

proj 5 | creative process article

- objectives**
- Photoshop usage to create a surrealist self-portrait.
 - Exploration into multi-page layout required by a traditional print magazine.
 - Continued work with InDesign as students begin to work with documents that contain more than two levels of visual hierarchy.
 - Continued exploration into choosing typefaces that control visual hierarchy, create a consistent design system, and complement reading behavior of the target audience.
 - Page layout using the grid theory and controlling visual hierarchy are also introduced. These two principles are paramount in graphic design, especially for its primary mediums of print and web.
 - All of these require **continued awareness of space in relation to shape**.

problem Students will create a magazine article about the Creative Process.

Provided:

- Multi-page InDesign template with 3 columns on basic grid.
- All text supplied.
- Character Styles *assigned* to article, subhead, title, call-out and page numbers; however, these should all be specified by student.

Student to Create:

- All cover artwork must be created/finalized in Photoshop.
- Treatment of all type in article to be a consistent design system that is easy to read while not being boring. Remember tracking, leading, color, spacing, size, alignment, positioning, and weight.

schedule

- 1 Magazine should be created to be **150dpi at 100%**. The pages are 8.5in x 11in (called Letter size). Cover should have a full-bleed (ink goes off the edge of the page vs. containing a margin).

Wed Oct 31: Typography Workbook DUE

Project introduced.

- Download and unZIP **Proj5_Template.ZIP**. Open InDesign template and File : Save As **YOUR LAST NAME_Proj5.INDD**.
- Students should read the article on the template and review the upcoming assignment in the Typographic Workbook - both of these are about the Creative Process.
- In class, we will discuss what a creative process is in general and then students will begin to explore what their own process is. Ideas for the workbook assignment will be sketched.
- Images regarding surreal Photoshop self-portraits will be shown and discussion how this could be combined to display a creative process.

A minimum of 30 thumbnail sketches are due for Wed Nov 7, 11am.

- See Intro Lecture about the expected level of finish on these sketches. These do not need to be tight enough for a drawing class, but I need to understand what is trying to be conveyed.
- Each sketch should be in a rectangle that is a minimum of 2.125in width x 2.75in height (25% of actual size). Keep the correct proportions. I suggest you create multiple boxes of this size and sketch within.
- **Sketches must be completed by hand or they will not be accepted.** If they are not accepted, that means the student is already behind and the grade has been reduced (see rubric specifically for this project).

see next page

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- 1 (cont.)
- Student can trace imagery like a human head from online if drawing skills are not great. The ideas should be surrealistic in some way - in other words, have fun with this! The image should be metaphoric. The self-portrait aspect means the image must be of you (though you do not need to be looking directly at the camera).
 - Sketches do not need to be in color, though it is suggested.

Project 4 also finalized in class. This includes reviewing/previewing assignments in the Typographic Workbook, including widows and orphans.

2 **Wed Nov 7:** *Project 4 DUE. No critique. Typography Workbook DUE.*

Review sketches. 3 will be picked. Student will research how to create each. Remember that the final image must be 8.5in x 11in, RGB color, 150dpi.

All students must stay until 1:50pm. Things to do with the rest of class if you have time.:

- Revise ideas for the surrealist portrait as you find out more about how to achieve each of your three picked best ideas. This research includes items you would need to obtain (difficulty and price of such) and how to accomplish in Photoshop.
Note: Prof. Nikki will provide some insight into difficulty when reviewing the sketches. Also the camera from your smartphone will likely be good enough for what is needed for this project; however, students can use better equipment if available.
- Begin to explore the InDesign template and how you can make it your own. The image box must contain the sketch of your creative process, but the image box itself can be moved around, proportionally changed, etc. Other images can be added if they make sense. Also consider what words you would like to use as a call-out. **Adjust the pre-existing Character Styles and then play with spacing either manually or using the Paragraph palette.** PLAY.
- Do your Typographic Workbook assignment early and sketch your own Creative Process.

Fri Nov 9:

- 3 **DUE at 11am:** Full research (see above) and plans for each of 3 self-portraits. 1 will be picked. Student should begin working if possible in class. See other points above that one could also do in class, as all students must stay until 1:50pm.

- 4 *Fri Nov 9 - Wed Nov 14:* Student should obtain all images or create other elements that are necessary for Photoshop manipulation. Students are expected to work on Photoshop in class during scheduled class time.

Wed Nov 14: *Typography Workbook DUE.*

- 5 Students should show up to class with all materials necessary to work (or continue to work) on Photoshop file. Save Photoshop file as **YOUR LAST NAME_Proj5_Portrait.PSD**. Prof. Arnell and fellow classmates will be available for consultation as students work with files.

Fri Nov 16:

Continued in-class work on Photoshop files. Midway critique (see rubric).

Fall break

Wed Nov 28: *Typography Workbook DUE.*

6 **Cover artwork DUE.**

- Scan in Creative Process if have not yet done so. Consider the size of its placement in the magazine layout vs. the drawn size in relation to the dpi. I call this "Photoshop Math". In other words, if the drawing were 4 inches wide (for example) and it needed to go on the full width of the Letter size page, then one of the following two things would need to occur:

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- 6 (cont.)
- > Scan image in at 200% at 150 dpi.
 - > Scan image at 100% at 300 dpi. In Photoshop, change to 8 inches wide at 150 dpi.

But you could not scan the image at 100% at 150 dpi, then change it to 8 inches and keep it at 150dpi. You would lose digital information.

- Then place the image into the article using the template's image box.
- Work on article in class.

7 **Fri Nov 30:**

- Work on article in class. Be sure there are no widows or orphans. Optional critique.
- **Pre-press file checklist will be provided** for student to follow when finalizing file before it is due in the next class. These directions will include where and how to hand in the file. File should not be printed.

8 **Wed Dec 5, 12:30-2:30pm: MEET FOR SCHEDULED FINAL**

- *Typography Workbook DUE. Be sure your name is on it. Also BE SURE to pick it from me next semester! This could be a valuable item for your Review!*
- **Project 5 DUE.** Critique.

evaluation You will be graded on the following for Project 5:

- overall**
- Directions were followed accurately with absolutely no errors.
 - Ideas successfully conveyed per objective via composition and awareness of positive/negative space.
 - All midway critiques attended. *To not do so will reduce grade significantly.*
 - Student present for and actively working during in-class workdays. *To not do so will reduce grade significantly.*

- cover**
- Sketches completed as asked.
 - > Minimum number completed.
 - > All sketches rendered by hand.
 - > Ideas thoroughly explored in relation to given subject.
 - > Composition is dynamic with awareness to the power of 3's, focal point(s), cropping for visual tension, lack of centering, and dynamic visual narrative.
 - Research complete for 3 final picks is complete, including sourcing of all (cheap – free is better) elements and Photoshop directions.
 - Any required revisions on sketches are completed on time and correctly.
 - Photoshop usage correct.
 - > Significant effort displayed to utilize the program beyond elementary skills.
 - Ambition - How much did you challenge yourself? Did you plan your time well?

- article**
- InDesign usage correct for template input.
 - Typeface choices thoroughly explored.
 - Final set Character Style choices complement cover artwork and subject matter.
 - Visual hierarchy easy to follow.
 - > Article text is inviting to read.
 - > Subhead text easily breaks up sections.
 - > Title is a compelling design while still being legible.
 - > Call-out text grabs attention, but does not distract.
 - Consistent design system evident.
 - > Treatment of type shapes.
 - > Treatment of space in and around type shapes.
 - File Prep Checklist followed accurately.