

Preparing for your CD Presentation

Your presentation should be **3-4 minutes** long.

Explaining Your Design

You must include the following:

1. The name of your band or musical artist
2. The genre of the music (Rock? Country? Blues? Alternative? Acid Jazz? Metal?)
3. Give a **brief** background on the band or musical artist
4. The overall look you achieved.
Example: This CD cover has an energetic, new-age or futuristic look.
5. How the design choices you made suggest something about the music.
Example: The sleek and robotic-like font along with the bright metallic colors suggest the techno, club beats of Mechanico's music.
6. Why did you use the materials that you did?
Example: I wanted an edgy, sharp look, so I used pen and ink along with computer effects.
7. Which of the two designs do you think is most successful? Why?

QUESTIONS 5-7 are the most important parts of your presentation. Spend *no more than 30 seconds - 1 minute* talking about the band and background information.

Presenting Your Design

Your poster should include:

1. Your 2 final prototypes. Both designs should be on your poster. The design that you think is the strongest should **ALSO** be placed in a jewel case.
2. A few (2-3) of your reference/inspiration images
3. Label the images

IMPORTANT TIPS:

- ✓ Speak clearly: strong volume, clear words (articulate!)

- ✓ Use organized notes (note cards or whatever you are comfortable using)
- ✓ Make eye contact
- ✓ Refer to (point, etc.) your design(s) during your presentation, when appropriate
- ✓ Come to class ready to present: final designs in jewel cases, information mounted, note cards ready, etc.
- ✓ If your work is not ready to be displayed when it is your turn to present then *you are not prepared* and points will be deducted from your grade.