Intermediate Typography
Project 2

Project Title   Let's Rock!

Schedule   1/30 Review CD & Show Poster Project
2/6 CD & Show Poster Sketches Due
2/8 CD & Show Poster Progress Review
2/13 CD & Show Poster Progress Review
2/15 CD & Show Poster Progress Review
2/20 **No Class** *(President's Day)*
2/22 CD & Show Poster Project Due

Project Description   *"The maker of the modern Rock Poster knows the power of suggestion. What does the Rock Poster suggest? What does it want us to believe? The Rock Poster tells us there is a thing happening at a certain place in time. It gives this event meaning even before the event has happened.*

This is the power of The Poster. Both before the event and beyond the experience it will turn out to be, The Poster says, 'The event will be like this, it will feel like this, it really will have this atmosphere, this philosophy, this identity, and a certain type of person will be there.' And then the event happens and is over. Yet The Poster, still living on, still having its purpose, is interpreted to say, 'The event was like this, it felt like this.'"
Wayne Coyne from the foreward for The Art of Modern Rock: The Poster Explosion.

In this project you will be creating a Poster, CD case and liner notes (the little booklet some CDs come with) for a music event. This can be either a show and album that have already been made in which it would be a redesign by you or something entirely fiction. The album will have to have the name of the band, a title, song list and lyrics (if you want them). The poster will need to have a list of the bands playing (they almost never play solo shows), the time and place the event takes place, you can add in cost of the event but that is optional.

Project Goals   For this project you are allowed to use only one image be it illustration or photo per piece. Remember this is a typography course and that is the focus. Let typography help represent information for communication in a fun and conceptual way. *By the way you can do any music genre you want I just like calling them Rock Posters because that is my background.*

Initial sketches must be done by hand either pen or pencil on paper. **Sketches are Due Next Class.** They do not need to be fully rendered but must depict a basic idea for each piece.

The final CD case and liner notes must be made to actual size. The poster is up to you but I would encourage nothing smaller than 11" x 17" because lets be real anything smaller just isn't a poster.

The finals need to also be saved as a PDF and emailed to my gmail account on the date the project is due. For all projects your PDFs should use the following naming conventions. Your First initial and Lastname – GD241 – ProjectNumber > *FLastname-GD241-Project2.pdf*

*note for multiple PDFs you can name each:
*FLastname-GD241-**Project2a**.pdf*
*FLastname-GD241-**Project2b**.pdf*
*FLastname-GD241-**Project2c**.pdf*
You get the idea.