

**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.

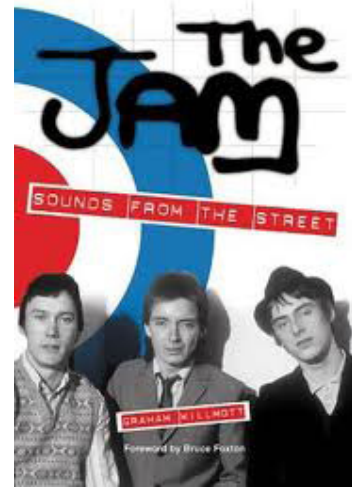
- * Album Packaging design

- * Double sided inlay

- * On disk

- * Poster

The Process (research)



The Logo (Concepts)



Plastic Mack



plastic
Mack

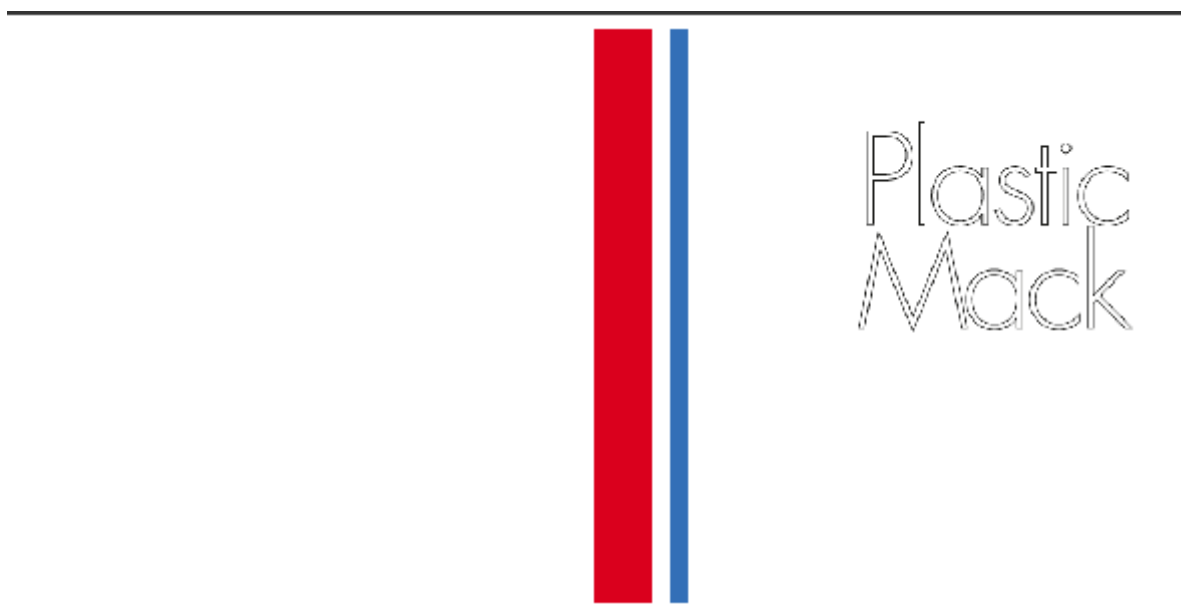


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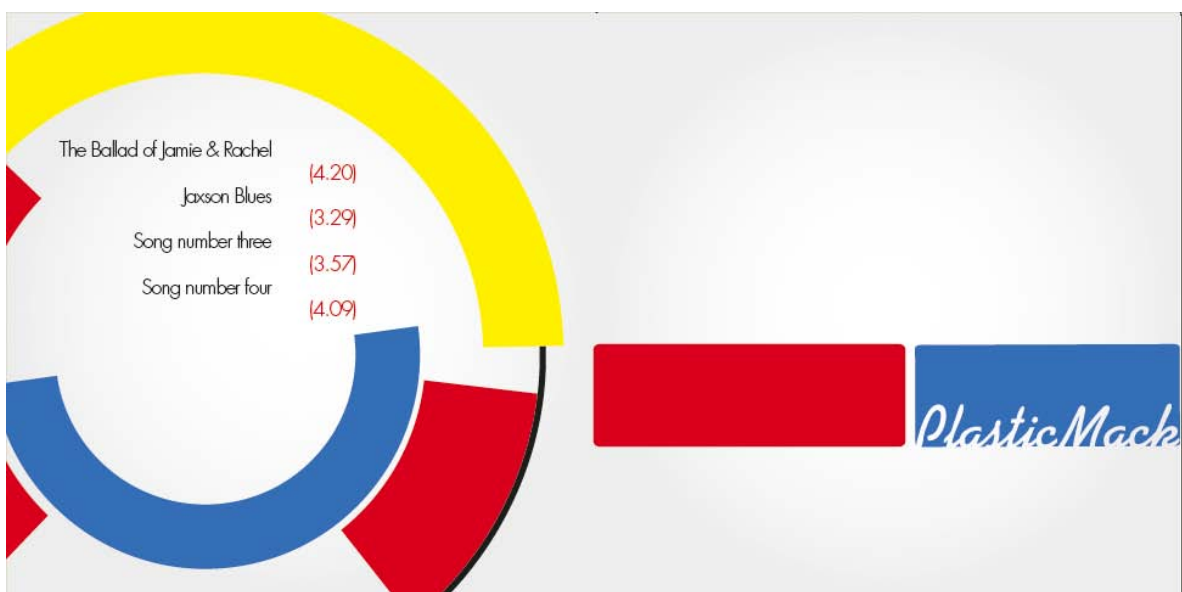
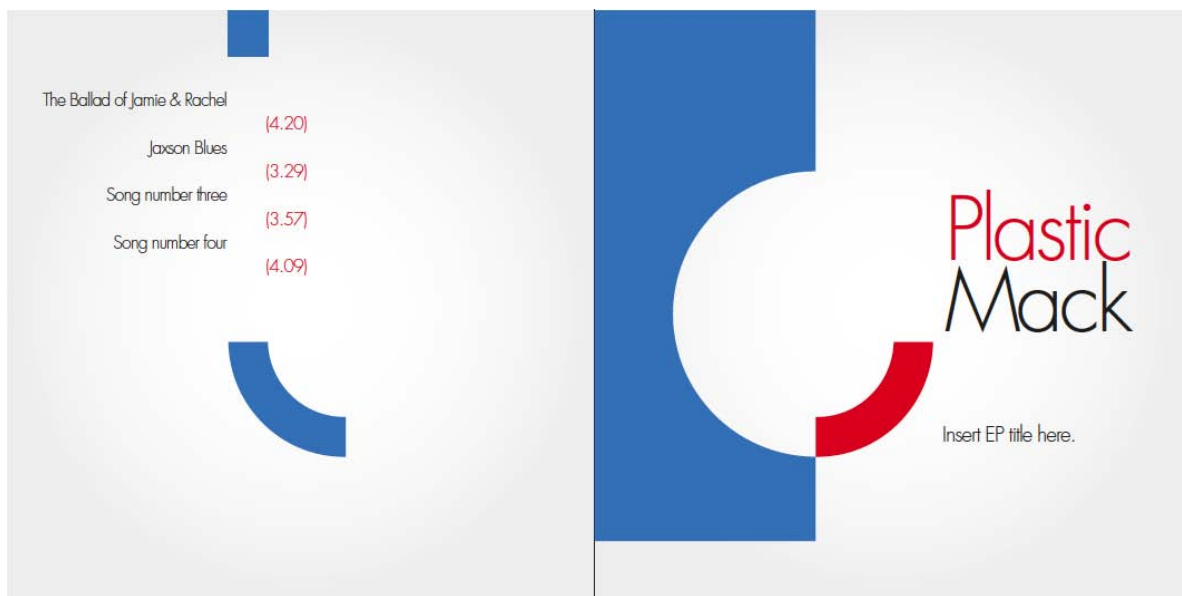


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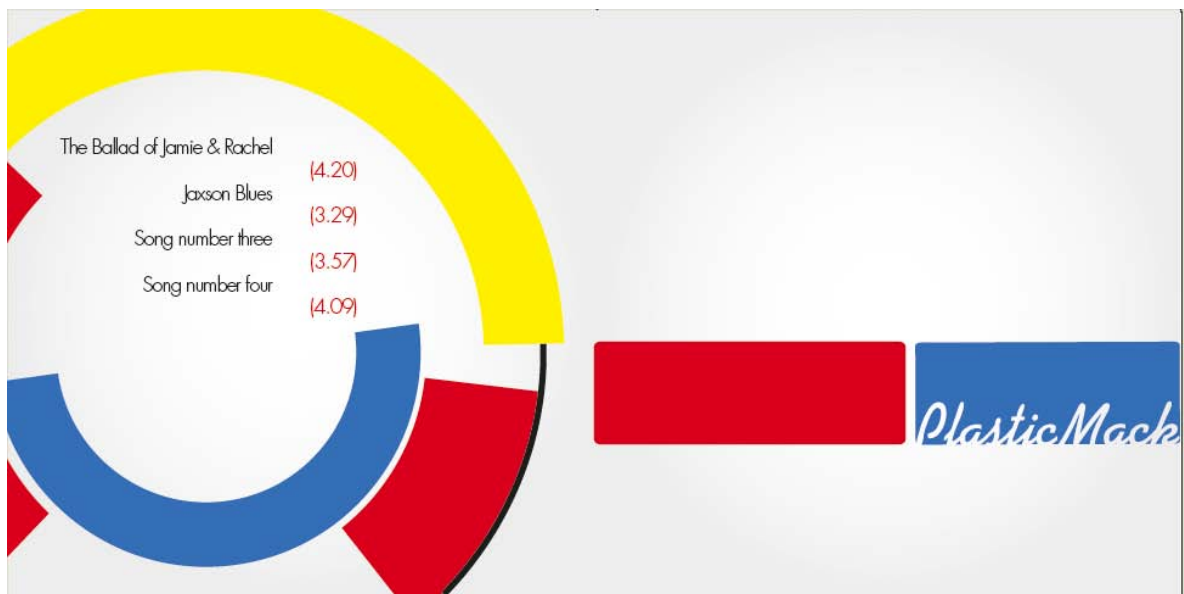
The Album Artwork (Concepts)



The Album Artwork (Concepts) cont.



The Album Artwork (Final)



Printing Template File

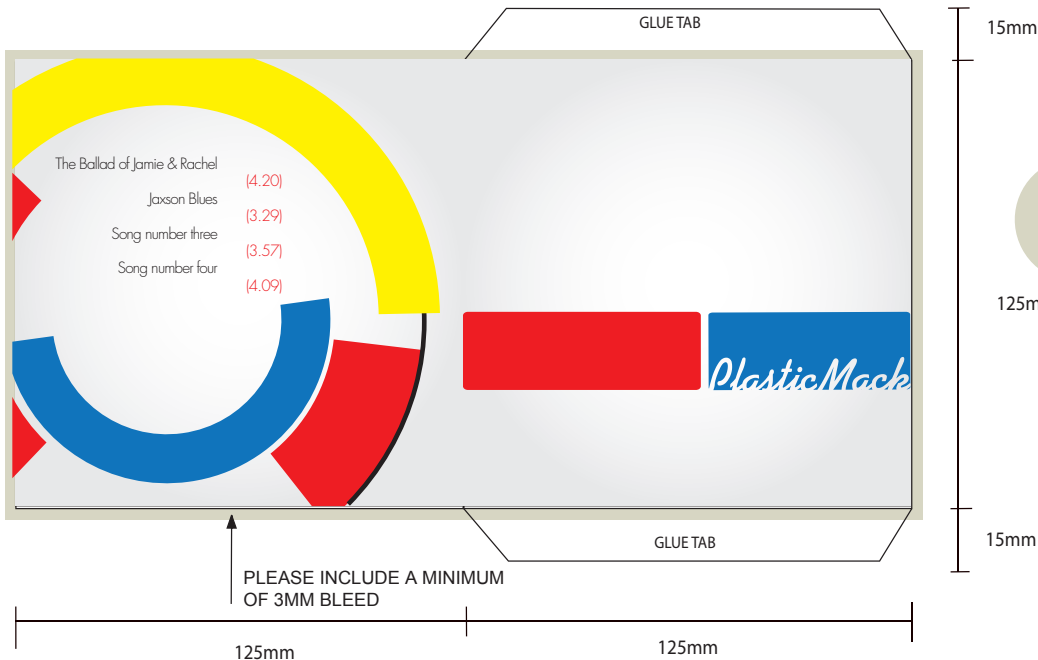
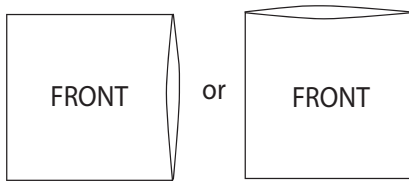
Single Disc 2 Panel Cardboard Sleeve

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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)

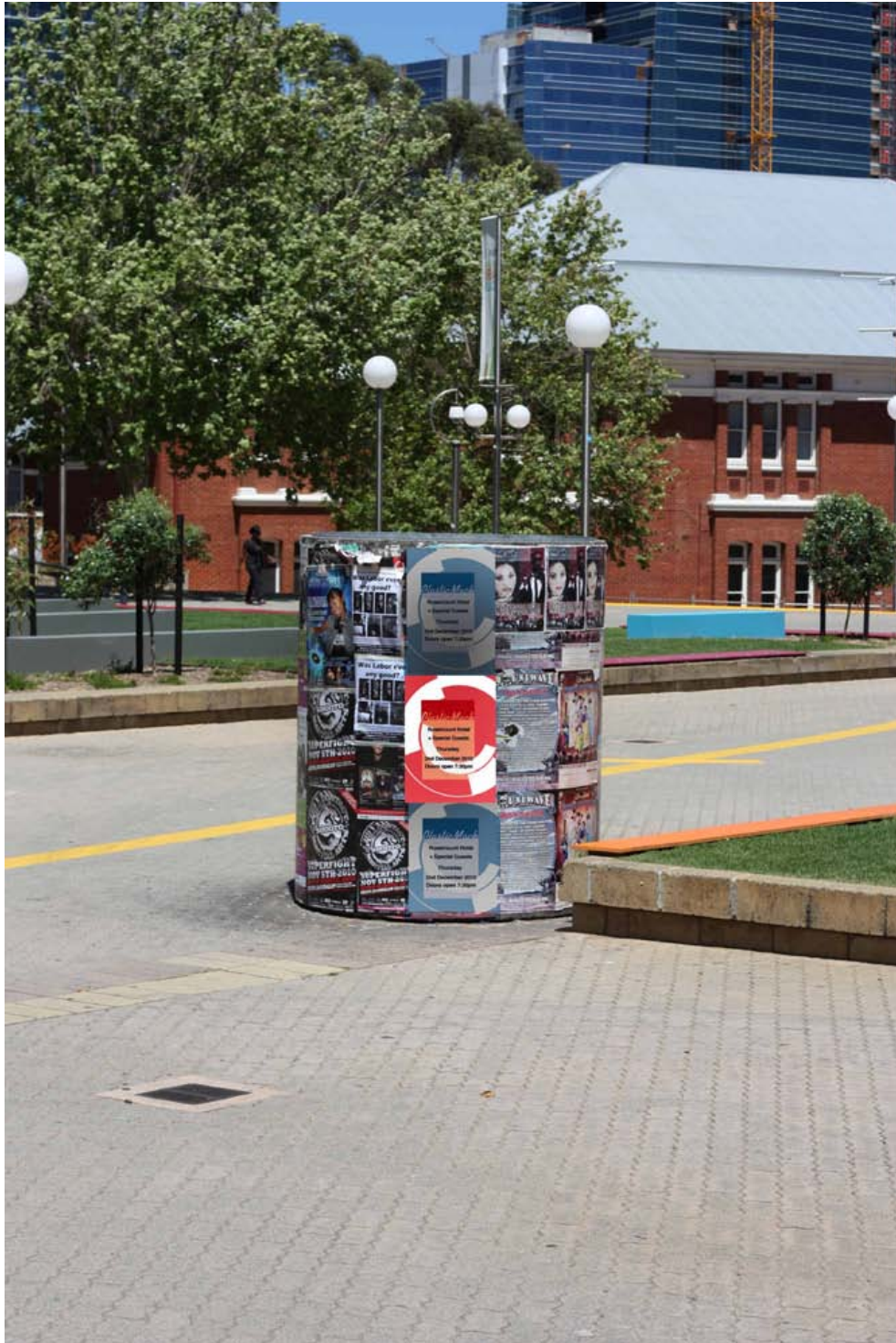
Please ensure that **ALL FONTS** are embedded.



Poster



Poster



Poster



Cd on-disk artwork



Bands Merchandise



Fin.