Digital Imaging Art in the Hollow Poster Project - Revisions

Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Period:\_\_\_\_\_\_\_\_\_

**Class Website:** [www.jhsdigital.weebly.com](http://www.jhsdigital.weebly.com) >Digital Imaging > Art in the Hollow Poster Project

**Guiding Question**

How might I use the feedback from the critique to revise my Art in the Hollow Poster so that it can be more successful?

**Project Description:** Students will be working from their final working stage version of the Art in the Hollow Poster and creating a revised version that fits the dimensions required by the Friends of Swede Hollow organization. This revised version of the poster will be submitted for judging.

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| **Name** | **Size** | **Resolution** | **Format** |
| Revised Working Stage Poster | 11 Inches by 17 Inches | 300 | .psd |
| Judging Poster | 11 Inches by 17 Inches | 300 | .jpg |

**Poster Project Revision Requirements:**

**1. Revised Working Stage Poster –** Students will use their working stage version of the Art in the Hollow poster that was featured in the class critique. Using the prompts within this packet, students will plan revisions to the poster. Students will then create a new 11 Inches by 17 Inches document that will become the revised poster. Designs and information from the old poster can by copied and sized to fit the new poster dimensions. **Students will save a version of their poster each day with the date within the file name.** All files will be saved within a specific folder on their computer.

**2. Judging Poster –** Students will save a version of their poster as .jpg and will transfer this file to the teacher. This version will be used by Art in the Hollow to judge which design will be used for their promotions. Student recognition will appear on their design if it is selected and appropriate parental / guardian permissions will be required before Art in the Hollow can use the design.

**Revision Planning on Back**

Poster Revision Guide

Complete this guide prior to revising the Art in the Hollow poster within Photoshop.

**Color**

Color should be used in an advertisement to connect the other components of graphic design. Color can also be used to create a feel within the advertisement when using psychological effect color schemes. Using the knowledge gained from the class critique, review your poster with color in mind.

**Discuss your use of color in the poster and write any revisions you plan on making to improve this part of your poster.** Does your poster use colors that work well together and connect with the other parts of your design? Does the color match the feel of Art in the Hollow?

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**Composition**

Composition is used to lead a viewer’s eye around the design. Composition consists of how all imagery, shapes, lines, and type are arranged within a design. Using the knowledge gained from the class critique, review your poster with composition in mind.

**Discuss your use of composition in the poster and write any revisions you plan on making to improve this part of your poster.** Are the parts of your poster arranged in a way to lead a viewer’s eye to the most important parts?

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**Type**

Designers make the message behind their advertisements clear by adding type and a tagline to their advertisements. The imagery, colors, and type should be consistent in the message they are communicating.

**Discuss your use of type in the poster and write any revisions you plan on making to improve this part of your poster.** Does your poster communicate the necessary information for someone to know about the event? Does the type use an attention getter and tagline to draw a viewer’s attention to the poster?

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**Imagery**

One of the strongest components to an advertisement is how the imagery (pictures or graphics) works to draw the viewer’s attention towards the advertisement.

**Discuss your use of imagery in the poster and write any revisions you plan on making to improve this part of your poster.** Does your imagery match the message communicated by the type, color, and composition? Do you have the legal right to use the images in your poster?

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Poster Photoshop Log

As a designer, having a log of information about your designs is very important if you would ever need to recreate the design in the future. Specific colors, type font and size, and image sources are all necessary for a designer to keep track of.

**Use this page to write down the relevant information from Photoshop so that you could recreate the same design in the future.**

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| --- | --- | --- | --- |
| Type 1 | Font:  Size: | Type 2 | Font:  Size: |
| Type 3 | Font:  Size: | Type 4 | Font:  Size: |
| Color 1 | Name:  Number: | Color 5 | Name:  Number: |
| Color 2 | Name:  Number: | Color 6 | Name:  Number: |
| Color 3 | Name:  Number: | Color 7 | Name:  Number: |
| Color 4 | Name:  Number: | Color 8 | Name:  Number: |
| Image Source 1 | Website: | Image Source 3 | Website: |
| Image Source 2 | Website: | Image Source 4 | Website: |
| Notes: | | | |