

CD Cover - client brief

Kris Flores is the product director at Iguana Records, a new record company set up in Norwich. The company has asked you to design and make a CD cover for the first record released by a new band.

CD title: **Rocket to the Moon**

Band name: **The Flaming Guitars**

Band genre: **Guitar rock**

If you can come up with better names, you can use your own ideas here if you check first

The CD cover needs to include a front and a back. It will fold to fit inside the front of a standard sized CD case.

The core audience for the band are students at a local art college.

Client brief

Design and make a CD cover.

The cover needs to:

- be designed before you start to make it
- be made up of two or more **copyright free** images
- the images must have been edited in an interesting way
- include the name of the band and the name of the album using font editing techniques
- have a front and a back
- the back must include a track listing, a bar code and the name of the record label (this could be a logo)

Client brief

Product: the thing you've been asked to make

Client: the company that has asked you to make the product

Target audience: the people who will read, watch or listen to the product

Client needs: the things the client has told you the product needs to do