



Overview

Selecting images that will engage the target audience and then editing them to suit the application and purpose is essential to effective communication. For this activity, you will select and then edit a photograph using Adobe Photoshop. This is an opportunity for you to showcase both your understanding of how audience-targeting principles guide design choices and your proficiency using Photoshop to manipulate a photograph according to the principles and elements of design.

Prompt

Create an image-based visual design that can be used to promote an event of your choice. You may choose to select the event from your course project. To complete this activity, follow the directions below:

1. Identify the target audiences of an upcoming event of your choice (for example, a birthday party, fundraiser, concert, or book launch).
2. **Select a photograph** or a series of photos using best practices that you think will effectively engage the audience.
3. Use Adobe Photoshop to apply your knowledge of the elements and principles of design to make at least three **modifications** to the original image that can be used in the event's promotional materials.

Examples of modifications you could make include:

- Combining parts of two or more images to create a composite image
- Altering the colors to better match your branding or color scheme
- Removing an element from the image
- Using a filter or texture to create a different aesthetic
- Cropping an image
- Straightening or rotating an image

In addition to your edited photograph, please provide a **rationale** for your design choices. To guide your rationales, consider the following questions:

- How did your understanding your target audiences and legal and ethical guidelines affect your image **selection**?
- How did the elements and principles of design inform your **image modification** choices?
- Which **Photoshop tools** were most useful for this project and why?

Guidelines for Submission

To complete this project, you must submit the following:

Photographs

Submit the original JPG photograph and the modified PSD file so that your instructor can view and grade them. Make sure to clearly include your name in the name of both files (for example, “before_apple_J.Doe.jpg” and “after_apple_J.Doe.psd”).

Rationales

Submit your rationales as a 200- to 250-word (around 3- to 5-sentence) Microsoft Word document. Make sure to include references cited in APA format.

Supporting Materials

The following resource may help support your work on this assignment:

Shapiro Library Resource: [Shapiro Library APA Style Guide](#)

When editing photos, it's essential that you provide credit for all images you use. Review this citation guide to learn how to properly cite images taken from other sources. This guide is intended to help you cite sources in APA style, avoid plagiarism, and search examples of APA style.

Module Five Activity Rubric

Criteria	Exemplary (100%)	Proficient (85%)	Needs Improvement (55%)	Not Evident (0%)	Value
Image Selection	Exceeds proficiency in an exceptionally insightful, sophisticated, or creative manner	Selects images that are appropriate for the message and identified target audience and that are appropriately sourced	Shows progress toward proficiency, but with errors or omissions; areas for improvement may include needing to select more appropriate images to concisely target the intended audience	Does not attempt criterion	15
Image Modification	Exceeds proficiency in an exceptionally adept, sophisticated, or creative manner	Applies elements and principles of design to purposefully modify an image or images using Photoshop tools	Shows progress toward proficiency, but with errors or omissions; areas for improvement may include using Photoshop tools or elements and principles of design more purposefully or effectively to meet task requirements	Does not attempt criterion	25
Rationale: Image Selection	Exceeds proficiency in an exceptionally clear, insightful, sophisticated, or creative manner	Explains how the image selection was made in order to effectively target an identified audience in a manner that is legal and considerate of ethics	Shows progress toward proficiency, but with errors or omissions; areas for improvement may include needing to more clearly explain how the photo selection was made in order to effectively target the audience	Does not attempt criterion	15
Rationale: Image Modification	Exceeds proficiency in an exceptionally clear, insightful, sophisticated, or creative manner	Explains how principles and elements of design and Photoshop tools were used to effectively modify the selected image	Shows progress toward proficiency, but with errors or omissions; areas for improvement may include needing to use more appropriate or efficient functions within Photoshop	Does not attempt criterion	20
Rationale: Photoshop Tools	Exceeds proficiency in an exceptionally clear, insightful, sophisticated, or creative manner	Explains which Photoshop tools and features were the most useful for completing the selected modifications	Shows progress toward proficiency, but with errors or omissions; areas for improvement may include	Does not attempt criterion	15

Criteria	Exemplary (100%)	Proficient (85%)	Needs Improvement (55%)	Not Evident (0%)	Value
			needing to evaluate which tools and features were more helpful than others		
Articulation of Response	Exceeds proficiency in an exceptionally clear, insightful, sophisticated, or creative manner	Clearly conveys meaning with correct grammar, sentence structure, and spelling, demonstrating an understanding of audience and purpose	Shows progress toward proficiency, but with errors in grammar, sentence structure, and spelling, negatively impacting readability	Submission has critical errors in grammar, sentence structure, and spelling, preventing understanding of ideas	5
Citations and Attributions	Uses citations for ideas and images requiring attribution, with few or no minor errors	Uses citations for ideas and images requiring attribution, with consistent minor errors	Uses citations for ideas and images requiring attribution, with major errors	Does not use citations for ideas or images requiring attribution	5
Total:					100%