

Intro to Media Arts

Album Cover Project

Using the tools you've learned so far in Photoshop and Illustrator, 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**.

Concepts/Tools to apply:

Theme

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

Image

Your own images, or from Creative Commons online image sources.

Shapes/Lines

Include at least one shape, line, or border.

Color

Choose a color scheme. Use Adobe Color Themes or an online color picker for inspiration.

Typography

Include some use of: type on path, type on a circle, stroke/double stroke, text warp, drop shadows, image in type.

Image Adjustments

Make sure levels and colors look good in your images.

Layer Styles

Include some use of layer styles on your album cover (e.g. drop shadow, stroke, gradient, overlay, bevel and emboss).

Album Cover Project: Rubric

	Exemplary—4	Proficient—3	Partially Proficient—2	Incomplete—1
Content	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.
Design	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.
Creativity	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.
Craftsmanship	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