Smart People (Part 1)

ART 323
AM Session 10 - 11:50
PM Session 1 - 2:50
MWF

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About this project

When a reader scans an article, perhaps looking at the call out or deck, to see if it is worth reading, they may also confront an editorial illustration that summarizes the important points from the written message. How well or how intriguing the visual interpretation works can persuade the reader to engage the material or to remember the contents afterward.

In this project, we will focus on the composition and treatment of digital images to create visual narratives. A visual narrative distills an event, or the essence of an idea into a captivating and compelling image. Think of the adage, "a picture says a thousand words." This refers to the notion that a complex idea can be conveyed in a single image.

Project goals

- Become familiar with the Photoshop user interface
- Develop techniques of using controlled lighting in photography
- Understand what visual metaphors are, and how they can be used to add more rhetoric to our designs
- Understand the nature of communication as a process

What you will be doing

You are to find a message and speaker of interest to you from the TED talks: Ideas Worth Spreading conferences. Report on the talk by summarizing at the next class period. List 10 important points about the speaker or message. These points will translate into visual components of a collage created in Photoshop as an editorial illustration that will be the left page of an editorial spread.

Criteria for your editorial illustration

- Collage style
- 5-10 images organized to separate as an interesting composition
- Illustration can communicate messages about the speaker or the talk
- Be able to list sources for each part of the image
- Collect artwork from collagists in addition to ones shown in class
- Photograph your own components or give reasons why you can't
- Hand image must be your own
- Be able to describe how the image tells a story
- Be able to describe how you controlled hierarchy within the illustration
- Place the layout within the context of a spread from a magazine (phase 2)

Things to do:

- Presentation on digital imaging: Examples and techniques
- Watch TED video from www.ted.com
- Class exercise on combining images
- Photoshop demo: File formats and masking essentials

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Smart People (Part 2)

About this project
When your editorial illustration is placed into context of a magazine spread, we will prescribe that you have two pages available for the illustration and first page of the article. If you make your magazine size 8.5 x 11" you will have a spread to work with that is 17 x 11."

Above are two examples (that have the elements you need) and we will look at those and others in a short lecture.
Your article information needs to include:

- Article title
- Deck (paragraph that introduces the subject and is larger than the article text)
- Author
- Two paragraphs to multiple columns of story
- Running head —can be at top or bottom
- Pagination

Create your spread in InDesign and place your photoshop illustration in it.