

Create and Design a CD Jewel Case



OBJECTIVE:

To create the front and back covers of a CD jewel case



PROJECT OVERVIEW:

After a new musical performer or group finishes recording a compact disc (CD), they need to sell it to consumers, and therefore an essential marketing element is the design of their CD jewel case. Effective CD packaging is used to promote the music performer(s) and to indicate the type of music on the CD, so that the target audience, who may not have ever heard a note of the material, is compelled to purchase the disk. In this project, you will produce the front and back covers that will fit into a CD jewel case for a singer or band of your choice.



GET TO KNOW WHAT YOU'RE DESIGNING:

Music CD jewel cases always include two inserts—a front and back cover. The front cover usually includes the title of the CD, the author of the CD (the solo artist or band), and sometimes photos and other images related to the title. The back cover of the CD jewel case provides the consumer with the titles of the songs, the recording company, a UPC (Universal Product Code), and other relevant information. The goal of CD designers is to try and create a CD that matches the style of the artist, while encompassing the theme or title of the CD into the design.



STRATEGIES AND DESIGN TIPS TO FOLLOW:

- In this project, you will have the option of designing your CD jewel case for a fictitious band (or solo artist), or a real one. After deciding what option you will use, answer the following questions:
 What is the name of the band or solo artist?
 What are the names and titles of the band members?
 What is the title of the CD?
 What song titles will appear on the back cover of the CD jewel case?
 Who is the recording company?
- The front cover of a CD jewel case is a type of mini-poster designed to “grab” the attention of the potential buyer. People do judge a book by its cover, so spend a good deal of time planning the layout and design of your cover.
- Obtain samples of real CDs, and use them as a guide to create your own.
- Depending on the theme and artist, CD jewel case design can be very creative. Experiment with different fonts and graphics that are relevant to your CD's theme and title.
- Experiment with cropping or masking some of the images you will use on the front and/or back covers of the CD jewel case.
- To create a consistent look and feel, use similar design styles on the front and back covers.
- Carefully read through all parts included in this project. Before beginning any work on your computer, use a blank sheet of paper to sketch the layout and design of the document you will be creating.

Project #24: Create and Design a CD Jewel Case (continued)



INSTRUCTIONS:

1. Using your desktop publishing software, create a new document.
2. Save the file as "**CD Jewel Case**" to the "Publish It!" folder.
3. Set up your document using the "Page Setup Instructions" provided on the next page.
4. Complete the "Content and Design Steps to Follow" provided below.
5. Proofread your work carefully for accuracy, design, and format.
6. Resave the file.
7. Print a copy of the document. Refer to the "Suggested Printing and Finishing Instructions" provided below.



CONTENT AND DESIGN STEPS TO FOLLOW:

1. Before beginning this project, decide on whether you will be designing a CD jewel case for a fictitious band or solo artist or a real one. If you will be using a real band, you must create a new CD jewel case for this band. You may not use a CD the band has already produced and published.

Note: You must obtain approval from your instructor before continuing.

2. Include the following on the **front cover** of your CD jewel case:

- A creative title for your CD
- The name of the solo artist or band
- Graphic image(s) that illustrate(s) the theme and title of your CD

3. Include the following on the **back cover** of your CD jewel case:

- A numbered list of song titles and the length (expressed in minutes and seconds) of each
- Note:** Include a minimum of eight song titles and a maximum of ten.
- If applicable, a list of the band members and their titles (lead singer, drummer, etc.)
 - Graphic image(s) that illustrate(s) the theme and title of your CD
 - A photo of the solo artist or members of the band (optional)
 - The copyright symbol (©) followed by the name of the record company
 - A UPC (Universal Product Code) (optional)

4. Add additional text and/or graphic elements to help enhance the look and design of the document.
5. Format the size, style, and placement of the text and other elements on the document so that it projects a professional design.
6. Go to Step 5 in the "Instructions" provided above.



SUGGESTED PRINTING AND FINISHING INSTRUCTIONS:

1. Print the document on cardstock or colored paper.
2. Use scissors to trim around each side of the CD cover.
3. Insert the front and back covers into an empty CD jewel case.

Project #24: Create and Design a CD Jewel Case (continued)



PAGE SETUP INSTRUCTIONS:

- # of pages:** 1
- Dimensions:** 8.5 x 11 inches
- Margins:** .5 inches on all sides
- Orientation:** Portrait
- Other:**
1. Using the rectangle tool, draw a box measuring 5 inches wide by 4.75 inches tall, giving it a 1 pt. border. Position this box centered in the upper half of the page. The CD front cover design will be placed in this rectangle.
 2. Using the rectangle tool, draw a second box measuring 5.5 inches wide by 4.75 inches tall, giving it a 1 pt. border. Position this box centered in the lower half of the page, making sure the boxes do not overlap. The CD back cover design will be placed in this rectangle.

