



# **INDIVIDUAL ASSIGNMENT**

**TECHNOLOGY PARK MALAYSIA  
AINT003-4-2-DIP  
DIGITAL IMAGE PRODUCTION**

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HAND OUT DATE: 10<sup>th</sup> December 2024  
HAND IN DATE: 20<sup>th</sup> January 2024  
MODULE LECTURER: Erick Ritcher Lim**

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## **INSTRUCTION:**

1. **Submit your assignment in the APU Moodle.**
2. **Students are advised to underpin their answers with the use of references (cited using the APA System of Referencing).**
3. **Late submission will be awarded zero (0) unless Extenuating Circumstances (EC) are upheld.**
4. **Cases of plagiarism will be penalized.**

## Contents

Appropriate selection of original image .....	3
Lightness and Saturation.....	4
Background image for poster.....	7
Word styles.....	8
Principles of and elements and design .....	11
References.....	13

## Appropriate selection of original image



Figure 1: The original image of Michael Dapaah

Michael Dapaah is a British-born Ghanaian with nickname 'Big Shaq', which view goes globally viral with the freestyle 'MAN'S NOT HOT' sing in BBC Studios.

## Lightness and Saturation



Figure 2: Default Lightness and Saturation of Michael Dapaah body together with clothes.

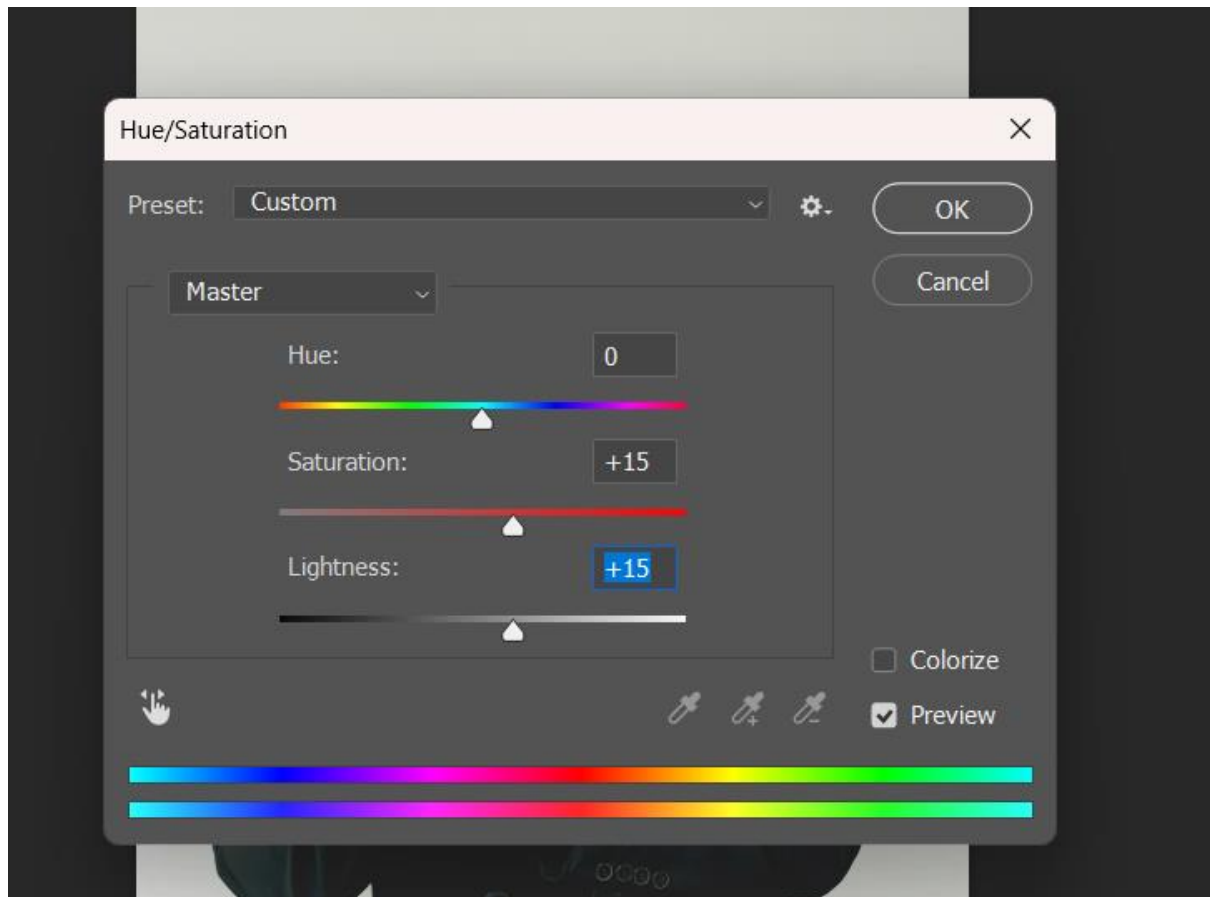


Figure 3: Adjustment the Saturation and Lightness of Michael Dapaah body together with clothes.



Figure 4: After adjustment the Saturation and Lightness of Michael Dapaah body together with clothes.

This adjustment used to emphasize the presence and increase appeal of Michael Dapaah in the poster.

## Background image for poster



Figure 5: The original image of the poster.

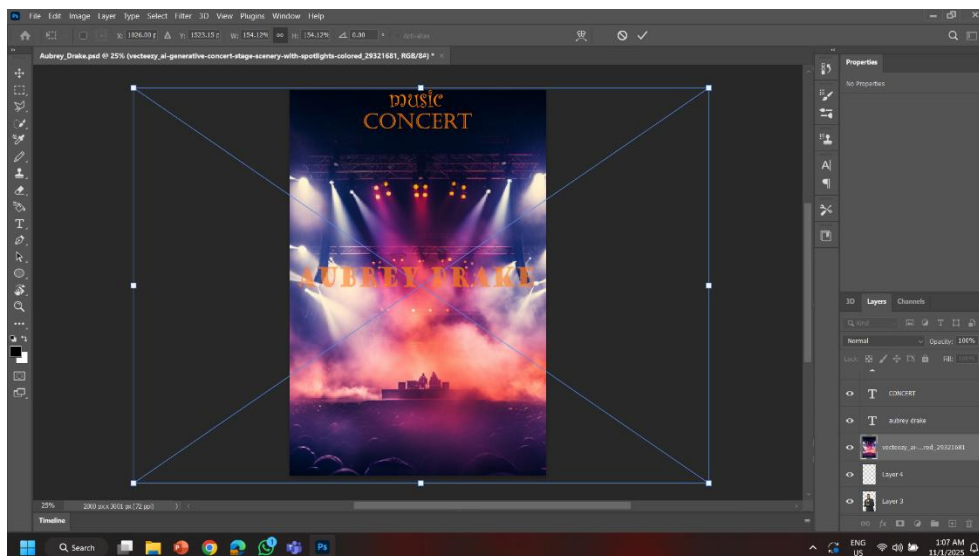


Figure 6: The process of fill up the poster background.

To fill up the poster size form the original image in Figure 1, my enlarged the background photo to make the poster can be completely covered poster.

## Word styles

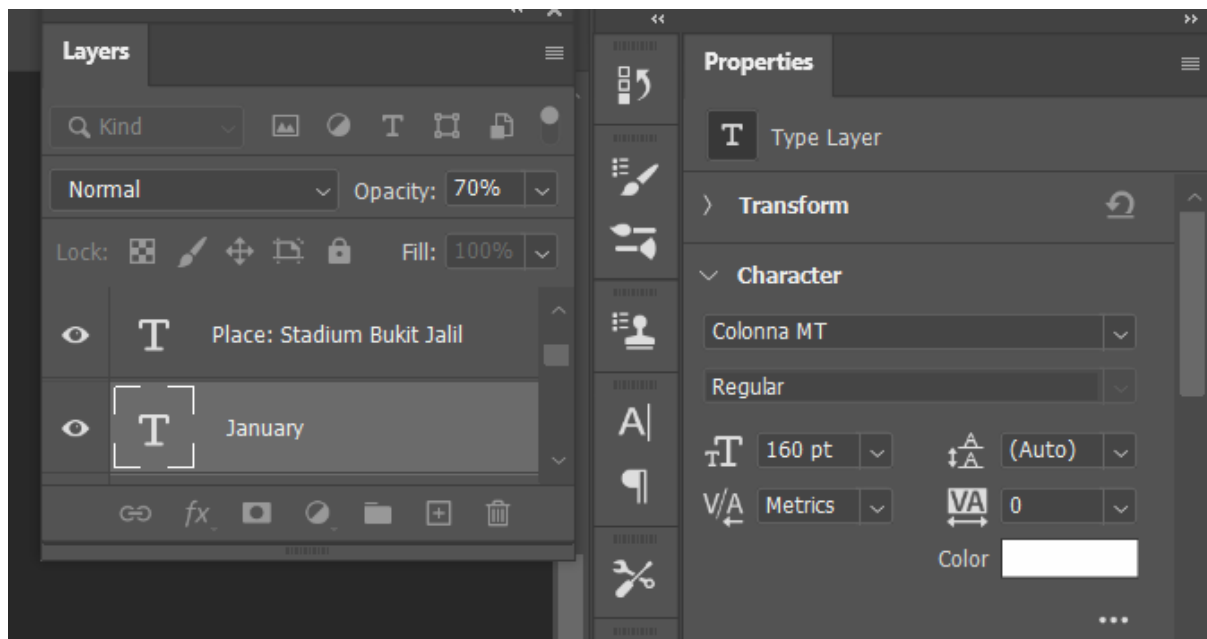


Figure 7: “January” word style

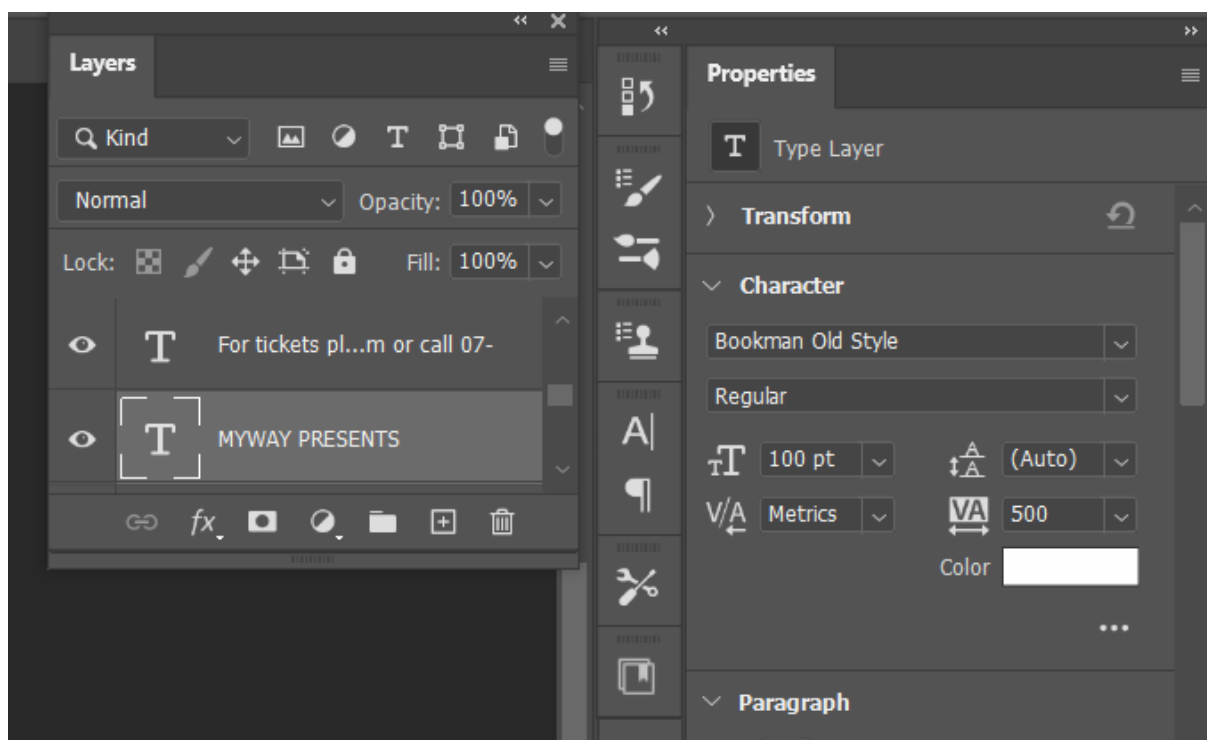


Figure 8: “MYDAY PRESENT” word style



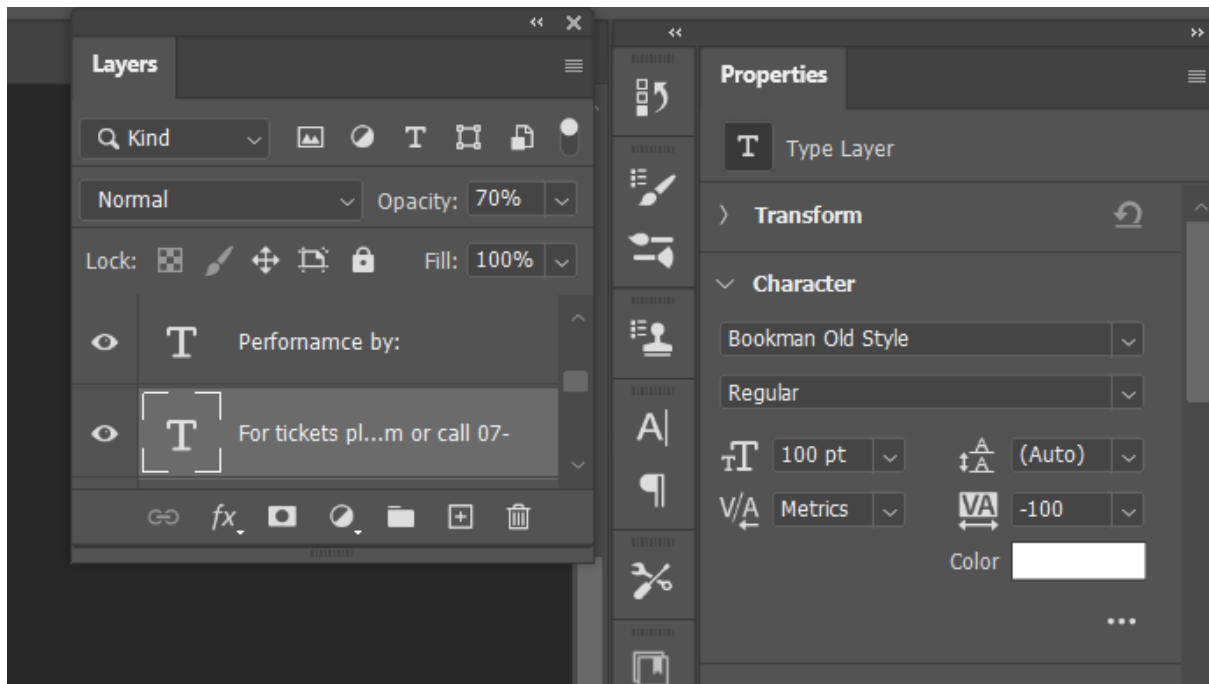


Figure 9: “For tickets.....” word style

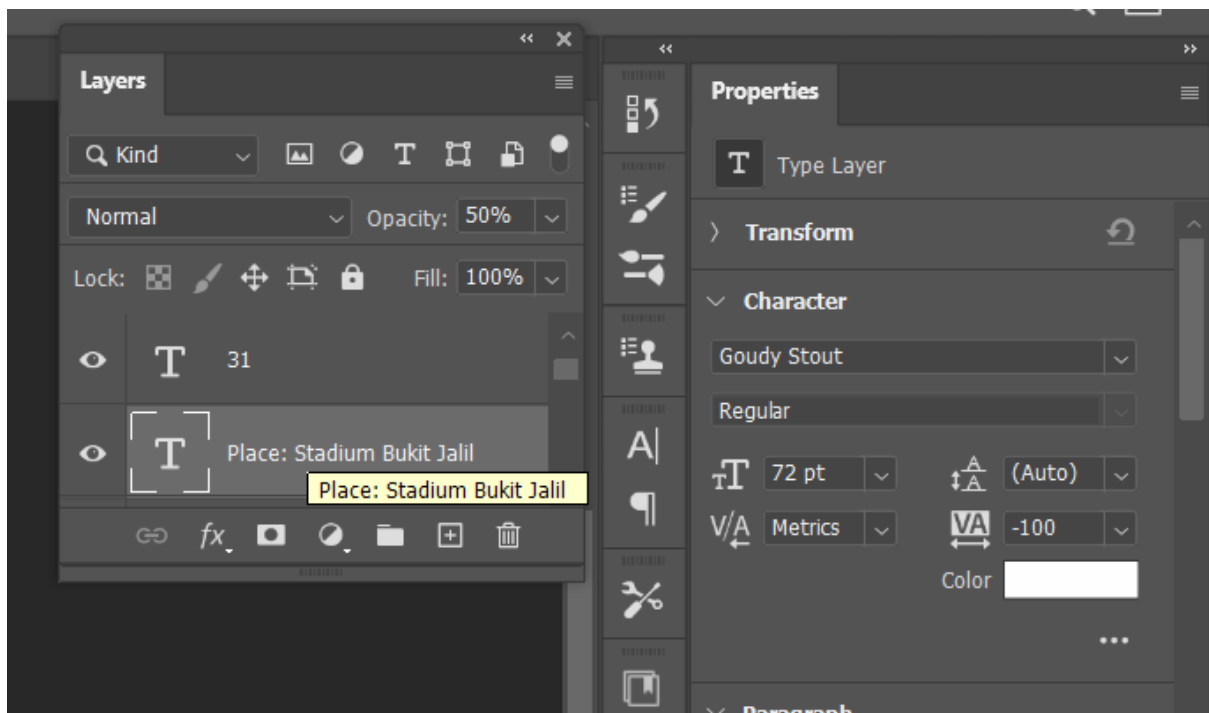


Figure 10: “Place: Stadium Bukit Jalil” word style

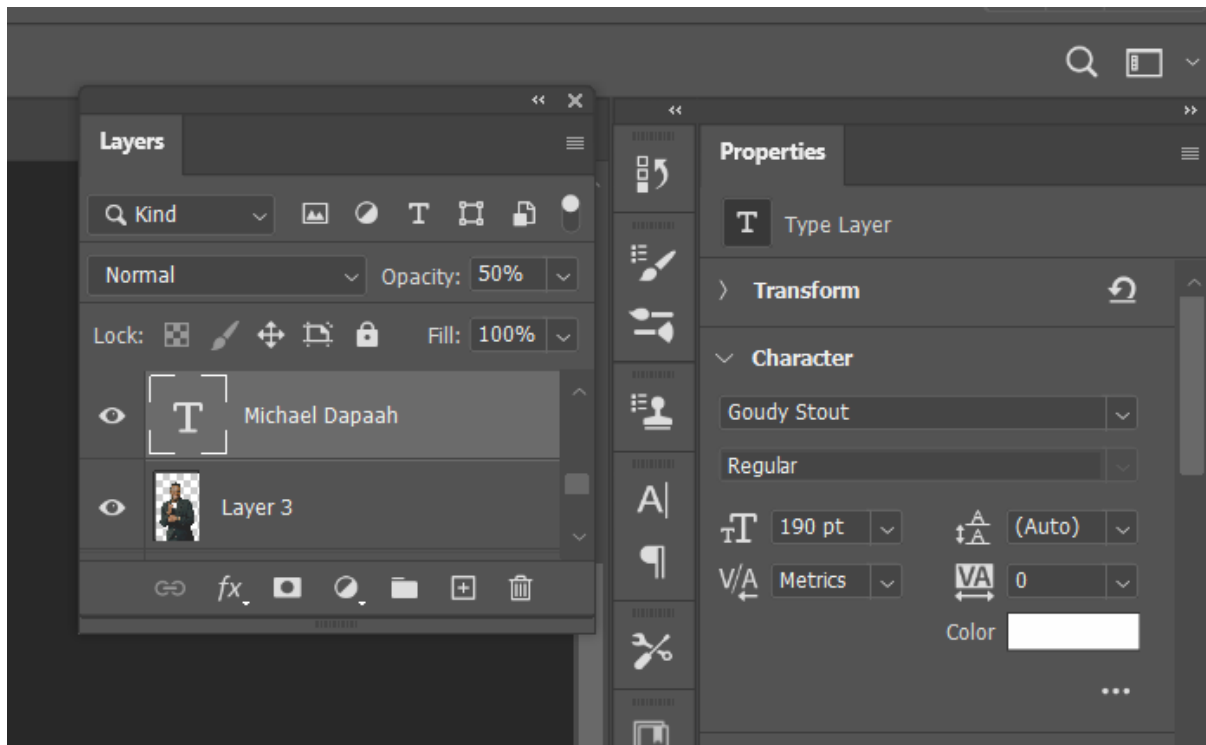


Figure 11: “Michael Dapaah” word style

My set difference word style in difference word with different tracking (letter spacing) in some words and opacity as well to have a better viewing experience on poster.

## Principles of and elements and design



Figure 12: The final output poster.



Figure 13: The referred poster

My use figure 13 as my poster layout refer and design. In poster figure 12, the level of the artist, background and information are clear with Different contrast between text background and characters. At the same time, for the arrangement of information adjustments with were made to maximize the audiences Can see the key point of this poster more intently.

## References

Co, A. D. (n.d.). *.postermymwall*. Retrieved from Customize this Concert/Band Poster Template:

<https://www.postermymwall.com/index.php/art/template/12ddf426509a1419d2d920f28c72e6e1/music-concert-design-template>

IMDb. (n.d.). *IMDb*. Retrieved from Michael Dapaah:

[https://www.imdb.com/name/nm9369885/mediaviewer/rm4265542145/?ref\\_=nm\\_ov\\_ph](https://www.imdb.com/name/nm9369885/mediaviewer/rm4265542145/?ref_=nm_ov_ph)