

ASSIGNMENT SHEET

DESN 240 – Illustration II

MUSIC GRAPHICS – PROMOTIONAL CAMPAIGN

BRIEF:

Design a promotional campaign for a new, fictitious album release for a real or fictitious band or music artist. Your design must include digital illustration (vector or pixel) as a major part of the design. The design should have scope to be used in all forms of packaging and promotional materials – both print and electronic.

REQUIREMENTS:

- Create a design campaign that utilizes illustration as a major component that will be versatile and adaptable to work across all forms of promotion.
- The campaign must capture the style that would be appropriate for the artist or style of music and communicate this to the target audience.
- The campaign must encourage interest and boost sales of the album.

METHODOLOGY:

1. Choose an artist or band as your subject and research their music and history. Create a name for a new album. Also research forms of promotion for new music albums in today's market.
2. Write a creative brief that includes a background on the artist or band, general information regarding the themes of the new album, and a definition of the target audience. Also include a strategy for your promotional campaign which defines how you will reach the target audience and what you are trying to communicate to them. Submit this document as a PDF via e-mail to instructor.
3. Thumbnail concepts and research potential imagery.
4. Once a concept and direction has been selected, create a layout for the CD jewel case and LP sleeve. Also create layouts for at least three other components of the promotional campaign. At least one item must be a print item and one electronic item must be indicated in the layouts.
5. A PDF presentation must be assembled for presentation to the class.

SCHEDULE:

Step 1 done by Tues. 9/20

Step 2 done and e-mailed by Thurs. 9/22

Step 3 done by Tues. 9/27

Steps 4 and 5 done by Thurs. 10/13