

# GRAPHIC DESIGN



## ALBUM COVER PROJECT

## **INTRODUCTION AND SCENARIO**

The Graphics Industry covers multiple disciplines such as Illustration, Typography, Printmaking, Photography, Animation, Web Design, App Design and many more.

This summer project is designed to get you thinking like a designer but it's also an opportunity to showcase your interests and personality. You will be designing an album cover with “**you**” as the artist. As both the client and the designer it will be down to you to decide on the music genre and album title, and create the artwork and typography.

You can use any technique you like to create an album cover, but you need to have a physical copy of it (printed or hand drawn) to show in class on your first day.

### **Album Theme:**

Name the album with a word or phrase that highlights something that makes you smile.

**For example (you can pick your own!):**

- Next steps
- Result!
- Walking in the sand
- Time with Friends
- Family
- Lazy days
- Holiday!

Make sure the artwork fits the word or phrase you come up with and shows the emotions you felt, or feel, about it.

Feel free to express yourself but make sure to complete all the elements of the project before you come to your first lesson in September.

I look forward to meeting you all and seeing your work.

Hope you enjoy the project, and it gets you excited about the two years ahead on the Graphics course at York College.

If you need any help or anything at all, please email me:

**[fpayne@yorkcollege.ac.uk](mailto:fpayne@yorkcollege.ac.uk)**

## **TASKS**

### **Task 1**

#### **Using a sketchbook or loose sheets of paper:**

- **Mind Map** - Get some ideas on paper for your album title and genre. Get creative and think 'around' your ideas.
- **Research & Visual inspiration** – Present 3 examples of successful Album Covers that you find really inspiring, annotate each example with the following information:
  - What Band/Artist is the album by and what year was it released?
  - What genre music is it for?
  - What makes the design effective for the genre you have identified? Think about: imagery, type, colour, shape, scale, layout and any other elements that stand out.

### **Task 2**

#### **Sketches, Ideas, Concepts:**

- Initial design ideas - sketch out some initial ideas for your Album Cover. There are two main elements to consider:
  - Imagery elements - these can be hand drawn, mixed media, photographic, and/or digital.
  - Type element – typography can be hand drawn, photographic or digital

#### **Final Designs - Album Cover:**

- 3 layout options - Bring your elements together and play with layouts & colour options. Present three final layouts. Annotate each with what you like about it and why it works/what could be improved. Outline which you feel is most effective and why?

### **Task 3**

- 250 word written evaluation of the project. Think about the following to help you write your evaluation: Did you enjoy this project? Would you change anything about your ideas? What went well? What did you struggle with?

### **Hand in list:**

Mind Map

Research & Visual Inspiration.

Initial Design Ideas (type and image)

Final Layouts (3 Variations of layout)

250 word Evaluation

Please bring your summer project with you on your first day of college.

Good luck and I'll see you in September!

**Frankie Payne**

Course Leader Year 1, Graphic Design Level 3

York College