

## **Visual Communication**

### **Album Cover Project**

Using the tools you've learned so far in Photoshop, create an original album cover for a musical artist you like, or a fictional one. Apply **Elements of Design**, including **line, shape, form, color, texture** and **size**.

#### Requirements:

#### **Theme**

What is the theme of the album? It should be reflected in the title and design of the cover.

#### **Image**

One of your own images, or from an online image source. Give image credit to photographer/artist.

#### **Image Correction**

Make sure levels and colors look good in your images.

#### **Gradient**

Add a gradient to the cover or just to one element (image, shape, text).

#### **Shapes**

Include at least one shape.

#### **Color**

Choose a color scheme. Use Adobe Color Themes for inspiration.

#### **Text**

Include some text. You must also include some use of 'text on path.'

#### **Layer Styles**

Use at least two layer styles on your album cover (e.g. drop shadow, stroke, gradient, overlay, bevel and emboss).

**Album Cover Project: Rubric**

	<b>Exemplary—4</b>	<b>Proficient—3</b>	<b>Partially Proficient—2</b>	<b>Incomplete—1</b>
<b>Content</b>	Seamlessly integrates content with design. Includes all required elements.	Includes content requirements.	Some content requirements not present. Lacks coherence.	Missing required content. Shows little thought.
<b>Design</b>	Visually stunning. Original and inspiring. All elements of design represented.	Visually appealing. Clear and effective visual layout. All elements of design present.	Some elements of design present.	Does not include required elements of design.
<b>Creativity</b>	Shows significant creative effort. Original use of design elements.	Shows original thought. Integrates some creative ideas.	Demonstrates some thought but lacks originality.	Shows little originality.
<b>Craftsmanship</b>	Expert use of Photoshop tools. Reveals high level of commitment to quality.	Effective use of Photoshop tools. Attention paid to quality.	Difficulty using Photoshop. Required assistance.	Not able to use Photoshop without assistance.

NAME: \_\_\_\_\_

Total Possible Points: 16

Total Points Earned: \_\_\_\_/16