

proj 5 | typographic self-portrait

project Each student will create a typographic self-portrait using a supplied rough photograph and whatever line of text they she/he wishes to quote or create. *Note: All classes for Project 5 will meet in Art Annex 208, aside from the day of the scheduled final.*

objectives This project has the following objectives. Students should be aware of these as they complete the required tasks.

- Continued attention to detail and ability to follow **directions** exactly, including reading and understanding *all words* on a page.
- Reinforce how **Photoshop (raster and DPI)** and **Illustrator (vector)** work individually and together.
- Continued awareness of spatial awareness amongst letter shapes.
- Continued exploration into typeface choice(s).
- Reinforcement of **file preparation** for print and for digital environments, including how **InDesign** is the most effective software to control printing specifications of an output device.
- Continued upkeep of required Behance page and sharing with A-State's page.
- Demand of **time organization** as projects 4 and 5 completed simultaneously.

evaluation You will be graded on the following:

- Directions were followed accurately with absolutely no errors.
- Communication outside of class (if necessary) with Prof. Arnell is in a professional and timely manner.
- At least 20 sketches completed as asked and on time.
- Participation in all in-class workdays.
- Demonstrated understanding of vector vs. raster.
- Demonstrated understanding of resolution and image size of raster document.
- Curiosity demonstrated via:
 - > Thorough exploration into unusual Photoshop treatment of photos, including research of other outstanding work in the world.
 - > Use of Google searches to solve how to accomplish goals in software program(s).
- File preparation correct for all steps, specifically:
 - > **YOUR LAST NAME_PROJ5.PSD** file correctly saved with multiple layers
 - > **YOUR LAST NAME_PROJ5.AI** correctly saved.
 - > **YOUR LAST NAME_PROJ5.JPG** file correctly saved with single layer and correct color mode.
 - > **YOUR LAST NAME_PROJ5.INDD** file correctly used to create an exported
- Typography demonstrates understanding of space.
- Typography demonstrates understanding of shape, whether it be simple or complex.
- File prepared correctly, as shown by successful print.
- Ambition - How much did you challenge yourself? Did you plan your time well?
- Participation in any and all critiques, online or in person.

MON OCT 28

Introduce Project 5. Begin work on Project 5 in class if all caught up on Project 4 by beginning to consider:

- What text will be used? A poem? A song? Your favorite saying? What else? *Please refrain from using just a ton of cuss words. I'm tired of the cliché. I promise it's not as cool or offensive as you think.*
- What typeface(s) used or will the text be hand-rendered and digitized?
- What background could be used for your photo? Paint? Landscape? Texture?
- Research what others have done to treat portraits (not typographic portraits) in cool ways – beyond the usual treatment just making someone “prettier” or something with makeup.

Start sketching and keeping track of ideas! These will be refined when you receive your photos back from me.

I need **at least 20** different ideas sketched and/or scribbled out **DUE BY NOV 11 AT 11AM.**

MON NOV 4

Photos taken of each student in AA 209. This will be a quick session and only the student and the professor will be in the room. The image will be only of the face and shoulders, so please show up to class prepared.

MON NOV 11

Photos will be returned to student in their shared Google Drive folder. These will be resized and treated, ready for the student to take the next steps of their design.

- Whatever image you choose, name it **YOUR LAST NAME_PROJ5.PSD**. (*PSD is the native Photoshop file. In other words, don't type in .PSD or it will be named .PSD.PSD.*)

s p e c s What size will they be? The **final specs** (specifications, but pronounced “specks”) are:

- **7.5 inches wide x 10 inches high***
**If you would like to make it any larger (like a poster), please do! However, you must then pay to have it printed at that size. See prof. for help.*
- **150 DPI**
- **Save as .PSD. Keep in layers.**
- The final poster will be printed on a Letter-sized sheet, which means it is 8.5 inches x 11 inches. The output machine will be an ink jet Epson personal printer. The Epson – like most personal printers – does not print to the edge of the page. Therefore, we will build the file with **.5 inch margins** all the way around.
- DPI of Photoshop raster images and how that differs from Illustrator vector will be briefly discussed in class, reminding students of important information reviewed in the Software Review.

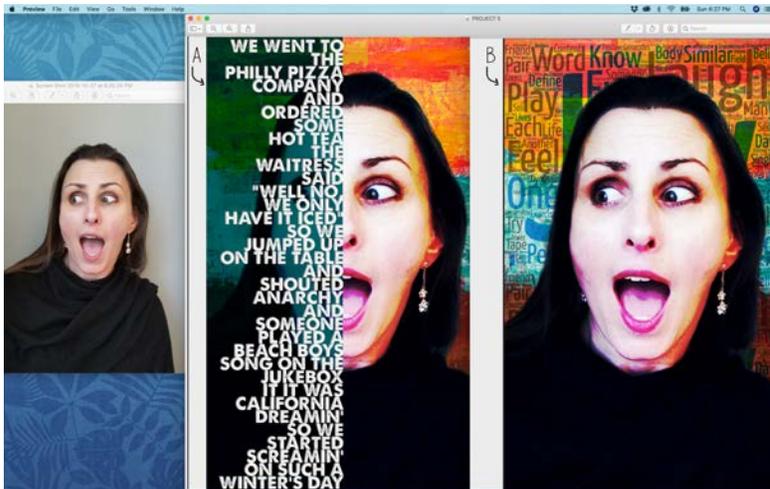
i m a g e In-class review of basic Photoshop steps will occur and then students will begin to work, explore, and solve their own problems (with help if needed) in the massive world of Photoshop. This includes how to quickly mask out (and we will delete) a background.

- See [our class page](#) under PROJECT 5 for slides to help guide you through some steps. Remember these are not exact, but suggestions of ways to achieve basic treatments.
- **You must remove the background and treat the photo in whatever way after much experimentation** (note: *something* must be done to the photo - see Prof. Nikki for guidance on if what you've done is enough and/or how to do more.) If you want to try something in Photoshop, it is likely a Google search will come up with an answer.

Things discussed in the class:

- How do I do _____ in Photoshop? (because you will never know how to do *everything* in Photoshop)
- Masks and Quick Masks. Masking a background vs. completely deleting it. (*We will delete for this because of the file size and knowledge you will absolutely not need your boring background.*)
- The many ways to adjust photograph tone beyond what exists on the retouched photo you will receive
- Working with Layers
- Why we will do our text in Illustrator and then bring it into Photoshop.
- Stock photos and why they look different when placed in an existing file (hint: DPI and Color Mode)
- Adjusting backgrounds

text Next, student must do **one of the below** with awareness of typography. *Note: the following shows Tabloid (vs. Letter) proportions; therefore, it is more vertical than what will be created for this project.* (Remember that means space as much as shape!)



A

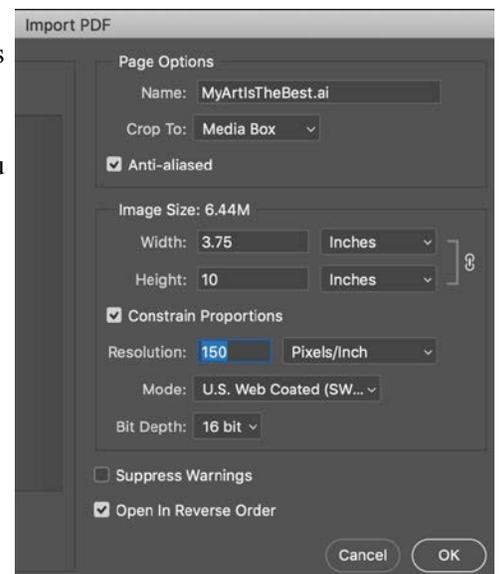
1 A is showing a clearly legible QUOTE ON ONE SIDE OF THE PORTRAIT on top of a background color.

- You must create a new document in **Illustrator** that is **3.75 inches wide x 10 inches high**. Name it **YOUR LAST NAME_PROJ5.AI** (do not save as a PDF!). **Do all text here.**
 - > Be sure to make the text whatever **color** it will be in Photoshop before saving. (It can be changed in Photoshop, but doing it in Illustrator is quicker and keeps the text cleaner.)
 - > *Note that if you have white text, you won't be able to see it in Preview in Illustrator. (That's ok - View : Outlines if you really still need to see it.)*
 - > Be sure the text is **aligned either right or left**, so that it aligns to the middle of your face. You may also try a force justify. Do not center the text. Do not align it to the edge of your page
 - > **Do not create the background in Illustrator.** Also be sure you did not accidentally create a white background. (You likely didn't unless you drew a rectangle and colored it white.)

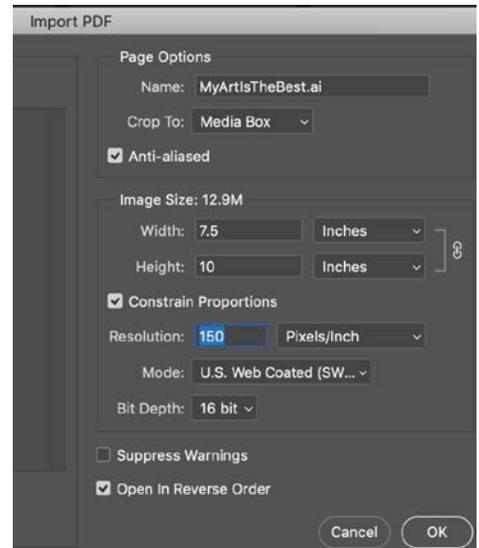
2 Do the following to get this into Photoshop.

There are many ways to achieve this, but please **DO THIS**.

- Save your Illustrator file (with no placed image!) one more time.
- File : Open in Photoshop. It will ask how you would like to "Import PDF" (even though this isn't a PDF). In other words, it is going to **rasterize your vector file**. Crop to **Media Box**. (*Note: Photoshop can't save to .AI, so it won't overwrite your other file. But be careful when you save things in PDF from Illustrator in the future!*)



- 2 cont.
- Select All (Cmnd A). Copy this (Cmnd C).
 - Go to your **YOUR LAST NAME_PROJ5.PSD**. Paste (Cmnd V). A new layer will automatically be added and your type will appear. It should be exactly the correct size.
 - Keep working! This includes adding a background layer above your picture, but below the type you just added. You can keep the color solid or adjust its opacity.
- B B is a **WORD CLOUD** behind the portrait. *Note: B is **not an option for simply showing text the same size on a similar baseline**. If you don't know what a word cloud is, there are [free apps](#) that will make one for you. You may view these for reference and/or a first try at your own. However, you must create the final version in Illustrator.*
- 1 • You must create a new document in **Illustrator** that is **7.5 inches wide x 10 inches high**. Name it **YOUR LAST NAME_PROJ5.AI** (do not save as a PDF!). **Do all text here.**
 - **File : Place your PSD file in Illustrator** as a visual guide while you're building.
 - > Use your layers in Illustrator (Window : Layers) and add a **new layer** for your type work.
 - > Lock the placed image while you work to help you.
 - > **Be sure to DELETE this image layer** when saving the AI file to be pasted back into Photoshop (see below).
 - 2 Do the following to get this into Photoshop. There are many ways to achieve this, but please **DO THIS**.
 - Save your Illustrator file one more time!
 - File : Open in Photoshop. It will ask how you would like to "Import PDF" (even though this isn't a PDF). In other words, it is going to **rasterize your vector file**. Crop to **Media Box**.
(Note: Photoshop can't save to .AI, so it won't overwrite your other file. But be careful when you save things in PDF from Illustrator in the future!)
 - With Select tool, Select All (Cmnd A). Copy this (Cmnd C).
 - Go to your **YOUR LAST NAME_PROJ5.PSD**. Paste (Cmnd V). A new layer will automatically be added and your type will appear. It should be exactly the correct size.



CONTINUE TO WORK ON PROJECT 5 –
when not doing Project 4 – **IN THE UPCOMING WEEKS!**

WED NOV 13

Work in class on Project 5. **This should be a fraction of the time spent on this project over these weeks.** Students must complete most of the work outside of class. Project 4 printed files also due on this day.

WED DEC 4

Final Project 5 Photoshop (.PSD) file DUE AT 11AM in the **PROJECT 5** folder in your class folder.

In-class instruction for final file preparation to print.

1. **Save your .PSD file one more time.**
2. In Photoshop, go **Window : Layers**. Using the dropdown menu here, **Flatten Layers**. Change **Color Mode to RGB**, as a JPEG will not always render correctly in CMYK.
3. **Now save it as a JPEG file.** File : Save As (DO NOT SAVE!!!!) **YOUR LAST NAME_PROJ5.JPEG**. *Be careful now that you have saved it as a JPEG. Every time you reopen and resave a JPEG, it compresses a little more and loses digital information.*

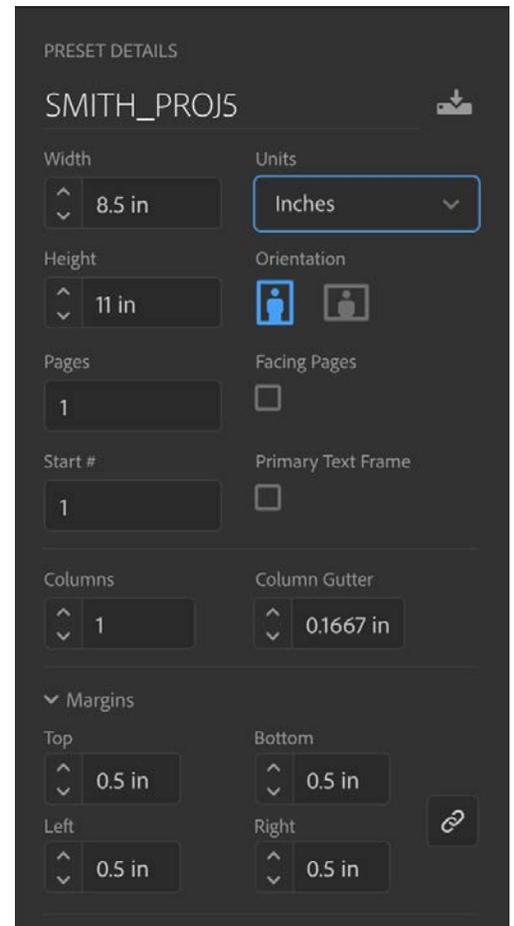
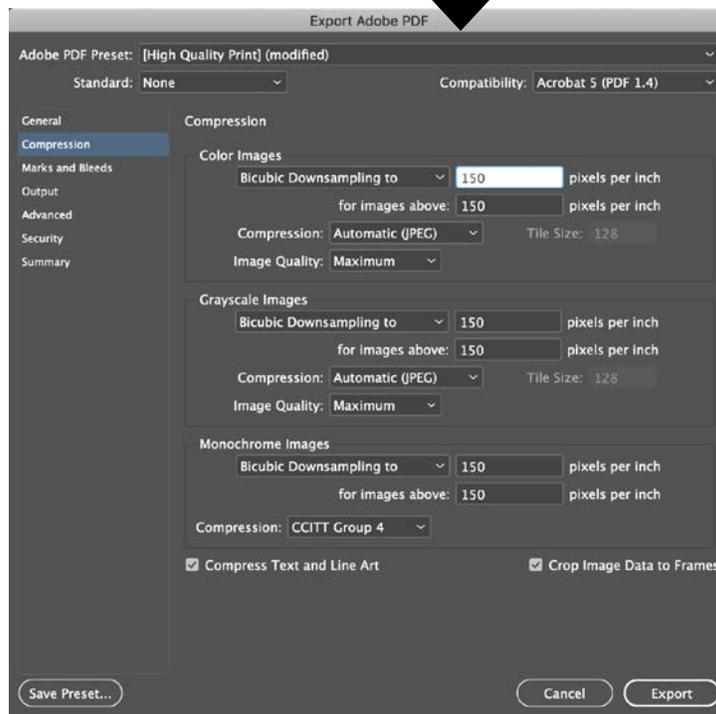
4. Open InDesign. **File : New**. Do as shown to the right to create a letter-sized document with .5 inch margins 

5. Draw an image box using the **Rectangle Frame Tool**  to these margins. Your box should be *exactly* **7.5 inches wide x 10 inches high**.

6. With the image box selected, place the JPEG file you just created. You should not need to adjust it, but go **Object : Fitting** and adjust in any way you need.

7. File : Save as **YOUR LAST NAME_PROJ5.INDD** (.INDD is the native file. Don't name it twice.)

8. **File : Export** and export this as an **Adobe PDF (Print)**. Under **Compression**, do as shown below with all measurements changed to 150 pixels per inch (or DPI). Then Export to your desktop. 



9. Find out how large the file is. First, click on your desktop to be sure you are in the **Finder** and not InDesign. **Select** (don't double-click) the icon on the desktop or wherever it is located. Then **Command I**. An Info box should appear with the file's size. If it is more than 20 MBs, please see Prof. Nikki.

10. Move both the JPEG and the PDF to the **PROJECT 5** folder in your class folder. The InDesign file is not required, but it can be placed there if desired.

This is **DUE BY 11:59 PM (DEC 4)**. **SEE NEXT PAGE FOR WHAT IS DUE.**

This is also the last day and time that any Second Tries for Projects 1 through 4 will be accepted.

due All of the following should be in your **PROJECT 5** folder at this time:

- **YOUR LAST NAME_PROJ5.PSD** file correctly saved with multiple layers
- **YOUR LAST NAME_PROJ5.AI**
- **YOUR LAST NAME_PROJ5.JPG** file correctly saved from your PSD file, but with single layer and correct color mode.
- **YOUR LAST NAME_PROJ5.PDF** file correctly exported from InDesign using compression to create a file that is no larger than 25 megabytes

- Please place any other files you may have, including the original photo you worked with – in a folder you create and title “**WORKING FILES**”.
- *Note: You may also save your InDesign file here, but it is not required and there is no need to package it. The links are already here and your file shouldn't call to any fonts. You also are not able to have control of compression when creating the PDF in this manner, and compression matters for this project.*

DEC 9

Meet in AA 208. Work on Behance. **Individual 10-minute meetings** in Prof. Nikki's office to discuss student's progress as a designer and ways to best plan for future portfolio. Course grade will not be presented at this time, but an overall brief critique and suggestions for improvement will be provided. **Please take these very seriously. Your future academic career depends on it.**

DEC 11

MEET FOR SCHEDULED FINAL: 12:30-2:30 pm, HSS 2041

Printed mini-posters will be returned to everyone. Final critique.

** The above two dates' plans may change, but an overall critique of course performance will occur on December 9th and/or 11th. Class will definitely meet both days, as explained on syllabus.*