

Taylor Salamone
Composing Digital Media

My visual project incorporates multiple images and textual elements together to create a poster advertising the University of Pittsburgh Rowing Team. Source materials were found in a few different places, but all adhere to the fair use rationale.

The main image that composes the background with the Pittsburgh skyline was taken by the team's coach and given to the athletes for free use (I am an athlete on the team.) The overlaid image in the upper third of the composite design was taken by a parent of an athlete on the team, and was once again shared via Google Drive for athletes to use. Finally, the Pitt Script logo was created by the team's social media chair. He attained permission from the University to be able to use the Pitt Script as the team's logo, then created a rowing logo by adding the "rowing" text underneath and strictly adhering to the design guidelines from the university. I then asked the social media chair if I could have permission to use the logo in my design, to which he granted me free use.

I am confident that all of the images I used in my design are fair use, because none of the images are copy written as they were never publically published, but even if they were copy written, I have attained permission from all of the photographers/designers to use their original visuals.

It was a bit challenging to combine these base visual elements with textual elements into one composite design at first, because I decided to use GIMP instead of Adobe Photoshop. I am proficient in Photoshop, but had never used GIMP before. A lot of the functions are very similar, but the overall design of the software program looks a lot different and I had difficulties learning where all of the appropriate tools were located. This made my design process a bit slower than expected, but once I got the hang of GIMP I started cruising. One thing that I learned how to do was to create a shadow for my text in the bottom right corner of the design. The text wasn't popping off the background, so I learned how to duplicate the layer and offset the duplicate layer slightly in a darker color to make the text easier to read. I will definitely be using this technique in the future for other designs!

Looking at my final visual, I think I achieved my goal. The purpose of the design is pretty clear: to recruit new members for the rowing team. I think the main image I chose itself, is very visually appealing with its use of colors with the bright yellow boat and sunrise behind the Pittsburgh skyline. I also think my use of contrast and alignment in the design help to lead the eye to the most pertinent information. The bold navy text contrasts well off of the softer hued background, emphasizing in underlined text to "Join the Crew." The text is arranged diagonally downward as the viewer reads from left to right, leading the eye to the center of the image where one notices the picturesque image of the skyline and rowing shell. From there the line of the shell points diagonally down to the supporting text, emphasizing short and sweetly that there is no experience necessary to row and providing the appropriate contact information if interested.

All in all, I am proud of the way the design flows together, and think I achieved a nice balance of all of the elements.