

PROMO CARD ASSIGNMENT:

All Pro photographers usually have one or more specialties and for each of these specialties they have what is called a **PROMOTIONAL CARD**, which showcases their work. These usually include several of their photos, their name, the word photographer, and very often a website address.

Promo Card Steps:

- 1. First choose 3 or more of your best photos to use on the card. They do not need to show any specialty as you are still just starting out now. The photos do not have to be from class projects, just your best 3 or more photos. Once selected open them in Photoshop.**
- 2. Create a new blank canvas for the Promo Card. Go to File (top left of menu) then click on new. In the box that pops up choose inches, and set it for 5” x 7”. Then set the resolution for 300 and Background to White, with Color mode at RGB.**
- 3. Next drag a photo out of the dock. Then using the move tool drag it on to your new canvas, now check off the transformation control. Now you can transform the size of the photo by grabbing the corner controls and dragging in or out. Finally drag your photos into proper position on the canvas.**
- 4. While still on that photo’s layer go to the FX button at the bottom of the layers palette at right, a submenu should pop up, choose STROKE, move the size slider and choose a color. This should give you a line around the photo. Repeat this for each photo.**
- 5. Find the TEXT tool in the tools menu at left. The icon is T. Select your font (Top menu at left), select Point size and Color. Type your full name. Now go to the FX button again (at the bottom of the layers palette) Now choose an effect from the submenu that pops up. Finally move the type into place using the move tool.**
- 6. Repeat step 5 above but instead of your name write “PHOTOGRAPHY or PHOTOGRAPHER”**

Objective: To learn the basics of Photo Promotions for both commercial and fine art applications. Students will also learn how to use type and design in Photoshop while first creating a blank canvas to work on.

Due date: Friday, 12/7/18 For Photo 1 & 2 – Value of 50 points