Digital Imaging Advertisement Swap Project

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

**Guiding Question**

Advertisements use a combination of imagery, color, composition and text as key elements to communicate a specific message to the viewer.

How might experimenting with existing advertisements use of these elements help me effectively use these elements in my own design?

**Project Description:** Students will pick a brand that has meaning to their life experiences. Using this brand, they will select one advertisement through an Internet search to use for this project. The student will first formally interpret the advertisement. The student will then experiment with editing the imagery, color, composition and text in such a way to change meaning within the advertisement. The steps to complete this project are detailed below.

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| **Name** | **Size** | **Resolution** | **Format** |
| Original Advertisement | Varies | 300 | .jpg |
| Text Change Advertisement | Varies | 300 | .psd |
| Imagery, Color, Composition Change Advertisement | Varies | 300 | .psd |
| Printing Project | 7.5 Inches by 10 Inches | 300 | .psd |

**Advertisement Swap Project Requirements:**

**1. Original Advertisement –** Students will pick a brand that has meaning to their life experience. Using this brand, they will use an Internet search to find an advertisement that has the following attributes:

* Includes images and text.
* Has a solid color background. (This is to make your job easier to complete when moving to the next stage of the project.)
* Is appropriate for school.

**2. Text Change Advertisement –** After selecting the advertisement, the student will edit the advertisement so as to remove the text from the image. The student will then use the text tool in Photoshop to add new text that changes the meaning of the advertisement.

**3. Imagery, Color, Composition Change Advertisement –** The student will edit the imagery, color, and or composition of the advertisement so as to change its meaning.

**4. Printing Project –** Students will combine the original advertisement, the text change advertisement, and the imagery, color, composition change advertisement into one document with the following dimensions 7.5 Inches by 10 Inches, 300 resolution, and created in Photoshop.

**Advertisement Swap Planning**

**Original Advertisement**

1) What is the original message the designers are trying to communicate through the advertisement you selected?

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2) Describe how the text, imagery, color, and composition all work together in this advertisement to communicate the same message?

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**Text Change Advertisement**

1) What is the revised message you are trying to communicate through your text change?

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2) How are you going to change the text to communicate this new message?

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**Imagery, Color and Composition Change Advertisement**

1) What is the revised message you are trying to communicate through your imagery, color and composition change?

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2) How are you going to change the image, color, or composition to communicate this message?

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