

## **Digital and Film Photography**

Mr. Stiles

SUMMER 2020

### **Photo Project: Advertisement**

**You are to create a 1 page advertisement which includes at least one photo and type produced by you. You will be graded as a group by your peers as well as by me. Pay attention to the “Rubric” on the reverse side which we will use for grading. You will be graded on the visual impact, design and concept. Some elements may be swiped off the net but the main dominant photo should be yours.**

**The Ad for this product or service or organization may exist in reality, or may be something entirely made up.**

**The only requirements are that the Ad includes type/copy, a logo, and one or more photos produced by you. It should also sell the product or service to the viewer.**

**This can be done during class time, while I’m available to help with your type and layout in Photoshop on the computers.**

**Turn in the PSD file with all layers showing, and a resolution of 300.**

**Objective:** To learn how advertising is created using photography.

To learn how to work as a creative team.

To learn use type and design in Photoshop

**Due date: Wednesday 7/15/20 for PHOTO 1 & 2, Students. Value 100 Pts.**

## Photo Print Advertisement Rubric & Peer Evaluation:

Grade each of the 6 categories with 0 to 4 points:

0 = F, 1 = D, 2 = C, 3 = B, 4 = A. Enter points at left next to category.

Also include a constructive comment in bottom box.

ADVANCED

**1. The Visual impact is pleasing and commands the viewer's attention, it makes you stop on that page and look.**

**2. The design and composition is intentional, simple and uncluttered, and draws you into it. Also exhibits good placement of any logos and other elements. The center of interest is clear.**

**3. Photographic qualities are excellent (Ex. use of focus and depth of field, use of color & contrast, the lighting, framing and placement, and there are no accidental extraneous things in the photo).**

**4. Shows creative use of Photoshop's special effects & type. The type is also easily readable and well placed in the Ad. The color of the type & effects were considered and work well.**

**5. Excellent Technical ability in compositing the elements together with correct sizing and without pixilation. It also has the correct resolution for printing so that the quality looks crisp.**

**6. Its overall "Concept", sells the product or service to the viewer by tapping into an emotion (ex. humor, desire, empathy, outrage, sadness). It may make the viewer want to have that, be that, be there, or belong to something. It presents a point of view or an idea seductively.**

**COMMENTS:**

- 1. The Visual impact is fairly pleasing, but does not commands the viewer's attention or make you stop on that page and look.**
- 2. The design and composition is intentional, simple and uncluttered, but fails to draw you into it. Also only exhibits fair placement of any logos and other elements. The center of interest is unclear.**
- 3. Photographic qualities are fair. Use of focus and depth of field & use of color & contrast are competent, but the lighting, framing and placement needs improvement, and there are some accidental extraneous things in the photo.**
- 4. Shows creative use of Photoshop's special effects & type. The type is not easily readable and well placed in the Ad. The color of the type & effects were considered and work well.**
- 5. Fair Technical ability in compositing the elements together with correct sizing, but with some pixilation on some elements. It also has the correct resolution for printing so that the quality looks crisp.**
- 6. Its overall "Concept" fails to really sell the product or service to the viewer by tapping into an emotion (ex. humor, desire, empathy, outrage, sadness). It may or may not make the viewer want to have that, be that, be there, or belong to something. It fails to present a point of view or an idea seductively.**

- 1. The Visual impact is not pleasing nor commands the viewer's attention, it does not make you stop on that page and look.**
- 2. The design and composition is unintentional, confusing and cluttered, and does not draw you into it. Also exhibits poor placement of any logos and other elements. The center of interest is not clear.**
- 3. Photographic qualities are poor. Center of interest is out of focus and has unconsidered depth of field, use of color & contrast is not very considered, the lighting is too dark or has badly placed shadows, framing and placement are not very considered, and there are many accidental extraneous things in the photo which could have been cropped out or removed.**
- 4. Shows little use of Photoshop's special effects & type. The type is not easily readable and poorly placed in the Ad. The color of the type & effects were not considered at all or seem random.**
- 5. Poor Technical ability in compositing the elements together with incorrect overall sizing and many elements have pixilation. It also has the incorrect resolution for printing so that the quality looks poor and fuzzy.**
- 6. Its overall "Concept" is unclear or nonexistent. It merely shows the product and it's name and nothing more. It does not sell the product or service to the viewer by tapping into an emotion (ex. humor, desire, empathy, outrage, sadness). It does not make the viewer want to have that, be that, be there, or belong to something. It presents no point of view or idea.**