

ASSIGNMENT SHEET

DESN 140 – Computer Imaging

COLORFUL FLOWER IMAGE FOR MAGAZINE AD – PART TWO

OBJECTIVE:

Create a complete magazine ad layout for a printer utilizing the colorful flower image you created in Part One. An image of the printer, company logo and copy is provided.

ASSIGNMENT:

1. Download the project resources from the class website. Open the product photo in Photoshop and create a precise outline of the product. Remove the background from the product to create a transparent background.
2. Create a new Photoshop document that is 8" x 10" at 300 ppi. Move your colorful flower image into the document as a Smart Object. Some cropping may be necessary. This image does not need to fill the entire document. A background color or image may be added around the image.
3. Open the Word document to access the ad copy. Copy and paste the copy into the ad document according to instructions provided in class. Adjust size, spacing and color as necessary.
4. Move the product image into the new ad document. Change the scale to make the product image much smaller than the flower image making it secondary to the flower.
5. Open Illustrator and open the company logo. Copy and paste the logo as a Smart Object into the ad document. Re-size the logo to be proportionally smaller than the main photo and headline.
6. When ad is completed, print the ad on letter size paper on Ricoh 414 printer. Ensure that the final PSD with layers and smart objects for the ad is saved in your folder in Documents.

COLORS:

RGB color mode.

SIZE:

8" x 10" vertical

GRADING:

- Accuracy of selection of the product image
- Proper use of smart objects and layers
- Overall look and appeal of the ad
- Functionality of the ad as an advertisement
- Accurate image size and resolution
- Participation in critique