

Photoshop Fundamentals for Digital Design

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In this program, you'll learn the fundamentals of Photoshop while creating projects that allow you to express yourself creatively and also learn digital design aesthetics.

This is a participatory course, and you will get the most out of it if you learn actively and participate in the class community.

Section 003: Typography

In this section of the course, you'll learn some fundamentals of typography and learn how to be creative with type.

Downloads

There are many files you'll need for this section of the course. They have been zipped for you, and you may download them at

You will need to unzip the document into a folder so you can use the files for the video lecture and activities.

The following files are included for use in this:

- ☐ Background_Foliage_Shapes.psd
- ☐ blank wine bottle.jpg
- ☐ Jungle_Foliage.jpg
- ☐ Rebel Magazine.png
- ☐ Rebel Magazine.psd

Watch This

Before watching this weeks video, make sure you download the files as instructed above. Follow along as Mark demonstrates the techniques for this section.

The video is available at <https://www.youtube.com/watch?v=9O1ZLbxu2Tw>. Please be kind and **like** our video and channel.

Once you have reviewed the video and worked through it using the lesson files, you may move on to the activities.

Activities

Download the images you'll need for the activities and unzip the file from

<https://s3.amazonaws.com/coursewareframework/photoshopfundamentals/Photoshop+Week+3/Photoshop+3.zip>

Wine Bottle

1. Load the file `blank wine bottle.jpg`. This file contains a template for a wine bottle label. Save an additional copy of the template as `blank wine bottle back.jpg`. We'll use this file to create the rear label.



2. Using your creativity and typography techniques, create the front wine label for an imaginary wine brand called Saugatuck Wines. The following information should be included on the bottle:

Front

Saugatuck Wines

Horace Staples Blend

Merlot
2015
750 ml

3. Again, using your techniques and typography techniques, create the rear label. It's essential that your brand image be consistent from the front label to the back label, so the design feels consistent as a whole. The following information should be included:

Back

Saugatuck Wines

2015

Merlot

Merlot is a dark blue-colored wine grape variety, that is used as both a blending grape and for varietal wines. The name Merlot is thought to be a diminutive of merle, the French name for the blackbird, probably a reference to the color of the grape. Its softness and "fleshiness," combined with earlier ripening, makes Merlot a popular grape for blending with the sterner, later-ripening Cabernet Sauvignon, which tends to be higher in tannin.

www.SaugatuckWines.com

Westport, Connecticut

You may embellish the front and rear label with any image, drawings or other features you feel might be appropriate for the brand.

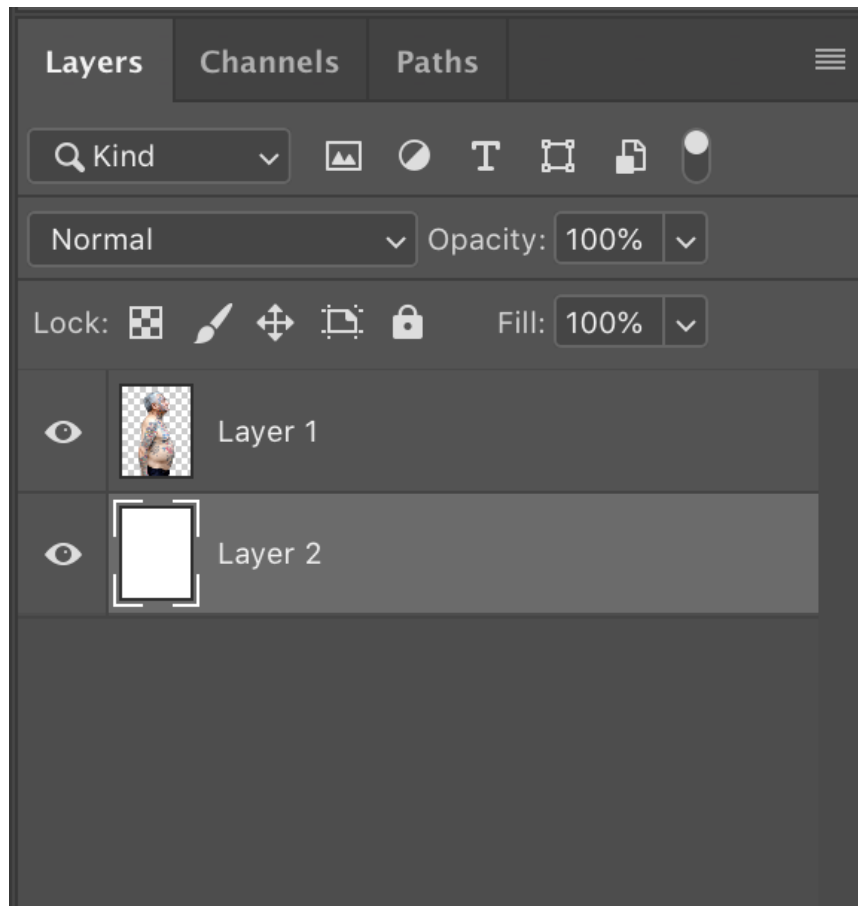
4. Once your design is complete, save both files with File-> Save in a place you'll remember, with a recognizable file name.
5. Choose File --> Export --> Quick Export as PNG to export the file into PNG format. (This is a non-editable format, so make sure you save your PSD).
6. Upload your exported document to Slack by dragging it into the Slack channel conversation for the Photoshop Course.

Magazine Cover

1. Open `Rebel Magazine.psd` that was included with your course files.



2. This Photoshop Document will be the basis for your design for the cover for REBEL Magazine. REBEL is read by 50,000 men and women interested in cultural criticism and articles designed to expose hypocrisy in government and our society as a whole. Notice that the photograph of the tattooed man is a separate layer from the background, allowing you to manipulate it.



You may feel free to move or resize the photography of the man, so it works with your typographic design.

3. Using whatever Typovrgaphic design you feel appropriate to add the title of the magazine. You may want to explore additional Adobe fonts available through your Cloud subscription (<https://helpx.adobe.com/creative-cloud/help/add-fonts.html>) or Google fonts (<https://fonts.google.com/>).
4. Adding to your design, add the names of the following stories to the front cover of your magazine:
 - 6 Over 60: Still Rebellious
 - Willie Nelson: Old School Country Survivor
 - Did Disney Do It?
 - Fugitive from Connecticut
 - What Happened to the EPA?

Additionally, add the issue date: Winter 2018/19.
5. Once your design is complete, save both files with File-> Save in a place you'll remember, with a recognizable file name.
6. Choose File --> Export --> Quick Export as PNG to export the file into PNG format. (This is a non-editable format, so make sure you save your PSD).
7. Upload your exported document to Slack by dragging it into the Slack channel conversation for the Photoshop Course.

Review The Work of Others and Read Your Reviews

As the week progresses, periodically check in on the course community discussion. Provide reviews of the work of others and read the reviews others leave for you. This type of collaboration is one of the best ways for you to learn.

Review Format

1. What is something that you like about the work from a technical or design perspective?
2. What is something that can be improved about the work from a technical or design perspective?
3. (Optional) How did the member who designed the piece show creativity?

Remember to keep the environment supportive and warm as your work will also be reviewed by others!

The review process can be intimidating at first; however, you will quickly grow accustomed to it. If you are constructive, others in the program will gladly be constructive in return.