Project 1

Smart People (Part 1)

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.

This project focuses on the composition and treatment of digital images to create visual narratives. Think of the adage, "a picture says a thousand words." It refers to the notion that a complex idea can be conveyed in a single image.

Project goals
- Increase familiarity with the Photoshop user interface
- Develop techniques of using controlled lighting in photography
- Understand visual metaphors, and how they can be used to add rhetoric to our designs
- Understand the ideation process for creating digital images
- Learn the difference between a photograph and a digital image

What you will be doing

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 the visual components of a collage created in Photoshop. The collage would serve as an editorial illustration that will be on 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 photograph
- 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

Additional Photoshop Lessons
- Camera raw essentials
- Photoshop Interface Essentials
- Documents and Navigation
- Digital Imaging Essentials
- Cropping and Transformations
- Working with layers
- Selections and layer masks

Grading

Grading is primarily based on the quality of your work. This includes evidence of understanding the digital imaging process, demonstrated by careful attention given to each step in the process.

Research and process – 15pts
- Process book - At least 10 pages of documentation in your process book (sketchbook). It should include notes, sketches, clipped images, samples of collage work and feedback from peer reviews.

- Blog post shows at least 3 examples of collages from different artists highlighting different techniques

Design – 55pts
The design is finished, professional and persuasive. Evaluation will be as follows:

- ***Color control – 10pts***
  Convincing and consistent use of white balance and color theme

- ***Masking – 10pts***
  Craftsmanship, edges intentionally soft or sharp, shadows are appropriate

- ***Idea – 10pts***
  Creative, persuasive and appropriate

- ***Composition – 15pts***
  Good dimension and great use of space

- ***Camera work – 10pts***
  Good image resolution, appropriate use of lighting to add form and meaning, good file size, and focus control

Project 1

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.