

CD PACKAGE 30% Booklet, traycard and CD

Booklet Size:

- Folded will be 4-3/4"W x 4-11/16"H
- Flat will be 9-1/2"W x 4-11/16"H (with 1/8" bleeds)
- CD Face will have a vector-based design

Traycard Size:

- 5-15/16"W x 4-9/16"H (with 1/8" bleeds)

Colour/Resolution:

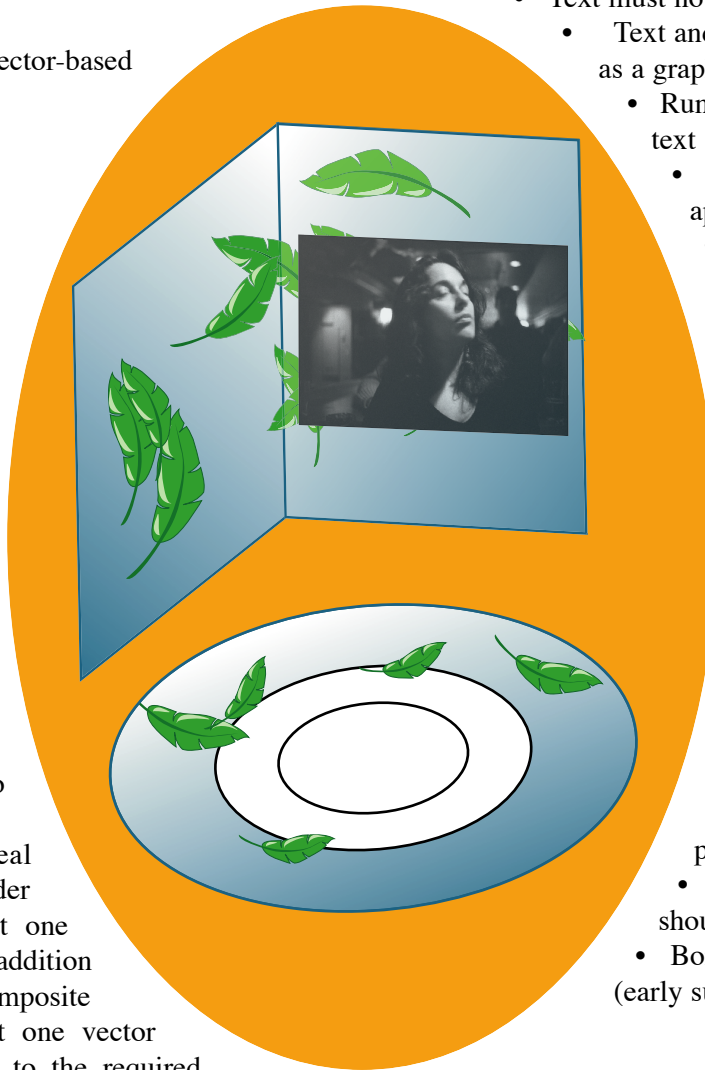
- CMYK
- 300 DPI images

Criteria:

- Must have full bleed backgrounds on both outside and inside pages.
- Guides must be used in laying out the design
- Must have a logo created in Illustrator
- Logo must be a real thing...NOT a placeholder
- There will be at least one bitmapped graphic in addition to the required photocomposite
- There will be at least one vector illustration in addition to the required tracing and the logo
- CD Title and Artist name
- Musician, production, photographer's, designer's and writers credits
- Liner notes (you are NOT expected to write this material. You may use the liner notes and credits from an existing

commercial product)

- All body text should be done in Quark
- Character and paragraph style sheets must be used
 - Text must not overrun box
 - Text and text layout should be employed as a graphic element
 - Runaround should be used to shape text
 - Runaround must have an appropriate offset
 - Drop Cap (must be properly implemented)
 - Images and text are up-to-date (usage)
 - Content text is properly formatted
 - Spelling
 - Text **MUST BE APPROPRIATE** to the project
 - The illusion of a gradient will be created across text
 - A custom mixed colour will be created
 - Layered files **MUST** be included in a separate folder
 - Traced image should be removed from .eps before placing in Quark
 - Crop and registration marks should be done in Quark
 - Bonus Criteria (early submission, exceptional work)



Final

- All components (mock-up, thumbnails, notes) must be in an envelope, except the electronic file, which is to be submitted in the server.
- Quality of mock-up is a marked component
- Mock-up must be appropriately and clearly labeled, ideally as part of design