

PR 486 ASSIGNMENT 4: FINAL PROMOTIONAL ITEM

It's time to design a final promotional music item for your record label. This item can either be a CD or a flash drive/digital album. You must design the packaging for this promotional item, and either a booklet or foldable brochure that includes liner notes about your label, the artists, and the music. Digital version of the assignment is due Thursday, June 29, by 5 p.m. via Dropbox; physical version will be turned in during class. 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.
- A physical version of your package, trimmed properly and assembled properly. If you are making a CD case, include a CD in there with a real label (the CD does not have to contain music). If you are including a flash drive or some kind of item that holds digital music, put a real flash drive in there (again, it does not have to actually contain music).

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 that people can walk away with, either on a CD or a flash drive. It must include a barcode if you are creating a CD case.
- Your liner notes (whether in booklet or folded form) must be a minimum of 8 pages or 8 panels.
- For your digital file, please add 0.25 inches of bleed around all edges.

- You must turn in a native file type 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.**
- For your physical copy, please trim your project appropriately. If you are turning in a CD, put it in an actual jewel case (unless you are creating the CD packaging yourself).

REQUIRED INFORMATION:

Your final project must include the following:

- Your compilation album should have a name. Come up with a creative album title.
- You must have a track listing.
- Your liner notes must have information about the artists featured on this album.
- 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).
- 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. Here is the link you will use: <https://www.dropbox.com/request/WT7rYpFdzZzyHDqL6p3X>
- 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.)
- Dropbox folder closes at 5 p.m. on the nose on June 29th. No late uploads will be allowed.