

PRESS CUTTING AND PHOTOGRAPHS

Press cuttings are always important to include in your package. If you don't have any, try and get some! See later for information on 'Press and Media'.

If you think that a good photograph will make an impact, include it.



ADDITIONAL MATERIALS

A video of the act on DVD is always a great selling tool, providing of course that your performance is good!



PRODUCING MATERIALS

A lot of performers, musicians and DJ's produce their own packages at home. Firstly, your packaging and other promotional materials should have a consistent theme. It may help to have a logo, or a certain way of writing the artist/band name. Look how other artists use their name and logo. You don't have to be a professional graphic designer to develop a logo or theme. Using software you can very quickly make something look different.

Designing a CD inlay and booklet

All you need to develop basic packaging is a word processor like Microsoft Word. If you want to make an inlay (the back and edges of the case) or a booklet for a CD Jewel Case (a standard plastic CD case), the template below shows the dimensions you need to make them.

The easiest way of making a template to design into is to insert a table with one row and one column. This produces a box, which you can then set the size of. If you are using Word, click the table and go to table properties in the Table menu. In the Table page you can specify the width of the table, so just put in the dimension from the diagram above. If you then click the Row tab, you will be able to specify the height of the table, and again put in the dimension from the diagram above. You now have a template that you can colour (go to the Format menu and choose borders and shading), add photo's (Insert menu, choose insert picture from file) and text.

Other than this, if you have access to the internet you can often download templates to create inlays and booklets with.

