

**Develop  
Creative  
Communications.**

# The Brief.

Undertake marketing activities and promote products and services.

This year the music department will be releasing a compilation album called stacked featuring the music of Cert IV and Diploma Performance students. This will be released through the record label run by Diploma Music Business students. The album will be launched at the Rosemount Hotel on December 2nd 2010.

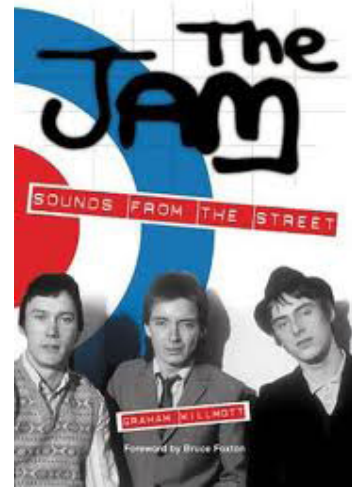
- \* Album Packaging design

- \* Double sided inlay

- \* On disk

- \* Poster

# The Process (research)



# The Logo (Concepts)



Plastic Mack



plastic  
Mack

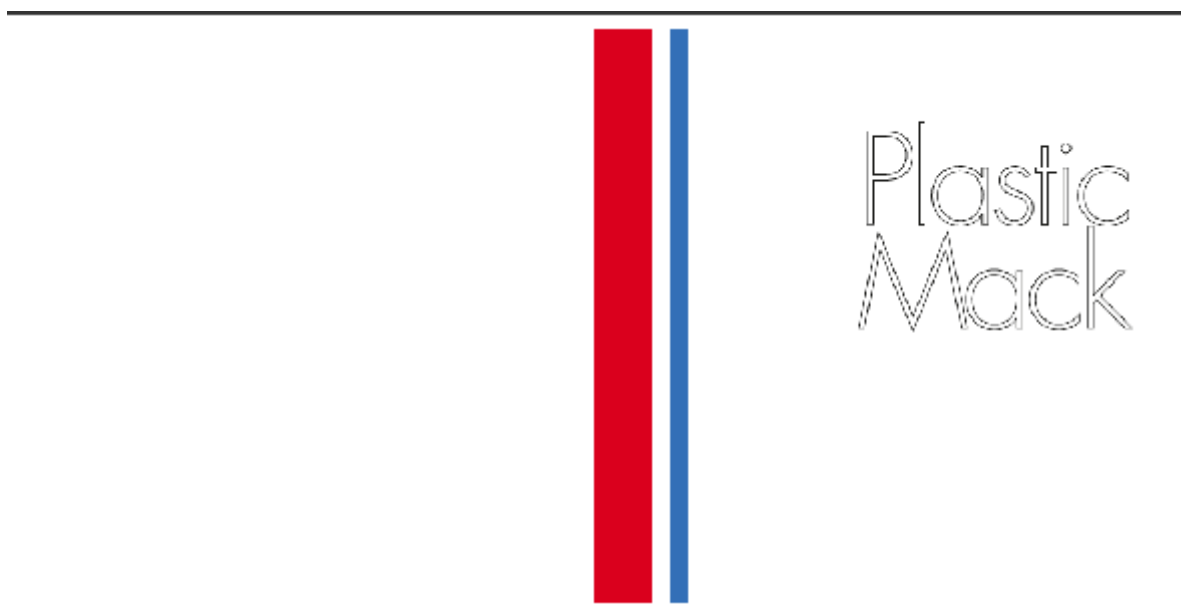


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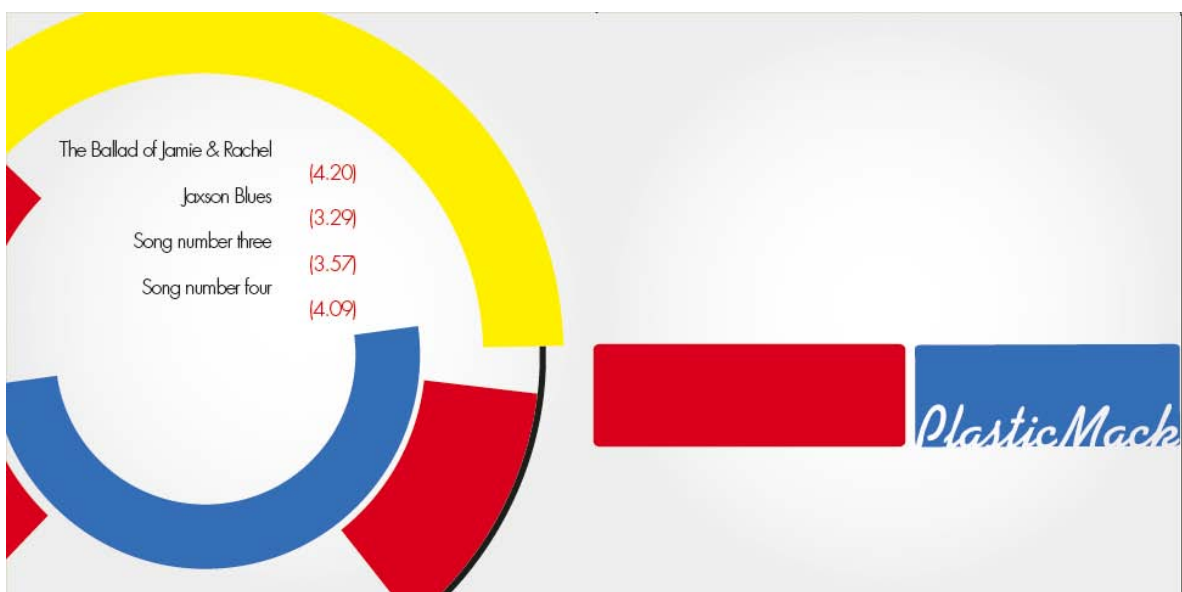
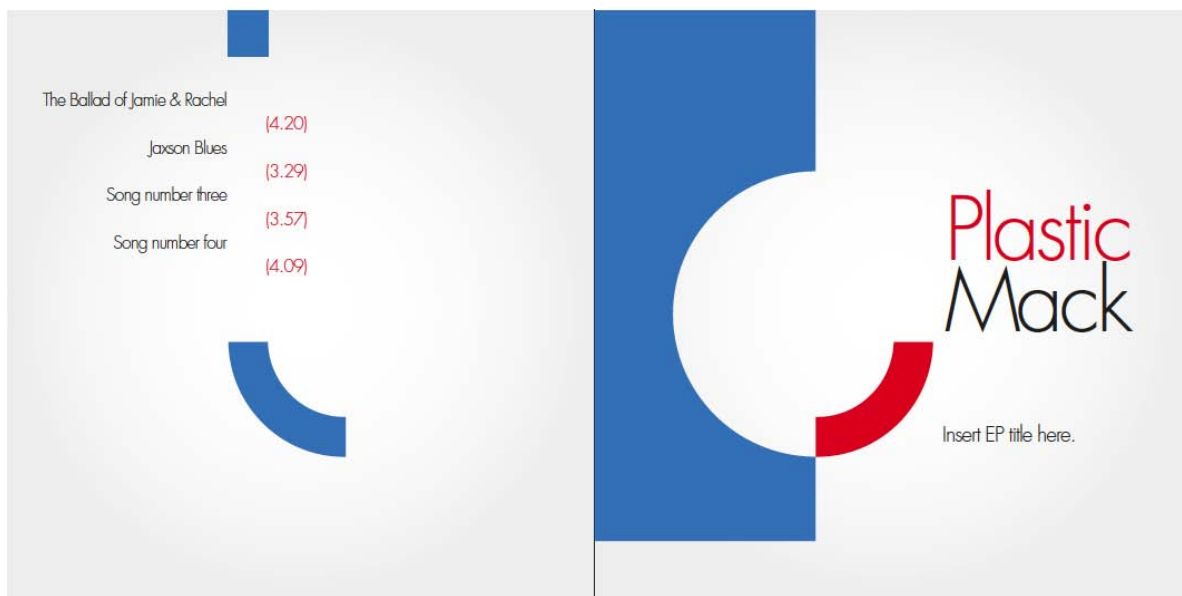


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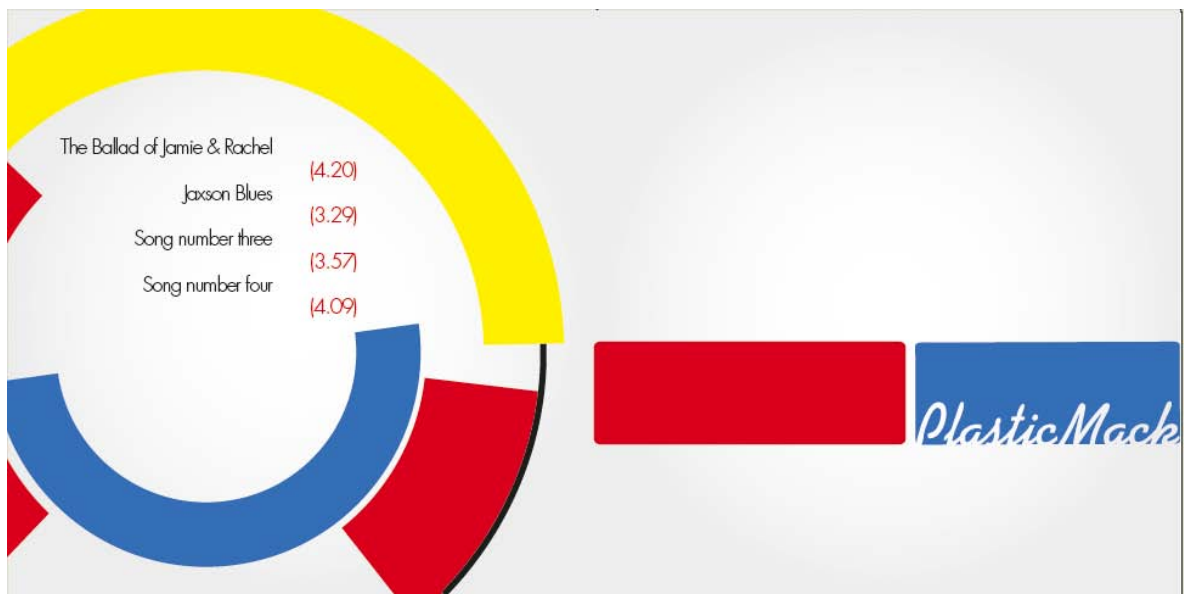
# The Album Artwork (Concepts)



# The Album Artwork (Concepts) cont.



# The Album Artwork (Final)



# Printing Template File

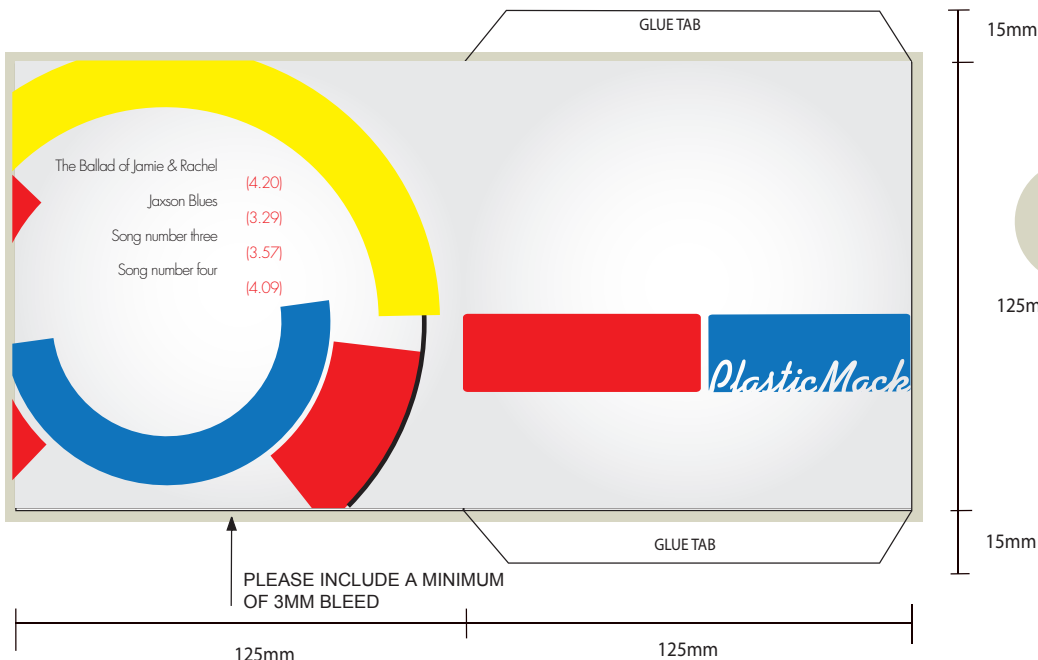
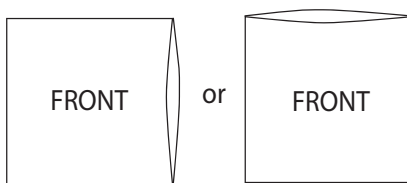
## Single Disc 2 Panel Cardboard Sleeve

This template file was brought to you by  
**DiskBank**  
CD AND DVD SPECIALISTS

Artwork should be in a minimum of 300 dpi  
and be supplied in one of the following file  
formats...

CMYK (.tif)  
JPEG (.jpeg)  
TIFF (.tif)  
Adobe Acrobat (.pdf)  
Adobe Photoshop (.psd)

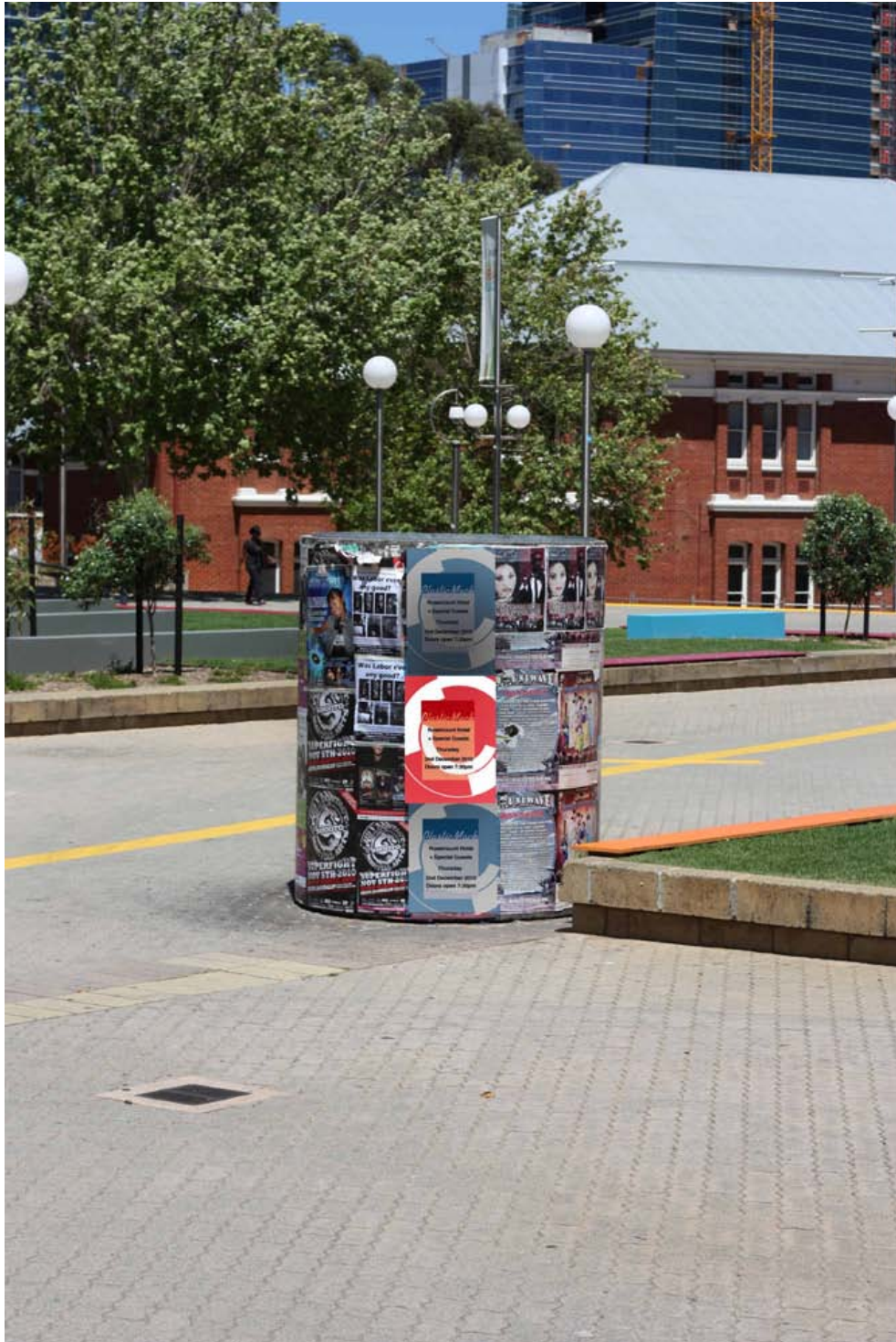
Please ensure that **ALL FONTS** are embedded.



# Poster



# Poster



# Poster



# Cd on-disk artwork



# Bands Merchandise



**Fin.**