COMMERCIAL DESIGN 12

GREATEST HITS

album design

Design the album art for the greatest hits or best-of compilation of your favourite band or recording artist.

Criteria

- 12" x 12" format
- Full colour
- PDF format

- **Font cover**
 - Image (original and self-developed)
 - Name of artist or band
 - Name of album (can be as creative as you want but should indicate the nature of the compilation)

- **Back Cover**
 - Image (unified with front cover)
 - Track listing
 - Album designer: (your name here)
 - Record company

Considerations:

IMAGERY

There are two things that you need to consider in regard to imagery: The format and the content.

1. The Format

- Imagery can be created however you want as long as it is your own original work.
- Photography, illustrator images, hand drawings, collages are all options.
- You can use source imagery that you did not generate yourself but you must significantly alter it in order to use it.

- For (primarily) photographic imagery you can refer to the Photoshop Adjustments info sheet (available through our website) for pointers on how to improve or alter imagery.
- Consider how the style of the imagery reflects on the style of the band. For instance: it would be far more common for a punk band to use a rough and raw style like collage for their album covers or for a pop band to use really staged and flattering photography (probably of themselves)

2. The Content

- What is the subject of your imagery?
- Where did your idea come from? Does it stem from the tradition or evolution of the artists' standard imagery?
- What is the connection to the music?
- Does it have symbolic or metaphorical meaning?
- You could look at song titles or lyrics for inspiration...
- What is the mood of the imagery? Does it match the mood of the music?
- Does the strategy for making the art reflect the strategy for making the music? For example abstract imagery might reflect lyric-less or experimental music.
- How might the content of the imagery connect or attract listeners?

TEXT

- Remember your Visual Hierarchies kids!
- This can be any style you want and can be a major component of your image construction or can be more subtle or designed to suit the imagery.
- This means that maybe your idea inherently incorporates the text into the design OR you can take it step by step, do the imagery first then text (or vice-versa I guess)
- Make sure the style and colour of text is unified with the imagery yet distinct and legible.

PROCESS (Research and Development):

Step 1

- Collect the album covers from all (or most) of the bands previous albums.
- Arrange them all in a digital file. Make sure they are good quality images. You may be asked to print these out and paste them into your sketchbook.
- Notice – are there any common threads that run through the imagery? Any similarities in style, format or imagery?
- Is there an evolution? What kind of imagery is commonly used? Why? Think about the relationship between the imagery and the music (look back at the connection points outlined in the imagery portion of the criteria for this assignment)
- Make notes in your sketchbook.
- This study of past album art will hopefully give you some direction and parameters for the development of your own work.
- Be prepared to show and discuss this step with the class.

STEP 2

- Come up with two or three possible ideas for album art (your teacher will let you know). Each idea should be different in some significant way (different format, subject matter etc)
- For each of your three ideas find three images of album art or other design that reflects an aspect of your idea. You should be able to use these sample images to visually describe your ideas. OR create a quick maquette/rough draft to demonstrate the idea.
- In other words Come up with two ideas and describe them with words and pictures.

STEP 3

Create a Power Point OR multiple page PDF that collects your work from steps 1 and 2.

Use titles and text to organize your research images and ideas, providing insight into the connections you are making (as per prompts above) and ideas you are developing.

See the “Process example” link to see an example powerpoint that will show you an example of what I mean.

STEP 4

- Choose one version to develop into your final version.
- The idea here is to start refining.
- Experiment with font, composition, colour schemes and imagery.
- Feel free to save or create multiple variations of your ideas.

STEP 6

Based on your work for the front cover, develop a back cover.

Dimensions are the same

The two should be visually unified (same fonts, colour schemes etc)

The back should include a track listing

Producer and designer (yourself)

Record company and year of production

Anything else you'd like to include or believe is necessary.

EVALUATION

PROCESS:

Your process will be marked heavily and on a weekly schedule based on checkpoint deadlines built into the assignment.

PRODUCT:

/30 FRONT COVER

Image: is original. Visually arresting. Professionally executed. Relates to process work. Appropriate to the standard imagery related to the musician(s).

Text: Is visually appropriate, integrated into the design and ideally exists as a dynamic and necessary component of the work.

/10

BACK COVER

Design of back cover stems from design process. Is visually unified with front cover. Imagery is interesting yet allows for text components to be easily read. Text components are thoughtfully designed and placed. All necessary information is included. Design is professional and complete.