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Professor Pitcher

HU146-V1-- Intro Computer Graphics and Design

Creative Assignment Write-Up

I have created a concept image of a cover for a fictional magazine called W3Current. I drew very heavily on the skills I learned in the lessons, the most common of which is the horizontal text tool and, consequentially, the blending effects; more specifically, drop shadows. I incorporated the standard elements that the assignment said to; I went further by researching a bit and finding common elements, such as multiple images, issue numbers, and "stickers," and incorporating them into my design.

I used many different methods of styling in my cover, which I learned within the coursework,. The most common one that I used was the horizontal type tool, possibly the most basic of the tools that I used, for the logo and other header text. I used blending tools many times throughout the creation process, namely on the majority of the text and the HTML5 logo, but I first used it on the magazine's logo to give it a barely noticeable dark gray drop shadow. On the magazine's logo, I also used an underline to make it stand out a bit from its surroundings. Outside of the header, I have a few specific text element styles; headings and feature titles are in a pixel font with a bright color in between plum and prune; I've set descriptions text in a serif font with pure white color; I've put names within the description text as orange and keywords as green; and finally I've got bonus text (e.g. API, WWW., Tool, Tips) in a tall sans font. I've also inserted the "Issue 42" text using the vertical type tool. It's worth noting that there are four fonts in the entire image, Kitchen Police, Muncie, Silkscreen, and Cambria though I would have preferred to use one or two less.

There are, however, many elements that aren't text. There is the sticker image in the top part of the middle-left that was created using the shape tool and a default shape; there is the HTML5 logo image with an outer, gradated glow; there is the Yeoman logo image in the bottom part of the middle-right that off which I cropped the name. I used the masking technique that we learned, to overlay a dark image of compressed JavaScript code with syntax highlighting on the logo. I also used a website to create a bar code; I placed it in the image and scaled it to 100x50 then created a border and some space at the bottom for it. I proceeded to use the clone stamp tool to copy the lines, and I painted them over the entire bottom portion of the extra white space. Finally, I cropped out the numbers from the cloned stamp's results, thus creating a "standard" bar code that has bars to either side of the alphanumeric symbols.

I heavily applied the concept of asymmetrical balance. If you take a look at the left and compare it to the right, you'll see how it has less content than the right. But the left side has the larger feature heading, as well as the sticker, the "Exclusive" area (whose description text is smaller than the rest of the description text on the cover), and the "Also Featuring" text. This is a stark contrast to the right side, which has many more elements (the "Plus" text, "Yeoman" text, description and logo, secondary feature name, and the bar code.) I also extensively used both horizontal and vertical lines to align different pieces of the cover; there are places where lines exist that aren't completely obvious, such as the edges of the HTML5 logo leading directly down from the magazine's logo to the two main articles' titles.

I really enjoyed this assignment; I had a lot of fun applying what I've learned without being instructed step-by-step by the book to do so. There is a certain liberation that felt wonderful; I feel free from feeling overwhelmed by the software because I know how to use a good amount of its basic functionality. I am glad that I got the opportunity to do this, and I am quite looking forward to the Illustrator module; I can only hope I'll feel as accomplished as I did with this creative assignment.