

TEXT

CD Case Liner and Label Overview

GOAL: Design your own CD case liner and label.

Measurable Learner Objectives	Crosswalk to Show-Me Standards	Instructional Activities	Assessment
Explain copyright issues related to desktop publishing (e.g., legal, ethical). A11	SC8, 1.2	Design a liner for the compact disk (CD) jewel case and a CD label for your favorite music group. Set the paper size (or margins) to fit into a CD case. Use a combination of graphics and text for the front liner and text for the back of the front liner (perhaps a copyright statement). Rotate text direction to fill gutter from top to bottom. Use mainly text for the back and spine liner. Use graphics and text for the coordinated CD label.	The <i>CD Case Liner and Label</i> assessment instrument is to be used to evaluate copyright restatement of information, paper size, appropriateness of text used, appropriate graphics selection and use, accuracy in proofreading and correcting errors, and overall layout, design, and balance of the liners and label.
Set margins. B1	CA1, 2.1		
Create a text block. C1	CA1, 2.1		
Use text objects and associated features (e.g., word wrapping, drop caps, initial caps, sizing, color, linkage, frames. C3	CA1, 2.1		
Measure type in points, picas, inches, and centimeters. D1	CA1, 1.5		
Import graphics from various sources (e.g., software-specific library, other applications, Internet). E1	CA3, 2.7		
Create original drawings in illustration software. E8	CA3, 2.7		
Set guttering. B3	CA1, 2.1		
Proofread and correct errors. CA	CA1, 2.1		

Activity originally developed by Becky Shockley; adapted and used with her permission.

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Teaching Points

Overview

Compact Disks (CDs) and Digital Video Disks (DVDs) are quickly becoming the mode for storing data from music and text. Creating labels and liners for the containers is the assignment that will be used to provide experience for students.

Content Review

Review the following with students:

1. Setting paper size/shape and guttering
2. Designing liners for a CD; filling the front, back and spine
3. Designing a coordinated label for a CD

Activity Preparation

Demonstrate importing graphics from various locations and/or creating graphics from scratch or by modifying existing graphics.

Have students bring in their favorite music CD in its plastic jewel case with the liners (must be appropriate for school).

Research with students how to use the Internet and/or other sources about copyright laws.

Practice layout and design of desktop publishing projects, especially using various sized papers, gutters, and placement when using columns and copy for the round CD label. Students will design and create new (different from those used by the production studio) liners and a new CD label. Four coordinated designs will be needed: (1) front of front liner, (2) back of front liner, (3) back liner with spines attached, and (4) CD label.

Resources

Supplies needed for the activity:

CD in plastic jewel case with liners from student
Desktop publishing software
Printer (color printer preferred)
Paper
Scissors or paper cutter
Computer

Web sites (and/or key words to use for search):

Some CD design and packaging web sites:

<http://desktoppub.about.com/cs/cddesign/>

Ideas on CD packaging

<http://www.musicbizacademy.com/directory/cdgraphicdesign.htm>

Ideas on designs

<http://www.artlex.com/graphic.design/assignments/cds&cdpackaging.html>

CD packaging and design

Some copyright Web sites:

<http://www.utsystem.edu/ogc/intellectualproperty/copypol2.htm#test>

Fair use of copyrighted materials

<http://www.mediafestival.org/downloads.html>

Hall Davidson also has several copyright quizzes

<http://www.benedict.com/>

Copyright Web site on court cases

http://www.cyberbee.com/cb_copyright.htm

Copyright with Cyberbee—an interactive quiz site with answers

Key words: *CD labels, CD liners, preparing CD graphics, CD packaging*

Books, articles, and other resources:

Botello, C. (2003). *Adobe Illustrator 10—Design professional*. Boston, MA: Thomson Course Technology.

Braveheart, R. (2003). *Adobe PageMaker 7.0 basics*. Boston, MA: Thomson Course Technology.

Lee, L. (2002). *Introducing Adobe Photoshop elements*. Upper Saddle River, NJ: Que/Sams (Prentice Hall).

Proot, K. (2003). *Adobe PageMaker 7.0 – Illustrated*. Boston, MA: Thomson Course Technology.

Reding, E. (2004). *QuarkXPress 5 – Design professional*. Boston, MA: Thomson Course Technology.

Obtain the following books, videos, and other materials from Resources@MCCE

<http://www.resources.mcce.org>.

Design Principles for Desktop Publishers

Lichty, Tom

Book –

[4675 — BE 11.0101 P L618]

CA, WADSWORTH, 1994.

Desktop Publishing: Getting the Message Out

Video – This program introduces the key components of a basic DTP system including: a fast microprocessor, large hard drive storage capacity, CD-ROM drive, large-screen monitor, b/w-color printer and flatbed scanner and more. Learn about software, page layout programs, drawing programs, editing, clip art and lots more!

[10547— BE VIDEO 49]

MERIDIAN, 2000.

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CD Case Liner and Label Assignment

Activity Preparation and Assignment

You will be learning the importance of setting the proper paper size for a project as you create CD liners and a label for your favorite music group. It will also be important to utilize good layout/design techniques as you will be using a combination of text and graphics.

1. Bring in your favorite music CD in its jewel case with liners to class. Measure the size your liner for the case will have to be, including the front, back, and spine.
2. Set your paper size with a 2-column layout with the correct gutter size.
3. Design/create the front liner (front and back) using pre-made graphics or creating your own. Also, include the appropriate size text to include the CD title and artist.
4. Design/create the back liner with the two spines. Include the songs on the CD on the back liner. On the spines, include the CD title and artist with rotated text to fill from top to bottom.
5. Design/create a label for the CD, coordinating the design with the liners.
6. Print on the color printer and cut out. Fit the liners into your CD case. Submit the four completed parts of the project, (front and back of the front liner, back liner including two spines, and the CD label along with the original product).

Resources

Web sites (and/or key words to use for search):

<http://www.artlex.com/graphic.design/assignments/cds&cdpackaging.html>

Key words: *CD labels, CD jewel case liners, preparing CD graphics, CD packaging*

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CD Case Liner and Label Assessment

Directions:

Evaluate the degree to which criteria are met in each category on a scale of 10 (high) to 0 (low or not present).

Criteria	10-9 Points	8-7 Points	6-5 Points	4-0 Points
Copyright (10) <i>Use 10 (high) to 0 (low) for degree to which copyright followed (recreation of information on CD cover)</i>				
Paper Size/Guttering (10) <i>Use 10 (high) to 0 (low) for degree to which size/guttering is appropriate</i>				
Text (10)	Appropriate text size and color used throughout assignment	Some text either too large/small and/or hard to read	Most of the text too large/small or hard to read	Text hard to read without proper placement
Graphics (10)	Appropriate graphics incorporated into project and sized correctly	Some graphics are inappropriate for project and are sized inappropriately	Most of the graphics do not go with the project	Poor choice of graphics or no graphics used
Accuracy (10)	No errors found	All but one error corrected	All but two-three errors corrected	All but four or more errors corrected
Overall Layout, Design, and Balance (10)	Good layout, design, and balance	Follows some rules of good layout, design, and balance	Follows very few good layout, design, and balance techniques	Much improvement needed to make layout acceptable
Four-Part Layout and Design (10)	Front, back and spines designed effectively	Three of the four parts redesigned effectively	Two of the four parts redesigned effectively	One or zero of the four parts redesigned effectively
Subtotal				
<i>Deduct 2 points for each uncorrected error =</i>				
			Total Points =	