

**Found Design, Part 2:
Music Packaging Design**
22:338: Design II
Cutler-Lake

For this assignment you are asked to design and develop special packaging for a digital download. **No CDs.** Please use the same artist used in the concert poster project.

Use your completed concert posters as a springboard for the design/aesthetic of the packaging. They must appear to be part of the same promotional campaign, and must contain some of the same design elements. Since this packaging project is more complex, be prepared to take your concept further. This may or may not require the use of additional imagery.

Details to nail down before you begin:

NAME OF ALBUM

It may be an existing album, or you may choose your favorite songs. With the second option, you will have to name the album yourself. (Please, no “greatest hits” as the main title.)

SONG TITLES

LYRICS

Will you include lyrics? It’s up to you.

PHOTOGRAPHY

Will you include a photo of the artist/band? It’s perfectly ok — and sometimes better — not to.

OTHER INFORMATION

What other information appears on an album from this artist? Credits, thank you’s, endorsements, etc.?

DOWNLOAD CODE

How will you securely give the code needed for a download?

Your final product must appear professional and life-like. This means that you must include a bar code (supplied on the server), record label info, copyright information, web sites (if any), and any other things that you notice on an existing album.

Pay attention to the various ways recorded music is packaged, and consider *what sort of packaging/extras might convince a consumer to buy the physical artifact* as opposed to streaming the music online. Be creative, and think of an appropriate object/bonus to offer with your edition. (Poster? Stickers? Magnet? Toothbrush? Socks? Beer Koozy? Go to a site like 4imprint.com and look at promotional items.)

If you include a booklet, will your pages be saddle-stitched (stapled) or will they unfold like a map or brochure? You are not required to have a set number of pages, but I do ask that you go beyond the minimum in order to have a great piece for your portfolio. Optional: you may design packaging for an LP (record), but it must also contain the download code.

Final presentations should consist of a professional-grade mock-up of the packaging and process materials. You will also be required to use our photo sweep room to take a good photo of your project.

