

Assignment #1 Part 1

You are to create a series of three postcard images. There should be a central theme that your postcards follow. Your process should be as follows:

1. Establish concept- Figure out what is the overall theme of your series of postcards. Brainstorm many possible ideas so you can finally come up with the best possible concept. Write down all the concepts you come up with, not just the final concept you land on. With your ideas ALREADY fleshed out, begin to seek out imagery that matches your concept.
2. Thumbnail- Draw numerous possible general imagery situations and pair them with your concept statements to find the best possible pairings. This work will be documented and turned in as part of your grade along with the concept statements.
3. **Make sure your source imagery meets at least the minimum requirement for resolution discussed in class. (1500 x 2100 pixels)**

Assignment #1 Part 2

4. Create and save- Create separate photoshop files of your three final images that include the images and text as separate layers. Make certain your files are 5x7 inches @ 300 dpi. You can check the resolution and file size from Image->Image Size in Photoshop.

For example, the series could be images of three different images of distinct rockclimbing destinations. Each image should be accompanied by a text element. The text could be a consistent general statement for all three images, like "Climb Hard!". Or there should be statements specific to each situation, like "Grind it out!" or "stick to it!" or "hang on!". The text and imagery should work together visually and conceptually. The text should be well placed and legible. Take time to style the text so it matches the tone of the postcard campaign.

Or your series could be more conceptual, a series of postcards depicting three states of mind. For example, Anger, Happiness, and Fear, could be the titles for your three postcards. And the images could be depicting situation that would warrant those emotions.

Your series can be funny, ironic, comical, or straightforward. You have a tremendous amount of freedom with this, just don't be vulgar.

IMPORTANT!!! Part 1 is DUE week 3 before class, in my Drop Box on the Faculty drive. Completed assignments MUST follow the naming convention below or it will not be graded:

Part 1- You will turn in a contact sheet pdf of your source imagery as well as a scanned pdf file of your thumbnail drawings for the post cards you will create. Included with your thumbnails should be a description of your concept. This should be scanned in and saved as a pdf document. Use Adobe Bridge to create your pdf files. The naming convention for the thumbnail concepts pdf file you create will be **GD160+section+lastname+AS01thmb.pdf**. For example, a student named John Smith in section A of GD160 would create a file called **GD160AsmithAS01thmb.pdf**. The naming convention for the contact sheet pdf file you create will be **GD160+section+lastname+AS01csht.pdf**. Collect both of these files(contact sheet pdf and thumbnail pdf) and place them in a folder called **GD160sectionlastnameAS01Part1** and turn this folder in to my Drop Box on the Faculty Drive.

Part 2 is DUE week 3 before class, in my Drop Box on the Faculty drive. Completed assignments MUST follow the naming convention below or it will not be graded:

Part 2- You will turn in three separate completed photoshop files. The three files will be placed in a folder using the naming convention: **GD160+section+lastname+AS01**. For example, for my morning class, a student named John Smith in section A of GD160 would turn in a folder called **GD160AsmithAS01**.