**You are to create a poster using the Photoshop application. The poster can be either:**

* a re-creation of any poster for a TV Show such as this: <http://m5.paperblog.com/i/6/67996/fall-tv-series-38-poster-ads-best-of-the-ads--L-ZwSrQC.jpeg>  If you select an existing poster as an inspiration for your recreation, you must still satisfy the requirements below (e.g.  must contain 3 shapes, etc..) so you will likely have to modify the original design you select slightly.  
  OR
* your own creation advertising your one of your favourite TV Shows.  
  NOTE: it can be a current TV Show or an older TV Show, the point of the assignment is to give you practice creating a poster using Photoshop, we don't care which TV show you select.

The final poster background SHOULD NOT have the exact same image(s) as used in the original poster (if you decide to copy an existing poster rather than make up your own design) since it will be difficult for you to obtain these images. But, to start off, you could get a background by Googling for similar images that you would like to use as your background in Photoshop BUT BE SURE TO REFERENCE (see more information below on how to show us your references) all images you took from the Internet. Note: if the background image you select to start your poster has a rectangular shape, this shape will not count towards meeting one of the shape criteria as listed below. All shapes and text must be created by you as layers, using Photoshop, in order to be counted as part of the check list criteria.

**Check List/Criteria:**

* Poster size: exactly 600 by 800 pixels (or 800 by 600)
* Poster resolution: 72 pixels per inch and use a colour mode of RGB, 8 bit (these should be the defaults, if you want to double check, select *Image* from the main menu, then pick *Mode* (to check the colours) or *Image Size* (to check the resolution and picture size))
* Your poster must also contain:
  + Text Strings:
    - ~~at least three instances of different font sizes~~
    - ~~at least three instances of different font types~~
    - NOTE: you can combine the two above items so that you have 3 items of text where we can see the use of 3 different font sizes and 3 different font types
    - ~~at least one instance of horizontal text (normally text displayed )~~
    - ~~at least one instance of a different text orientation other than horizontal such as vertical or curved~~
  + ~~Shapes:~~**~~at least~~**~~three different shapes USING THE SHAPE TOOL (not just drawing a shape with another tool)~~
    - ~~NOTE: three circles of different sizes are not considered three different shapes.~~
    - ~~you may use the custom shape tool to meet this requirement, for example the custom shape tool has snowflakes, birds, arrows, etc.~~
  + ~~Gradient Fill or Gradient Overlay on at least one of the shapes or on at least one of the text strings or on the background.~~
  + ~~Bevel or Drop Shadow effect on a~~**~~text string~~**~~(At least one instance~~)
  + ~~Bevel or Drop Shadow effect on~~**~~a shape~~**~~(At least one instance)~~
  + ~~The above two items means that there should be~~**~~an instance of bevel AND drop shadow in your p~~oster.**
  + Line
    - can be solid or dotted
  + Evidence that layers were used. Please note that empty layers and default layers should be avoided.
  + Evidence of colour creativity/colour balance: the colour scheme should be pleasant and professional looking.
* You may add more elements in re-creating the poster or creating your new original poster but remember to do it tastefully!
* Your poster should have a good clean design and some complexity:is it balanced, is it easy to read? This is subjective however you will still be given marks for this at the teaching assistant's discretion (we will give the teaching assistants some guidelines to use when marking the subjective parts of the assignment).
* Your poster Photoshop file MUST be named: *youruwouseraccount\_ad.psd*(**ALL lowercase**)
  + For example: ***jsmith24\_ad.psd***
* In Photoshop, you must do a ***File>Save As*** to convert your file to a jpg and the jpg file name MUST be named:*youruwouseraccount\_ad.jpg*(**ALL lowercase**)
  + For example: ***jsmith24\_ad.jpg***

**Submission Details and Process:**

Using WinSCP to FTP (move your files), ([click here if you need to get WinSCP for your Windows Computer](http://www.uwo.ca/its/sitelicense/WinSCP/index.html), MAC users need to [download Filezilla](http://filezilla-project.org/)), upload the following files to your publish area that you set up in Lab 1. You do this by creating a directory in your *public\_html* directory called ***assign1*** (all lower case). The *assign1*folder should be directly under you *public\_html*folder on*panther.uwo.ca.*Then, using WinSCP in order to FTP your files to the UWO server, move the following files into the *assign1*folder.

* the final product (*ouruwouseraccount\_ad.jpg*),
* native Photoshop file (.psd) (*youruwouseraccount\_ad.psd*)
* a scanned in copy of the original poster that you based your poster on (unless the poster you created is based on your own original idea, in which case you do NOT need to include this file). This file must be named: *youruwouseraccount\_orig\_copy\_of\_ad.jpg* (ALL lowercase)

**Don't forget** to set your permissions correctly for the files above once they have been uploaded to the server. **DOUBLE CHECK**, via Firefox or IE(Internet Explorer) that you can view the .jpg file and the .psd file when referencing the ***http://publish.uwo.ca/~uwouseraccount/assign1***web site. If you can't see the files, then check the file permissions, and set them correctly: The folder *assign1*should have the permission <755> and the files inside the *assign1*folder should be set to <644>.

You **ALSO MUST** submit a link to your files and all your references via [http://owl.uwo.ca](http://owl.uwo.ca/).  See below for the details of how to do this.

* + In the "Submission Assignment Text" box for assignment 1, you must put the following:
    - the **first** line of the "Assignment Text" box **MUST** be the web site containing your .jpg final poster file (include the http://)
    - the **next**line of the "Assignment Text" box **MUST** be the web site containing the .psd native file for your poster.(Photoshop .psd file which contains the layers, etc and is used to create the poster in the .jpg format)
    - the **next**line of the "Assignment Text" **MUST** be a  blank line
    - the**next**line of the "Assignment Text" box **MAY** contain the web site containing the .jpg of the scanned in copy of the original poster you based your assignment on (NOTE: if your idea for your poster was an original, you do not need this line)
    - the**next line** (or fourth line if you do not have an ad/image that you used as inspiration) MUST be the word**REFERENCES:**
    - the remaining lines the "Assignment Text" box should contain the images and then the web sites where you got the image for **EACH** image used in your poster. If some of the images were taken by you, then indicate this, for example:  
      *Picture of Cat --> Taken by Me.*  
      If your poster was created from another poster, it should also contained the web address where you obtained that original poster  or a reference to a magazine/book where you originally saw it (some sort of reference is required). Each line should start with a description of the picture, followed by a : colon and a space and then the web reference or journal reference.
    - EXAMPLE: if your name was*John Smith*and your UWO user account was *jsmit*, then here is a possible text that you would put in the "Assignment Text" box of Owl:

|  |
| --- |
| <http://publish.uwo.ca/~jsmit/assign1/jsmit_ad.jpg> <http://publish.uwo.ca/~jsmit/assign1/jsmit_ad.psd>  <http://publish.uwo.ca/~jsmit/assign1/jsmit_orig_copy_of_ad.jpg> REFERENCES: Picture of face photo: <http://www.uwo.ca/sogs/collage2.jpg> Picture of cow: <http://www.flickr.com/photos/atwestern/788840815/in/pool-western> Picture of chart: Berry, R.E.., & Reeves, C.J. (1992). The evolution of the Common User Access Workplace Model - Technical. IBM Systems Journal, 31, page 414 Original Ad: The lobby of Phil's Pizza, 301 Dundas Street, North, London, Ontario (I picked up a flyer there) The following images were taken by me: -Picture of orange cat -Picture of boat |

* + Click on the Submit button under the Assignment Text box to submit your assignment.
  + NOTE: you will receive an email from Owl once your assignment has been submitted. **KEEP THIS EMAIL**, it is your proof that you submitted the assignment correctly and of the time and date it was submitted. If you end up having problems with your submission later on and cannot produce this email, you could end up receiving 0 for the assignment.
* **[**[**NOTE: if you are having problems with the submission of the assignment, please watch these videos on how to submit BEFORE emailing your instructors**](http://www.csd.uwo.ca/~lreid/cs1033/howtohandinassignment1/SubmissionVideos.html)**] .**

**Late Policy**

* Saturday AND Sunday together count as 1 day late rather than 2 days late.
* Any assignments received after due time on Friday, but before due time on Sunday will lose 15%.
* Any assignments received after due time on Sunday, but before due time on-Monday will lose 30%.
* Any assignments received after due time on Monday, but before due time on Tuesday will lose 45%.
* No assignments submitted after due time on Tuesday, will be accepted and a grade of ZERO will be given
* NO extensions will be given for computer technical problems or Owl connectivity issues. If your machine is having problems, you MUST complete the assignment in one of the labs on campus.

**Marking Hints:**

**Things we will be looking for while marking:**

* Reading specifications and following directions. You will lose marks if you have not followed the directions as indicated above.
* Creativity, complexity and colour balance of your submission.
* How well the items on the above ***check list/criteria*** are demonstrated.

**Receiving Your Grade for the Assignment:**

You should receive your grade for this assignment back approximately ONE week after the last possible date to hand it in. You will receive your grade via Owl. There will be a NEW attached spreadsheet file (a .xls file) in the assignment 1 section of the CS1033 Owl. This .xls file will contain the grading rubrik from the teaching assistant who marked your assignment. If you disagree with your mark, please email your lecturer and explain which portions of the assignment you feel was marked incorrectly (indicate which rows in the spreadsheet file were marked incorrectly).

NOTE: If you ask for a remark of your assignment, the lecturer will remark the entire assignment and you could potentially end up with a LOWER grade for the assignment. The grade received from the lecturer will be your FINAL mark.