

Music Festival Direct Mail Invitation

INSTRUCTIONS:

Design the front of a direct mail invitation (junk mail) for a music festival representing multiple musical artists. It may be themed by a specific genre of music or represent a variety of types. You may search the internet for images that pertain to your musical event, such as band or musician shots and any other musical image you deem necessary for the job. The mailer should be eye catching, dynamic visually, so consider using elements of art and principles of design to strengthen your layout. Use effects and filters on text, shapes, bars, backgrounds and remember that color harmony is always important.

Set up:

Software: Adobe Photoshop

Size: 6 x 9 [vertical or horizontal]

150 resolution, CMYK

Save as: lastname Music Festival (upload to your e-portfolio and submit to the dropbox)

Text:

Cool Summer Sounds! (or come up with some other title)

May 5-9 (it's a weekend event)

Any additional text is optional

Images:

Images that relate to your musical event

Worth 25pts

Have fun and be creative!!