

Art and Design

Higher

Design Brief 20:21

Higher Design Activity Graphic Design Brief

Outline:

- Design a new updated a vinyl album sleeve cover, a *Gatefold* sleeve that opens like a book with four sides, for a band or singer that already exists.
- Design must include all the lyrics.
- Choose melancholy (isolation) or celebration see themes*

Target Market:

- You must identify the TARGET MARKET – who is your album sleeve cover design aimed at and consider the needs and restrictions of that market e.g. teenagers, disabled, older people, those identifying as LGBTQ+.
- The price of the album will be £22 (The price and does not need to be included on the album cover)
- This should then be agreed with your teacher

Function:

- The album cover must be eye catching and be able to communicate the title of the album and the band or singers name with suitable imagery. The imagery and the title of the music should be strong enough to be able to convey the same message clearly using the visual elements.
- The packaging for album sleeve will need to be robust to protect the record.
- The type of lettering style used must convey the mood, atmosphere the artist/ band were portraying in their music.
- It must have the name of the artist and album on the spine so it can be read when on a shelf.

Design Constraints:

- The format of the size for this modern version of a cardboard album sleeve will remain at the typical size of twelve inches (30 cm) with a spine that is 0.7 cm. thick.
- The label of the record company producing the album should be on the back along with a bar code.
- One of the two themes: isolation or celebration should link in with the cover of your album sleeve.
- Must fit in with the bands style from past album sleeve covers.
- Must convey mood, atmosphere or a message in image that fits what the band/ singer/ musician are trying to communicate
- Must use AT LEAST 3 colours (additional Black or White allowed)
- Must have be twelve inches square

***Imagery/ Aesthetics and Themes:**

Choose from the following themes to link with the music's lyrics in the design –

- ***Isolation*** - think of ballads songs about feelings of; being lost, misunderstood, the end of a relationship, feeling scared, full of fear worried and without hope. People can also feel happy in their isolation separated from everything and everyone else. You create an idea of isolation as being an oasis.
- ***Celebration*** - celebrating the rich variety and excitement of life outside of the everyday slog of work or school. Celebrating the band/ musician/ singer, natural beauty found in nature/ beauty in our urban world or hopes for a future planet that is less greedy or ailing might springboard ideas too.

Market Research:

Inspiring graphic designers who created famous album sleeve covers:

- David Stone Martin (1950's - 1980's)
- Peter Blake (1960's - 90s)
- Vaughan Oliver (1970's - 00s)
- Peter Saville (1980's - present)

Design Considerations:

- Consideration must be easy to pull out the record from the sleeve etc should be fit for purpose and ergonomic
- Must be bold and eye catching and look good as a thumbnail image since this is how it will be viewed at times online

Materials/Costs/Sustainability:

- Lightweight
- Recyclable cardboard or able to be re-purposed after use