
Exercise 6: Photoshop Selections & Effects

description

The goal of this exercise is to practice your Photoshop skills while considering design parameters.

Design a series of images for a quick, screen-based ad campaign advertising a travel agency. It is important that you keep your photoshop files **well-organized**.

Pay close attention to image quality and consistency throughout multiple files (think color temperature: warm/cool, levels: highlights/shadows/midtones, hues and so on) while providing an interesting variety (think composition, focal point, depth of field, and others).

Consider how your type interacts with the image. Using a classic font, as opposed to an overly decorative or faux-handwriting font, is highly recommended (Helvetica, Frutiger, Univers, Caslon, Mrs Eaves, Baskerville, Franklin Gothic, Trade Gothic, etc.)

process

1. Begin by choosing the Travel Company Name for your agency. Think about what it means and what kind of mood it conveys. Does it have a theme? Is it international, national or regional? Does it specialize in luxury, romantic, adventure or budget travel? Keep it to one or two words.
2. Choose your slogan. Feel free to borrow from the best. Keep it to one sentence.
3. Choose your images according to the type of travel company you have picked. Design using the qualifications mentioned below.

requirements

Each composition should be rendered at **960 × 540px @ 72dpi** (16:9 ratio)

Image quality must be consistent and high (start with large, high-quality images and use Save for Web and Devices at the end)

You must have 3 compositions total:

// One that uses **layer masks** to combine images

// One that uses **blending modes** to combine or enhance images

// One that uses **adjustment layers** to affect only part of an image

You must include a cutout, achieved with **selections** and Refine Edge in at least one composition.

You must include the full slogan and your chosen company name.

Use the same one or two fonts for all five compositions in the slogan (your choice of fonts)

The five compositions must look cohesive. Use consistent styling of fonts (e.g. alignment, placement in space, size and style) and a consistent layout.

submission

Name your three images: lastname-layermask.jpg, lastname-blending.jpg, lastname-adjustment.jpg,

Create an HTML file called "index.html" and place your five images into it. Use labels underneath each image (CSS styling is not necessary — a basic <p> tag is fine for the labels).

Upload the images and HTML file to a folder called "ex8" on your gff.mx/gdes220 space.

Post a working link to the submissions channel in Slack (<http://gff.mx/gdes220/students/XX/ex8/>)