

# *Packaging Design*

## Design a CD Package

New Jersey City University  
Professor Janet Pihlblad  
email: [jpihlblad@comcast.net](mailto:jpihlblad@comcast.net)  
or [jpihlblad@njcu.edu](mailto:jpihlblad@njcu.edu)

Design a CD package for a new band or musician/artist.

This is a promo-piece for an unknown, a limited edition package and the band (or individual artist) wants something special, it needs to stand out. They can't afford a lot of promotion, or a lot of publicity, so a distinctive package is of utmost importance. They have rejected the idea of a traditional "jewel-box" CD. Make something more original for them.

Design a cd label and all package text and design. For text, look on a cd you have, for inspiration, and improvise.

Create all original artwork or provide (take your own) photos.

You must not commit copyright infringement, which means all artwork must be original. You may take your own photographs and manipulate them all you like. If you use a photo you found as a template in Illustrator, or manipulated in Photoshop, be sure you alter it so that the original creator would not recognize it.

- Try printing, cutting and folding several different CD templates of the ones on the class web-site, and try the other non-cd templates. Use one of these, or use these as inspiration to develop your own original template-form.
- Use the brown kraft paper provided to try out various template forms, and then use your paper template on which to sketch your design-ideas for CD packages.
- You must include a circular label, and all package materials.
- Final presentation should be a color printed, folded prototype for the package.