

# GRA 2201 Electronic Imaging

## Project 3 - Advertising Design - Compositing

You may choose any one of the assignments below for this project, but the requirements listed after the selections are required for everyone.

**Assignment 1: Magazine Advertisement:** Size: 8.5x11 Full page ad, check magazine to be used for correct size. Create an advertisement that would run in an appropriate magazine for the ad. For example, in the past one student took a picture of a tiger, a Ford Explorer, and a jungle then added type to create an ad for Ford Explorer.

**Assignment 2: Flyer:** Create an 8.5x11" portrait or landscape flyer design promoting a special engagement at a local club, bookstore/coffeehouse or performing arts location. The event (special engagement) can be real or fictitious but if fictitious, should compliment the location which must be real. For example an obscure band should be at a smaller location, a famous author at a large bookstore etc. Your flyer must clearly communicate the name of the event and/or artist, the location, the date(s), cost and the following contact information: address, phone number and email. The type elements must be highly readable, even if you choose a noisy, chaotic, anti-establishment kind of event/artist.

**Assignment 3: Poster:** Create a poster for the new Digital Media Technology AS degree program that will be starting Fall 2004. Look at the existing Graphics poster or other similar posters with reply cards to model your design. Size: 11 X 17, though it can be sized down for printing in our lab. Copy will be provided and will be about the same amount as the Graphics poster. The imagery is up to you, but should be appropriate for the program. Information about the program courses will be available also.

### **Requirements for all assignments above:**

Using composite using directional light source and other "realism" techniques create a composited image that looks "real" in terms of light sources, (direction(s), highlights, shadows) perspective (including atmospheric), color, image continuity and that has an illusion of depth. Add appropriate headline and body text for your assignment. Headline may be done in Photoshop but any text 12 point or smaller must be done in QuarkXPress. The image will be brought into QuarkXPress, smaller text added for final output.

Your project needs to **communicate a cohesive concept**. This is not just a technical project so planning at this stage is important. Creative resources that are examples of the type of assignment you have selected and photocopies from design magazines/books. Rough sketches are mandatory before you start on the computer.

This project should be a professionally designed piece that could go into your portfolio. Any appropriate logos necessary will have to be redrawn or cleaned up unless a digital is provided (like the VCC logo will be).

To create the composite, utilize at least 3 different source images. Keep all elements that go into your final piece, so we can see the evolution of your design, your technical and creative ability. Factors in picture selection – consider the following: Scanning from an original photograph (or continuous tone image) vs. a screened (halftoned) piece; Using stock digital images; Original image size vs. intended size.

**Beware:** There are several steps to this project. Late assignment segments will incur additional deductions from the final project grade if not ready on the due dates. (A late final project is still -10pts.) Additionally, remember that correct resolution and similar problems count more as the semester progresses.

### **Objectives:**

Learn advanced compositing techniques and color correction/analysis

Prepare images for importation into a page layout program with appropriate clipping paths, etc., if necessary

Layout a single page using QuarkXpress, type text and import image/images.

Printing issues for separations and color

### **Due Dates:**

Roughs/source images/creative resources - June 25, 2003

Image composited and B/W proof -

Final Presentaiton - July 2, 2003

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## Project 3 - Advertising Design - Grading sheet

### Turn in:

Envelope with all elements (clip mounted project to the envelope if it won't fit inside)

Creative resources

Rough sketches

Proofs — a b/w composite proof and a color proof with color correction chart on it

B/W separations of plates

Final color print and mounted on black mat board with at least a 1 inch border of board.

### Upload to my Drop-Box:

Folder with your **last name,first initial\_P3**

Inside the folder have the following 3 (or more) files:

1: Layered Photoshop file

2: Composited EPS and any logos that may be required

3: Quark file

<b>Grading Criteria</b>	<b>Value</b>	<b>Grade</b>
Rough sketches/Creative Resources	10	_____
Concept/Image(s) selection	20	_____
Use of Photoshop: Compositing, light source, highlights shadows, perspective, filters, selections/masks, resolution/scanning, color additional imagery, file format/dpi	40	_____
Use of QuarkXpress: Document set up, use of type, color, Page layout and composition	10	_____
B/W and Color Proof prints	05	_____
B/W Separation prints	05	_____
Final Mounted Presentation	10	_____
<u>Late deduction</u>	-10	=====
	Total	_____