

It Sounds Better on Vinyl

name: _____ per. _____

Behind every great album is great artwork. The design of an album's cover is a crucial aspect of the album itself. Although it might seem that an album is all about the music, the artwork is the face of the album, which means that it's the thing that gives potential listeners their first impressions. Your album's first impression is central to its success.

There is one overriding purpose for album artwork: **to attract listeners to your music.** Essentially, an album's artwork is the equivalent of a book's cover. Even though we are told to never judge books by their covers, *we still do!* Good album artwork is visually appealing yet incorporates the music and musicians into it. In order to attract listeners, make sure your artwork not only looks interesting, but also represents your music.



The Challenge:

LP design - Create a photo collage album cover to represent your favorite songs of this past school year, your 4 years at Cal High, or the top 12-15 songs that represent you the best. The songs and imagery should have meaning that plays off one another. In your design execution of the cover you must have photographic and illustrative elements and the photos need to be 75% yours, meaning that 25% may come from the web, but must be royalty free. You need to create a title for your work and include it on both covers. You must include an image of yourself and color should play a major role in your design. Use at least 2 photographic techniques from the year (landscape, still life, portrait, surreal, motion, etc.) Use at least 2 blending modes.

Your file size will be 2 @ 12" x 12"

You need to craft a front cover and a back cover.

You need to include the artist name and song title for all 12-15 songs

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Checklist: (2 pts for each)

_____ 12-15 songs (title & artist included)

_____ Title: _____

_____ Image of myself

_____ At least 75% of images are original (taken by self)

_____ At least one illustrative element on each cover

_____ 25% of remaining images **MUST BE ROYALTY FREE** or original

_____ At least 2 photographic techniques used (still life, motion, etc):

_____, _____

_____ Engaging front cover design

_____ Complimentary rear cover design w/ song list

_____ 2 principles of design used: _____, _____

_____ Type of color scheme used: monochromatic, analogous, complimentary, other: _____

_____ 2+ blending modes used

_____ 2+ layer masks used

Questions: (2 pts for each)

1. Why did you choose these songs?

2. How does your title represent this group of songs?

3. How does color play a major role?

4. What blending modes did you use?

5. What was the most useful photoshop tool you used for this project?

6. What do you like about your collage?

7. What would you change if you could?

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Front Cover Rubric:

	Excelling 20 pts	Achieving 15pts	Developing 10 pts	Beginning 5pts
Instruction & Requirements blended collage with color story & title rendered in an interesting and engaging way	The artwork is planned carefully; uses design effectively, contains all required items & excellently crafted	The artwork is planned carefully; uses design pretty effectively, contains most required items & well crafted	The artwork is not planned; uses not design somewhat effectively, contains some required items & fairly crafted	The artwork is planned; does not use design well, contains a few required items & messy
Photo Quality clarity, angle, & lighting, 75% original, 25% royalty free	The artwork shows excellent photo choices • Excellent clarity • Excellent use of angle and lighting Photos add mood & interest	The artwork shows good photo choices • good clarity • good use of angle and lighting Photos add mood or interest	The artwork shows fair photo choices • some blur • angle & lighting are a little off Photos may add mood or interest	The artwork shows poor photo choices • lots blur • poor angle & lighting Photos don't add much to artwork
Creativity/Originality Inventiveness, expression of ideas and imagination portrayed in the project	The artwork demonstrates original personal expression, ability to conceptualize and execute an idea, and outstanding problem solving skills	The artwork demonstrates some personal expression, ability to conceptualize and mostly execute an idea, and logical problem solving skills	The artwork demonstrates an average amount of personal expression, some ability to conceptualize and execute an idea, and some problem solving skills	The artwork demonstrates little personal expression and problem solving skills
Behavior/ Effort Work ethic; the time dedicated to the project inside of class	The student put forth extraordinary effort to complete the project well; used class time extremely well	The student put forth the effort required to complete the project well; used class time effectively	The student put forth the effort required to finish the project; used class time adequately	The student put forth little effort required to finish the project; class time was not used well
Photoshop Skill Use of photoshop to enhance the mood and idea, used color effectively	The student used advanced skill to crop, edit lighting & create a color story, Used blending modes and layer masks to enhance the overall image, used excellent typography	The student used very good skill to crop, edit lighting & create a color story, Used blending modes or layer masks to enhance the overall image, used very good typography	The student used good skill to crop, edit lighting & used color, Used blending modes or layer masks in the image, used good typography	The student used fair skill to crop, tried to edit lighting or use color, tried to use blending modes or layer masks in the image, used fair typography

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Rear Cover Rubric:

	Excelling 20 pts	Achieving 15pts	Developing 10 pts	Beginning 5pts
Instruction & Requirements compliments cover, includes all songs and artists, legible & engaging	The artwork is planned carefully; uses design effectively, contains all required items & excellently crafted	The artwork is planned carefully; uses design pretty effectively, contains most required items & well crafted	The artwork is not planned; uses not design somewhat effectively, contains some required items & fairly crafted	The artwork is planned; does not use design well, contains a few required items & messy
Creativity/ Originality Inventiveness, expression of ideas and imagination portrayed in the project	The artwork demonstrates original personal expression, ability to conceptualize and execute an idea, and outstanding problem solving skills	The artwork demonstrates some personal expression, ability to conceptualize and mostly execute an idea, and logical problem solving skills	The artwork demonstrates an average amount of personal expression, some ability to conceptualize and execute an idea, and some problem solving skills	The artwork demonstrates little personal expression and problem solving skills
Behavior/ Effort Work ethic; the time dedicated to the project inside of class	The student put forth extraordinary effort to complete the project well; used class time extremely well	The student put forth the effort required to complete the project well; used class time effectively	The student put forth the effort required to finish the project; used class time adequately	The student put forth little effort required to finish the project; class time was not used well
Photoshop Skill Use of photoshop to enhance the mood and idea, used color effectively	The student used advanced skill to crop, edit lighting & create a color story, Used blending modes and layer masks to enhance the overall image, used excellent typography	The student used very good skill to crop, edit lighting & create a color story, Used blending modes or layer masks to enhance the overall image, used very good typography	The student used good skill to crop, edit lighting & used color, Used blending modes or layer masks in the image, used good typography	The student used fair skill to crop, tried to edit lighting or use color, tried to use blending modes or layer masks in the image, used fair typography