

ASSIGNMENT SHEET

DESN 140 – Computer Imaging

COLORFUL FLOWER IMAGE FOR MAGAZINE AD – PART ONE

OBJECTIVE:

Create a colorful image of a flower for the purpose of drawing attention to color for a magazine ad to sell a color printer. The colors will be dramatic and attention-getting but do not need to be natural to the plant. This will create high-impact and focus attention on the flower and the colors.

ASSIGNMENT:

1. Search the internet for a high quality image of an appealing and interesting flower or group of flowers with an interesting background. The image must be at least 1600 x 1200 pixels in size.
2. Download the image and copy in to a Photoshop document that is US Paper Letter in size and resolution (portrait or landscape). Resize the image to fit the document. The image may be cropped.
3. Carefully select individual petals, fronds, stamens, filaments, leaves, etc. to color on new layers. The colors must blend into the original image to create the appearance that the color is actually part of the flower.
4. Save your layered PSD file in your named folder in DOCUMENTS of your hard drive as:
“your name -FLOWER” as you edit it.

COLORS:

Work in the RGB color mode. The color of the flower will be different and eye-catching from its original and natural colors to attract attention to the colors. The background of the image will remain grayscale to contrast with the flower.

GRADING:

- Quality of selections to match shapes within image
- Use of blending modes to effectively make the flower look like it is colorful, but still have form
- Creative use of color to have impact with the image
- Image size and resolution, along with image quality