# Design Concepts Exemplified

**Objective:** Consider the **design concepts** discussed in Monday’s class. Then create the following design where that particular concept weighs heavily into it.

Design Task:

Design a CD cover for the fictitious musical artist. You may choose one of the following basic themes to base your design on:

These two themes were voted upon by the both class sections, and you can choose either one of them.

* *Summertime*
* *Smooth Jazz*

This must be an original design, although you can get design inspiration by studying other [CD covers](http://unbounce.com/design/attention-driven-design-illustrated-by-records/).

In addition to an eye-catching and communicative design, a main goal of this assignment is for you to **focus on one of the design concepts covered during March 20th classes**. Another requirement is that the cover must be rather detailed since I am not asking you to create the back as well. Therefore, you must include at least: the main visual elements, title of CD, artist name, and logo of the record producer.You can choose any one of the six, no matter which class you are in:

* Line
* Harmony
* Form
* Rhythm
* Shape
* Proportion

The Photoshop physical specifications are:

(Note FYI: If you were creating a CD cover to be printed by a commercial printer, you would have 300 resolution, CMYK mode, and a bleed of about 1/8 added to the size.)

\* Size requirement: 4.75 in.

\* Resolution: 300 ppi

\* Mode: RGB

Evaluation (about 200 words):

Explain how you were able to incorporate your design concept into the document. Also, explain why that particular principle or element is important to communicate your message.

Be creative and experimental. Think of how you can translate the message of the music through the use of concepts mentioned above. Also, although you are exemplifying one of the concepts, of course you will employ more than one in your design.

Submission:

This is class work, to be done during class. However you have until midnight to refine it if needed.

Save as PDF in order to preserve your fonts and layout. Submit to a dropbox called “CD cover”.