

PR 486 FINAL ASSIGNMENT: FINAL PROMOTIONAL ITEM

It's time to design a final promotional package for your record label. You must design the packaging for this promotional item, and either a booklet or foldable brochure or paper medium that includes liner notes 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 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). Digital version of the assignment is due Friday, November 20 by 10 a.m. via Dropbox. A physical version of your project is not required, though if you wish to roughly decorate a box or make a rough version to show during your virtual presentation, you are welcome to create that. 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.
- Remember, you do not need to include actual music tracks in your final package, but it should have the actual media stand-in (flash drive, CD, vinyl record) inside your package. The only exception to this rule is if you use a QR code and have no physical musical medium in your

package; in that case, your code should link to a real playlist. If you are doing a podcast, do not worry about linking to a real playlist or having a physical medium present.

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. Since a physical version of your final is not required, you can design the packaging but not actually acquire a CD, cassette, vinyl record, or flash drive.
- You should have liner notes (whether in booklet or folded form or separate cards or panels) with your package.
- You must turn in a native file type/package for your promo item, either PSD or AI or InDesign (or a combination of those). Keep all your guides in the file and rasterize your type (Photoshop) or convert your type to outlines (Illustrator). You do not need to trim artwork that is beyond the bleed.
- 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.** 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 theoretical podcast, you should make up a few episode titles so people would have an idea of what your podcast would be about / would be like.
- Your liner notes must have information about the artists featured on this album, or your podcast hosts.
- Your liner notes must have information about your company and/or your music genre (especially if it's a genre that not many people know of) or your podcast.
- 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 file and make sure your name is on it. Make sure you zip your ENTIRE project folder, links and all.
- Go to the Dropbox link and click "Choose from computer." You will upload the zip file. (This link only allows individual files to be uploaded, not an entire folder, which is why you need to zip the folder first.)