

PUNK – RECORD SLEEVE PROJECT

Task 1

Use photoshop to design your own 7” record sleeve for the album ‘Nevermind the Bollocks: Here’s the Sex Pistols’.

a) Create an A3 document (resolution 300 dpi) in Photoshop, CMYK format. Decide whether you wish to create a cover with or without a cut out circle in the centre front, and open the correct template. Copy the template onto your A3 document.

You can either create your design directly onto the template, or work on a separate square file (18.5cm x 18.5cm) and copy it over at the end.

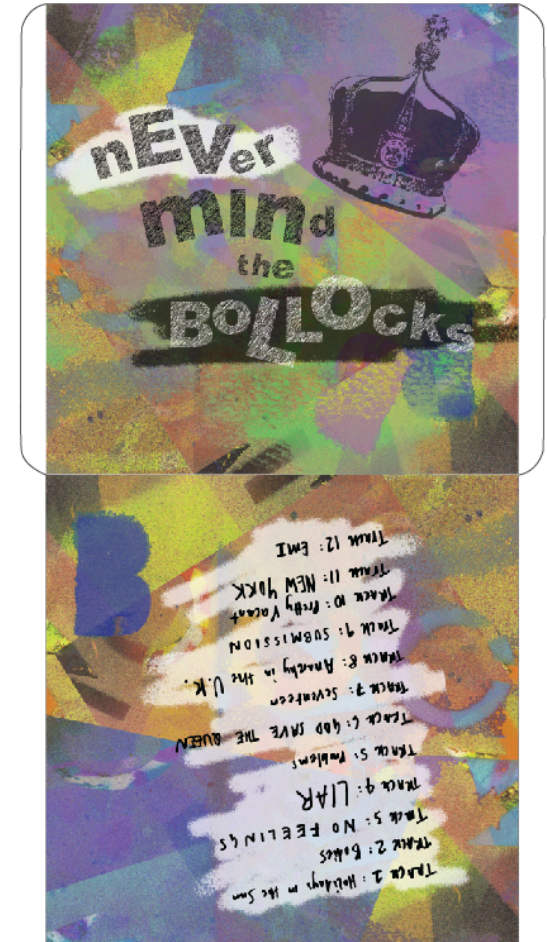
b) **Scan in images (drawings or magazine/newspapers), spray painted and other mixed media surfaces and typography.** Use Photoshop to layer and enhance the images to create your own album cover design. When designing, consider what you have learnt about what punk represents in terms of design; colour, composition, typography, layout etc. Consider who the audience would have been at this time. Refer to **Jamie Reid** as inspiration and use some of the song titles for ideas on imagery (See below)

The back of the sleeve should include the songs on the album:

- | | |
|------------------------|-----------------------|
| 1. Holidays in the Sun | 8. Anarchy in the U.K |
| 2. Bodies | 9. Sub-mission |
| 3. No Feelings | 10. Pretty Vacant |
| 4. Liar | 11. New York |
| 5. Problems | 12. EMI |
| 6. God save the Queen | |
| 7. Seventeen | |

In photoshop, practice using the tools: (Tips on how to use these are attached in the folder)

- Hue / Saturation / Brightness / Contrast
- Magic wand (selection tool – adjust the tolerance)
- Opacity (transparency)
- Filters



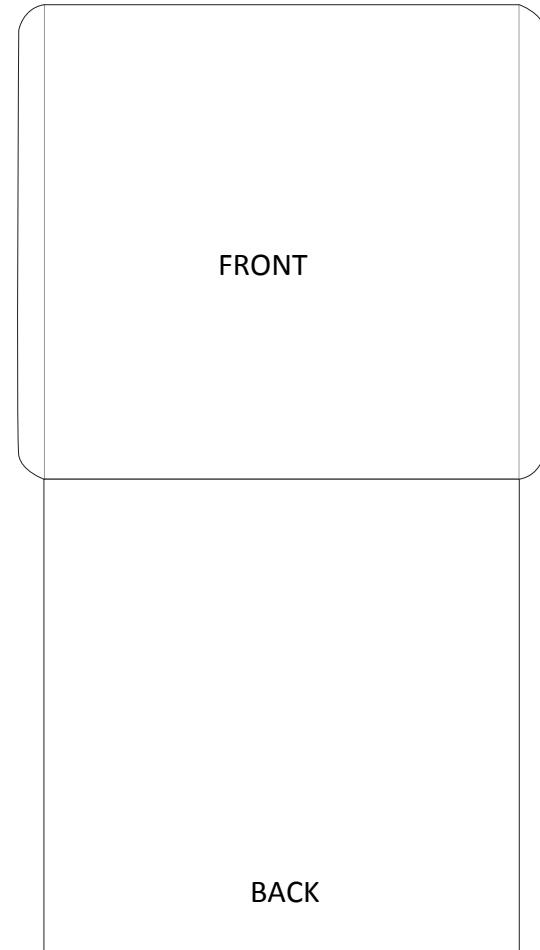
c) If you have worked on a separate square file, copy your design over to the A3 document onto the template.

To do this you will need to copy all your layers by selecting them all and dragging them over the 'new layer' button. Then flatten them (CTRL+E) so they become one layer.

Use the selection box tool to drag over the square to copy onto your A3 document. The back of the cover will need to be pasted in upside down, so that when it folds it will be the correct way up.

Decide what A3 paper you would like to print onto – White card / brown / grey – or perhaps even glossy paper that you can scratch into. You may wish to try it on all 3 to show development.

Using a scalpel, cut out the template and score the edges where it folds. Glue using pritt stick along the side flaps to stick it together.



Task 2

In Illustrator, create a sticker for the centre of the record. Draw a circle 8.5cm in diameter. The font needs to be clearly legible. Consider hierarchy of text. Include the information:

STEREO

YX-7199-AX (P)

(AX_358_263)

P: 1977.11

NEVER MIND THE BOLLOCKS

HERE'S THE SEX PISTOLS

33 1/3 RPM

SIDE 1

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Producers: Chris Thomas and Bill Price

Virgin (LOGO)

©1977 Virgin Records Ltd

All rights of the manufacturer and of the owner of the record work reserved.

Unauthorised broadcasting and copying of this record prohibited. Made in England.



- Print this onto sticker paper (if available) or white cartridge if not and stick on the centre of your record.

Task 3

Annotate – Write an evaluation of your sleeve cover and print onto tracing paper