

GIT334

Image Capture and
Manipulation (2014
Spring - A) - 27015/27014

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[CREATIVE PROJECT 1]

Lab Report

When I began thinking about this project, I immediately thought of the yin-yang symbol I created in Illustrator class in Junior College. It's pretty simple to create, using the Horizontal Align Center button and the Shape Builder Tool in Illustrator. Also, it's all over [my social media sites](#) that I love coffee, so I knew coffee had to play in to it somehow. About two years ago, I spent a lot of time at Cartel Coffee Lab on 5th Avenue in Scottsdale because they are really good about letting people come in with their laptops and just sit and work all day while sipping their delicious coffee. I decided back then that I'd love to create a website for a coffee shop someday. Part of a great website is its branding, so I decided to make this creative project about the brand of a fictitious client, known as the "Zen Coffee" shop.

Since I knew this project was going to be for the web, I made sure I used the sRGB color profile. Also, since it would be displayed only on screen, I set the resolution to 72 ppi. I chose a large size (2074 horizontal pixels) so that it could be scaled down without too much loss of detail. That way, it could be used as a small graphic throughout the website or even as a background (watermark) image for entire webpages. Finally, I decided to make the image's background transparent so that it would sit nicely on just about any background.

In order to help the light and dark parts of the yin-yang symbol stand out from one another, I used Inner Shadow and Drop Shadow effects on the light roast part to make it look a bit like the dark roast part is floating over the light roast part. I also used a Color Overlay effect on the dark roast part to help it appear richer and stand out. The picture of the light roast beans was taken a bit closer to the beans than the dark roast picture, so I shrunk its picture a bit to more closely match the bean size of the beans in the dark roast picture.

As for choosing a color for the font; one of the speakers said to use the color picker to get the color of the background image and then add or subtract 180° from the Hue to get the exact opposite/complimentary color. I did that with the color of the dark and light roast and chose the color that looked best – the opposite/complimentary of the light roast image. And then, since the image would be used on the web, I made sure to use only the web-safe version of the color. I also used a 3pt stroke effect on the font to make the font stand out from the relatively-busy coffee bean backgrounds.

Getting back to the yin-yang symbol; I knew from watching the Lynda.com videos that I could use the yin-yang symbol and the Color Range tool in Photoshop to create a precise selection that matched the yin-yang design, and then use the resulting selection to "slice out" the "yin" and "yang" portions of the dark roast and light roast images. But, despite watching the videos over and over, I just couldn't wrap my brain around exactly *how* to do it. Fortunately, my professor was kind enough to spend a few minutes in Adobe Connect, showing me exactly how the workflow works while talking me through it. It was one of those things where, when you finally learn how to do something, you do a face-palm and yell, "Of course!" Once I knew how to handle the selection to create a precise set of Layer Masks, the rest went pretty quickly.

Low res versions of the images used to create this project are all combined in the ZIP file. They are as follows:

- DOWNS_CP1_dark-roast.jpg
- DOWNS_CP1_light-roast.jpg
- DOWNS_CP1_yin-yang-mask.jpg