

\$20 (or other) DOLLAR BILL DESIGN

PROJECT **4**

Spring 2017

DESCRIPTION

Creating a Photoshop-based photographic image montage to apply image scanning, retouching, composites, basic image adjustment techniques, text, filters, and other Photoshop features we have explored.

ASSIGNMENT

Using primarily photographic images, with the addition of Photoshop and Illustrator painted and drawn images, create a montage based on the theme “*Redesigning a \$20 -or other- Bill*”.

Photo images could be original photos, found in be magazines, or acquired from the web, etc. Be aware that web images may lack quality needed for the scale of the project. Also, be reminded that using images from sources without permission is "ok" in a class setting, but not so if working professionally.

Your composition should incorporate:

- **Background** that is created from a acquired image(s) (or portion of) or painted form, and then manipulated through the use of various filters that support your visual theme.
- **Three** or more scanned images that are composed/combined using a combination of explored Photoshop tools and techniques that define and communicates your visual theme
 - selections and layers
 - opacity controls
 - modify selections/layers using rotate, scale, and skew
 - image adjustments
 - retouching and painting techniques
 - vignettes
 - filters
- **Text** that supports the your visual theme.
- **Illustrator Graphic** placed as a smart object

SAVE and print ALL your source images as part of your project.

As this is a fairly complex composition, so you should prepare some sketches before you begin your work. This will help you plan your dimensions, resolution and cropping of images.

ASSIGNMENT
SCHEDULE

Project 4 Intro W 4/19

Ideas DUE M 4/24

QUIZ 3

work session W 4/26

work session M 5/1

work session W 5/3

Project 4 DUE M 5/8

Portfolios DUE W 5/10

SPECIFICATIONS

DOCUMENT FORMAT

- 6" x 14"ish Horizontal. Proportions can vary based on your design.
- Document color mode is RGB
- Resolution. If scanning set resolution to 200dpi. Web image resolution will vary by source - try to start with at least 100dpi

DESIGN & TECH:

- File format is .PSD
- Use layers - as appropriate, don't forget to name them.

PRESENTATION

Paper — Place the following in the BLUE FOLDER provided:

Process All sketches, reference photo, and working laser prints
Organized on **left** side of folder.

Final Full scale (100%) scale output on color letter printer.
Organized on **right** side of folder.

Electronic

Create a PROJECT folder and include the following items:

- Photoshop file, with all layers, of the final design
 - A folder containing all source images
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- Title the PROJECT folder: PRJ4-your last name
 - Title the PHOTOSHOP file: PRJ4-your initials.psd
 - Title the IMAGES folder: IMAGES-your initials

Place your Project Folder in the **PROJECT 4** folder, in the **KLEMA-INTRO CG** class folder on the **GRAPHICS SERVER**.

NOTES

EVALUATION

- 10 **Process** - ongoing progress (milestones), quantity/quality of comprehensives, revisions and refinement to finished design.
- 50 **Concept/design/composition** - visual impact and interest (creative visual solution); effectiveness of composition and information hierarchy; follows visual guidelines and contains correct information.
- 20 **Technical** - document construction and quality of execution using tools, procedures, and techniques (Adobe Photoshop); follows specifications.
- 20 **Presentation** - paper and electronic.
- 10 **Deadline** - (deduction for not meeting deadline).

NOTES

TOPICS

- Combining type and graphic images into effective visual statements
- Copyright issues (basic)
- Type as an informational/emphasizing device
- The design process (basic)
 - research
 - thumbnails
 - comps
 - evaluation/criticism
 - revision
 - final design
 - presentation
- Color management
 - setting up color in application software
 - color accuracy of screen to print and methods to resolve difference
- Image scanning (review if needed)
 - Quality/intended use of image
 - file size and storage
 - input and output resolution
- Adobe Photoshop functions - all covered during the semester

PROCEDURES

SETUP AND PREP

- Define your objective — what you intend to communicate.
- Research images, colors, etc.
- Acquire images — magazines, web, etc.
- Create 3 rough sketches ideas.
- Choose and refine a study from which to create finished full-scale design.
- Acquire from web and save. JPEG, Photoshop or TIFF format is fine. If scanning, scan all of your images at the **same resolution** — 200 dpi is fine for lab printers. Scan them at the approximate dimensions proposed in your layout, and do a rough cropping. If acquire images from web, check the quality - it may be insufficient.

CREATE YOUR ARTWORK

- Set up your image montage by creating a “base file”. Launching Photoshop and set image dimensions and resolution for the composition. Keep the resolution consistent with dpi of the scans. Watch the file size. The image dimensions and proportions of each image will depend on your layout/design.
- Save this file.
- Assemble your Photoshop montage using the selection and layering techniques we have covered.
- Perform manipulations, opacity, cloning, smudge, filters, color alteration, etc., or other tools and techniques we have covered.
- Create and manipulate text.
- Create and place text/images from Illustrator (optional).
- Feel free to explore and save different versions of your document.
- Add type elements.
- Print and proof/review carefully. Make changes and refinements. Print and check again. Make sure you use the same color settings for each print.
- Print color proof at full scale to color tabloid printer. Proof carefully.

SAVE

- Save your artwork in the Photoshop PSD format, with layers intact.
- Make appropriate backup copies of your file on the server, and your flash drive.
- NO EXCUSES for lost files.

FINAL OUTPUT & PRESENTATION

- Assemble final prints as required.
- Assemble process as required.
- Assemble files as required.

NOTES