

Client Self-Promo, Client, Movie, Book, Game, Product Job # PSA-02-Photo-Composition
Desc/Title Photo-Composition 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 photo composition that works as a stand-alone, image-based piece of art. Using reference samples of advanced Photoshop tutorials, the design/digital illustration techniques for this original work will be limited to photo retouching, photo manipulation, digital coloring, digital painting and/or a combination of these. All techniques used should demonstrate high levels of ideation, design, composition, and software expertise/talent. Successful examples might include: seamless integration of lighting, highlights, shadows, coloring, color matching, color balancing, retouching, non-visible masking, believable perspective and scale matching.

This creative project is meant to be far more than simply a mindless exercise of “paste-together-some-layers-and-use-a-few-filters.” Excellent quality vs. cliché design is your goal. Stylized, or realistic, approaches will be considered however this art should have a viable commercial value (of a quality that could be used for actual advertising or promotion). Hint: Your art should not end up with that hacked, “Photoshopped” look.

Instructions

1. Skills/Style

This project requires you to carefully review and choose specific online tutorials based on your style and level of proficiency. You’ll need to plan and build your layout from the sketch stage. Keep that/those sketches for your portfolio! Note: A variety of artwork styles are acceptable (semi-abstract to realistic), however your solution must represent something more than just a random collection of photos aimlessly forced together.

2. Tutorial Limitations

Base and build your project on the technique tutorials* below. Remember: For this project only employ techniques from the “photo retouching,” “photo manipulation,” “digital coloring,” or “digital painting” categories. You’ll need to drill down in the linked sites to find those that will work for you (and fit this project).

<http://www.dennisplucinik.com/blog/2007/08/28/60-advanced-adobe-photoshop-tutorials/>
(...if link fails you may have to search online for it)

**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

Choose and use one of these thematic concepts to digitally (dramatically) represent: versions, changes, differences, evolution, time/seasons, spatial contrast, climate/weather, clean/polluted, etc. (ex: before and after, changes over time/age/events, growth or death, beginning/middle/end, altered perspective, global/universal). Concept must be convincingly, visually expressed in the final solution. For best results high quality source images must be acquired and used throughout. 3-5 individual photos (people, landscapes, animals, planetary objects, products, etc.) will first be altered, colored, retouched and/or manipulated and finally composited into the final piece. The separate originals used in construction will also be shown alongside (along with) the final composite to demonstrate the modifications that took place.

4. Approval

Ensure that you bookmark/record the links 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 "AFTER" (artwork/image created)
RGB JPEG = (72 ppi, @ 1200px w)
4C PDF (LoRes) = (Flattened, High Quality Print, 150 ppi, @ 7"w)

Pieces: The "BEFORE" (original individual artwork/images used)
display as a group of individual images
RGB JPEG = (72 ppi, @ 1200px w)
4C PDF (LoRes) = (Flattened, High Quality Print, 150 ppi, @ 7"w)

URL(s): Working links to tutorials/techniques chosen/referenced/used

Criteria/Required Elements

Your finished piece should represent superior quality and demonstrate advanced digital 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