



Self-Guided Activity

# Infinite Inspiration from Art & Artists - Tyrone James Drake

Designing Promotional Artwork Inspired by Music

ArtCenter Extension Studios

## We invite you to..

Engage with Tyrone James Drake's unique design style, infused with the urgency and energy of the musical and political movements from his youth. Inspired by his story, you will create promotional artwork for a song of your choice, **using your own voice.**

The goal is to **create a poster, album cover, or concert flyer** that visually represents the essence of the song while imagining a collaboration with the artist.

Have fun and let the song guide your creativity!



### LEARNING OUTCOMES

- Develop skills in translating musical themes into visual design.
- Practice creating promotional materials such as posters, album covers, or flyers.
- Enhance the ability to conceptualize and execute a cohesive design.
- Gain experience in designing for a specific audience or purpose.



### WHILE WATCHING THE TUTORIAL

Ask yourself the questions below:

- Why is collaboration important, and how would you leverage it in your creative process?
- What kind of influence does the artist emphasize, and how can this influence be diverse?
- What examples of music or artists influenced the creator, and how do these influences manifest in their work?

Instructions





## INSTRUCTIONS

### Step 1 - Choose a Song

Select a song that resonates with you deeply. Consider how the lyrics, melody, or rhythm could inspire a visual design. Think about the mood, tone, and audience of the song as you brainstorm ideas for your promotional artwork.

### Step 2 - Imagine a Collaboration

Imagine you are collaborating with the artist to create promotional materials for their music. Consider:

- How would you visually represent the song's essence?
- What design elements (colors, typography, imagery) would best reflect the artist's style and the song's theme?
- How would you ensure your design appeals to the target audience (e.g., concert-goers, music fans)?
- What could be a final deliverable?

### Step 3 - Design a Promotional Artwork

Using your chosen song as inspiration, create one of the following:

- **Concert Poster:** Design a poster for a live performance featuring the artist.
- **Album Cover:** Create a cover for the song's album or single, capturing its mood and theme.
- **Flyer:** Design a flyer to promote the song or an upcoming event related to the artist.

Use design tools like Adobe Illustrator, Photoshop, or Canva to create a polished, professional piece. Focus on composition, typography, and visual hierarchy to make your design stand out.

### Step 4 (Optional) - Present Your Work through real world mockups

Prepare a mockup of your design in a real-world context (e.g., a poster on a wall, an album cover on a streaming platform) to present on your portfolio.

**Wonderful Job!**

We can't wait to see the outcome.  
Don't forget to showcase your work in your portfolio!