

# Grade 11 Media Arts: ASM 301

---

## *Practical Review Assignment*

### *Photoshop Elements 7.0*

#### *DVD disc design*

**YOUR ASSIGNMENT:** CREATE A CD/DVD DESIGN FOR YOUR ART PORTFOLIO

**METHOD:** USING PHOTOSHOP ELEMENTS 7

**REVIEW ELEMENTS:** TOOLBOX- TOOLS, LAYERS, BACKGROUNDS, TEXT/FONT, SIZE, COMPOSITION, EFFECTS, FILTERS, TEMPLATES AND FILE TYPES- PSD/JPG

#### **INSTRUCTIONS**

1. Start Photoshop – choose EDIT
2. Once open, choose CREATE – MORE OPTIONS – CD/DVD LABEL
3. Choose 1 HALF – then click DONE
4. If you want a full image on your CD/DVD stretch the custom layer to fill the Disc- You may also delete it
5. Now click on EDIT and Proceed to design your disc with appropriate text, images, backgrounds, gradients etc...
6. Go to WINDOW on toolbar at top and click on CONTENT to avoid having to go back to CREATE

#### **ONCE YOU HAVE COMPLETED YOUR FINAL DESIGN, COMPLETE THE FOLLOWING STEPS...**

1. Save your design with layers in PSD format- name it : “*fullnameMAdvdDISC.psd*”
2. Hand In your PSD file into the hand in drive > thibault folder > gr 11 media arts>practical final REVIEW folder.
3. Now flatten your image and save it as a JPG file. Hand that one in too.

#### **DESIGN TIPS FOR GOOD CD/DVD DESIGN**

- ✓ Your background should be layered with gradients, backgrounds and/or colour.
- ✓ Your fonts should be legible.
- ✓ Your titles should stand out in legibility and size.
- ✓ Use interesting/relevant frames to frame your photos.
- ✓ Consider composition, colour choices and logo design concepts used in the Music Man and Branding Assignments.

***A good CD logo must be plain, unique, suitable, sensible, and graphic.***

There are five principles that you should follow while designing logos for CDs...

#### **1. SIMPLE**

A simple logo for your CD makes recognition easy. Simple logos allow versatility & memorability. Logos for CDs should feature its contents without being overdrawn. A refined and distilled CD logo will draw the customer’s attention to the CD, while they are browsing through crowded racks and shelves at a store.

#### **2. MEMORABLE**

After the principle of simplicity, follows the principle of memorability. Surprisingly, the subject matter of the logo has little importance. Even appropriateness of content doesn’t play a very significant role. An effectual CD logo is always

memorable. This can be attained by having a plain and appropriate logo. The only mandate is that the logo should be memorable, distinctive, and clear.

### 3. TIMELESS

A CD logo should be timeless. There are certain collectors CDs, which people treasure for years. The logo should stand the test of time. While designing CD logos make your logos such they stand out and make the CD recognizable even after several years.

### 4. VERSATILE

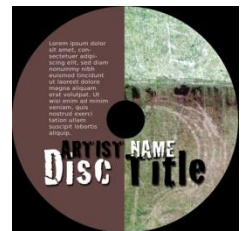
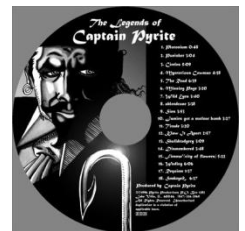
An effective CD logo should be versatile enough to serve the purpose with an artistic flair. The logo should be generally designed using Vector Format. This allows the logo to be scaled to any size. Your logo should match the round shape of the CD.

### 5. APPROPRIATE

Your CD logo must be appropriately positioned and designed for the CD. For example, if you are designing a logo for children's CDs, it would be nice to use childish fonts & colors.

Remember that your designed logo doesn't need to directly symbolize the services which CD offers. A logo gains its usefulness from the quality of that which it represents.

### EXAMPLES...



See O drive>media arts folder for more examples

### Sketch here (optional)

