

Project 1: Celebrity Portraits

Grade 10% Of Total

Deadline Class 5, Wednesday October 8th, 2008

Objectives

- Understand the impact of resolution and bit-depth on image quality
- Familiarization of Photoshop, scanning procedures, image input, and digital cameras as tools for generating new bitmap images
- Gain application skills in layer ordering, image construction and making selections
- Practice concept development and implementation of surreal images

Description

Your task is to choose a celebrity and create a visual caricature of them, focusing only on their face and shoulders. During your initial research, look for people who have distinctive features – anatomy, accessories, hair, clothing, facial expressions, etc. – that you can emphasize to help other people easily identify who your subject is.

To be successful with this project, you must choose actual 3D objects that are related to your celebrity's profession to either photograph and/or scan for use in building their portraits. When deciding on your objects, consider how they function as symbols or be suggestive representations of your celebrity's distinctive features.

Please note: no images can be taken from books, magazines or the internet – you must create your own images!

First of all sketch out your visual idea – this is a very important part of the design process, it helps you to explore different ideas and leads to a well thought through, justifiable* solution. This process fosters efficient design organization, and guides you in deciding which elements you need to search for and collect when you're ready to build your project.

Once your concept is developed and approved, photograph and/or scan your objects, adjust your images for color quality, make selections, edit out backgrounds, and then place each one of your objects onto their own layers in your Photoshop file, and then manipulate each layer until you have a satisfactory composition.

* You will be asked to justify your choices as a part of the critique process.

Specs

Color Full color

Format 7 1/2" x 10": Fits evenly within a US letter size page
Format orientation can be horizontal or vertical

Submission Requirements

1. One page, US letter size, color printout mounted on 11" x 14" black mat board, flapped with tracing paper.
2. Full size working reference sketch taped to back of mat board
3. 'Unflattened' RGB Photoshop file burnt onto a CD disc
4. 'Flattened' RGB Photoshop file upload to Moller

Grading Criteria

| | | | |
|-----|------------------------------|-----|---------------------------------|
| 20% | Successfulness of Caricature | 20% | Articulate Presentation in Crit |
| 20% | Creative Use of Objects | 10% | Preliminary Sketch |
| 20% | Quality of Editing Objects | 5% | Presentation Neatness |
| | | 5% | Correctly Submitted |

Project 2: Color Schemes

Grade 10% Of Total

Deadline Class 9, Wednesday October 22nd, 2008

Objectives

- Acquire an understanding and working knowledge of color theory
- Experiment with the dynamics of color combinations in design solutions
- Observe the use of color and its importance within cultures, fashion, perception, etc.

Description

You have each been assigned a Pantone or PMS color, identified by its number. Your task is to assign a 'conceptual' name to your color and develop a 'graphic' supportive illustration that communicates your color's qualities, mood, personality and interactions with other colors and contexts.

Project requirements are:

5. Your color must be the dominant color in your illustration
6. The illustration must be accurately constructed with reference to the underlying, supplied Illustrator grid
7. The illustration must be built from only overlaid, pure geometric shapes of circles, squares and triangles
8. The Pantone color number and your color's conceptual name must be incorporated into the illustration
9. You can't use any black in the illustration – it's about color dynamics!

For illustration reference and research, the following list is at least six ways in which a color can be described, manipulated, and implemented in art and design:

- **Hue:** The place of a color in the spectrum of light
- **Saturation:** The degree of chroma or purity of a color
- **Brightness or Value:** The degree of light present in a color
- **Warmth/Coolness:** The perceived temperature of a color
- **Complimentary:** Opposite color on the color wheel
- **Analogous:** Colors which are adjacent on the color wheel

Specs

Color Your assigned Pantone color, plus other colors

Format 9 1/2" x 7" (Image orientation can be vertical or horizontal)

Submission Requirements

1. One page, US letter size, color printout mounted on 11" x 14" black mat board, flapped with tracing paper.
2. Full size working reference sketch taped to back of mat board
3. Uploaded Illustrator file to Moller

Grading Criteria

| | | | |
|-----|--|-----|---------------------------------|
| 40% | Successfulness of Exploration of Color | 20% | Articulate Presentation in Crit |
| 5% | Use of Dominant Color | 10% | Preliminary Sketch |
| 5% | Constructed to Grid | 5% | Presentation Neatness |
| 5% | Correct Use of Shape | 5% | Correctly Submitted |
| 5% | Number & Name in Layout | | |

Project 3: Hi-Tech Collages**Grade** 15% Of Total**Deadline** Class 13, Wednesday November 5th,2008**Objectives**

- To explore the integration of vector and bitmap content
- To consider the aspects of type: legibility, expression, and communication of concept
- To capture and convey the meaning/translation of a piece of jargon

Description

With the incorporation of many forms of "new technology" into our daily lives and work environments, whole new expressions and words have become or are in the process of becoming part of our everyday language. i.e. myspace, wiki, blog, ajax, ruby on rails, voip, etc.

Your task is to choose one of these new or emerging jargon words and communicate its meaning through the use of only typography and texture, without any reliance on distinct pictorial imagery. Your illustrative solution will be presented to class as a potential cover for a new technology magazine called "new architect."

Remember that the success of your project will depend on the thoroughness of your research to acquire a sense of familiarity and 'inside' knowledge of your topic. Along with much experimentation during your preliminary design decision process, test how much information you need to include or exclude to successfully communicate the essence of your word and its associated concept.

Specs

Color Full Color**Format** Work with template (vertical only)
Illustration area: 10" x 7 1/2"
Printout size: 8 1/2" x 11"**Submission Requirements**

1. One page, US letter size, color printout mounted on 11" x 14" black mat board, flapped with tracing paper.
2. Full size working reference sketch taped to back of mat board
3. 'Unflattened' RGB photoshop file burnt onto CD
4. Uploaded saved PDF formatted Photoshop file uploaded to Moller

Grading Criteria

| | |
|---|-------------------------------------|
| 30% Creativeness | 20% Articulate Presentation in Crit |
| 30% Success in Articulating Buzzword | 10% Preliminary Sketch |
| Up to 30% off for using pictorial imagery | 5% Presentation Neatness |
| | 5% Correctly Submitted |

Project 4: San Francisco Nighttime**Grade** 15% Of Total**Deadline** Class 17, Wednesday November 19th, 2008**Objectives**

- To convey mood, context, and location through the combination of type, color, layout, graphic elements, illustration, photographic references and textures
- To experiment and demonstrate comprehension and confidence in using software applications and design skills acquired to date

Description

Your task is to illustrate and convey a subtle aspect of night-time San Francisco. To successfully do this, your challenge is to find/construct a situation/activity, location, time, day of the week, elements, scale of view, etc. that communicates an exclusive sense of experience an aspect of San Francisco at night ... and can't be mistaken as a generic solution for some other location.

Once you've decided on the combination of elements for your illustration and developed your concept, you must include a line of type within your composition, that states the time of night, day of the week, and location/activity you're portraying.

An important element of this design challenge is to avoid clichè and stereotypical 'tourist' images, as the creation of unexpected and new ways of illustrating situations can have a far greater impact than those clichè images already well known by many viewers.

Your design/illustration solution does not need to be highly realistic – i.e. correct perspectives, relationships between elements, etc. – and you may find that an abstract approach is a more effective solution when trying to communicate subjective content.

Finally in this project, try and incorporate and experiment with all the processes and design considerations that you have learned to date for color, typography, form, imagery and layout. Within your design format, experiment with the placement of your elements and their relationship to each other using techniques of scale, dynamics and contrast.

Specs

Color Full Color**Format** 7 1/2" x 10" area, defined with a stroke weight of 0.25pt
Format orientation can be horizontal or vertical**Submission Requirements**

1. One page, US letter size, color printout mounted on 11" x 14" black mat board, flapped with tracing paper.
2. Full size working reference sketch taped to back of mat board
3. Uploaded CYMK Illustrator file to Moller

Grading Criteria

| | | | |
|-----|----------------------------------|-----|---------------------------------|
| 35% | Creativeness | 20% | Articulate Presentation in Crit |
| 5% | Incorporation of Previous Skills | 10% | Preliminary Sketch |
| 5% | Conveyance of Activity | 5% | Presentation Neatness |
| 5% | Conveyance of Time Of Day | 5% | Correctly Submitted |
| 5% | Conveyance of Location | | |
| 5% | Inclusion of Time/Date/Location | | |

Project 5: Fruit Or Vegetable

Grade 20% Of Total

Deadline Finals Week: Wednesday December 10th, 2008

Objectives

- To use Photoshop as a design tool for conceptualizing web pages
- To gain skills in the use of Photoshop & Illustrator for creating and optimizing images and artwork for the web
- To understand color models, image resolution, file formats and compression options for the prep of web artwork

Description

All our projects to date have looked at acquiring skills and an understanding of image preparation with either Photoshop or Illustrator tools for print artwork output. Today, designers also need to know the requirements of preparing images for web or screen presence. Photoshop & Illustrator play important roles in all these areas, especially in the preparation of pre-production 'comped' concepts for client approval.

Again we need to look at:

- Image resolution
- Color models
- File size
- Optimization
- Font issues
- File formats

But now we also have to look at these in relation to screen output, web access times and the medium's design characteristics.

Your task is to design a web page sequence (minimum three pages) based on a vegetable or fruit of your choice. You are required to create all the imagery, text and design an interface grid with navigation icons.

Webpage Components

- Subject masthead
- Navigation icons (36 x 36 pixels): History, Growing, Cooking, Variety, Stories, Email (create these in Illustrator)
- Fruit or Vegetable images – photographic or illustrative
- Body text (set in Photoshop – choose fonts whose design are best suited for web display)

Start off your design thinking and problem solving by first drawing up a hierarchical flow chart to help you define the 'user interface' for the home page and subsequent pages/content depth within the site. Next draw up a grid that will help you maintain a visual consistency and structure between each page. For this medium in particular, think about the design mantra 'Less is More' – that white space is a very effective design tool – and filling a page with excessive text, images and clutter can easily dilute the site's message and confuses the visitor in their attempts to navigate the space.

Your overall challenge is to make your file size as small as possible and still maintain acceptable quality.

Also, remember the value of testing your site and getting feedback from someone else before your project deadline, along with checking for correct spelling and grammar.

Specs

| | |
|---------------|--|
| Color | Full RGB color |
| Format | Choose one: 800 x 600 pixels 1200 x 768 pixels |

Submission Requirements

1. Photoshop file organized as 'layer comps'
2. Illustrator file with a grid layer and one navigation icon on each layer
3. Files uploaded to Moller
4. Site Map and Interface Design sketch
5. You actual fruit or vegetable for presentation purposes

Grading Criteria

| | |
|-------------------------------------|-------------------------------------|
| 30% Creativeness | 20% Articulate Presentation in Crit |
| 5% Incorporation of Previous Skills | 10% Preliminary Sketch |
| 5% Masthead | 0% Presentation Neatness* |
| 5% Navigation Icons | 5% Correctly Submitted |
| 5% Body Text | |
| 5% File Size | |

* Presentation Neatness is not required since its presented online, but I'll give up to 5 bonus points for a well laid out file folder structure.