

# Design Studio Assignment 3 : Book Jacket or CD Package

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**The book jacket:** You walk into a bookstore and are immediately surrounded by images. You pass by tables of books- do you stop and pick any up? Why? As you walk amongst the shelves how do you choose which items to pull out and examine further? Book jackets are like little posters advertising the content. The designer reads the book's manuscript before publication, brainstorms, and then comes up with a way to present the concepts therein through images and text.

You may pick any book, but it must be one you've read. Alternately, you can choose and read:

1984 by George Orwell

Memories, Dreams, Reflections by Carl Jung

Snow Crash by Neal Stephenson

Neuromancer by William Gibson

The Scarlet Letter by Nathaniel Hawthorne

Crime and Punishment by Fyodor Dostoevsky

You are encouraged to study the existing cover, and if the book has multiple editions, to look on Amazon.com for any past covers. Remember, your cover should entice the reader to actually buy a copy! If you want to choose a book that you don't have a copy of, consult a library!

## Process:

- Read as much of the book as you possibly can, if you have not already
- Collect the text from the current jacket somewhere useful, like a Word Document so it can easily be pasted into your design program of choice.
- Visit a nearby bookstore with a notepad or sketchpad in hand to get ideas. Take note of what attracts you to specific covers, be it colors, fonts, images, or overall layout. Pay attention to how many covers use photographs vs. illustrations, and how much type is used. I will ask you about these findings when you meet with me.
- Begin sketching ideas, making word-association lists. Choose a few of your ideas to develop in your design journal in more detail, and to present to me in our meeting.

## Requirements:

- Use the text that is already on the book (whether it is hardback and has a jacket, or not.)
- You may set up your own file, with two panels, 21x10" with a 1" spine and two 3.5" flaps.
- Use any combination of text and illustrations or photographs.
- Use CMYK as your color mode, and make your files 150 ppi minimum.
- Please deliver your file as a PDF on a labeled CD with a case and your name written clearly on the disc (permanent marker is a good idea.)

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**Compact Disc Packaging:** CD packaging is arguably not as instrumental in selling an album as a book jacket is a book, but it can encourage people to take a chance on an item they might not have otherwise picked up. Perhaps more notably, well designed CDs are treasures for the owner, particularly for the fan. For this project you'll be doing the front booklet (it needs only have two panels, a front and back), the disc, and a back insert.

You may pick any CD, but it must be one you've listened to. Alternately you can choose and listen to:

Thelonus Monk: The Best of the Blue Light Years

Phillip Glass: Glassworks

The Cure: Disintegration

Radiohead: OK Computer

A particular movie soundtrack

You can use the iTunes Music Store to listen to albums you may not own, and even nab some mp3s so you can live and breathe the album while doing this project ;)

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**due Monday, Oct 24th**

**Process:**

- Listen to the album and take notes on specific images that pop into your mind, as well as colors, words, etc.
- Collect any essential text from the existing CD and enter it into a Word document or similar file for easy pasting into your design program of choice.
- Visit a nearby music store with a notepad or sketchpad in hand to get ideas. Take note of what attracts you to specific albums, be it colors, fonts, images, or overall layout. Pay attention to how many albums use photographs vs. illustrations, and how much type is used. I will ask you about these findings when you meet with me.
- Begin sketching ideas, Choose a few of your ideas to develop in your design journal in more detail, and to present to me in our meeting.

**Requirements:**

- Use the text that is already on the relevant parts of the CD
- Use the templates available on the class website (CD\_Files) to construct your booklet and disc. These are the same measurements used by professionals. You should delete the "example" layer, as it's just there to help you get a sense of one layout done by a band.
- Use any combination of text and illustrations or photographs.
- Use CMYK as your color mode, and make your files 150 ppi minimum.
- Please deliver your file as a PDF on a labeled CD with a case and your name written clearly on the disc (permanent marker is a good idea.)

Note: If you want to do a DVD package you may, using a similar process. You must do the front and back cover, the image on the disc, and at least one page of "inside booklet" You'll have to measure a DVD case yourself and set up the templates, though you can use the actual disc template from the CD files.

**Note: We will have a "halfway through" critique on Tuesday Oct. 18th so please bring your sketches any any digital work you've done thus far, printed out. Everyone will need to participate, as part of your grade.**