

Year 8

Graphics Independent Learning Task

RESEARCH

For this task you will need to find a CD case and the inner sleeve at home.
It is best to find a CD case that is plastic with a paper inner sleeve.
Maybe this could be your favourite band or musician.

If you have any trouble finding one, please ask us to provide one from the Graphics Department.

Please **answer the following questions** about your CD case and its inner sleeve cover.

Task 1: Look at the CD case, it's inner sleeve of the album cover and music information.

Using the colours and the lettering styles on a CD inner sleeve, answer the following questions to help you research the following details:-

- Can you tell just from the colours that are used, what style of music is on the CD? If yes, how do the colour give you this information? **e.g. the music has a Pop rhythm, you can tell by the bright colours used for the album cover design.**
- Have a look at the type of lettering that is used to show the title of the album, the band or musicians name and any song lyrics.
- If the CD cover has any pictures, do these give you any information about the style of music? **e.g. If the music has a Pop rhythm, are the pictures of the band /musician having fun or are there any comic characters on the cover?**

RESEARCH

Task 2: For this task, you need to use the CD cover that you used for Task1.

- Unfold the inner sleeve that the information about the songs and artist is on.
- On A4 plain paper, draw around the outline of the net shape of this packaging.
- Using clear labels, show which is the front and back of the inner sleeve and show where the fold is to allow it to fit into the case.
- If it is a cardboard outer case, please make this clear.

PRODUCT ANALYSIS

Task 3: For this task you will just need to focus on the lettering on the CD case you used for Task 1.

- Copy and colour in the Album title as well as you can. If you wish, please include the band or musicians name too. Please enlarge it if this will make it easier for you to do.

After you have finished copying and colouring in the title of the album, please answer the following questions;

Questions: How does the use of lettering on the CD packaging, in particular the style of it, indicate;

- The style of the music on the product?
- Who the CD is marketed for and why do you think the music might appeal to this target market?
- Does the style of lettering add to impression you get of the feeling/ mood/ style of music on the CD?
- Does the colour of the lettering link to the title of the CD or to the style of music? If it does, how is this shown? **e.g. If the music has a Pop rhythm, is the lettering big and bold? Are the colours of the letters bright and cheerful?**
- Are there different styles of lettering on the CD packaging?
- **If there are**, what are the different styles like? You may wish to draw a small copy of each different style to help you explain the differences.
- Where on the CD cover do the lettering styles change?
- Does the change in lettering style relate to what the lettering is used for? **e.g. Different lettering for the song titles and Album or artists name?**
- **If there are no changes** to the lettering styles, do you think this is successful as an album cover?

COMMUNICATING AND PLANNING

Task 3: Now it is time to use your imagination.

Using the information you have gained from Task 2, you are now going to plan modifying your chosen CD cover design.

For example, you may decide to change the colours, materials, shapes or sizes of the lettering.

To help you, please answer the questions below.

- How are you going to use the information from the Product analysis to help you adapt or modify the CD cover design?

Task 3 continued;

- Make some suggestions (4) for how the CD lettering could be adapted and modified?
- Propose an alternative solution to the colour scheme of the whole cover including the lettering.
- Does the colour scheme influence whom the CD is for?
- How would a change of colours alter which people might choose to listen to the CD?

DEVELOPING AND PLANNING

Task 4: DESIGN IDEAS AND USING YOUR IMAGINATION

Use the information you have gained from Task 3 and the following questions to assist your decisions:-

- Which materials and equipment would you need to make the changes to the CD packaging? **e.g. maybe you would want to design a triangular case that is made from stiff card or plastic coated paper?**
- What happens to the look of the CD packaging when you change the colour of all or parts of it? **e.g. does the CD start to appeal to a different target market?**
- What happens to the look of the CD packaging if you change the shape of it's case completely? **e.g. Does the CD packaging start to look more futuristic or like a different object completely?**
- Along with the overall colour and lettering style, how would you change net shape of the CD case ?

Draw 2 sketches of how could you change this net shape to make it more original and unique?

- Write up your reasons for making the changes.

Be careful when you're drawing, you are not marked on how well you can draw, just how clearly you show your ideas with a good combination of drawn and written information.

EXTENDED THINKING

Task 5: Imagine you had to design a CD package for a young child.

- What details do you need to think about? **e.g. Are there any safety considerations when you are designing for a younger child?**
- Make a DRAWN suggestion for a new CD case shape. Label with any details of folding or pull out sections.
- Make a suggestion for colours and a lettering style, are they child friendly but fun, easy to read and use?
- Write a detailed list of the materials you would use.
- Why would your product be suitable for a young child?
- Design an eye catching advertisement that will promote this new CD.