

Client Self-Promo, Client, Movie, Book, Game, Product Job # **PSA-01-Digital-Composition**
Desc/Title Title Illustration/Graphic; Theme: Contrast Designer _____
Specs Build at a minimum 1200px wide @72 ppi; ID # _____
then resize to various final submission specs requested Deadline _____
Colors TBD: For Print, Screen or Both Start _____ End _____

Competency/Task

Using Adobe Photoshop, build a well thought-out digital composition (title graphic) that works as a stand-alone, typographic illustration. Using reference samples of advanced Photoshop tutorials, the design/illustration techniques for this original 1-3 word title will be limited to text/typographic effects, movie techniques, vector effects and/or a combination of these. All techniques used should demonstrate high levels of ideation, design, composition, and software expertise/talent. This creative project is meant to be much more than simply a mindless exercise of “find-and-use-a-few-filters-on-type.” Excellent quality (vs cliché design) is your goal. This art should have a viable commercial value (of a quality that could be used for actual advertising or promotion).

Instructions

1. Skills/Style

This project requires you to review and choose specific online tutorials based on your style and level of proficiency. You’ll need to build your art from the sketch-and-scan stage, to the finished piece. Note: A variety of artwork styles are acceptable (semi-abstract to realistic), however your solution must represent something more than just text on a “pretty” digital background, pattern or texture.

2. Tutorial Limitations

Build your project based and on some technique(s) found in the tutorials* below. Remember: For this project the focus is on “typographic effects,” “raster type effects,” “movie title techniques,” or related categories. You’ll need to drill down in the linked sites to find those that will work for you (and fit this project).

<https://design.tutsplus.com/articles/100-best-text-effect-tutorials--cms-28650>
(...if link fails, or is outdated, you may need to search for something similar online)

**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.*

3. Theme

The graphical theme of “contrast” must be convincingly, visually expressed in the final solution. Examples of contrast might include: fire and ice, light and dark, hard and soft, mechanical and organic, young and old, etc. This is fairly wide open for creativity sake.

4. Approval

Ensure that you bookmark/record the specific link(s) to your tutorial choices (especially since you'll need to provide them along with the final piece for grading). Discuss/confirm your choices with instructor to determine skill-level appropriateness, the best concept, and to acquire approval.

- 5. Submit digital files:** For all pieces; save and keep .psd files with layers intact (for your own files); but save exported files with layers flattened.

Composite: The final artwork/image created in 2 formats:
RGB JPEG = (72 ppi, @ 1200px w)
4C PDF (LoRes) = (Flattened, High Quality Print, 150 ppi, @ 7" w)

URL(s): Also provide working link(s) to the specific tutorial(s) you followed/modified to reach your final solution.

Criteria/Required Elements

All finished pieces should represent superior quality and demonstrate advanced design 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. Doing less than your best is a waste of everyone's time.

Grading Factors

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