

PR 486 FINAL ASSIGNMENT: FINAL PROMOTIONAL PACKAGE

It's time to design a final promotional package for your record label or podcast. You must design the packaging for this promotional item, and some kind of medium (not limited to paper stuff, or brochures) that includes info about your label, the artists, and the music. You should include a medium of music (CD, vinyl, flash drive, cassette) OR if you choose not to include an actual music medium with your package, you may use a QR code that links to either a real website or a real playlist (for example, a Spotify playlist).

PLEASE NOTE: If your company is a podcast, you obviously will not have a ready-made playlist since your podcast likely doesn't exist. For those with podcasts, concentrate on crafting titles and descriptions for 3-5 episodes and that will serve as your playlist. **You do not actually have to produce these episodes!!!**

Digital version of the assignment is due **Thursday, May 1 by noon** via Dropbox. Any physical components you create should be brought to class for presentation. You

will present your designs and talk about what you designed and why.

WHAT YOU'LL TURN IN:

- A digital version of all your files.
- If you created any physical components for your project, you'll turn that in after your presentation.
- A writeup explaining what you designed and why.
- Some people find it easier to put all their designs in a presentation file (PowerPoint, Google Slides, etc) so it's easier to present during the final class. You are welcome to do this but it is not mandatory. If you do create a presentation, please turn it in with your final project.

PROJECT SPECS:

- Your package should be as true to life as possible, as if you were really giving it to the public. It also must include some kind of music medium that people can walk away with, either on a CD or a flash drive or a fake vinyl record (since real ones are hard to find), or a QR code that links to actual music on say, Spotify. If you're a podcast, you should have titles and descriptions of 3-5 episodes in your package.
- You should have "liner notes" in your package – something that explains who your company is and highlights one or more of your artists (or describes your episodes). What form these liner notes take – whether it's a magazine, in booklet or folded form, or separate cards or panels or whatever you dream up – is up to you.
- You must turn in a native file type/package for your promo items, either PSD or AI or InDesign (or a combination of those). You do not need to trim artwork that is beyond the bleed.
- If you use any digital mockup files, include those (they will likely be a PSD) in your final package PLUS the original artwork you created.
- If you're turning in an InDesign file, you MUST package your files appropriately. DO NOT TURN IN ONLY THE INDD FILE, TURN IN THE WHOLE FOLDER.

REQUIRED ELEMENTS:

Your final project must include the following:

- YOU MUST ACCOUNT FOR AN ACTUAL MEDIUM OF MUSIC SOMEWHERE IN YOUR PACKAGE (music companies only). Again, a flash drive, a CD, a fake vinyl record, a cassette tape, *something*, OR a QR code with a link to a real playlist.
- Your compilation album should have a name. Come up with a creative album title. (If you are promoting a festival or an event, you already have a name to use!)
- You must have a track listing. (However many tracks you decide upon is up to you, but at least eight tracks is recommended. Can be a mix of artists, a single artist, whatever you decide.) If you are creating a podcast, you should make up a few episode titles and descriptions so people would have an idea of what your podcast would be about / would be like.
- You must have information about your company (or podcast host/ hosts) and/or your music genre (especially if it's a genre that not many people know of) or your podcast. You can include information about the artists featured on this album or the label overall, but you don't have to have information about *all* of them.
- Your liner notes or package should have some kind of contact information for your company (email and website at the minimum).

UPLOADING INFORMATION:

- You will turn in your files via Dropbox upload.
- Before you upload, clearly label your files and make sure everything is properly packaged and complete.
- If you uploaded several versions for printing, please label the final version as "final" so I know which one is the correct one to grade. Make sure your name is on your submission somewhere so I can tell which is your file.