Intro to Digital Media - Unit I: Raster

Project: **Composite Photo Illustration: Man vs. Nature / Organic vs. Synthetic**.

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Objectives: Technical: To gain a basic understanding of raster based digital imaging software and the technology, terminology, and techniques associated with it.

Conceptual: To create a seamless, unified image that attempts to reconcile opposing or divergent ideas.

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Overview: Your challenge is to use Adobe Photoshop to combine at least two separate photographic images into one final composition that expresses a specific idea about the intersection of the natural world, and the Man-made world.

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References: http://www.uelsmann.net/ - Artist Jerry Uelsmann
http://www.lorettalux.de/ -Artist Loretta Lux
http://www.edwardburtynsky.com/ - Artist Edward Burtynsky
http://www.cambridgeincolour.com/tutorials.htm - Great Photoshop tutorials

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Vocabulary: Raster, Pixel, DPI, Resolution, Color Mode, RGB, CMYK, Bit Depth, Histogram, Levels, Curves, JPG, GIF, TIFF, Interpolation, Layers, Adjustment Layer, Layer Mask

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Materials: Digital camera (with necessary cables), computer with Adobe Photoshop

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Process: 1. Read chapter 5 on Cultivating Creativity (pages 110-117) in your text, *Launching the Imaginatio*n, by Mary Stewart.

1. On a sheet of paper, brainstorm ideas about the Man-made world and what role human beings play in the natural world. Is our presence in the world for the better or for the worse? In what ways is our influence seen on the natural world?

2. Take your best ideas and create a few quick thumbnail sketches. Which idea would translate most easily into a simple still frame illustration? Which idea do you personally have the means to bring to reality (can you find and photograph all the "parts" of your composition)? Which idea do you personally feel the strongest about?

3. Take your single best concept and make a loose sketch.   This will help you work out basic compositional problems, and make sure you know which "parts" you'll need to create or photograph. **Bring your sketch to class**.

4. Use a digital camera to start gathering the "parts" for your final composite image. Things to think about: Is your lighting consistent? Is your perspective consistent? Is your color balance consistent?

5. Working in Adobe Photoshop, create a blank document that is **8x10 inches** (vertical or horizontal) at **300 dpi**. **FILE >> SAVE** your new document to your external media storage device. You must **work off of your own storage media** (not the desktop of the lab computers). **SAVE your work often!**

6. Using **layers**, **adjustment layers**, and **layer masks**, combine your "parts" into one final, believable image.

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7. When complete drop your **full resolution layered PSD** file into the "dropbox" in the class folder. Then, size your image down to **800 pixels** (in the widest direction) at **72 dpi** (IMAGE >> IMAGE SIZE or use the **crop tool**). Use **FILE >> SAVE FOR WEB AND DEVICES** to save a copy of your image as a **jpeg**. Name your exported jpeg **raster.jpg**.

8. **FTP** the sized-down jpeg to your folder on the class website. **Keep your original layered PSD file for your records.**

Grading Rubric:

Total Points Possible: 100	Exemplary	Solid	Passing	Poor	Failing
Technical: Did you compose two or more images into one believable scene? Did you use the resolution, bit-depth, and color mode the assignment called for? Are there errant pixels, mismatched shadows, or other examples of poor digital craftsmanship?	40	36	30	26	22
Aesthetic: Is your final piece compositionally balanced? Did you make good use of value and color? Does your piece lead the viewer's eye?	30	27	23	20	16
Conceptual: Does your final piece address the theme in a clever or meaningful way? Is the "whole more than the sum of its parts?"	30	27	23	20	16

Due Dates:

Ruff sketch:	**Wednesday, September 3**
Photographic material to begin working with:	**Wednesday, September 3**
Finished Project:	**Monday, September 15**