

Week of Nov 16 & 23 Graphic Comm Completion Time 7 Class Pds. Movie Ad Poster for Print and Web

Overview:

Design a movie poster in “high resolution” based upon an existing movie poster. **The ultimate goal is to work non-destructively by using duplicate layers for painting, Adjustment Layers for tonal adjustments, Masks to hide elements and Smart Objects to resize images or use smart filters.** A COPY of the poster will be down-sampled, and for a grayscale print ad to be put in a newspaper such as the Austin Chronicle or American Statesman. The poster elements will also be re-purposed to make an optimized web splash screen. The **real movie** poster is to be used as a guide/template **for layout and type** usage. Use **your own original images** (Photos or scans of scenes, textures, you and/or your friends as the stars.) Do NOT use existing images from movies or other individual's artwork.

Specifications Images and Document Sizes

- Start poster size: 7.5 x 10.5 inches at 200 ppi in RGB mode.
- Use original images—your own digital photos or scans of photos, art, things or textures. *Do not use any low-resolution web images.*
- If photos or art is a different size than the intended final size, scan and scale close to the final image size. Don't stretch images larger in the composite. Try to adjust image sizes without “resampling” if possible. *If you have a question about scaling or proper resolution, consult with your instructor before proceeding.*
- Down-sample a COPY of poster and crop for newspaper Ad size: 34 picas wide x 48 picas tall at 170 PPI, image resolution based upon 85 LPI newspaper screen resolution. *Picas are common as the unit of measure for print layout size.*
- Set up documents at 800 pixels wide by 600 pixels tall for a web splash screen. *Down-sample images used in poster and rearrange to suit the change of format from vertical to horizontal. Do not stretch images out of proportion.*

Objectives See grade sheet for grading points.

The student will be able to demonstrate the ability to:

- Set up documents according to size specifications for the poster, newspaper ad and web splash screen.
- Combine at least **3 different original images**. *Consider different image types: drawings, photos, paintings, things, fabrics, etc. These may be scans or digital photos. Keep all **original raw images** in a folder. Edit **copies** of **images** and keep these in **a separate working folder**. Keep these two folders in the movie poster folder. Everything should be kept together for this project.*
- **Work “non-destructively”** by using *Adjustment Layers, Masks, Duplicate Layers, Smart Objects.*
- **Clean up artifacts** and correct flaws using clone, patch, healing brush and other touch-up tools.
- Use at least **two different types of selection** tools: Marquee, Lasso, Quick Selection, Color range, magic wand (vary tolerance), and/or extraction. *Be able to describe why the tool used was best for the shape or type of selection made.*
- **Save selection(s)** in Alpha Channels and/OR as **Layer Masks**. *Saved selections do not need to always be the final edited, perfected selections*
- **Use non-destructive Masks to Edit Selections such as Layer, Vector and Clipping Masks..** *Use the masking technique that best suits the purpose: Be able to tell which mask was used on what. Leave all masks on layers or saved in channels. Avoid deleting pixels.*
- Make clean blended selections by using *anti-alias, feathering, defringing, painting with soft brush on masks or blurring mask to soften edges.*
- **Use the pen tool** to create and name at least two paths. *Paths may be converted to selections, masks OR used as Shape Layers/Vector Masks.*
- Use crop and transformation tools to integrate and **scale images proportionally** in composite. • **Use Adjustment Layers** to make tonal adjustments. *Choose Adjustment Layers from the Layers menu or the Layers palette. Don't forget you can use Layer Masks or Clipping Masks to associate the tonal correction to a layer or group of layers.*
- **Sharpen images/layers** selectively using the “**Unsharp Mask**” and/OR “**Smart Sharpen**” filter. *Note the numeric settings and name layer it was applied with this information.*
- Added **type** for movie title that matches the look and style of the “template” movie. *(Suggest Trajan or Helvetica commonly used in movies). Minimal body type may be added at the bottom of movie posters. A Movie Type font is available for use.*

- Use **Layer Style(s) blend mode and/or filters**. *Note layers and what is used.*
- Use **Smart Object(s)** for down sizing a larger image, for smart filters and/or a group.
- Create at least **8 named image layers**.
- Make at least **2 layer groups** (sets).
- Save at least **2 layer comps** (variations) by moving or changing at least one element. *One version should be without any type layers turned on.*
- Save layered color poster file with comps. Save COPIES to be converted for news print ad and web splash screen.

General Working Procedure:

1. Determine actual movie as a template/guide for your project.
2. Select **original** images (photos, drawings, scans of textures or items, etc.) to use in composition.
3. Get instructor approval of movie “template”, images and thumbnails as requested.
4. **Create a final project folder** to contain the following: folder of original images; folder of edited images: working layered PSD project(s),
5. Scan images so that they are large enough to avoid enlarging images in the composite. Collect digital photos and save images large enough so that they do not need to be scaled larger.
6. Create composite meeting objectives (above). **Write down the following processes as you work.** Fill in the write-up form.
 - Note each **original image sizes, and final scaling and resolution**.
 - Note editing tools used to correct individual images such as Patch, Clone, Healing brush tools.
 - Note **tools** and techniques for making **selections (include Mask and Pen selections)**
 - Note tonal corrections used with **Adjustment Layers**.
 - Note Unsharp Mask / Smart Sharpen **specifications** used on selected images.
 - Note any special effects used and specifications used. (layer styles, blend modes, filters)
7. Include your name in the project. You could be one of the “stars”.
8. Be sure **all your layers are named and grouped into logical sets**. (Required at least two groups.)
9. Save at least two Layer Comp variations of the poster. One without the type
10. Save separate copy of the layered RGB poster to down-sample for the newsprint ad to 34 picas wide x 48 picas high and convert to grayscale as follows:
 - Open copy of the poster image and select the image size window. Change the resolution from 200 ppi to 170 ppi. (Resolution required for newsprint at 85 LPI) Change the unit of measure from inches to picas. Check to see how many picas the image has. Fill in width to 34 picas. The height will be 47.6. Since this isn’t “tall enough”, change the height to 48 picas. The width will become 34.29 which means the sides of the poster will need to be cropped .29 inches. Click “OK”
 - Turn on Rulers and draw a guideline to the 34 pica mark. Be sure movie elements to fit in this size area. Crop the image so it is no wider than 34 Picas.
 - Convert cropped ad to grayscale. *Consider LAB Lightness channel for converting to grayscale.*
 - Adjust grayscale image with Levels Adjustment layers to optimize contrast if necessary.
 - Flatten this COPY and save it as a Photoshop PDF.

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