DIG 2109C
Digital Imaging Fundamentals

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Project 3:
Cereal
Surreal

DESCRIPTION

Students must make a cereal box for a cereal that never took off. Think something that wouldn't be very appitizing, like Squid Flakes. Students can decide on the theme and name of the cereal, just keep it clean.

PROJECT GUIDELINES

- Must use composited images to create a cereal box.
- Box size is 7.75" x 11" which is a 11.7 oz. box.
- Image must be turned into me as a .PSD with ALL LAYERS intact.

GOALS - CEREAL BOX

- Must use multiple photos to achieve end result.
- Create the Front of a cereal box.
- Must be mindful of proportion and color matching to achieve believeability.

GRADING CRITERIA

- Project must be turned into me at the BEGINNING OF CLASS.
- Project should be named LASTNAME_cerealbox.psd
- You must include the original images as a layer in your photoshop file.
- Be prepared to present your work in front of the class, and answer questions by me and your peers.

Grading Breakdown

Adherence to Guidelines	Total 50 pts
Named and Saved Correctly	**10 pts**
Orignals included	**10 pts**
Layers intact	**20 pts**
Layers named	**10 pts**

Design	Total 30 pts
Layout	**10 pts**
Craftsmanship	**10 pts**
Believeablity	**10 pts**

Presentaton	Total 20 pts