7 Music Industry Design

REVIEWER'S CORNER

Spotlight on Album Covers



Julianne Palau – Whisper Songs

Though this is a beautiful **CD**, its **packaging** does not represent it well. It comes in a standard **jewel box** with a small **booklet.** The packaging provides virtually no information about the artist or the album's production. The **album cover** is similarly bland. When I look at this CD, I can't even determine what **genre** the music is. Julianne Palau's **record label** needs to consider more **emblematic** designs for her next record. I would also like to see the lyrics printed in the **liner notes**.

Complete Box Set – The Smiling Words

This highly anticipated **box set** does not disappoint. Fans of this classic band will surely be pleased with the way the band's albums are presented. With this collection, the packaging is just as enjoyable as the music. All of the band's classic albums have been re-mastered and re-released with extended liner notes. The CDs are packaged in printed sleeves instead of jewel cases. The booklet includes previously unreleased photos of the band and interviews with producers. As an extra treat, fans can choose between CDs and **LPs**. This boxed set promises to be one of the most popular **collectibles** of the season.

Get ready!

1 Before you read the passage, talk about these questions.

1 What are CD's packaged in?
2 What usually comes included with a CD or LP?

Reading

2 Read the reviews. Then, choose the correct answers.

1 What is the main idea of the reviews?
- **A** design problems with a boxed set
- **B** the style of a particular music industry designer
- **C** the quality of the packaging for two releases
- **D** information about how to create an album cover

2 Which of the following is NOT included in the box set described?
- **A** interviews with producers
- **B** extended liner notes
- **C** photos of the band
- **D** jewel cases

3 How can the record label improve Julianne Palau's next release?
- **A** by including lyrics in the liner notes
- **B** by re-mastering the songs
- **C** by using a jewel case
- **D** by choosing a bland album cover

Vocabulary

3 Read the sentences and choose the correct words.

1 A(n) **record label/album cover** should be representative of the music on an album.
2 A(n) **jewel box/LP** protects a CD from getting scratched or broken.
3 Lyrics are often included in a CD's **genre/booklet**.

LIVEWORKSHEETS

4 Read the sentence pairs. Choose which word or phrase best fits each blank.

1 **CD / LP**

A A(n) _____ is intended to be played on a phonograph.

B A(n) _____ is often packaged in a jewel box.

2 **collectible / emblematic**

A A good album cover is _____ of the music it represents.

B A box set can be a(n) _____.

3 **genre / liner notes**

A The style or content of music tells its _____.

B Information about a recording can be found in the _____.

4 **packaging / record label**

A All of the items that protect a CD are collectively known as its _____.

B A _____ oversees the recording of music albums.

5 Listen and read the reviews again. What are some features of the box set?

Listening

6 Listen to a conversation between a musician and a designer. Mark the following statements as true (T) or false (F).

1 __ The man did not like the album cover sketches.

2 __ The woman does not want to make the band's name bigger.

3 __ The musician does not want a sketch on the back cover.

7 Listen again and complete the conversation.

Designer: Hey, have you had a chance to take a look **1** _____ _____ _____ _____ I left you?

Musician: Oh yeah. They looked really good.

Designer: Good. Which one **2** _____ _____ _____ best?

Musician: Well, the first one was good, but I think it's a little too dark **3** _____ _____ _____.

Designer: Probably the third one would be better then.

Musician: Yeah. I liked the third one a lot. Can you make the band's name bigger, though?

Designer: I guess so. **4** _____ _____ _____ to do a little rearranging to fit it all in.

Musician: I think you can make it work.

Designer: I'll work on that and send you an **5** _____ _____.

Musician: Okay. Can you do some layouts for the **6** _____ _____ too?

Speaking

8 With a partner, act out the roles below based on Task 7. Then, switch roles.

USE LANGUAGE SUCH AS:

They looked ... / If you don't mind ... / I'm looking forward to ...

Student A: You are a designer. Talk to Student B about:

- sketches you made for an album cover
- what changes need to be made to the sketches
- what other things need to be designed

Student B: You are a musician. Talk to Student A about designs for your album cover.

Writing

9 Use the reviews and the conversation from Task 8 to write a review of an album's packaging. Include: a description of the album cover, materials included in the liner notes, and the type of packaging.



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