
art 4217

Advanced Digital Applications

Lecturer

Ashwin Anandani

Print-Based Media

- Focus on using Adobe Photoshop
 - Practical : Create a landscape quote thingy
 - Short Lecture : Effectively using Masks and Selection
 - Practical : Photo-Edited Advertisement
 - Short Lecture : Producing things for screens
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Why are we using Illustrator?



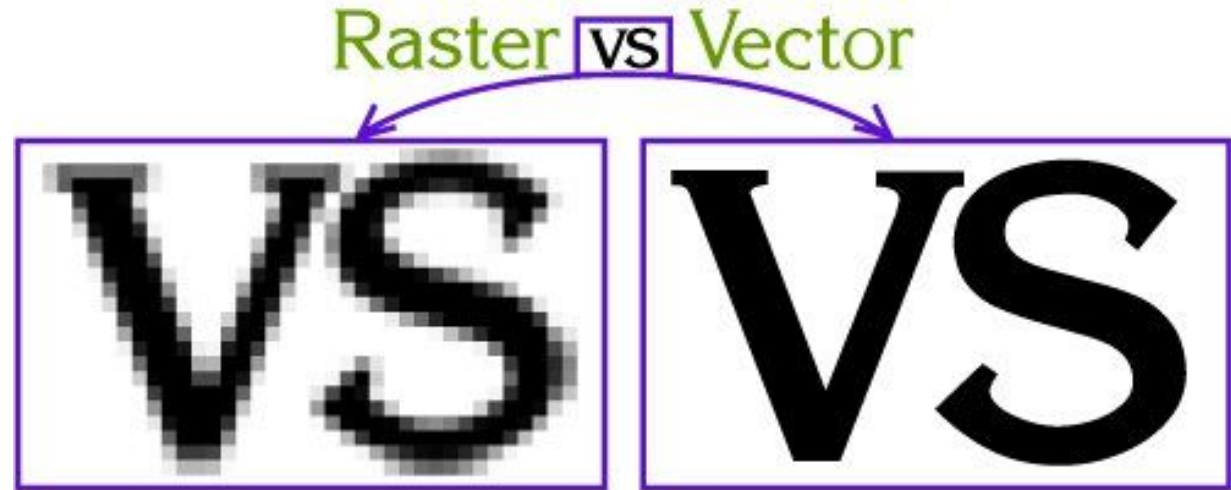
PHOTOSHOP

- Color correction, editing and photo enhancement
- Creation of web and motion graphics
- User interface and mobile design



We need to trick the eyes

If things are a bit blurry up close, we can fool people



Document Colour Mode

We need RGB from now on

How screens
create colour

For web

Use Photoshop



Red, Green, Blue

Review Activity

We like animals

Photoshop a landscape

- Use the Selection tools and Filter Gallery
- Use one other tool (Shape, Clone, or Heal)
- Use at least one Adjustment Layer
- Add text of your choice, but keep it classy



Practical

Make a photo edited advertisement

The Brief

For inspiration

- Designers do a lot of marketing materials
- Imagine **your design studio is having an event** of some kind for their clients and close friends
- **We need something to go on the website** about this event

** Event details not important*

Create 1 - 2 draft advertisements

- File > New > RGB > 1920px x 1080px
 - Use **pixels** for units of measurement
 - Create an advertisement that:
 - Meets the client's needs and branding style
 - Uses **royalty-free** photos that you edit
 - Uses text / patterns / colours in a clever way
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Stealing Resources

StockSnap.io

Pixabay.com

FreePik.com

DaFont.com (download fonts)

Google Images (only with filtration → ask me)

IconFinder.com

StartupStockPhotos.com

Saving for web

Producing screen-ready assets

File > Export > Save for Web

- Use JPEG for websites
 - Smaller file size = faster load time
 - Use PNG-24 for high quality output and when using transparent-backgrounds
 - 2-Up Compression should be fine for most uses
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Reading for this class
will be online tonight:

<http://ashportfolio.github.io/art4217>
