

Client N/A, Self-Promotional PiecesJob # MD1-03-Composite-ImageDesc/Title 2 Original, portfolio-quality images

Designer _____

Specs Build at a minimum 1200px wide @72 ppi;

ID # _____

then resize to various final submission specs requested

Deadline _____

Colors TBD: 1C - 4C, and/or RGB, as needed

Start _____ End _____

Competency/Task

Utilize Adobe Photoshop, and perhaps a bit of Adobe Illustrator, to create 2 **entirely original**, stunning **composite images**. Through the correct mixed use of layer masks, blending, gradients, selections, matched shadow angles and lighting effects, etc. you will convincingly combine 4 - 5 separate images (each kept on individual layers) to appear as if they were on the same layer (composited together). These stand-alone images/illustrations will incorporate (optimize) the best of raster and vector effects. These pieces should make clear to any viewer that you are capable of producing high quality art for “commercial” use. As opposed to being merely “fine art” however, they can (should!) tell a story or communicate some message (with, or without, the help of accompanying headlines).

You must absolutely work “non-destructively” so as to allow later repairs and edits. Although a variety of styles are acceptable (semi-abstract, fantasy, otherworldly, cartoonistic, retro, high-tech, highly realistic, etc.) the elements in your composite images must clearly represent things with mass/physical substance, surface/texture and (and be more than just a “pretty” digital backgrounds, patterns or textures). “Quality, over Quantity,” is the path here. Producing more than 2 composite images is permitted... only if they represent high levels of software expertise/talent.

Instructions

1. **This project, as with recent projects, will allow you to research and choose specific online tutorials based on your style and level of proficiency (...purely for technique guidance only).** You may (or may not) have already cultivated enough talent/creativity/ideas of your own to bypass that step. Either way, note that you are creating entirely **original** pieces here (...not pixel-for-pixel results from tutorials with helper files).
2. **First thoroughly brainstorm your concept. Then, build your art/images/masterpieces from original sketches to final completion stage.** Save all related creative pieces/steps along the way ...your Concept Thumbnails & Production Sketches will be submitted, as part of overall grade, as scans/photos/files (JPEGs/PDFs).
3. **Find, select, or build, your own source photos/images/graphics to create this work.** *Pay close attention to matching resolution(s) along the way.* Obvious keys to success include: Mastery of Photoshop layers, the interaction and interplay of composition elements, color, contrast, balance, unity, etc. Mixing 2D and 3D effects is permitted; you are creating unique stylized images and you may discover (create) something new here.

4. **If you are feeling entirely lost, below are some recommended refresher tutorials*** to prime your creative pump, or review some advanced techniques. *User Beware(!): these are great videos... manage (limit) your viewing/reviewing time... this is a big project and you'll need all the production time you can use.*

<http://www.lynda.com/Photoshop-tutorials/Creating-Composites-Photoshop/123551-2.html>

<http://www.lynda.com/Photoshop-tutorials/Photoshop-Masking-Compositing-Fundamentals/86002-2.html>

<http://www.lynda.com/Photoshop-CS5-tutorials/one-on-one-advanced/61018-2.html>

<http://www.lynda.com/Photoshop-CS5-tutorials/one-on-one-mastery/61019-2.html>

<http://www.lynda.com/Illustrator-tutorials/Dekes-Techniques/76067-2.html>

**Things change quickly in technology... and although some older techniques shown may employ earlier versions of software, the techniques usually translate easily enough into the newer software tools/steps. Yes, you may have to think (and explore the interface) a bit.*

5. **Bookmark (and record) links to chosen tutorials, if used** (you'll need to provide them with the final piece for grading)! Discuss/confirm your choices with instructor to determine skill-level appropriateness, the best concept, and to acquire approval.
6. **Create project archive:** Once a project is finished, always *save, but do not submit*, any native files (.psd or .ai). You'll keep your *unflattened* Photoshop and Illustrator files intact to preserve the useful benefits of layers and editable text for later project/client revisions.
7. **Prepare exported files for submission:** For all composite images, ensure that you save exported files with layers flattened and text converted to outlines.
8. **Submit links to ALL of these files for EACH original, composite illustration (solution) created:**
- **Thumbnails and/or Production Sketches for your original concept:**
 - Provide working links to the thumbnail sketches you created (and used) to develop your specific solution for this project. Photo, or scan, and save as 72 ppi JPEGs or PDFs (store in your "businesswebsite/images/thumbnails" folder).
 - **Original, unaltered Source Images for your solution:**
 - Provide working links to LoRes versions of each of the individual images/photos/scans you used/modified to create your specific solution.
 - Think of these as the "before," version of your reference/source images.
 - Save copies as 72 ppi JPEGs or PDFs (store in your "businesswebsite/images/source" folder).
 - **Tutorial URLs for your solution (if used):**
 - Provide working links to all of the specific tutorial(s) you used/modified to create your specific solutions.

- **Solo Artwork (in multiple formats) of your composite solution:**
 - Provide working links to:
 - RGB JPEG = 72 ppi @ 1200px w (16.67" w)
 - 4C PDF (LoRes) = High Quality Print, no marks, 150 ppi @ 1050px w (7"w)

Criteria/Required Elements

As always all finished pieces should represent superior quality and demonstrate advanced skills. These are the kinds of pieces that should help build your “killer” starter portfolio... this is no place for lame efforts or lame results. Showing how you creatively solve difficult/unique design problems (with speed and precision) is what will set you apart in the field.

Grading Factors

- Procedural/Specification Accuracy • Concept Quality • Design/Layout Effectiveness
- Art/Photo/Illustration Usage • Proficiency/Production Speed