Unit 7: Drawing to the Sound of Music: Album or Concert Poster Design

Content Area: **Art**
Course(s): **Art Experience, Design for Business and Industry**
Time Period: **November**
Length: **5 blocks**
Status: **Published**

Enduring Understandings

Album covers are an important part of the culture of music and have become renowned for being a marketing tool and an expression of artistic intent.

The talents of many photographers and illustrators from both inside and outside of the music industry have been used to produce a vast array of memorable LP/CD covers.

Both MP3 and WMA music files are able to contain embedded digital album artworks (called cover images or simply covers) in jpeg format.

The musical poster is designed to suggest the experience that a musical production holds for the potential audience member – what you will see, hear and feel once you've paid your hard-earned money for a seat in the theater.

The industry my refer to musical posters as "calling cards" or "key art". Creative people put a lot of time, thought and effort into creating these "key art" posters and then the art is placed in countless other versions online, in subways, on the sides of busses, and outside of theaters.

The final musical poster product, in all of its forms, depends on the show and the audience its producers wish to attract.

Concert posters are a visual record of a particular show on a particular date – a colorful and creative file in a folder to perhaps remember a fantastic night.

Essential Questions

How has the age of technology that we live in changed the demand for concert posters, musical posters and album art?

What determines a high-quality design when creating for a client?

How do you think album, concert or musical art will evolve in the next twenty years?

Does music go hand-in-hand with art? Can you have one without the other?

Content

Unity

Balance

Harmony

Emphasis

Line

Color

Composition

Layout

Key-art

Cover Image

Skills

Using the principles of design, create a concert poster, musical poster or album cover.

Demonstrate knowledge of the art elements when developing layout, composition and text.

Demonstrate knowledge in a particular medium that will bring color and life to the design.

Serve as a test audience to peers and provide constructive criticism for improvements.

Resources

iPad Pros and Apple Pencils

Printer for Student Photos and Artwork

Standards

VPA.1.1.12	All students will demonstrate an understanding of the elements and principles that govern the creation of works of art in dance, music, theatre, and visual art.

VPA.1.1.12.D	Visual Art
VPA.1.1.12.D.2	Translate literary, musical, theatrical, and dance compositions by using them as stimulus/inspiration for corresponding visual artworks.
VPA.1.3.12	All students will synthesize those skills, media, methods, and technologies appropriate to creating, performing, and/or presenting works of art in dance, music, theatre, and visual art.
VPA.1.3.12.D	Visual Art
VPA.1.3.12.D.2	Produce an original body of artwork in one or more art mediums that demonstrates mastery of visual literacy, methods, techniques, and cultural understanding.
VPA.1.4.12	All students will demonstrate and apply an understanding of arts philosophies, judgment, and analysis to works of art in dance, music, theatre, and visual art.
VPA.1.4.12.B	Critique Methodologies
VPA.1.4.12.B.2	Evaluate how an artist's technical proficiency may affect the creation or presentation of a work of art, as well as how the context in which a work is performed or shown may impact perceptions of its significance/meaning.