

# Album/CD Sleeve Design



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- **Music is one form of mass media that is intensely personal, highly creative, and extremely powerful.**
- **Many of you are likely involved in music either professionally or non-professionally. Some of you play an instrument, are in a school band or are a member of a community band, write music, or naturally, listen to music.**

- **Music is a form of communication which combines words and music.**
- **Often when we listen to music we accept both the words and the music as one unit.**
- **Sometimes, we may concentrate on only the words, sometimes only the rhythm of the music**
- **Generally, words and music combine and support one another.**
- **The words used in music communicate a message. They give us meaning.**

- **Lyrics are one component of music. Equally important is the music itself. So when you read the lyrics, you may have made some judgments about the song and you may have certain expectations about the music from your read of the "text" thus far.**
- **When you listen to the recording of a song the rhythm, the sound, the tempo, you begin to form an opinion**

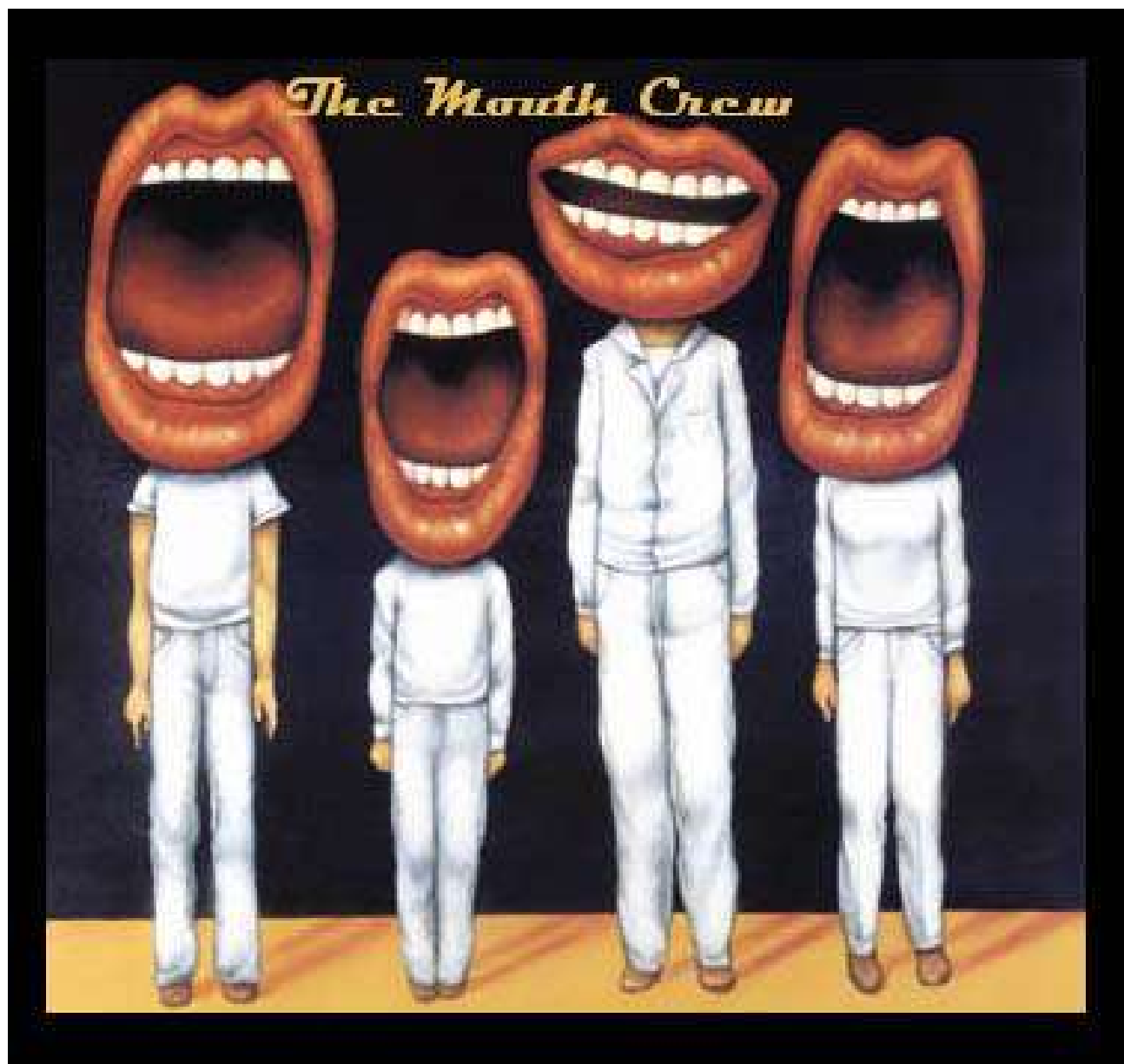
- **Listen to a song pay attention to the interaction of lyrics, voice, and instruments**
- **By now, you have formulated your own opinion about the message of the song based on your own personal experiences. Your "read" of the text may not be the same as the artist.**

# Album/CD Cover Design

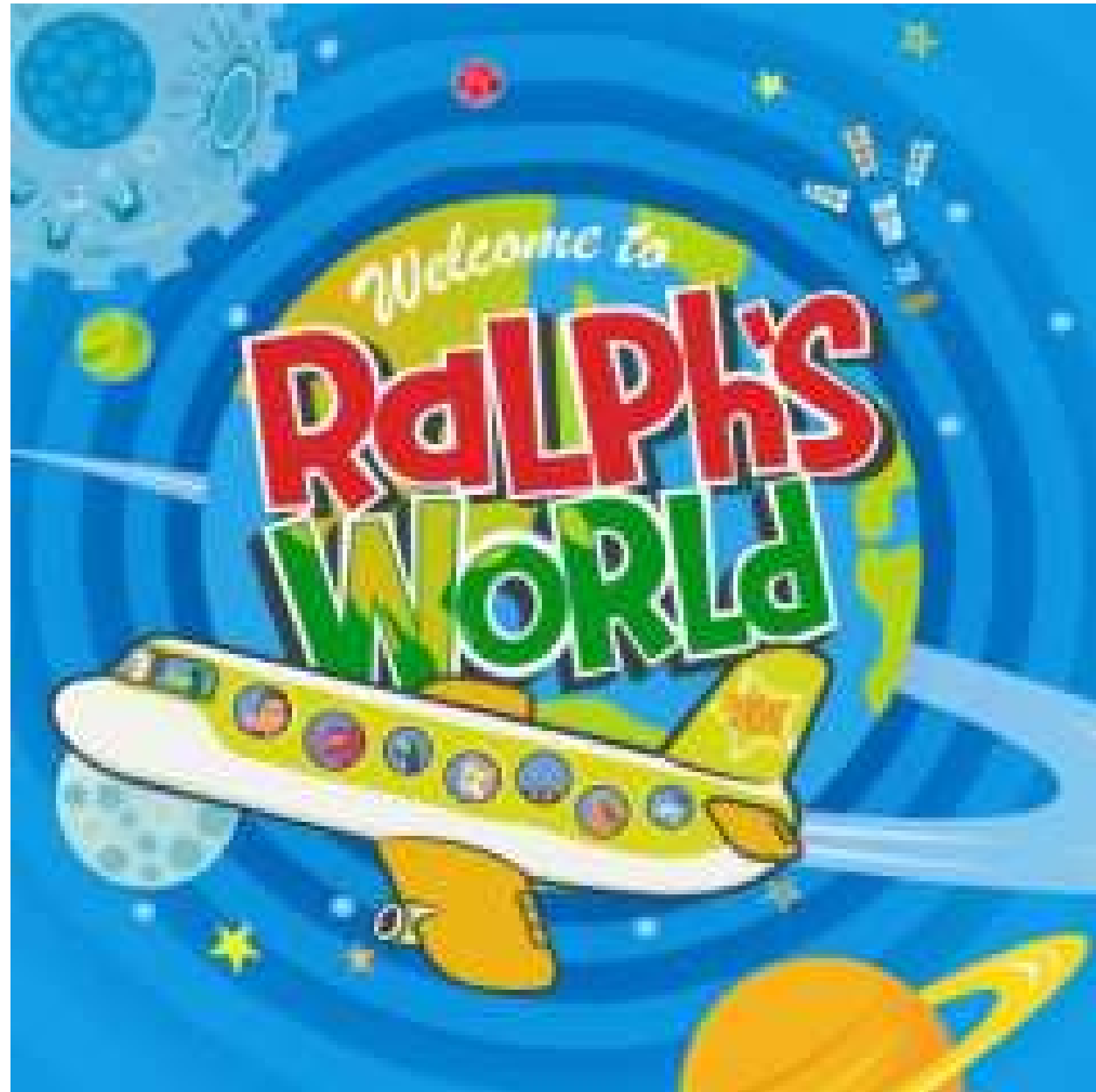


# CAULFIELD









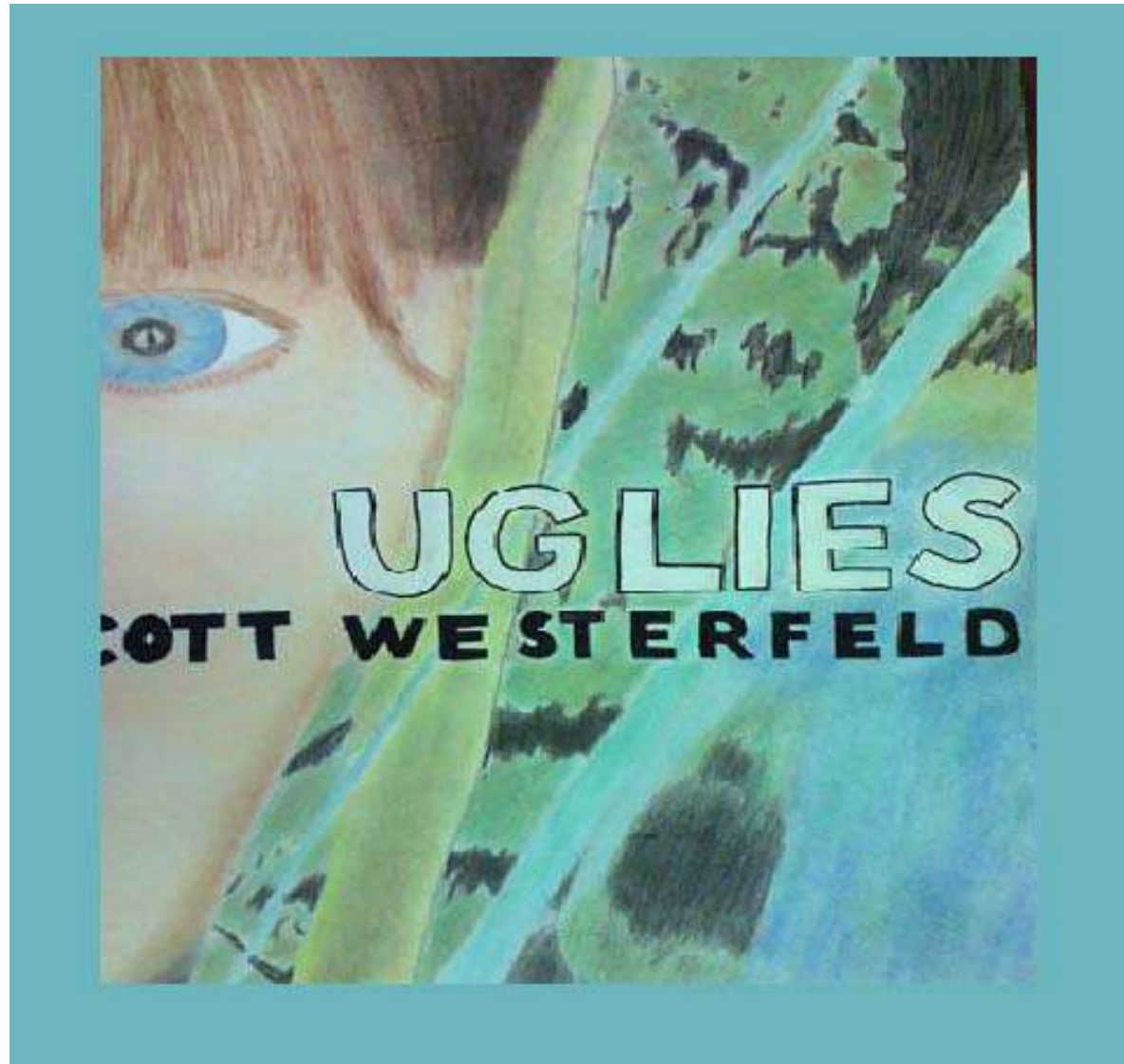
*Strange Places*



BOB  
DYLAN  
BLOOD  
ON  
THE  
TRACKS



# Student Examples



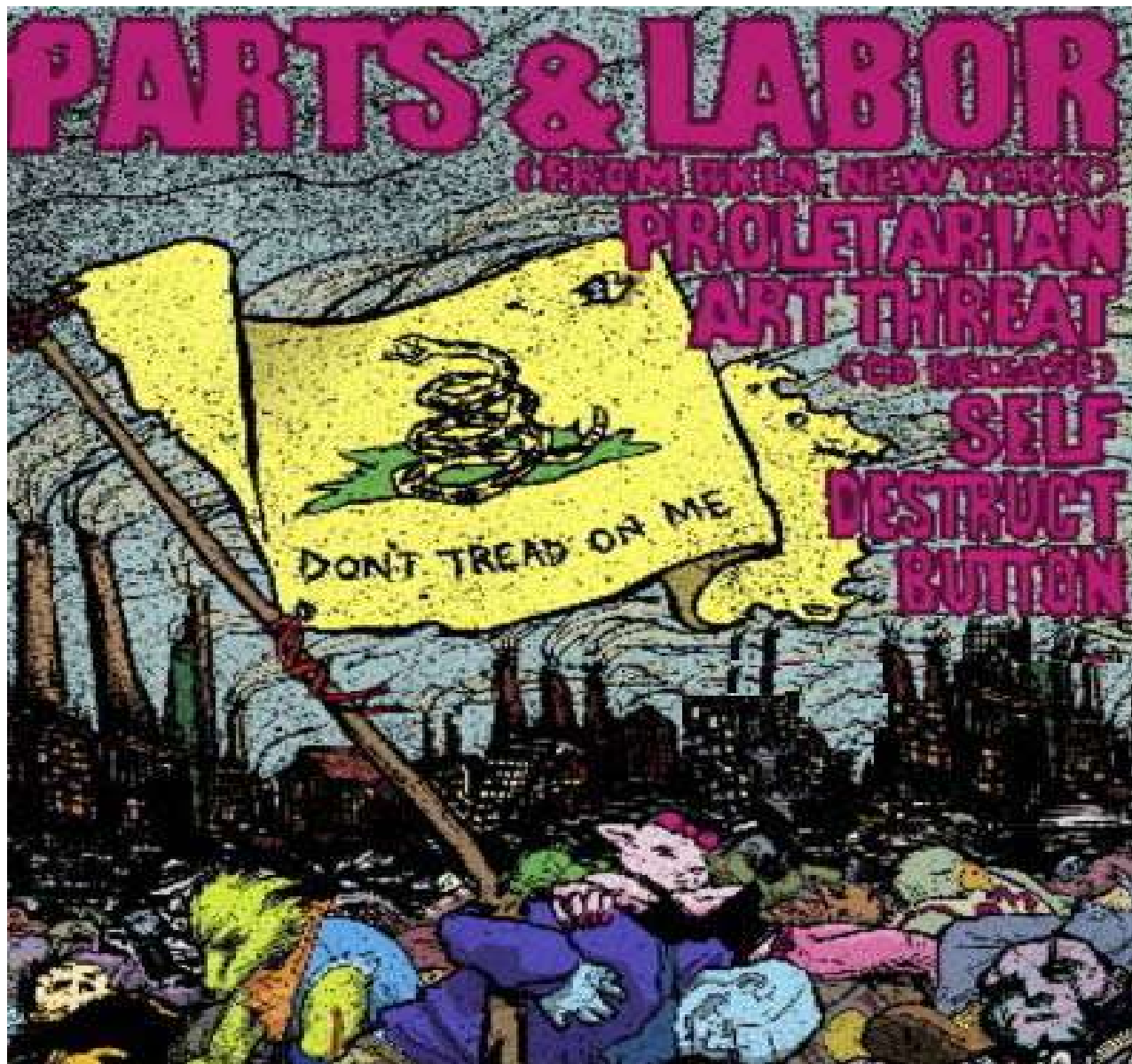


**TASC001**



**GUS GIESKES**







## **Directions:**

- **Use 10.75 x 4.75 manila paper to sketch out and brain storm your sleeve design.**
- **Have your sketch approved by teacher.**
- **Use 10.74 x 4.75 white paper to create your final sleeve design on.**
- **Create a CD sleeve for an imaginary artist/group or maybe a compilation CD.**
- **Make sure to consider the lettering layout and design (neatness readability, and craftsmanship).**
- **Create a logo that represents the artist/group (usually artists/groups have a logo or a particular way of writing their name) make sure the band's name/logo is designed/written in a creative way.**
- **Create picture/design (s) on the front and back of the sleeve**
- **The picture/design (s) needs to be creative and original.**
- **Use your choice of the a minimum of two of the following materials to add color, value, highlights, shadows 3- dimensional qualities to the sleeve.**  
**Tempera paint, acrylic paint, oil pastels, chalk pastels, colored pencil, collage materials, crayon, marker.**

## **Criteria:**

- **CD sleeve must be school appropriate**
- **Name is original for the group/artist you are designing the sleeve for.**
- **You may NOT use any groups that already exist.**
- **The design should describe the type of music, lyrics, and/or the artists.**
- **The front cover includes a group/artist name, album title, and a picture/design.**
- **The back of the CD cover includes a minimum of 5 school appropriate song titles and a picture/design.**
- **CD sleeve must fit in an actual blank CD case (approx. 10.75 inches x 4.75 inches)**
- **A sketch and brainstorming practice must be included with final sleeve**

## **Essay Questions:**

- **How do you think the artist felt when he was making writing the lyrics, singing and/or playing the music?**
- **What makes you think that?**
- **What Elements of art will you use to help convey the mood of the piece?**
- **What principles of art will you use to help tie everything together in the piece?**
- **How do artist represent music and mood in painting?**
- **What type of music do your artist/group is representing?**
- **How do the arrangement of shape, line, and color, create mood?**
- **How do you think the design is reflecting the music?**
- **What sounds do you hear when looking at your finished sleeve?**