

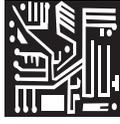
# COMPUTER/PRESS SKILLS & ABILITIES

## CD/DVD Cover Project

### BASIC SKILLS



READING



TECHNOLOGY

CRITICAL  
THINKING

### INTRODUCTION

You just received a job at an advertising agency downtown. They want to see what you can do, so they ask you to redesign using Adobe Photoshop, Adobe Illustrator, and Adobe Indesign the front and back covers of a music or movie or game CD/DVD.

The CD/DVD must contain an interactive piece (QR code or Augmented Reality) and be saved in the correct format for putting on digital media (i.e. itunes)

All projects must be school appropriate.

### DIRECTIONS

#### Step 1: Graphics for CD/DVD covers.

- Create a folder in your folder on the Graphic Arts 1 server in your period/name folder, and call it "CD/DVD Project".
- Logo (from movie, music, or game) - search the internet for a high resolution raster image (500x500). Make sure to save all images in your folder on the server.
- When you open Adobe Photoshop, the front and back sizes are different, so make sure you use the correct size:
- **FRONT CD/DVD: 5"x5"** , **300 pixels per inch** (this includes the bleed, so make sure all type and logos are at least .125" away from the edges). Go under File > Save As > (your initials) CD/DVD front.psd.
- Go under Windows > Layers. On the Layers palette, Layer 1 is going to be the background. Open up a raster image and use the move tool to move it from one tab to the next. Once it is in your CD/DVD front.psd, go under Edit > Transform > Scale. Make sure to hold the shift key as you scale the image, that way it stays proportional. Let go with the mouse first, then double click the image.
- **BACK CD/DVD: 6.125"x4.875"** , **300 pixels per inch** (this includes the bleed, so make sure all type and logos are at least .125" away from the top and bottom, Drag ruler guides at least 1/4" on all sides. The 1/4" on the left and right will be where the spines of the CD/DVD ). Go under File > Save As > (your initials) CD/DVD back.psd.
- Go under Windows > Layers. On the Layers palette, Layer 1 is going to be the background. Open up a raster image and use the move tool to move it from one tab to the next. Once it is in your CD/DVD back.psd, go under Edit > Transform > Scale. Make sure to hold the shift key as you scale the image, that way it stays proportional. Let go with the mouse first, then double click the image.

# COMPUTER/PRESS SKILLS & ABILITIES

- Create a new Layer on the Layers palette for each piece graphic you put in. **Remember to save often.**
- If you want to add some extra effects to your images, select the layer you want to have the effect. Then go under, Layers > Layers Style > and select an effect you would like to use.
- Make sure you save it. Then you can revise it to make the back cover. Keep in mind, the back cover will have a lot of type on it, a UPC code, a QR code, and some fine print. Go under File > Save As > (your initials) CD/DVD back.psd.

## **Step 2: Create interactive piece (choose which you would like to put on your CD)**

### **Quick Response (QR) Code**

- Go to you tube and find a music video or movie trailer. Copy the URL (apple/command + C).
- Then go to <http://www.visualead.com>. Click to create your Free Visual QR code. Select the YouTube QR code. Past the URL code in the box. (apple/command + V).
- Set an image for your QR code. Then Create QR code. Press next to finish. They want you to make a new account. Once you put your information in, another screen will pop up, click on the Get it Free button. It will open another window where you can download the code to your folder.

### **Augmented Reality (AR)**

- Go to you tube and find a music video or movie trailer. Copy the URL (apple/command + C). Open 'http://keepvid.com' and paste the URL in the space to the left of the download button, and click download. Once it has processed, download the 'mp4' video and save it in your folder on the server.
- Go to [aurasma.com](http://aurasma.com). Click on Auras> Ready to become a customer?>apply now. Fill in your information. You might want to write down your username and password.
- When creating an AR piece, you need to create a channel, a trigger image for the Aurasma App to focus on (I choose my cd cover), the overlay to where you want them to go (the you tube video or movie trailer), and instructions on how to view the piece (under the Graphic Arts 1 Server>Q3>Projects>CD, copy the AurasmaInstructions.eps into your folder to change to your information).
- At [aurasma.com](http://aurasma.com), when you sign up, a content tutorial shows up. Feel free to go through it on your own. First let us set up your channel. Click on the channel icon on the right of the page. Come up with your channel name, mine is 'MHS Graphic Arts'.
- Next, click on the Trigger Images Icon. Name your trigger image (I called mine CDtrigger) upload your trigger image (it should be a .jpg).
- Next, click on the Overlays Icon. Click on the New Overlay button. Name your overlay (I called mine Aerosmith) upload your overlay (this is the mp4 video).
- Next, click on the Auras icon. Click the New Aura button. You need to fill in the information. First name your aura (I called mine CD aura). Select your trigger image, channel, and overlay. Save it and print out your trigger image and test it.
- Make sure to add on the back of your CD the instructions for viewing the Augmented Reality. (under the Graphic Arts 1 Server>Q3>Projects>CD, copy the AurasmaInstructions.eps into your folder to change to your information, your Aurasma channel).

# COMPUTER/PRESS SKILLS & ABILITIES

## Step 3: Template for CD/DVD covers

- Open up Adobe InDesign, go under the Graphic Arts 1 Server > Q3 > Projects > CD/DVD > CD Label.indt. When it opens, go under File>Save As and name it (insert your name)'s CD/DVD Label.indd. Make sure you save it on the Graphic Arts 1 server in the appropriate folder.
- There are 2 pages to this template. The first is the front, the second is the back.
- Click on the image on the first page, then go under File > Place and find your image to replace the one in the template. Do the same for the image on page 2.
- The front design must include: band name or movie title or game title, must incorporate the elements and principles of design, use custom made vector and raster images (combine artwork in adobe illustrator and adobe Photoshop).
- The back design must include: band name or movie title or game title, must incorporate the elements and principles of design, use custom made vector and raster images (combine artwork in adobe illustrator and adobe photoshop), a UPC code, band name or movie title or game title on the spines of the design, producers information/game designer, song lengths or ratings, band members or movie stars, copyright information, and an interactive element (i.e. QR code or Augmented Reality).
- When it is finished, print it to the ColorQube and cut to fit the CD/DVD case.
- Use a ruler to ensure straight folds and cuts.
- Shrink wrap your CD/DVD and then turn in your CD/DVD with the rubric.
- **Have fun, explore the options and features! Try to figure it out on your own, if you have trouble ask another classmate for assistance. If you still having difficulties, ask the teacher for assistance.**

# COMPUTER/PRESS SKILLS & ABILITIES

## CD/DVD Cover Project

Student Name \_\_\_\_\_ Date \_\_\_\_\_

Objectives	Exemplary 3	Needs Minor Revisions 2	Needs Substantial Revisions 1	Score
Terminology IGC A. 17; IGC C. 49; GD E. 67; GD F. 76; DFPO B. 19, 33, 34; DFPO C. 44; DFPO D. 72	Demonstrate mastery of all of the following terminology: Quick Response Codes (QR), Augmented Reality (AR), fonts, styles, margins, indents, tabs, line art, continuous tone, raster, vector, scaling, resolution, tone control, cropping, color correction, rotated, circled, extended, tints and fills.	Demonstrate mastery of some of the following terminology: Quick Response Codes (QR), Augmented Reality (AR), fonts, styles, margins, indents, tabs, line art, continuous tone, raster, vector, scaling, resolution, tone control, cropping, color correction, rotated, circled, extended, tints and fills.	Demonstrate mastery of none of the following terminology: Quick Response Codes (QR), Augmented Reality (AR), fonts, styles, margins, indents, tabs, line art, continuous tone, raster, vector, scaling, resolution, tone control, cropping, color correction, rotated, circled, extended, tints and fills.	
Elements & Principles of Design GD B. 4, 5, 6, 7	Demonstrate mastery of all of the following: elements and principles of design, pleasing to the eye.	Demonstrate mastery of some of the following: elements and principles of design, pleasing to the eye.	Demonstrate mastery of none of the following: elements and principles of design, pleasing to the eye.	
Typography GD B. 4, 5, 6, 7, 8; GD D. 45, 46, 47, 48, 50; DFPO B. 19	Demonstrate mastery of all of the following: type attributes, type alignments, paragraph formatting, readability, legibility, message is clear.	Demonstrate mastery of some of the following: type attributes, type alignments, paragraph formatting, readability, legibility, message is some what clear.	Demonstrate mastery of none of the following: type attributes, type alignments, paragraph formatting, readability, legibility, message is lost.	
Professional Software IGC C. 38, 40, 51; GD D. 62; GD F. 76, 77; DFPO B. 13, 15; DFPO B. 35; DFPO C. 42, 43; DFPO D. 70, 71	Demonstrate mastery of computer menus, shortcut keys, and panels in all of the following: illustration software, photo editing software, page composition software.	Demonstrate mastery of some of the computer menus, shortcut keys, and panels in all of the following: illustration software, photo editing software, page composition software.	Demonstrate mastery of none of the computer menus, shortcut keys, and panels in all of the following: illustration software, photo editing software, page composition software.	
Image Editing IGC C. 52; GD E. 69, 71; GD F. 79; DFPO C. 54, 58, 59; DPP B. 60, 61, 62, 64	Demonstrate mastery of all of the following: download and scale a raster and/or vector image at the correct resolution.	Demonstrate mastery of some of the following: download and scale a raster and/or vector image at the correct resolution	Demonstrate mastery of none of the following: download and scale a raster and/or vector image at the correct resolution	
Digital Printing Presses IGC E. 71, 72; DFPO I. 139	Demonstrate mastery of all of the following: outputting to a digital printer with printer marks.	Demonstrate mastery of some of the following: outputting to a digital printer with printer marks.	Demonstrate mastery of none of the following: outputting to a digital printer with printer marks.	
Design Process GD B. 8, 10, 11, 12, 13; GD C. 43; DFPO B. 37, 38, 39, 40, 41	Demonstrate mastery of all of the following: brainstorming technique, (thumbnails, rough layout, comprehensive layout), range of concepts, excellent relationship between message, and design. Design works with various media.	Demonstrate mastery of some of the following: brainstorming technique, (thumbnails, rough layout, comprehensive layout), range of concepts, good relationship between message, and design. Design works with some media.	Demonstrate mastery of none of the following: brainstorming technique, (thumbnails, rough layout, comprehensive layout), range of concepts, no relationship between message, and design. Design works with no other media.	
Preflighting and PDFs GD D. 63, 70; DFPO B. 36;	Demonstrate mastery of all of the following: saving the file as a PDF for cross media.	Demonstrate mastery of some of the following: saving the file as a PDF for cross media.	Demonstrate mastery of none of the following: saving the file as a PDF for cross media.	
Binding and Finishing BF A. 100; BF G. 133	Demonstrate mastery of all of the following: cutting, folding, and shrink wrapping.	Demonstrate mastery of some of the following: cutting, folding, and shrink wrapping.	Demonstrate mastery of none of the following: cutting, folding, and shrink wrapping.	
Proofreading IGC C. 36; GD D. 51; DFPO B. 18	No errors.	Some errors. (one to two)	Many errors. (three or more)	
			<b>TOTAL POINTS</b>	

<b>Mastery</b>	<b>20-30</b>
<b>Acceptable</b>	<b>10-19</b>
<b>Not Acceptable</b>	<b>9 or less</b>

# COMPUTER/PRESS SKILLS & ABILITIES

## LEARNING OBJECTIVES

After completing the reading and assigned activities related to this chapter, students will be able to do the following:

### Introduction to Graphic Communications

IGC A. 17) Discuss emerging technologies related to printing

- a. 3D Printing
- b. Nanography
- c. Production Inkjet
- d. Quick Response Codes (QR)
- e. Cross media Communications
- f. Augmented Reality (AR)
- g. Data driven print
- h. Cloud based composition

IGC C. 38) Review professional software applications

- a. Page Layout i.e. Adobe InDesign, QuarkXPress
- b. Image Editing i.e. Adobe PhotoShop
- c. Illustration i.e. Adobe Illustrator

IGC C. 40) Create a page that includes fonts, styles, margins, indents, tabs, photographs and illustrations using professional layout software

IGC C. 49) Identify different types of graphics

- a. Line art
- b. Continuous tone
- c. Raster
- d. Vector

IGC C. 51) Cite examples of various file formats and their extensions: .doc;.pdf; .tif; .eps; .jpg; .bmp;.indd; .ai;.xls;.ePub

IGC C. 52) Review minimum resolution requirements for different reproduction devices

- a. Screen display
- b. Print

IGC C. 64) Review how content may be published digitally

- a. Publishing to the Web
- b. Social media
- c. Mobile devices

### Graphic Design

GD B. 4) Describe the basic principles of design

- a. Unity
- b. Contrast
- c. Proportions
- d. Balance
- e. Emphasis
- f. Rhythm

GD B. 5) Discuss the basic principles of design from an instructor specified graphic design example

- a. Unity
- b. Contrast
- c. Proportions
- d. Balance
- e. Emphasis
- f. Rhythm

GD B. 6) Describe the basic elements of design

- a. Line
- b. Shape
- c. Direction
- d. Size
- e. Texture
- f. Value
- g. Color

GD B. 7) Discuss the basic elements of design from an instructor specified graphic design example

- a. Line
- b. Shape
- c. Direction
- d. Size
- e. Texture
- f. Value
- g. Color

GD B. 8) Discuss the following elements of an instructor specified graphic design concept example

- a. Message
- b. Color
- c. Typography
- d. Images
- e. Layout

# COMPUTER/PRESS SKILLS & ABILITIES

- GD B. 10) Use brainstorming techniques to develop ideas for a design concept based on specified client need and target audience
- GD B. 11) Explain design rationale for the creative choices implemented during the design process, e.g., thumbnails, roughs, mock up, comprehensive layout (comp)
- GD B. 12) Develop a range of design concepts by sketching digital or physical examples
- GD B. 13) Discuss the relationship between message, color, typography, images, and layout
- GD C. 43) Discuss appropriate type for use in a print versus digital medium
- GD D. 62) Demonstrate the use of appropriate page layout software for an instructor specified print or digital project
- GD D. 63) Create a design concept that can be used in various media
  - a. Web
  - b. Digital distribution
  - c. Print
- GD E. 67) Demonstrate using an image editing software program
  - a. Scaling
  - b. Resolution
  - c. Tone control
  - d. Cropping
  - e. Color correction
- GD E. 69) Scale a raster image using the proper settings in order to maintain the appropriate resolution for print or digital media
- GD E. 71) Select and download a digital image from a stock photography website or other media that has appropriate resolution for intended output
- GD F. 76) Discuss the uses of
  - a. Rotated
  - b. Circled
  - c. Extended
  - d. Tints and fills
- GD F. 77) Use an appropriate graphics program to manipulate type (rotated, circled, extended, tints and fills)

## **Digital File Preparation and Output**

- DFPO B. 13) Review professional Page Layout software applications
  - a. Adobe InDesign
  - b. QuarkXPress
  - c. Microsoft Publisher
- DFPO B. 15) Demonstrate use of computer menus, shortcut keys, and panels in an instructor specified page layout software
- DFPO B. 18) Demonstrate the use of a digital dictionary and spell checker
- DFPO B. 19) Demonstrate changing type attributes using
  - a. Font
  - b. Size
  - c. Style
  - d. Color
- DFPO B. 33) Explain the use of a graphic box in a page layout software
- DFPO B. 34) Explain the use of color tint fills
- DFPO C. 42) Review professional Image Editing software applications
- DFPO C. 43) Demonstrate use of computer menus, shortcut keys, and panels in image editing software
- DFPO C. 44) Identify different types of graphics
  - a. Line art
  - b. Vector
  - c. Raster
  - d. Continuous tone
- DFPO C. 54) Download a digital image from a stock photography web site; resize and resample according to specifications
- DFPO C. 58) Describe the use of layers, selections and channels in an image editing software program
- DFPO C. 59) Use layers, selections and channels to edit a color photograph in an image editing software program
- DFPO D. 70) Review the capabilities of professional illustration software applications
- DFPO D. 71) Demonstrate the use of computer menus, shortcut keys, and panels in illustration software
- DFPO D. 72) Describe the differences between a bitmap and a vector graphic
- DFPO I. 139) Demonstrate outputting a file to a digital device

## **Bindery and Finishing**

- BF A. 100) Identify hand tools, equipment, and materials in bindery operations
- BF G. 133) Identify packaging and shrink wrap equipment and materials